



# COVID-19 Artisan Business Resources

Resources to support artisan businesses impacted by Covid-19



building a new handworker economy  
[www.buildanest.org](http://www.buildanest.org)



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# Introduction

## ABOUT NEST

Nest is a nonprofit 501(c)(3) building a new handworker economy to increase global workforce inclusivity, improve women's wellbeing beyond factories, and preserve important cultural traditions around the world. Learn more about Nest at [buildanest.org](https://buildanest.org).

## ABOUT THIS GUIDE

We recognize that many businesses are facing unexpected challenges as we navigate the impacts of the novel coronavirus (COVID-19). To support artisan businesses through the coronavirus outbreak Nest developed this compilation of vetted resource guides, including information on legal and funding support.

## JOIN THE NEST ARTISAN GUILD

If you are an artisan business and would like to access resources like this and more, consider joining the Nest Artisan Guild. The Guild is a growing network of nearly 1,000 artisan businesses with a footprint in over 100 countries. Members gain complimentary access to online tools, resources, and remote mentorship aimed at helping them grow and develop their business while achieving social objectives within their community.

Through an interdisciplinary approach, the Nest Artisan Guild is bridging artisan enterprises and industry leaders to foster collaboration, increase market access, and facilitate knowledge exchange on a global scale. This includes exclusive webinars led by industry experts, access to Nest's library of educational programming and practical tools created specifically to meet the needs of artisan businesses, peer-to-peer networking with like-minded artisan business leaders from around the world, dedicated mentorship, and so much more.

To learn more about enrolling in the Nest Artisan Guild, email us at [artisans@buildanest.org](mailto:artisans@buildanest.org) or submit your interest [here](#). Membership and all resources available through the Guild are free!





NEST

# Tips, Tools & Resources for Bolstering Your Artisan Business & Maintaining Productivity During the Coronavirus Outbreak

Nest recognizes that many businesses are facing unexpected challenges as we navigate the impacts of the novel coronavirus. While most of us are now required to operate and build our businesses remotely, we are sharing a few resources that can help you stay productive and bolster your enterprise from your computer, along with a few trustworthy resources for finding additional information and tools to support small businesses through the coronavirus outbreak.

*For health and safety questions related to Coronavirus (COVID-19), please visit the Center for Disease Control website [here](#) and review the CDC's Interim Guidance for Businesses and Employers [here](#), as well as the World Health Organization website [here](#).*

*Please note some external resources listed here require a member login, including those from Business of Fashion and WWD.*

1

## Take your website and e-commerce to the next level

Introduction to Search Engine Optimization (SEO) & Marketing (SEM) | [Watch](#)  
*Webinar from Nest*

Introduction to Digital Merchandising | [Watch](#)  
*Webinar from Nest*

Digital Communication Strategy: Site Bannering, Mobile Notifications & Paid Marketing | [Watch](#)  
*Webinar from Nest*

2

## Build a community of supporters & shoppers online by growing your digital marketing strategy

Email Marketing: Creating Successful Campaigns | [Watch](#)  
*Webinar from Nest*

Social Media & Brand Identity | [Watch](#)  
*Webinar from Nest*

Adapting Your Marketing Strategy in the Time of COVID-19 | [Read](#)  
*Article by Beacon Digital Marketing*

## 3

### Strengthen your digital customer services

How to Talk to Customers During the Coronavirus Pandemic | [Read](#)  
*Article from Business of Fashion*

Building Digital Customer Relationships & Loyalty | *Postponed till April, registration coming soon*  
*Webinar from Nest*

## 4

### Finally, tackle those branding updates you've been wanting to make. Or, do some big-picture business planning

Branding Demystified | [Watch](#)  
*Webinar from Nest*

Innovative Entrepreneurship Growth Academy for Business Creators | [Access](#)  
*Online Course by Startup Commons (100% free with code STAYATHOME)*

Right Now, Focus on Your Brand's Core Values & Added Luxury Value | [Read](#)  
*Article from Jing Daily*

Business Planning & Storytelling | [Watch](#); [Downloadable Template](#)  
*Webinar from Nest*

