

A black and white photograph of a man with glasses, looking out a window. The man is in profile, facing right. He is wearing a dark jacket with a light-colored collar. The background shows a window with a view of a building exterior.

A national crisis.

Untapped opportunity.

**A strategy that meets the moment.**

**Right now,**  
**the pillars** of the Black  
community in America  
are collapsing – and  
time is running out.

**CLOSED**

Going Out of Business

# The pandemic is killing our elders – the leaders who hold the community together.

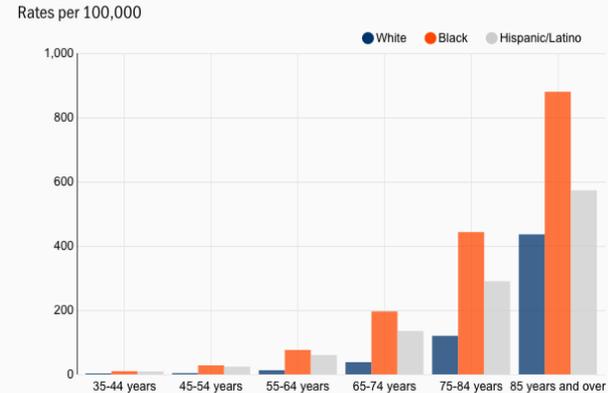
The leadership pillar  
The community pillar  
The financial pillar

**The Guardian**

## 'The last flag bearers of an era': how coronavirus threatens a generation of black Americans

Older black people are more likely to die of the virus than their white counterparts - among those lost are prominent black pastors, performers and civil rights activists

Figure 1. COVID-19 death rates by age and race



Source: CDC data from 2/1/20-6/6/20 and 2018  
Census Population Estimates for USA

BROOKINGS

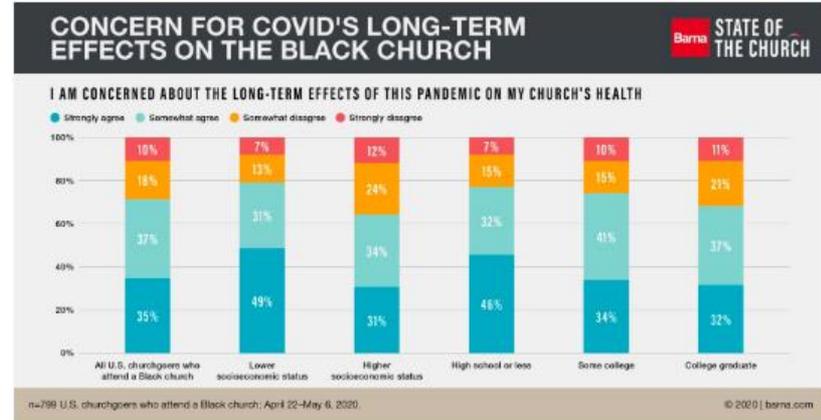
The churches that sustain our hope are disappearing.

The leadership pillar  
The community pillar  
The financial pillar



## 'Sorrowful': Black clergy members and churches reeling from COVID-19 losses

*At least 33 church leaders have died, according to an ABC News analysis.*



The businesses that bring capital into our communities and provide self-sufficiency are dying.

