

FUND HER FUTURE GUIDELINES

Overview

Fund Her Future, H&R Block's Business Grant for Women

Women are one of the fastest-growing segments of new small business owners in the US. However, unlike their male peers, women founders often lack access to the funding and resources required to truly succeed in their ventures.

That's why Block Advisors by H&R Block is providing \$100,000 in grants to 6 women-owned businesses in 2025.

This grant program, presented by Block Advisors by H&R Block, is open to all business owners across the US. However, women small business owners will be prioritized. One grand prize winner will receive a grant of \$50,000. Additional finalists will receive a grant of \$10,000. All winners will also receive small business services from the experts at Block Advisors. Applications open Monday, April 28, 2025. The application deadline is Friday, May 30, 2025. Winners will be publicly announced in August 2025.

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Messaging

Approved headlines:

Fund Her Future, H&R Block's Business Grant for Women

Block Advisors is providing \$100,000 in grants to women-owned businesses.

Building up women-owned businesses.

Apply now to win up to \$50,000 in business grants.

Approved write-up's:

Women are one of the fastest-growing segments of new small business owners. That's why Block Advisors by H&R Block is providing \$100,000 in grants to women-owned businesses across the US. Learn more about the Fund Her Future grant program and apply today.

Fund Her Future, H&R Block's Business Grant for Women, is open to women small business owners across the US. One grand prize winner will receive a grant of \$50,000. Additional finalists will receive a grant of \$10,000. All winners will also receive small business services from the experts at Block Advisors. Applications open April 28, 2025. The application deadline is May 30, 2025.

Block Advisors by H&R Block, is providing \$100,000 in grants to small business owners across the US. Applications open April 28, and six winners will be selected – the grand prize winner will receive a \$50,000 grant and five additional finalists will receive \$10,000 grants.

Note: Program messaging is NOT legally approved. Each channel owner is responsible for reviewing their assets with legal and getting approval. Who is eligible?

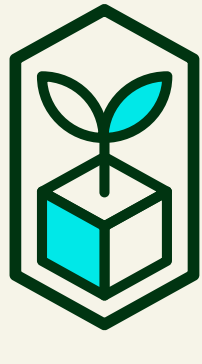
**This grant program is open to all small business owners living in the US who are 18 years or older. However, women-owned businesses will receive primary consideration.**

Logo

This logo should be used similarly to the other logos of H&R Block. Pay attention to spacing, scale, hierarchy and other design considerations when using this logo. Don't crowd the logo and make sure all design elements are clear and functional. There are helpful usage examples at the end of this document.



Logo Variations



Fund Her Future



Fund Her Future



Fund Her Future

H&R Block's Business Grant for Women



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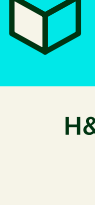


