

# Coalition to Back Black Businesses Grants

**By Yagmur Cosar**

WASHINGTON, DC—The Coalition to Back Black Business (CBBB) recently announced it has awarded \$5,000 grants to three hundred twenty-four Black small business owners representing forty states, District of Columbia, and the United States Virgin Islands, delivering on its mission to advance the long-term success and resilience of America's Black-owned small businesses.

The CBBB is a multi-year initiative founded in 2020 by the United States Chamber of Commerce Foundation with a \$10 million commitment from American Express to support Black small business owners and the communities they serve as they recover from the COVID-19 pandemic and chart a path forward.

The initiative is led in partnership with four national Black business organizations: the National Black Chamber of Commerce; the National Business League; the United States Black Chambers, Inc.; and Walker's Legacy. This year, the program also received support from Cummins, Optimum, and Shopify.

"Strong small businesses make strong communities, and we're proud of the CBBB's impact in helping them create jobs and opportunities," said Carolyn Cawley, president of the US Chamber Foundation. "By combining grants, mentorship, and long-term resources, CBBB is helping small business owners create distinction from competitors, better meet customer demand, and stay current on business necessities such as rent, utilities, and payroll. We're honored to be able to support their growth and resilience, now and in the long term."



Seventy percent of this round of grantees have fewer than five employees and seventy-two percent have been in business for less than five years, highlighting how CBBB is supporting businesses during their most critical time—the start-up and

- How CBBB Grantmaking Helps**
- When asked how the \$5,000 grant helped their businesses, this round of recipients shared that:
- 56% used the funds to invest in new marketing and advertising—at a time when 63% report an increase in competition
  - 45% expanded or replaced inventory
  - 40% paid rent, and another 40% paid utilities and other bills
  - 37% directed it to payroll
  - 16% repaid debts or loans, and
  - 9% bought personal protective equipment

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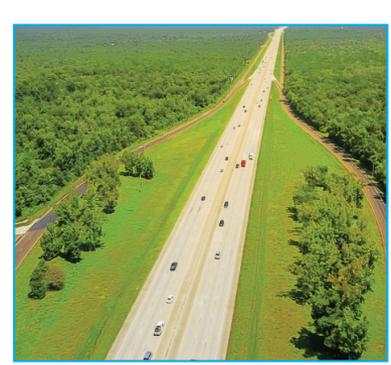
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**Getting Registered into the System for Awards Management (SAM.gov) Webinar**  
Wednesday, March 8, 2023, 12:00 pm–1:00 pm CST Online  
Main Sponsor(s): US Small Business Administration  
Contact: SBA Los Angeles District Office, 213-634-3855, LADO@sba.gov  
Fee: Free; registration required

Join the Small Business Administration (SBA) Los Angeles District Office for a virtual workshop to increase your potential for federal contract opportunities through the System for Award Management registration. Workshop topics will include: platform overview; why SAM is required; registration process; required info; and SBA resources and directions. They will also provide tips, FAQs, and available on where to get additional assistance, as well as answers to your other questions. To register, visit https://www.eventbrite.com/e/sam-registration-system-award-management-tickets-512254405717

**Federal Contracting: Veteran Small Business Certification Program Webinar**  
Tuesday, March 7, 2023, 8:00 am–10:00 am CST Online  
Main Sponsor(s): US Small Business Administration  
Contact: Mark Dahle, 202-205-6779, mark.dahle@sba.gov  
Fee: Free; registration required

**CERTIFICATION**

Small Business Exchange, Inc. is DBE certified by the Louisiana UCP.