The leadership pillar  
The community pillar  
The financial pillar

**Bloomberg** June 8, 2020

# Black Business Owners' Ranks Collapse by 41% in U.S. Lockdowns

GROUP	PERCENTAGE CHANGE	NUMBER OF OWNERS IN APRIL	DECLINE
Black	-41%	637,769	-441,347

If all we do is stand  
by and watch,

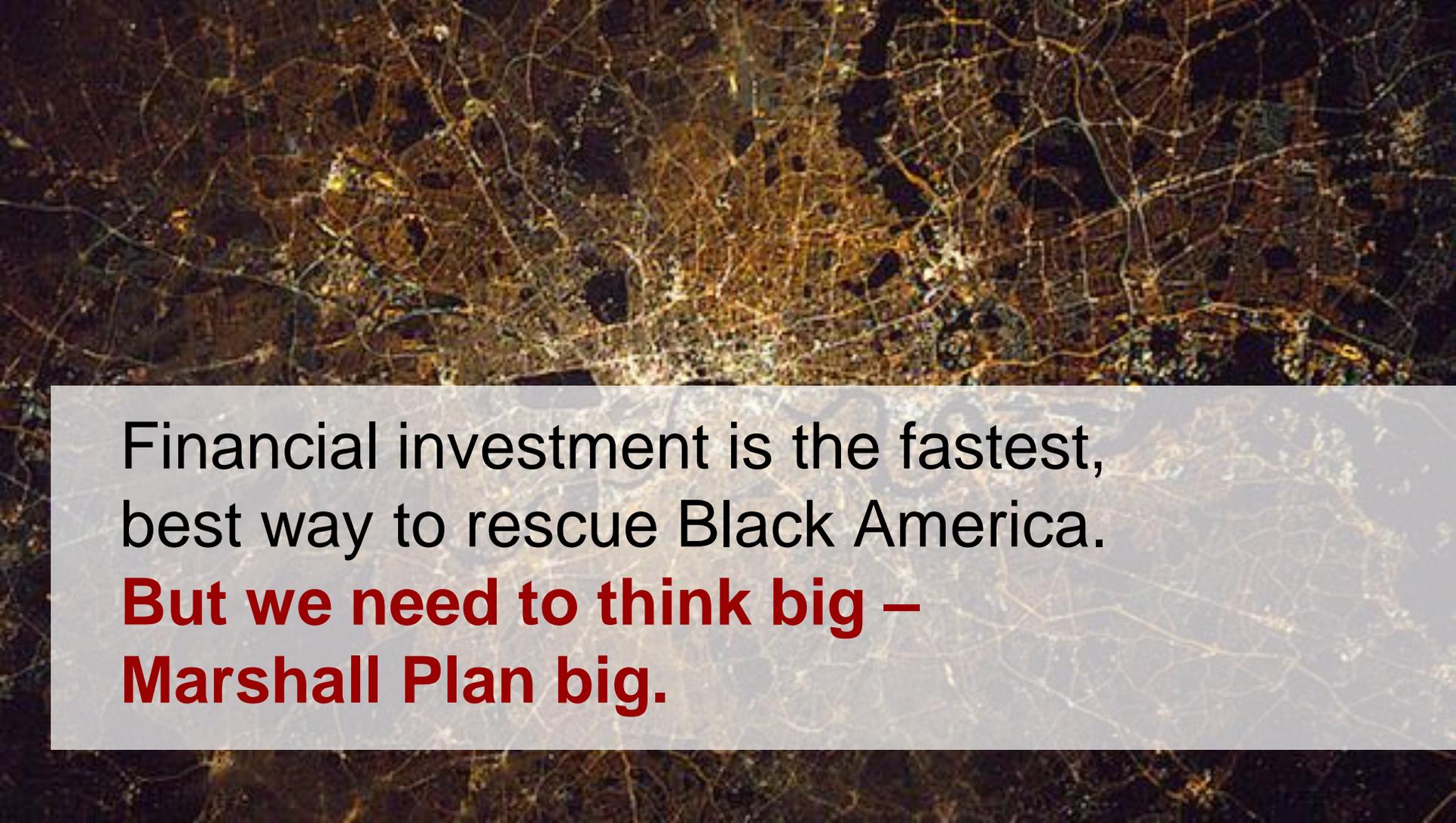
**Black communities  
will implode.**

And the consequences  
will affect everyone.



If we fail to act, there is already a movement to tear down the system.

**By acting together now, we can make change within the system – and save lives.**



Financial investment is the fastest,  
best way to rescue Black America.

**But we need to think big –  
Marshall Plan big.**

# The Marshall Plan: only 5% of GDP, but 100% of difference.

## **Injected huge amounts of capital into devastated systems.**

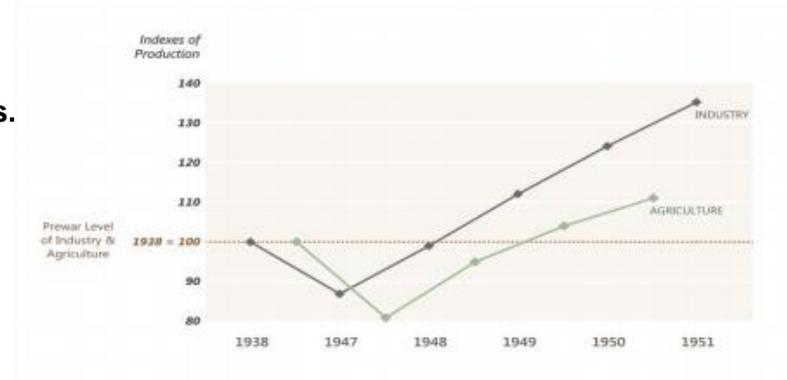
The United States poured today's equivalent of \$135 billion into the devastated countries of post-World War II Europe.

