

OUTCOME	BIPOC entrepreneurs have access to capital, network, resources and opportunities to develop and sustain successful businesses.
STRATEGY	Facilitate BIPOC entrepreneurs' access to capital, training, and opportunities for business development and expansion.

LEVERS	RELATED APPROACHES
 <p>DATA</p>	<ul style="list-style-type: none"> • Compile data on self-employment rates and the rates at which BIPOC-owned small businesses are awarded contracting opportunities by local governments, anchor businesses and other United Way partners, disaggregated by race. • Compile data on the cost, approval rates and accessibility of capital for local entrepreneurs disaggregated by race.
 <p>LOCAL CAPACITY BUILDING</p>	<ul style="list-style-type: none"> • Engage local municipalities to encourage investment of CDBG funds in small business training, lending services and start-up grants. • Integrate business training services with financial capability programs, free tax preparation and other supportive services. • Convene collaborations with Small Business Development Centers (SDBC)s and Women's Business Development Centers (WBDC)s, which provide advanced business assistance services, and Community Development Corporations (CDC)s and Community Based Organizations (CBO)s that have direct relationships with BIPOC entrepreneurs in disadvantaged communities. • Promote BIPOC participation in business improvement districts (BIDs). • Convene foundations, community leaders and other stakeholders to establish credit unions and community banks that prioritize affordable, equitably-priced and culturally relevant financial products that meet the needs of BIPOC individuals and businesses. • Convene and support Community Reinvestment Act (CRA) collaboratives to track, promote and hold lenders accountable for implementing equitable lending practices. • Support the development or expansion of Community Development Financial Institutions (CDFI's) that can provide capital to local BIPOC entrepreneurs.
 <p>POLICY AND ADVOCACY</p>	<ul style="list-style-type: none"> • Advocate for local municipalities to designate Community Development Block Grant (CDBG) funds that promote BIPOC business development and expansion. • Advocate for states and localities to direct more financial resources to CDFI's that lend to small businesses. • Advocate for the expansion of private and public grants available to help BIPOC entrepreneurs obtain the capital required to start a business.





FUNDRAISING,
RESOURCE
ALLOCATION AND
GRANTMAKING

- Fund technical assistance services for BIPOC entrepreneurs.
- Fund collaborations with Small Business Development Centers (SDBC's) and Women's Business Development Centers (WBDC's), that provide advanced business assistance services, and Community Development Corporations (CDC's) and Community Based Organizations (CBO's), that have direct relationships with BIPOC entrepreneurs in disadvantaged communities.
- Fund training programs that help BIPOC business owners secure leadership opportunities with business improvement districts (BID's), community planning groups and local boards and commissions.
- Frame corporate investments as an opportunity to diversify their own business supply lines, For example, [PepsiCo](#) recently announced a \$438 million, five-year commitment with plans to increase its spending on Black-owned suppliers by \$350 million over five years and invest \$50 million in Black-owned businesses. Similarly, [Apple](#) is providing venture capital funding for Black and Brown entrepreneurs.
- Engage donors and establish loan funding to increase accessibility and affordability of consumer and small business loans at competitive rates.
- Examine internal procurement policies to ensure equitable access of BIPOC-led organizations to United Way contracts.



COMMUNITY
MOBILIZATION AND
ENGAGEMENT

- Convene community members to identify challenges BIPOC entrepreneurs face when starting or expanding businesses and use feedback to develop locally relevant strategies that increase business development opportunities.
- Convene community members and business owners to identify challenges BIPOC entrepreneurs face in working to obtain capital operating funds for their business. Use feedback to establish priorities and establish strategies.



COMMUNICATIONS
AND AWARENESS
BUILDING

- Document, promote, and advocate for locally relevant successful approaches.

LEVERS	RELATED APPROACHES
 <p>DATA</p>	<ul style="list-style-type: none"> • Compile data on the rates small businesses are awarded contracting opportunities, segmented by local governments, anchor businesses, other United Way partners; disaggregated by race.
 <p>LOCAL CAPACITY BUILDING</p>	<ul style="list-style-type: none"> • Train business coaches and/or expand access to business coaching services, which can guide BIPOC entrepreneurs through the process of bidding for public and private business opportunities.
 <p>POLICY AND ADVOCACY</p>	<ul style="list-style-type: none"> • Advocate for expansion of state and federal programs that give preferential status to BIPOC owned small businesses bidding for state and federal contracts. • Advocate for transparent contracting processes (city, county) that include BIPOC owned businesses, targeted toward small business and microentrepreneurs. • Convene corporate and nonprofit partners to advocate for procurement procedures that include BIPOC contractors and vendors.
 <p>FUNDRAISING, RESOURCE ALLOCATION AND GRANTMAKING</p>	<ul style="list-style-type: none"> • Fund business coaching services that help BIPOC entrepreneurs access public and private business opportunities. • Fund initiatives to build and strengthen the operational capacity of BIPOC-led United Way grantees, especially those that are small non-profits. For an example, see United Way of Metropolitan Dallas' Nonprofit Success Institute. • Screen prospective grant recipients to ensure their contracting process provides equitable access to BIPOC-owned businesses.
 <p>COMMUNITY MOBILIZATION AND ENGAGEMENT</p>	<ul style="list-style-type: none"> • Convene community members and business owners to identify challenges faced by BIPOC entrepreneurs in securing equitable business opportunities. Use feedback to set priorities and shape strategies.
 <p>COMMUNICATIONS AND AWARENESS BUILDING</p>	<ul style="list-style-type: none"> • Document, promote and advocate for locally relevant successful approaches.

