

GAME CHANGING GIVING



**STRONGER
TOGETHER:**

**END OF THE YEAR
DONATION CAMPAIGN**

NOVEMBER 15 - DECEMBER 31 2023

Presented by Black & Brown Founders

HELLO@BBFOUNDERS.CO

[HTTPS://BLACKANDBROWNFOUNDERS.COM/DONATE](https://blackandbrownfounders.com/donate)



**STRONGER
TOGETHER**



**EMPOWERING
ENTREPRENEURS**

Rewriting the Playbook

Black & Brown Founders is looking hard at how we go about our mission of closing the Black and Latinx wealth gap through empowering entrepreneurship.

The more we reflect, the more we are filled with gratitude because of donors like you.



Working Today for a Better Tomorrow

With your support, Black & Brown Founders has been able to keep ourselves afloat during the pandemic, grow our team, and give **\$32,000 to our founders.**

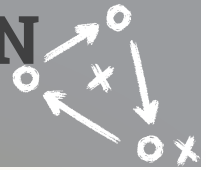
Together, we have made an incredible difference.

But the game is just getting started...





GETTING BACK ON THE BOARD: THE DECLINE OF BLACK & BROWN BUSINESS SUPPORT



FUNDING IS IN THE RED

Investment in Hispanic or Latinx-founded companies has fallen by 74% compared to 2022.

In 2022, Black businesses experienced a 45% drop in venture capital funding.



FEWER CASH RESERVES

Only 6% of small businesses in Black communities and 11% of small businesses in Latinx communities have more than 14 days worth of cash for emergencies.

A LACK OF FINANCING

Only 32.1% of Latinx business owners, and 26% of Black business owners are awarded all of the financing they request.

This is compared to over 54% for white business owners.

LOWER FIRST-YEAR REVENUES

Black-owned businesses earned 59% less and Latinx-owned businesses earned 21% less in first-year revenues than their white-owned counterparts.

Help us get back on the board by donating to

Game-Changing Giving: Stronger Together.

Be a Game Changer!

THE GAME PLAN



Black & Brown Founders is raising \$200,000 to help us start 2024 strong.



Our goal is to increase our impact by increasing capacity in the following areas:

\$100,000

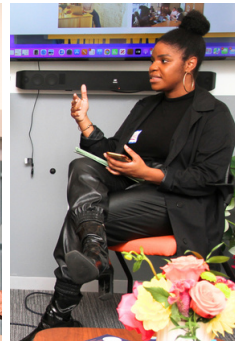
Coaching, mentorship and advisory work

\$50,000

Podcast support

\$50,000

CHROMA
Community Activations





Get in the Game



How You Can Help



We're dedicated to Rewriting the Playbook for Black and Latinx founders and have a team that helps us execute plays flawlessly. There are some key positions that we need your help to fill as we continue game changing fundraising.

Check 'em out and choose which one best fits you.



Be an Amplifier:

Help get the word out about this campaign by using and sharing this [toolkit](#).



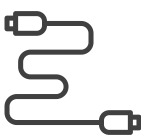
Be a Giver:

We're playing the long game here. Make a one-time, monthly, or annual tax deductible donation. [Give today!](#)



Be a Fundraiser:

Your care for our cause can turn into coins for our community. [Start a fundraiser!](#) We made it super quick and easy to do.



Be a Connector:

Know someone working at a corporation or organization looking to support Black and Latinx founders? Does your company have a matching gift program? Connect us! Contact hello@bbfounders.co with inquiries.



Be a Matchmaker:

Tell your employer to participate in our Matching Gifts Program. Learn more [here](#).



Cheer Us On Through Social Media



Help us spread the word about the campaign through sharing the messaging below!

INDIVIDUALS

Black & Brown Founders is on a mission to close the wealth gap between Black and Latinx households and their counterparts. Join me in giving today by visiting: blackandbrownfounders.com/donate.

Black & Brown Founders understands the assignment of helping Black and Latinx entrepreneurs with modest resources. If you're looking for a non-profit to donate to visit blackandbrownfounders.com/donate or click the link in @bbfounders bio to make a donation.

I'm closing out the year giving back! I've started a Facebook Fundraiser to support Black & Brown Founders, a 501c3 nonprofit that helps Black and Latinx entrepreneurs at the earliest stage of their journey.

Let's make it happen. Donate today and thank you for helping to make a difference!



BRANDS + CORPORATIONS

Black & Brown Founders is on a mission to close the wealth gap between Black and Latinx households and their counterparts in the United States. Learn more about BBF and consider giving today by visiting: blackandbrownfounders.com/donate

Black & Brown Founders understands the assignment of helping Black and Latinx entrepreneurs with modest resources. If you're looking for a non-profit to donate to visit blackandbrownfounders.com/donate or click the link in @bbfounders bio to make a donation.



@BBFounders

Download Our Graphics Icons Here!

X About Black & Brown Founders

A Winning Team

We provide community, education, and access to Black and Latinx entrepreneurs, allowing them to launch and build tech businesses with modest resources.



Black & Brown Founders is a **501(c)(3) nonprofit organization** (EIN 82-2187440) and **all contributions are tax-deductible** for income, gift, and estate taxes.

Thank you for your interest in supporting **#GameChangingGiving**

If you have any questions or concerns, please feel free to email hello@bbfounders.co.