## 5

### Unlock resources for small businesses

Assistance & Guidance for Businesses Impacted Due to Novel Coronavirus | [Access](#)  
*Resource Guide from NYC Small Business Services*

CFDA Resources for Navigating COVID-19 Coronavirus Business Challenges | [Access](#)  
*Resource Guide from CFDA*

Guidance for Businesses and Employers to Plan and Respond to Coronavirus Disease 2019 (COVID-19) | [Access](#)  
*Resource Guide from US Small Business Administration*

How to Prepare Your Small Business for Coronavirus, 18 Protection Steps | [Access](#)  
*Resource Guide from Honeybook*

Kiva Expands Eligibility for 0% Interest Loans for U.S. Entrepreneurs | [Learn More](#)  
*Small Business Loan from Kiva*

## 6

### Innovate, strategize, and envision the future

Slow Down to Make Better Decisions in a Crisis | [Read](#)  
*Article from Harvard Business Review*

How Coronavirus Will Shift Consumer Behaviour | [Listen](#)  
*Podcast from Business of Fashion*

How to Be Productive During the Coronavirus | [Read](#)  
*Article from Business of Fashion*

As Coronavirus Spotlights Supply Chain Flaws, a New Model Emerges | [Read](#)  
*Article from WWD*



# COVID-19 Funding Resource Guide for Small Artisan Businesses

This is a guide of funding resources available to small to medium-sized enterprises directly impacted by the coronavirus (COVID-19) crisis. This includes grants, funds, zero-to-low-interest loans, and additional financial support opportunities which may be of interest to artisan businesses. Resources are organized by category and are compiled from trustworthy sources.

*These financial resources are not affiliated with Nest. For more information on eligibility, terms and conditions, and application deadlines, please visit the linked websites.*

## 1

### Grants and Funds

#### Global

##### **Google Small Business Support** | [Learn more](#)

Google pledges \$800+ million to support small businesses and crisis response

##### **Facebook Small Business Grants Program** | [Learn more](#)

Facebook pledges \$100 million in cash grants and ad credits

##### **The GoFundMe.org Small Business Relief Fund** | [Learn more](#)

GoFundMe is providing one-time matching grants to small businesses who raise at least \$500 through a GoFundMe fundraiser and can verify that your small business has been negatively impacted by a government mandate due to the COVID-19 pandemic

##### **Sheamoisture Community Commerce Fund** | [Learn more](#)

SheaMoisture will be offering \$100,000 in grants (\$10,000 each to 10 different businesses) to minority small business owners and entrepreneurs of color who have the ability to convene communities online for good, or distribute goods door-to-door (or via e-commerce) are encouraged to apply. The announcement was made on their Instagram with more official details promised to come

##### **Artist + Activist Relief Fund** | [Join the waitlist](#)

This fund, created by The Soze Foundation, TaskForce and Invisible Hand, supports artists + activists whose work has been impacted by COVID-19. They have distributed \$90,000 in grants to over 250 artists and activists. They are currently accepting waitlist registrants.

## **United States** *(Alphabetical by state)*

### **CERF+ The Artists Safety Net** | [Learn more](#)

CERF+'s emergency relief grants for artists working in a craft discipline are available to artists and craftspeople based in the US who are infected with COVID-19 and require intensive medical care

*United States*

### **ConvertKit: The Creator Fund** | [Learn more](#)

The Creator Fund provides financial assistance to active creators who are experiencing financial hardship due to COVID-19. The Fund covers medical, childcare, housing, or grocery needs

*United States*

### **Peace Development Fund: De Colores Rapid Response Fund** | [Learn more](#)

The De Colores Rapid Response Fund offers grants of \$500 to \$1,000 to grassroots organizations working to make positive community interventions through strategic, organizing-focused approaches, especially in marginalized communities of color and working class communities

*United States*

### **Central Kansas Community Foundation: Central Kansas Community Relief Fund** | [Learn more](#)

The Central Kansas Community Relief Fund supports effects and recovery efforts stemming from the COVID-19 pandemic across the Central Kansas Community Foundation service region, which includes Butler County, Elk County, Harvey County, Marion County, Sedgwick County (Valley Center), and Wilson County

