

# ROC Partner Profiles



**The following ROC Partner Profiles describe work specific to The Rockefeller Foundation Opportunity Collective (ROC) and do not reflect the partners' complete breadth of work.**

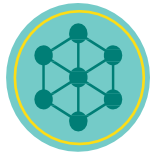
# THE ROCKEFELLER FOUNDATION OPPORTUNITY COLLECTIVE (ROC)

Is a **\$15M COMMITMENT** across 12 US places aimed at eliminating barriers to capital access and credit for **BLACK AND LATINX** small businesses owners.

Atlanta, Baltimore, Boston, Chicago, El Paso, Houston, Jackson, Louisville, Miami-Dade County, Newark, Norfolk, and Oakland.

# ROC Strategic Pillars

**Our work focuses on identifying and supporting opportunities that align within or along three pillars of work.**



## **POWER BUILDING**

**We will support local efforts to engage and build local Black and Latinx small business leadership networks to evaluate current gaps, identify solutions, and drive the narrative to support implementation.**



## **CONTEXTUAL TECHNICAL ASSISTANCE**

**We will support local and national efforts to provide culturally competent and localized technical assistance to Black and Latinx small businesses through accelerators, incubators, collectives, and business service organizations.**



## **CAPITAL PROVIDERS**

**Building on the first two pillars and leveraging the Foundation's connections, we will invest grant and program related investment (PRI) dollars to seed and accelerate non-dilutive private capital institutions that have equity at their core and will help stabilize and grow Black and Latinx small businesses.**

# Academy of Music Production Education and Development – Russell Technology Business Incubator



Grant Amount:

**\$500,000**

[ampedlouisville.org](http://ampedlouisville.org)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Louisville**

The Academy of Music Production Education and Development's (AMPED) mission is to be a free music program that uses music and technology as catalysts to empower youth and adults to work as a team, learn how to express themselves effectively, and develop into healthy, productive members of our community and the world.

As part of ROC, this grant intends to pioneer a technology business incubator to provide technical assistance to the underserved and underrepresented Black and Latinx technology businesses and entrepreneurs in the Russell neighborhood of Louisville, Kentucky.

# 1863 Ventures – Accelerate 500 Inc.



Grant Amount:

**\$1,200,000**

[1863ventures.net](http://1863ventures.net)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **National**

1863 Ventures' Accelerate 500 Inc. programs seek to accelerate new majority entrepreneurs from high potential to high growth. Their vision is to create \$100B of new wealth and economic power for and by the New Majority. As part of ROC, this grant intends to provide targeted, competitive capital with contextual technical assistance to Latinx and Black entrepreneurs in cities across the U.S. (particularly ROC places) to help them navigate uncertainty related to the COVID-19 pandemic and to overcome persistent structural barriers related to race and gender.

# African American Alliance of CDFI CEOs – Black Business Community Development Corporation



Grant Amount:

**\$75,000**

[aaacdfi.org](http://aaacdfi.org)

Pillar(s):

**POWER BUILDING**

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **National**

The African American Alliance of CDFI CEOs (the Alliance) is committed to the support and growth of Black communities and the Black executives leading community development financial institutions (CDFIs) that serve those communities. The Alliance's strategic vision is to establish a network, advocate for institutional and public policies, and create a digital marketplace of Black-owned firms.

As part of ROC, this grant intends to support costs of a coalition committed to the support and growth of Black executives leading community development financial institutions.

# The Beacon Council Economic Development Foundation, Inc. – COVID-19 Technical Assistance Program



Grant Amount:

**\$350,000**

[beaconcouncil.com](http://beaconcouncil.com)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Miami-Dade County**

The Miami-Dade Beacon Council is the official economic development organization for Miami-Dade County. The organization facilitates business growth and expansion locally, nationally, and internationally. The Council was founded to focus on business recruitment, expansion, and retention

As part of ROC, this grant intends to support a technical assistance program for Black- and Latinx-owned small- and micro-businesses in Miami-Dade County in an effort to accelerate the community's economic recovery from the COVID-19 crisis.

# Black Ambition



Grant Amount:

**\$500,000**

[blackambitionprize.com](https://blackambitionprize.com)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **National**

Black Ambition, a project of PolicyLink, is a nonprofit initiative working to close the opportunity and wealth gap for Black and Latinx people through entrepreneurship by increasing the number of Black and Latinx entrepreneurs who receive mentorship and succeed at raising the startup capital needed for their businesses.