Fund Her Future



Fund Her Future

Incorrect logo useage



Fund Her Future

H&R Block's Business Grant for Women

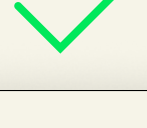


Fund Her Future

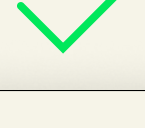


Fund Her Future

Good logo placement examples

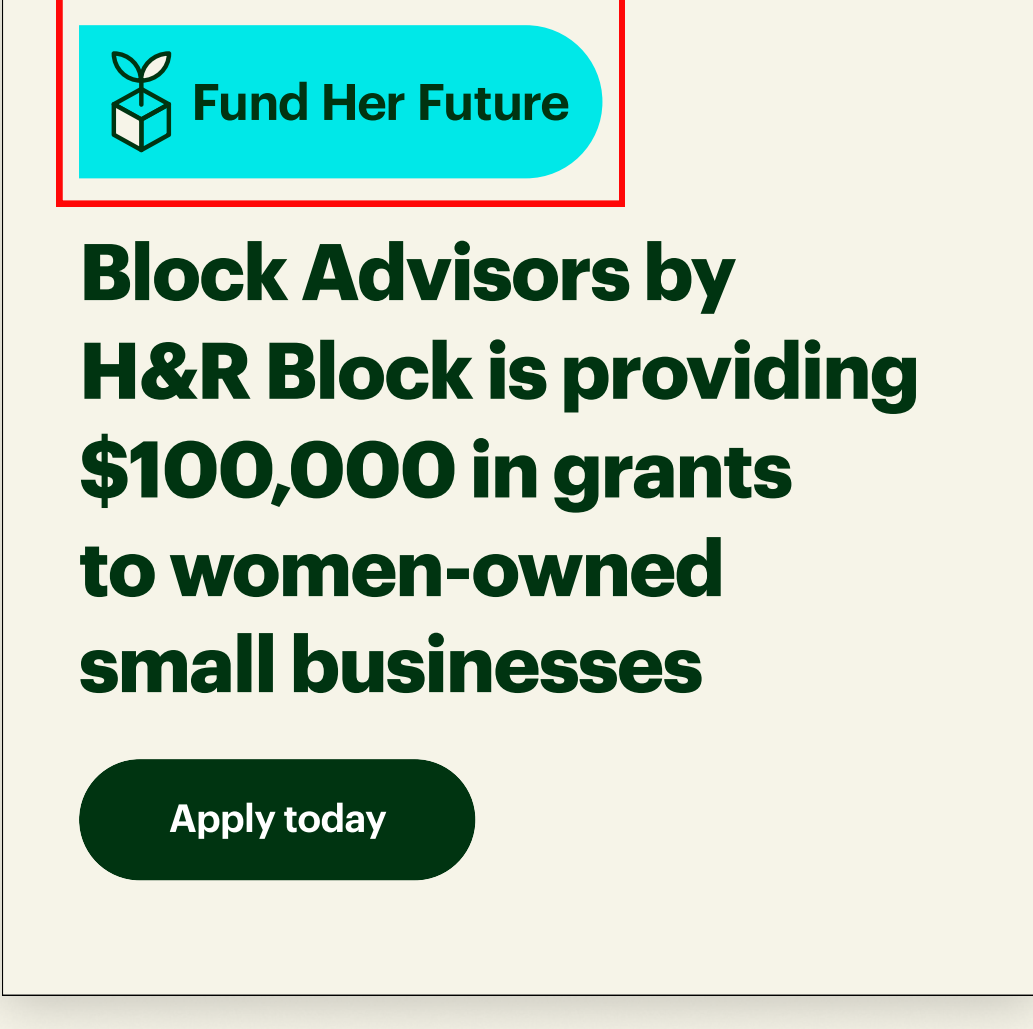


Social

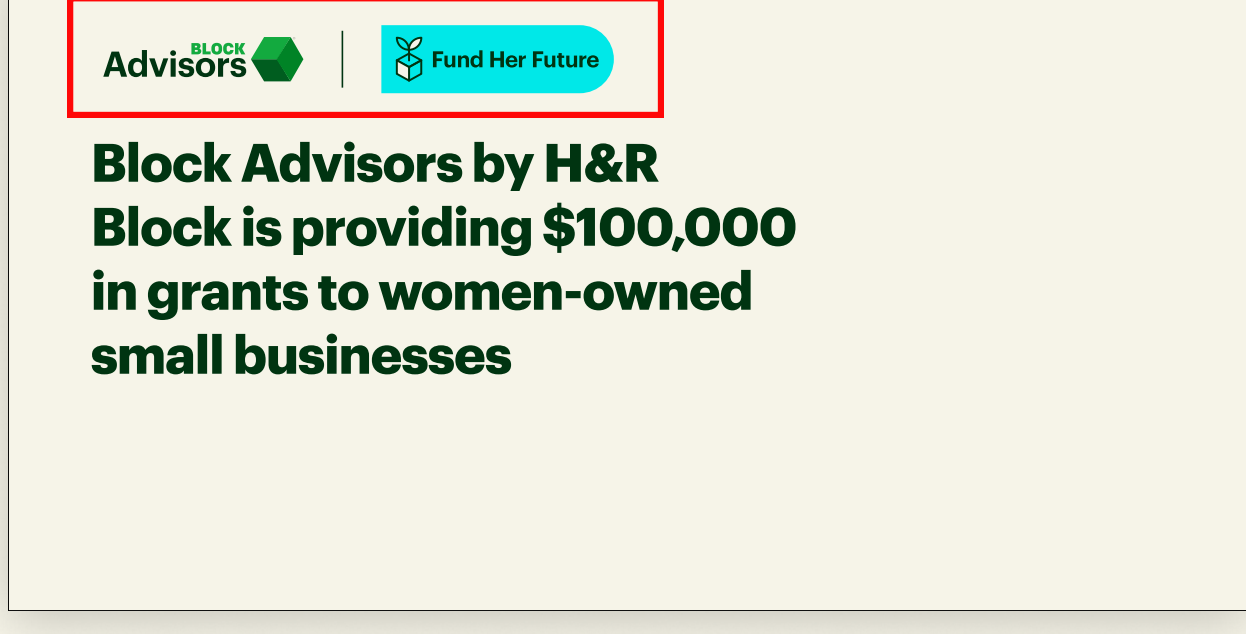


Social

Bad logo placement examples



Social



Social

Design examples