*Kansas*

### **Michigan Small Business Relief Program** | [Learn more](#)

The State of Michigan will provide both grants and loans to small businesses affected by the coronavirus. Grants will be available in amounts of up to \$10,000 to help cover working capital. Loans will be available in amounts from \$50,000 to \$200,000 at interest rates of 0.25%

*Michigan*

### **Albuquerque Community Foundation: Emergency Action Fund** | [Learn more](#)

This Fund will provide short-term, unrestricted funding to support operations of organizations that are struggling with immediate lost revenue and non-recoverable expenses due to COVID-19. We will be making grants immediately and on an ongoing basis, as funds are available, to increase funding to organizations in crisis

*New Mexico*

### **New York City Employee Retention Grant Program** | [Learn more](#)

Small businesses with one to four employees can apply for a grant of up to \$27,000 that covers 40% of payroll costs over the course of two months. You must show that you lost 25% of your revenue due to the coronavirus

*New York*

### **AssistHer COVID-19 Emergency Relief Grant** | [Learn more](#)

Texas Woman's Center for Women Entrepreneurs launches a total of \$1 million (100 grant awards at \$10,000 each) to assist Texas-based, woman-owned businesses that have been severely impacted by Coronavirus (COVID-19)

*Texas*

## 2

### Zero-to-low Interest Loans

#### **Coronavirus Aid, Relief, and Economic Security Act CARES Act** | [Learn more](#)

A \$2 trillion economic stimulus law intended to provide immediate relief for individuals, nonprofits, businesses, and state and local governments. The federal funding program includes Paycheck Protection Program Loans for small businesses and nonprofits, and are forgivable under certain circumstances; Economic Injury Disaster Loans for small businesses and nonprofits; along with other provisions

*United States*

#### **Kiva** | [Learn more](#)

Kiva lenders have shown their commitment to providing financial assistance to all by making 0% interest loans to entrepreneurs in the U.S. on Kiva.org for the last 10 years. Effective immediately, U.S. applicants for a Kiva loan will have access to the following: Expanded eligibility: More businesses in the US will be eligible for a Kiva loan; Larger loans: The maximum loan on the Kiva platform will increase from \$10,000 to \$15,000; Grace period: New borrowers may access a grace period of up to 6 months for greater financial flexibility

*United States*

#### **Birmingham Strong Emergency Loan Fund** | [Learn more](#)

An emergency loan fund to provide zero-interest, 180-day loans to small businesses based in Birmingham, Alabama with less than 50 employees. Loans are available up to \$25,000 (with an average loan size of \$10,000) to help prevent staff reductions; offset losses related to the Coronavirus; and help companies sponsor sick pay for workers

*Alabama*

#### **City of Los Angeles Small Business Emergency Microloan Program** | [Learn more](#)

Businesses and microenterprises in Los Angeles that are responsible for providing low-income jobs can get an emergency microloan of \$5,000 to \$20,000. Loans with repayment terms of six months to one year carry an interest rate of 0% and five-year loans have interest rates of 3% to 5%

*California*

#### **Florida Small Business Emergency Bridge Loan Program** | [Learn more](#)

Loans of up to \$50,000 to \$100,000 in certain special cases are available to coronavirus-affected small businesses. The loans are meant to serve as short-term funding that can be repaid once businesses can access alternative funding. Loans are interest-free for one year; after that, the interest rate rises to 12%

*Florida*

#### **New York City Small Business Continuity Fund** | [Learn more](#)

Businesses with fewer than 100 employees can get up to \$75,000 in interest-free loans from the city to cover revenue losses

*New York*



# 3

## Additional Financial Support Resources

### **CASE Smart Impact Capital** | [Learn more](#)

For entrepreneurs seeking impact capital, Duke University's Center for the Advancement of Social Entrepreneurship is offering their online impact investing capital-raising toolkit, CASE Smart Impact Capital, for free. If you register in the next two weeks, you'll receive a free six-month license, as well as an invitation to a live webinar on managing impact investment fundraising during COVID-19, which will provide you with advice and support about raising investment capital from Cathy Clark of CASE, and Caroline Bressan of Open Road Alliance. Use the discount code: COVID19 by April 8, 2020