As part of ROC, this grant intends to support Black Ambition's two prize competitions—one focused on Black and Latinx students and recent alums at historically Black colleges and universities and the other focused on a broad base of Black and Latinx entrepreneurs.



# Black Business Investment Fund of Florida – Contractor Assistance Program



Grant Amount:

**\$400,000**

[bbifflorida.com](http://bbifflorida.com)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Miami-Dade County**

The Black Business Investment Fund of Florida (BBIF) is a non-profit Community Development Financial Institution (CDFI) that has successfully developed, capitalized, and trained minority and underbanked businesses statewide for thirty years. BBIF is both a direct lending institution with six distinct loan pools and a provider of business advisory services.

As part of ROC, this grant intends to support BBIF's Contractor Assistance Program to provide loan capital combined with business development training to strengthen the business capacity of black-owned contracting companies in Miami-Dade County.

# Center for Economic Democracy – Boston Ujima Project



Grant Amount:

**\$175,000**

[ujimaboston.com](http://ujimaboston.com)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Boston**

THE BOSTON UJIMA PROJECT is a Black led, democratic, member-run organization building a cooperative business, arts, and investment ecosystem in Boston, with a mission to return wealth to working class communities of color. Ujima is bringing together neighbors, workers, business owners, investors, grassroots organizers, and culture-makers, to create a community-controlled economy in our city.

As part of ROC, this grant intends to support the implementation and operations of Boston Ujima Project which works with entrepreneurs and technical assistance partners in Boston to provide affordable loans to small businesses owned by people of color.

# Chicago TREND – Black Entrepreneurs Survive and Thrive (BEST)



Grant Amount:

**\$250,000**

[chicagotrend.com](http://chicagotrend.com)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Chicago**

Chicago TREND catalyzes, accelerates and finances strategic commercial development to strengthen communities and drive inclusive growth. They work with investors, developers and local leaders to identify and facilitate development that moves overlooked and undervalued neighborhoods forward.

As part of ROC, this grant intends to stabilize and grow small Black-owned consumer-oriented businesses in Chicago and suburban Cook County that are essential to community vitality through the provision of technical assistance and patient capital.

# CLLCTIVLY – COVID-19 Fund



Grant Amount:

**\$75,000**

[cllctivly.org](http://cllctivly.org)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Baltimore**

CLLCTIVLY is a place-based social change organization centering Black Genius, Narrative Power, Social Networks, and Resource Mobilization.

As part of ROC, this grant intends to support an initiative to award micro-grants to Black-led community organizations and Black-owned businesses impacted by COVID-19 in Greater Baltimore.

# East Bay Community Foundation – The Real People’s Fund



Grant Amount:

**\$500,000**

[realpeoplesfund.org](http://realpeoplesfund.org)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Oakland**

REAL People’s Fund is a \$10M community governed loan fund investing in East Bay (CA) entrepreneurs of color with a strong social mission.

As part of ROC, this grant intends to support the costs of implementing a community capital fund aimed at creating a more inclusive economy in the East Bay region of California.

# Economic Development Authority of the City of Norfolk – Technical Assistance Clinic



Grant Amount:

**\$225,000**

[norfolkdevelopment.com](http://norfolkdevelopment.com)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Norfolk**

The EDA's mission is to create jobs; maximize the utilization of Norfolk's real estate; foster business capital investment; increase revenue by growing the tax base; focus on efforts to build on the strengths and the needs of neighborhoods; and support minority and small businesses.

As part of ROC, this grant intends to provide direct technical assistance to Black- and Latinx-owned microenterprises (five or fewer employees) in Norfolk, VA to strengthen their businesses and attract more investment capital. Pre-qualified participants will receive assistance in 1 to 4 of the following areas: branding & marketing, accounting, website development & e-commerce, and business consulting.

# Foundation for Business Equity – Business Equity Initiative



Grant Amount:

**\$350,000**

[fbequity.org](http://fbequity.org)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Boston**

The Foundation for Business Equity EXISTS so that Black and Latinx entrepreneurs reach their full growth potential. Their MISSION is to build collaborative ecosystems and programs that remove structural barriers. Their WORK is to identify, invest in and expand approaches that will foster an environment of support, inclusion and growth for Black and Latinx businesses.

As part of ROC, this grant intends to support the costs of providing business advisory programming and financing access for Black and Latinx-owned businesses in Boston, MA.