## **Created immediate, large scale economic recovery.**

The years 1948-1952 saw the fastest period of economic growth in European history.

## **Preserved capitalism in the face of imminent threats.**

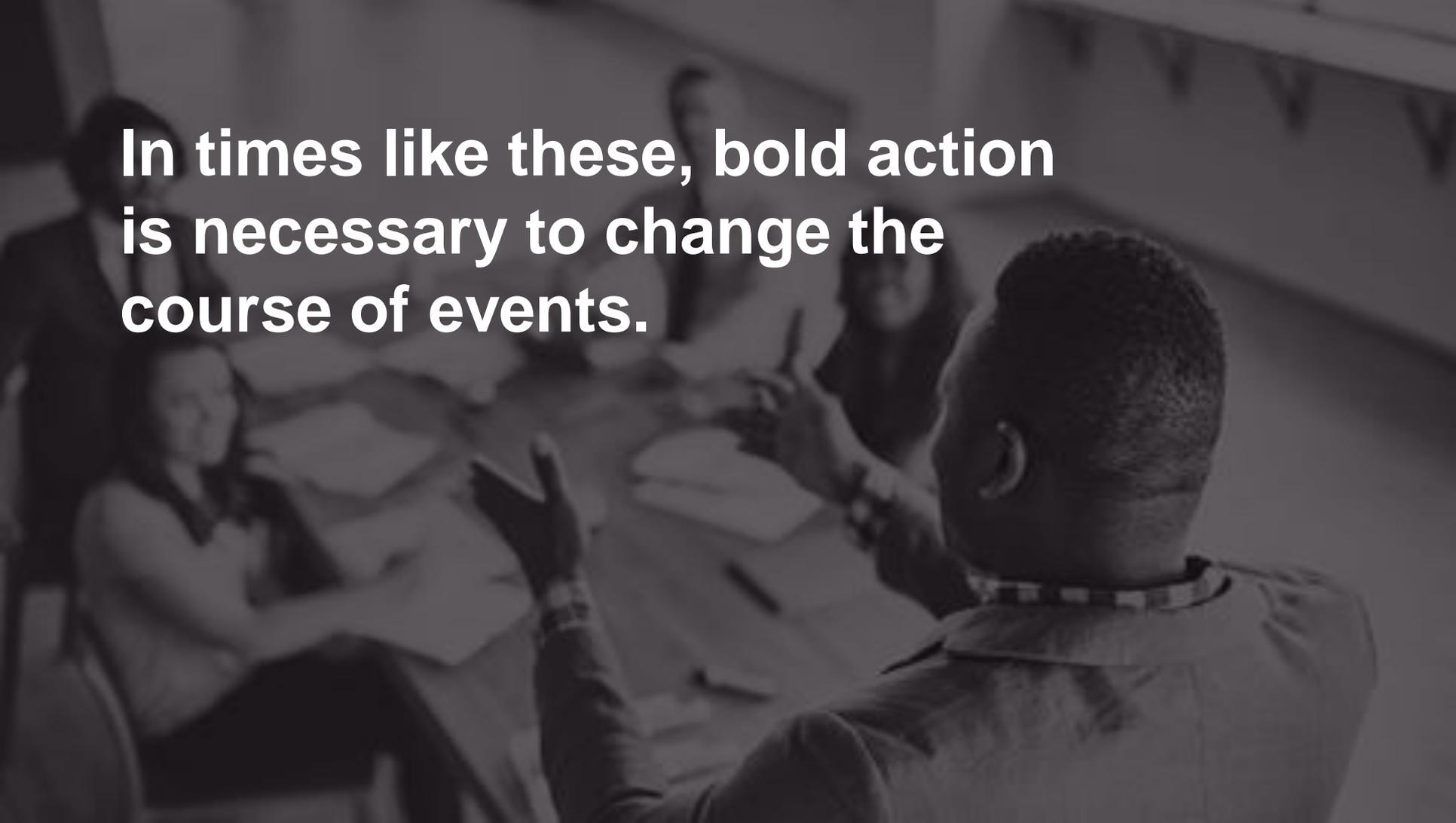
Western Europe's economic success served as a bulwark against the expansion of the Communist Soviet Union.



Growth in European Production: 1938-1951

Source: William Adams Brown, Jr., and Redvers Opie, *American Foreign Assistance*, Washington D.C., The Brookings Institution, 1953.