*Global*

### **Zapier Small Business Assistance Program** | [Learn more](#)

Zapier is creating a \$1 million small business assistance program to provide free Zapier service and upgrades to small businesses and solo entrepreneurs who are paying Zapier customer as of 3/20/2020

*Global*

### **Additional funding resource lists can be found on the following sites**

[Candid Funds for Coronavirus Relief](#) (*Global, International, and US*)

[Cartier COVID-19 Resources & Ongoing Opportunities for Women Social Impact Entrepreneurs](#) (*Global, International, and US*)

[Community Foundations Coronavirus Funds](#) (*US, organized by state*)

[Forbes List Of Coronavirus \(COVID-19\) Small Business Relief Programs](#) (*US, organized by state*)

[Giving Compass Coronavirus and COVID-19 Funds](#) (*Global, International, and US*)

[Tory Burch Foundation Resources for Small Businesses During Covid-19](#) (*Global, International and US*)



# COVID-19 Legal Resource Guide

This is a guide of legal resources by category compiled by [Lex Mundi Pro Bono Foundation](#) which provides social entrepreneurs quality pro bono legal advice from lawyers in the Lex Mundi global network to support them in their efforts to tackle the worlds' biggest challenges.

*The following compilation of legal resources on topics related to COVID-19 published by Lex Mundi member firms is for information purposes only and does not constitute direct legal advice. This list is aggregated from publicly available sources and is not exhaustive. Please see the relevant member firm sites for more information..*

## 1

### Corporate Contracts

*Day Pitney LLP*

[COVID-19 and Contracts: Potential Impacts of the Pandemic on Private Agreements?](#)

*Pepper Hamilton LLP*

[Your Contracts in a Coronavirus World](#)

## 2

### Corporate Governance

*Morrison & Foerster LLP*

[A Practical Checklist for Directors](#)

*Pepper Hamilton LLP*

[TOOLKIT](#) (Best practices to create policy templates to help protect employees and clients)

## 3

### Data Privacy & Cybersecurity

*Alston & Bird LLP*

[Six Practical Tips for Practicing Cyberhygiene in the Middle of a Global Pandemic](#)

*Morrison & Foerster LLP*

[Cybersecurity Tips in the Age of Remote-Working Arrangements](#)

## 4

### Immigration

*Butler Snow LLP*

[COVID-19: Impact on Business Immigration FAQs](#)

*Michael Best & Friedrich LLP*

[COVID-19 Immigration Considerations for Employers](#)

## 5

### Labor & Employment

*Akerman LLP*

[Top 10 Employee Benefit Plan-Related Tips for Employers in a Time of Coronavirus](#)

*Faegre Drinker Biddle & Reath LLP*

[Coronavirus: An Employer's Action Guide](#)

*Foley Hoag LLP*

[COVID-19: FAQs for Employers](#)

*Jenner & Block LLP*

[Guidance for Employers Addressing the Workplace Impact of COVID-19](#)

## 6

### Real Estate

*Bass, Berry & Sims PLC*

[Five Things Landlords Need to Prepare for COVID-19's Impact on Retail/Commercial Tenants](#)

## 7

### International Updates (other jurisdictions available [here](#))

*Blake, Cassels & Graydon LLP*

[Canada](#)

*Bowmans*

[South Africa, Kenya](#)

*Chiomenti*

[Italy](#)

*Noerr LLP*

[Germany](#)

*Gide Loyrette Nouel A.A.R.P.I.*

[France](#)

*Lee & Ko*

[South Korea](#)

*Womble Bond Dickinson*

[United Kingdom](#)



# COVID-19 PPE Production Guidelines for Makers

This resource guide contains helpful information for artisan businesses on mask and PPE production, and insights into retrofitting workshops and homes into safe headquarters for PPE production.

*The following compilation is for informational purposes only and has been aggregated from publicly available sources recommended by hospitals and medical professionals and is not exhaustive. Please see relevant sites for more information. .*

## 1

### Best Practices

#### For Home-Based PPE Production | [Learn More](#)

The following Best Practices Recommendations are suggested by , and have been reviewed and approved by medical professionals, both from hospitals across the U.S. and from the Open Source COVID19 Medical Supplies (OSCMS) Review Team.

