



## Grant Application

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### COMPLETED

Response ID : buBh9TIK  
IP address : 184.97.38.157  
Response link : <https://survey.zohopublic.com/zsir/rzCCla/buBh9TIK>  
Survey URL accessed by the respondent : <https://survey.zohopublic.com/zs/rzCCla>  
Start time : Dec 11, 2024 08:53:18  
Completion time : Dec 11, 2024 09:04:19  
Time taken : 11 mins  
Collector : Grant Application

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Page 1 : Business Grant Request

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If you would like to apply for a grant, please complete the following questionnaire.

Q1. Are you a business located in Cumberland, Wisconsin, or the surrounding area?

Yes

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Q2. Are you the owner or authorized representative for the company?

Yes

Please enter the following information about the business

**Q3. Business Name**

Jonelle's Forever Flowers

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**Q4.**

Field label	Response
Address1	2501 3 1/4 5th Street
Address2	
City	Cumberland
Zip Code	54829
State	WI
Phone	7154191786
Email	jgideo66@gmail.com

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**Q5. Website**

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Please enter the following applicant information

Q6.

Field label	Response
First Name	Jonelle
Last Name	Gideo

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Q7. Phone Number

7154191786

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Q8. Please enter your email if different from business email

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Q9. Please tell us about your business. Please be as specific as possible. If the form does not have enough space, please email additional pages to [info@50peoplewhocare.org](mailto:info@50peoplewhocare.org)

Please include things like; type of business, number of employees, local suppliers used, what makes you unique or essential to our community.

Jonelle's Forever Flowers is a floral business that creates and supplies beautiful, handmade floral designs, bouquets, boutonnieres, corsages, funeral arrangements, cemetery urns, wedding and prom arrangements, porch pots, planters, evergreen gnomes and wreaths at Christmas, and other special requests.

I am the only employee. My husband, Michael Gideo, volunteers to help with the heavy lifting and deliveries as needed.

My flowers are made from pressed velvet foam and will never die! This is what makes Jonelle's Forever Flowers so unique. My business supplies flowers and arrangements for all occasions and is open for the community's convenience year-round.

I regularly patronize many local businesses to create my floral designs including but not limited to: Cumberland Ace Hardware, Years Ago Antiques, The Vintage Gallery, and the Dollar Stores.

**Q10. What is the plan for using the grant money (How will it be used)?**

When I started this small floral business in 2021, I crafted and created in my home. As the business began to grow, so did my need for more space. I have since moved Jonelle's Forever Flowers into our attached two car garage.

I am fortunate that my small floral business continues to grow beyond my expectations. I am very grateful for the community's support. I am at the point now where I need to add onto my two-car garage. A 24x26 addition would allow for:

- \*Work/design area
- \*Small office
- \*Overflow storage area
- \*Display/showroom (retail area)

Although it was a great short-term solution that has served me well while my business was growing, the existing two-car garage is just not enough room for the business Jonelle's Forever Flowers has been blessed to become. Along with the expansion of space, my current improvement plans include sealing the existing concrete floor and installing an ergonomically friendly floor, not only for myself, but for my customers' comfort as well.

These improvements will create an area more conducive for production and will allow the business to have a professional display or showroom with my creations to better serve my customers while they shop.

With these additions and improvements, I would support local vendors and contractors for services and materials, electrical work, lighting and flooring. The new area will also include an additional eight-foot garage door and three windows, which are not currently present. These changes would make Jonelle's Forever Flowers a more open and enjoyable shopping experience to better serve my community and customers.

**Q11. Projected benefit of plan execution (e.g. viability of business, growth/expansion of business, impact on the community, etc...)**

This expansion would greatly impact the growth of my business, not only for my customers, but also my ability to donate to additional charitable organizations. Over my nearly four years of business, my donations have included but are not limited to:

- \*Cumberland High School Drama Club
- \*Local Auxiliary Post 98
- \*Christmas crosses to local churches
- \*Numerous benefits for local individuals and families in our community facing hardship
- \*Cumberland Memorial Hospital
- \*Cumberland Fire Dept
- \*Delta Gamma Kappa Sorority
- \*Cumberland business window & store front displays

I have also been blessed to have the ability to donate arrangements for various events to create a beautiful environment, as well as provide many monetary donations. In the future, I also hope to host workshops for various organizations and groups. I believe that this would be a wonderful way to create experiences and make memories for so many, including myself.

I appreciate your time in considering the business that has come to mean so much to me, Jonelle's Forever Flowers, as a 50 People (and more) Who Care recipient.