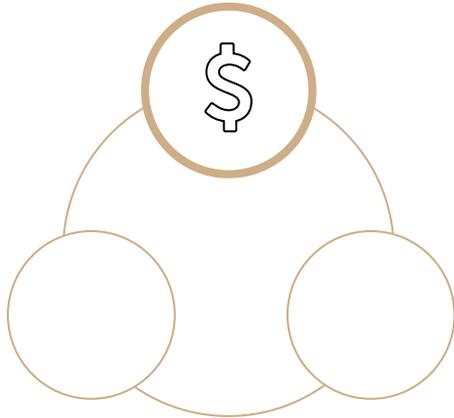




**In times like these, bold action  
is necessary to change the  
course of events.**

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To avoid disaster, Black communities need a huge infusion of **capital** right now.



**50** communities across the US

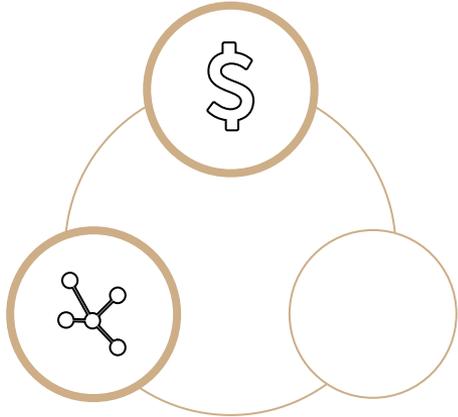
**\$500M** from not-for-profit donors

**\$10B** from PRI & MRI (market-rate) investors

**\$40B** from banks and other lenders

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It only takes 90 days to forge the **opportunities** that activate a thriving ecosystem.



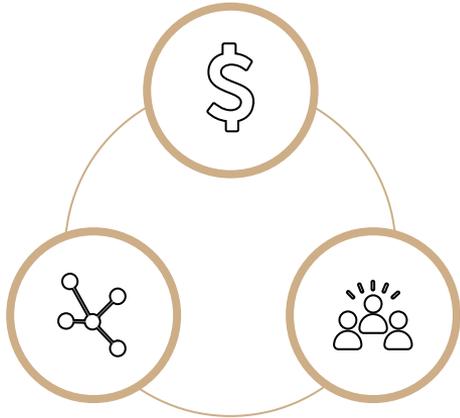
**30 days:** Identify anchor institutions

**60 days:** Align procurement needs with Black-owned businesses

**90 days:** Execute contracts that plug Black-owned businesses into a network of customers

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Then we move quickly to build up a new **culture** of Black entrepreneurship.



**Link Black-owned businesses together** to make them more resilient and sustainable

**Support Black business owners** with training and wrap around services

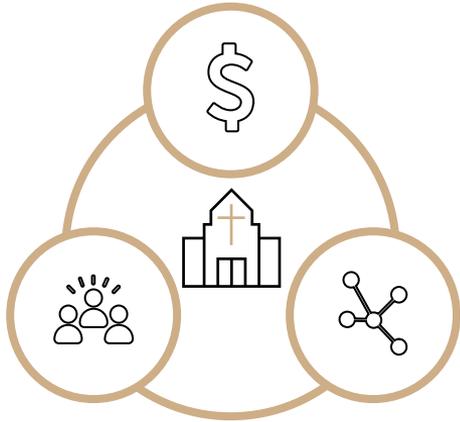
**Provide a pipeline for Black talent** to grow these businesses

How can we make all of  
this happen so **quickly**?



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# By working through Black churches – the key that unlocks the door to the Black **community**.



Only with **the sanction of Black churches** is there the opportunity to consolidate the Black business community.

**Church leaders** can create the buy-in from the community that leads to the right introductions.

**Church networks** link us to Black businesses and business owners, allowing us to bypass the open market.

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# What we do in this moment will affect the lives of generations to come.



## **Thriving Black-owned businesses**

Prevent businesses from closing their doors. Put existing businesses on a trajectory that will help them merge or grow



## **Growth in economic equity**

More minority business ownership. Increased revenue going to minority businesses. Increase in individuals of color being hired



## **Greater financial well-being for Black families**

Financial stability and self-sufficiency for Black families and Black communities



## **Long-term positive impacts**

Economic well-being impacts health and well-being, education, and a number of other indicators. These positive effects get passed on from generation to generation

Instead of dismantling  
the system, let's work  
within the system to  
**create different results.**



# Inspire

EQUITY INVESTMENT PLATFORM

*A National Community Investment Strategy*

A black and white photograph of two women in conversation. The woman on the left is seen in profile, wearing a patterned jacket and large hoop earrings. The woman on the right is facing her, wearing a white top with dark shoulder accents and a necklace, and is gesturing with her hands. They are positioned in front of a light-colored brick wall. A dark semi-transparent banner is overlaid at the bottom of the image, containing text.