# Hispanics in Philanthropy – The PowerUP Fund



Grant Amount:

**\$375,000**

[powerupfund.org](http://powerupfund.org)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Miami-Dade County & El Paso**

Hispanics in Philanthropy (HIP) is on a mission to strengthen Latinx leadership, influence and equity by leveraging philanthropic resources, and doing so with an unwavering focus on social justice and shared prosperity across the Americas.

As part of ROC, this grant intends to increase the skills and capacity of Latinx small businesses in Miami-Dade Count, Florida and El Paso, Texas by providing technical assistance and increased access to capital.



# The Joint Center for Political and Economic Studies – ROC Small Business Survey



Grant Amount:

**\$500,000**

[jointcenter.org](http://jointcenter.org)

Pillar(s):

**POWER BUILDING**

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **National**

The Joint Center for Political and Economic Studies is non-profit organization based in Washington, D.C. that creates ideas to improve the socioeconomic status and civic engagement of African Americans.

As part of ROC, this grant intends to support research to identify challenges faced by businesses in the U.S. owned by people of color in the wake of the COVID-19 pandemic, and to identify and educate the community on potential solutions.

# Just Community, Inc. – Expanding operations to Houston & El Paso



Grant Amount:

**\$300,000**

[hellojust.com](http://hellojust.com)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Houston & El Paso**

JUST, a certified Community Development Financial Institution (CDFI) is a financial platform that works to close the racial wealth gap by investing in ambitious Texas women through capital, peer coaching, and community. A network of JUST community leaders (JETAs) co-designs financial products and services to transform their communities and see women live with less stress and more joy.

As part of ROC, this grant intends to support the expansion of JUST's operations to El Paso and Houston and to establish a loan fund to provide low-income Latina entrepreneurs and business owners in these cities with improved access to capital.

# Main Street Alliance – Economic Mobility Platform Campaign



Grant Amount:

**\$350,000**

[mainstreetalliance.org](http://mainstreetalliance.org)

Pillar(s):

**POWER BUILDING**

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Norfolk & Newark**

Since 2008, Main Street Alliance has engaged over 30,000 businesses across the U.S. to build our network. They seek to understand the issues that matter most to small business. Their members include manufacturers, restaurateurs, artists, farmers, accountants, printers, software designers, retailers, mechanics and more.

As part of ROC, this grant intends to work with entrepreneurs and organizational partners in Norfolk, VA and Newark, NJ to promote adoption and effective implementation of local policies that invest in small business development among entrepreneurs from marginalized communities. These policies will focus on opening access to capital, asset building, technical assistance, and ongoing support.

# Our Village United – ELEVATE



Grant Amount:

**\$500,000**

[ourvillageunited.org](http://ourvillageunited.org)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Atlanta**

Our Village United is grounded in a theory of change that focuses on building strong, resilient communities through the delivery of culturally-competent training and business solutions. Through their core programs ELEVATE & UnStuck, they provide critical training and development that addresses the needs of Black micro businesses who are sole proprietors.

As part of ROC, this grant intends to provide support for Our Village United's ELEVATE program which will provide technical assistance to Black-owned micro-businesses in Atlanta and support the organization's operations.

# Partnership for Southern Equity – Just Capital



Grant Amount:

**\$225,000**

[psequity.org](http://psequity.org)

Pillar(s):

POWER BUILDING

TECHNICAL ASSISTANCE

CAPITAL PROVIDERS

Place(s): **Atlanta**

The Partnership for Southern Equity works with its partners to advance an economic inclusion agenda that promotes and increases equity in the distribution of income, wealth building, employment, and entrepreneurship among vulnerable populations.

As part of ROC, this grant intends to support the development of an ecosystem of local leadership, consisting of small Black, Latinx, and minority-owned businesses and organizations, to participate in strategic planning and education on policy and tools that effectively respond to gaps in the local entrepreneurial ecosystem within the metro Atlanta region.

# Rising Tide Capital – Business acceleration



Grant Amount:

**\$200,000**

[risingtidecapital.org](http://risingtidecapital.org)

Pillar(s):

POWER BUILDING

**TECHNICAL ASSISTANCE**

CAPITAL PROVIDERS

Place(s): **Newark**

Rising Tide Capital's mission is to increased economic strength, resilience, and opportunity for low-income families and communities through entrepreneurship. Through its three core programs - the Community Business Academy (CBA), Business Acceleration Services (BAS), and Credit to Capital (C2C) - Rising Tide is assisting entrepreneurs from historically marginalized populations and communities to start and grow successful businesses.

As part of ROC, this grant intends to support the costs of providing technical assistance, coaching, and business support services for low-income Black and Latinx entrepreneurs in Newark, NJ.