



Grant Application

✔ Completed

Response ID : HvBRbEJh
IP address : 174.253.97.7
User agent : Mozilla/5.0 (iPhone; CPU iPhone OS 26_3_1 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) CriOS/148.0.7778.166 Mobile/15E148 Safari/604.1
Response link : <https://survey.zohopublic.com/zsir/rzCCla/HvBRbEJh>
Survey URL accessed by the respondent : <https://survey.zohopublic.com/zs/rzCCla>
Start time : May 26, 2026 18:33:53
Completion time : May 26, 2026 18:40:31
Time taken : 6 mins 37 secs
Collector : Grant Application

P1 : Business Grant Request

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

Q1. Is your business located in the Cumberland, Barronett, or Comstock, WI zip code (54829, 54813, or 54826)? If it is not, you are not eligible for this grant.

Yes

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

Yes

P2 : Business Information

Please enter the following information about the business

Q3. Business Name

Jonelle's Forever Flowers

Q4.

Field label	Response
Address1	2501 3 1/4 5th Strret
Address2	
City	Cumberland
Zip Code	54829
State	Wisconsin
Phone	715-419-1786
Email	jgideo66@gmail.com

Q5. Website

--

P3 : Applicant Information

Please enter the following applicant information

Q6.

Field label	Response
First Name	Jonelle
Last Name	Gideo

Q7. Phone Number

7154191786

Q8. Please enter your email if different from business email

jgideo66@gmail.com

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

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

Thank you for this opportunity to tell my story while applying for a 50 People Who Care grant.

I began making flower arrangements when I was told I could no longer work a scheduled job and be successful due to being diagnosed with multiple progressive medical conditions including lupus, sine scleroderma, congestive heart failure, and chronic kidney failure. Recently, I have had surgery for a colostomy and a Hemi Indiana ileostomy due disease attacking my bowel and bladder. When I was told I could no longer work a normal job, I was the Executive Director at Kinship of Cumberland and Turtle Lake. I was devastated but knew it was the best decision if I wanted any quality of life.

Before I knew it, I was slipping into depression as the days turned to weeks then months and so forth. Not working, I felt no self-worth. My dear friend Stacy Richette was doing acupuncture on me and asked me if I had ever thought about arranging floral bouquets. I said "no, why?" She said, "that might be a perfect solution to keep yourself busy, only work when your body allows it, and also bring in a little money." So, I tried with a few holiday bouquets and prom in 2020. It was wonderful to be able to work with bright beautiful flowers yet rest as often as I needed to! The word traveled and I am as busy as I possibly can be with my health condition.

I began to take orders as they came in and decided to take the leap of faith and started Jonelle's Forever Flowers. To date I have created arrangements for eight weddings. I have also made numerous wrist corsages and boutonnieres for proms in Cumberland and surrounding school districts. I have shipped flowers as far as Florida. The last two years I have made many cemetery arrangements that I treat to protect the flowers from UV rays and debris. Most recently, I have agreed to donate a red rose bouquet to the families of ladies who are part of the local auxiliary who have passed away. The last three years I have made bouquets for parents and friends to give to their favorite Drama Club student at the high school plays. In doing so, I have donated half of my profits back to the Drama Club so that they can go out to dinner at a local Cumberland restaurant after their final performance. Two years ago, I started making red rose bouquets for the 8th grade graduating class in the Spooner School District at a discounted rate.

I am the owner and only employee, although I have been fortunate to have volunteers to help me with large orders such as weddings and porch pots in the winter. My flowers, bouquets and arrangements are unique, as they are truly forever flowers. My flowers are made of pressed velvet and will never die. Jonelle's Forever Flowers supplies flowers for all occasions and is open for the community's convenience year-round. I have patronized Cumberland Ace Hardware, Years Ago Antiques, the Dollar Stores, and I used the Vintage Gallery before they closed to create many floral designs.

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

Originally, I started this small business in my home. As the business grew, so did my need for more space. I have moved Jonelle's Forever Flowers into our two-car garage. The business has grown even more, so I would love to add a 10x20 addition, which will create an area more conducive for production. As it is a concrete garage floor, I will need to seal the floor and install an ergonomically correct floor for not only myself, but my customers. As of now, I have no space for a welcoming store for easy shopping with opportunity to see all my creations. My dream would be to have a space large enough for both creation and display of my current available arrangements, making it easy for my customers to browse with ease and comfort. With these additions and improvements, I would use local vendors and contractors, for materials, electrical, lighting and flooring. The improvements I listed would make Jonelle's Forever Flowers a more open and enjoyable shopping experience.

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

This expansion would greatly affect the growth of my business, not only for my customers, but my ability to donate to a wider variety of charitable organizations. Over my four years of business as Jonelle's Forever Flowers, my donations have included discounted bouquets for the drama club, local auxiliary for grieving family members, Christmas crosses to the local churches, local fundraisers, arrangements for various events to create a beautiful environment, as well as numerous monetary donations. My business has grown so much that I have had to take up space in my husband's shed (which is not ideal for him or me), to complete large wedding orders. With the recent addition of creating winter porch pots and welcoming Christmas gnomes for various businesses downtown with real evergreens, my own space would be much appreciated by my husband although he has been very understanding and supportive. Additionally, another hope of mine is to be able to open my business to allow floral arrangement workshops for various organizations or groups. I believe that would be a wonderful way to create experiences and make memories for so many, including myself. I would love to launch this within the next year, and unfortunately with the space I currently have available, it is just not feasible.

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 (& More) Who Care recipient