- First and foremost, please do not attempt to make any PPE if you or someone in your household is sick. Even if you have a small tickle in your throat, please do not make any PPE if you think you, or someone that you are exposed to, may be sick.
- We suggest you contact the location that you are planning to donate to BEFORE you embark upon a project. Many hospital locations may not be currently accepting hand-made items or may be unfamiliar with what you are referring to. Please try to keep your calls brief, to help ensure medical professionals are on the front-lines where they are needed most rather than on the phone.
- As a maker, you are responsible for procuring your own equipment and materials.
- If you can, please separate the tools and equipment that you will be using to make the PPE away from people, pets, bathrooms, and food preparation surfaces.
- There is still debate about how long the virus survives on hard industrial surfaces, but it is currently estimated that COVID-19 can live on hard industrial surfaces (metal, plastic, and glass) for up to 3 days. If you have access to sanitizing solutions, including diluted bleach, 70% alcohol solution, please disinfect your tools and equipment before and after each item is made. You can also let packed items sit for 3 days before distributing as another mechanism to reduce the risk of transmission.

#### When sewing:

- Store similar to N95 masks, allowing the mask to hang in a designated area or placed in a paper bag and labeled (only one mask per paper bag).
- Launder after each use.
- Act as if you were infected by the COVID-19 virus. Wear a face mask and a fresh pair of gloves when collecting each piece of PPE. Immediately store the PPE in a sealable bag.

- To minimize the risk of cross contamination, do not store the entire stock you've made in one place.
- Please note any modifications that are recommended to the original design. As you know, making is iterative, and GetUSPPE's lead makers and designers are working hard with medical professionals to refine the design to meet the evolving needs of healthcare workers. Please check back to the site between batches to make sure you're using the most current version of the design.

*Please note that these are not FDA-regulated medical devices, and have not been manufactured to the same degree of sterility as face masks or other items that directly interface with mucous membranes. GetUSPPE and all of its related affiliates and partners make no claims regarding the safety and efficacy of the PPE in preventing any disease or illness, including, but not limited to COVID-19.*

#### **For Factory-Based PPE Production | [Learn More](#)**

Some factories are now receiving contracts to produce PPE for health care workers fighting COVID-19. These guidelines outline aspects that may be helpful in protecting the health and safety of sewers and other textile manufacturers that are currently in operation or soon restarting operations.

The guidelines have two sections for manufacturing factories, within the US and outside the US.

## 2

### **Pattern Suggestions**

The patterns suggested here have been approved by select US-based hospitals to be worn securely over a respirator and can be used to protect respirators from soiling, potentially prolonging its viability for use as PPE.

Both options suggest tie-backs for fit, and do not require elastic.

- Center Front Seam Pattern | [Learn More](#)
- Pleated Pattern | [Learn More](#)

## 3

### **Material Suggestions | [Learn More](#)**

Different materials have different filtering capabilities, and different breathability. You want the mask to filter, and for the person to breathe. | [Learn More](#)

- Cotton or Cotton Blend
- Finer weaves are better when using woven material alone (many have referenced a woven shirt, or bed sheet type)
- Lighter colors are better because they make it easier to see soiling
- Use no more than 2 layers for this as no filtration is needed
- Fit is important, and ties that go around the back of the head are preferred
- No latex should be used in designs for clinical settings—do not use elastic
- Use different colors on the front (outside facing; lighter is better) and back (inside facing) part of the mask is ideal so that the sides can easily be recognized

## 4

### **Tools / Templates**

PPE Products Disclaimer Template | [Learn More](#)

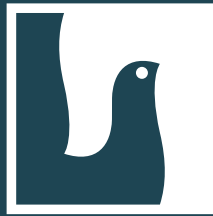
*Disclaimer note for product liability, to be included in the distribution of PPE that are not FDA-approved*

Essential Worker Waiver | [Learn More](#)

*For businesses to continue operating during government-mandated closures order to produce PPE for essential workers and citizens.*



THANK YOU!



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Get In Touch With Us  
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