Relationships built on trust.  
A mechanism for impactful investment.

**The Blueprint for community recovery.**

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# This blueprint is founded on the principle of getting **everyone** to the table.



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## **Lead with racial equity**

Racial equity is not an afterthought; rather, this program is intentional about racial equity at every step.



## **Include the voice of the community**

Deep community engagement with faith-based organizations, community organizations, local businesses, and residents.



## **Focus on assets, not problems**

Start with the assets that exist in a community and connect these assets to opportunity.



## **Build on existing relationships**

Work through networks and partnerships that cut across organizational boundaries.



## **Drive strategy with data**

Rely on data about markets, the current supply base, and industry trends.

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# Our funding model has two tracks.

## Community Engagement

Not-for-profit social impact donors

**Connecting with the right communities in the right ways** to create buy-in.

- Fund an **organizational infrastructure** to oversee initiative at multiple levels.
- Provide **seed money** for Capacity Building Grants that create credibility and goodwill within the community.

## Private Investment

Not-for-profit & for-profit investors

**Growth-oriented investment strategy**, executed according to private investment models.

- Strategically **align multiple businesses**.
- **Inject capital** – huge amounts of it.
- **Strengthen holdings** with training and wrap-around support services.
- **Build connections** to customer pipeline.

# Our timeline: get money on the ground and a program running in **90 days**.

In 30 days

## **Crack the code**

By working through Black churches, we gain an understanding of each community's unique ecosystem and access to important networks.

In 60 days

## **Accelerate momentum**

From knowledge of the ecosystem, we build on existing momentum and enhance legacy investments instead of duplicating them.

In 90 days

## **Invest in businesses**

Within 3 months, we will get private investment money flowing into businesses – and plug those businesses into anchor institutions.



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# We know how to **unlock** each community's "code" quickly. That's where we start.

## In 30 days

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### **Survey community partners**

A key set of partners in each community will deliver qualitative data about the ecosystem:

- Black church leaders
- Community organizations
- Local elected officials
- Black community leadership
- Existing Black business champions

### **Map the connections**

Physically mapping all stakeholders and their connections allows us to identify:

- Critical influencers
- Community initiatives
- Black-owned businesses

### **Assemble Community Advisory Council**

Meanwhile, continue to identify gaps in the map and update it. The map must remain dynamic and account for changing realities on the ground.



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The next move is finding out where the **momentum** is already happening – so we can build on it.

In 60 days

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**Find out where the momentum is.**

Collect qualitative data about the existing ecosystem.

**Meet with key players**

Confirm initial data and flesh out understanding of impacts.

**Deliver capacity building grants FAST.**

Offer grants to existing initiatives to gain the goodwill of community partners.

**Identify promising Black-owned businesses**

Once the community sees cash is available, people will bring eligible businesses to the table.



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# Within 90 days, we will **invest** in businesses and plug them into anchor partners.

## In 90 days

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### Identify opportunities

- Identify possible opportunities and deals.
- Identify anchor organizations.
- Meet with procurement groups and identify needs.
- Start conversations with banks.

### Align opportunities

- Conduct analytic assessments of businesses: who's strongest? who's ready to go?
- Craft an investment strategy best suited for the community given its structure and needs.
- Get anchor organizations ready to put real contracts on the table.

### Execute opportunities

- Execute due diligence and assess eligible businesses' readiness for investment.
- Begin to acquire and roll up businesses.
- Begin wrap-around business-maturing services.
- Get contracts signed between anchors and businesses.



# Each level of our organization will be closely integrated with the community.

## ORGANIZATIONAL LAYER

## STAFF

### National

#### National Board of Directors

#### Full time national coordinator

Manage national office

### 6 Multi-state Regions

#### Regional Advisory Board

Deal flow and pipeline development: broker relationships, create groundwork for acquisitions

- Financial partners
- Regional resource partners
- Supplier Development Councils
- Black churches/key influencers

#### Full time regional coordinator

Manage regional council and regional office

### 50 Communities

#### Community Advisory Council

Authentic community-led group with approval powers

- Black churches
- CBOs
- Key community players/stakeholders/influencers
- Subject matter experts

#### Full time community coordinator(s)

- Liaison between national office and on-the-ground efforts
- Hiring existing community leader with existing relationships from Black church network
- Office located within and support an existing organization

#### Data evaluator

- Data analysis, research, storytelling



Your role in this effort to  
**create a better future** for  
our communities could not  
be more important.

