Celebration of Black-Owned Small Business in Atlanta

In partnership with Hello Alice, Mastercard has pledged $500 million to help close the racial wealth and opportunity gap for Black communities across America. Together we’re focused on getting small business owners the capital, technical assistance, and tools they need to grow.

- Grant opportunities
- The Hello Alice Small Business Mastercard
- Mastercard Strive City Chapters
- Educational resources to support digital readiness through Digital Doors

Who We Supported

Over 100 attendees enjoyed networking and shopping while learning from Black-owned small businesses at The Village Retail.

INDUSTRIES REPRESENTED AT THE EVENT INCLUDE:
- Consumer Goods/Retail: 18.8%
- Beauty/Self Care: 17.9%
- Professional Business Services: 13%
- Arts/Entertainment/Recreation: 9.4%

Closing the revenue gap between Black and white businesses would generate an additional $290 billion for the U.S. economy. Is your organization interested in becoming part of the solution?

Let’s Chat