

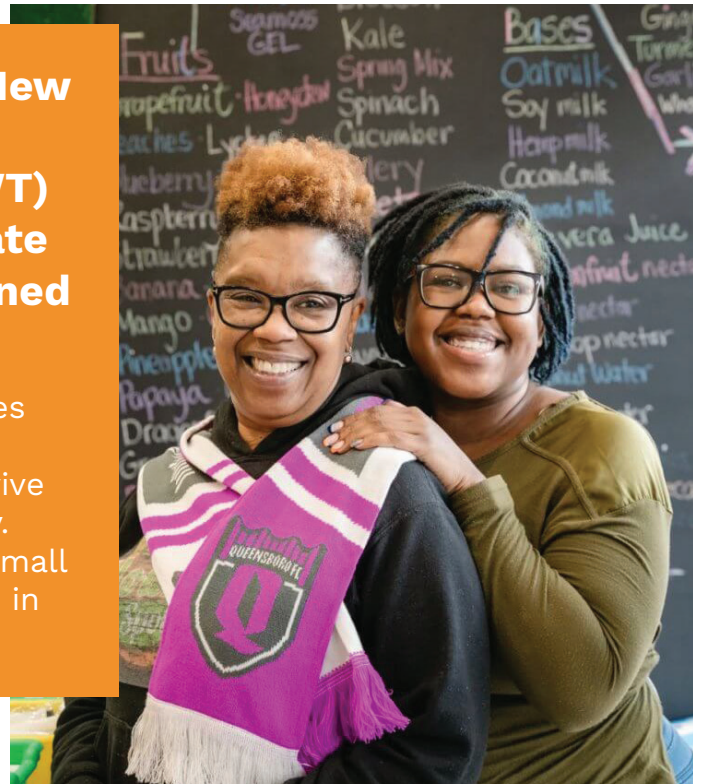


TOGETHER WE
THRIVE
BLACK BUSINESS NETWORK

Impact Report

In February 2021, United Way of New York City (UWNYC) launched the **Together We Thrive initiative (TWT)** in response to the disproportionate impact of COVID-19 on Black-owned businesses.

Together We Thrive provided small businesses with access to capital, technical assistance, and opportunity networks to help them survive the pandemic and be part of NYC's economy. Since 2021 TWT has built a network of 290 small businesses that employ over 650 employees in New York City.



The Nourish Spot owner Dawn Kelly (left)
(Photo courtesy of The Nourish Spot)

What We've Done

UWNYC convened the TWT coalition, composed of nonprofit, corporate, and government partners, in response to a crisis. Now, as the NYC Small Business landscape is evolving, so will TWT. As of June 2023, UWNYC has scaled back their role and handed off the direct services and support offered by TWT to the technical assistance service providers best equipped to meet the needs of Black-owned businesses. As TWT transitions, here is a review of what the initiative was able to accomplish:



Launched a **corporate volunteer training** program to provide culturally competent support to Black businesses.



Fostered **technical assistance partnerships** across the city to provide on-demand support and resources.



Launched the first live **online directory** of Black-owned storefront businesses on the Together We Thrive website.



Supported **business promotion** by launching multiple vending opportunities and connecting businesses to news stories.

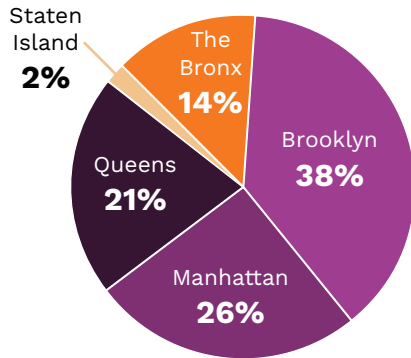


Launched a pilot pro-bono **legal mentorship** program with key partners to support Black-owned businesses.

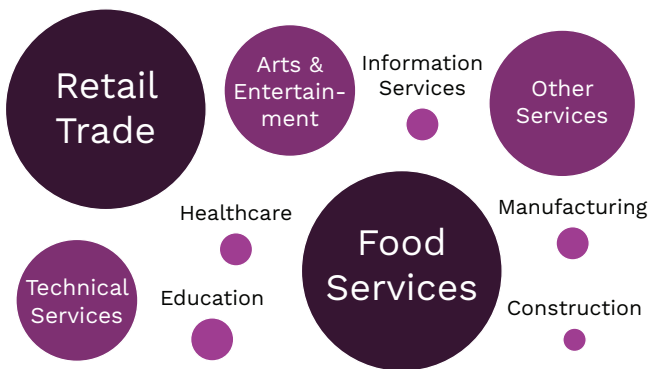
Our Impact

Together We Thrive had far-reaching impacts for hundreds of Black business owners and entrepreneurs across New York City.

Together We Thrive businesses were located in all five boroughs.



Together We Thrive businesses came from over 12 different industries



Together We Thrive: By the Numbers

290 Black-owned businesses were part of the TWT network.

677 People were employed by businesses in the TWT network.

543 Black businesses were featured in the Online Business Directory.

144 Businesses were connected to technical assistance via TWT.

54 Corporate volunteers completed the TWT training modules.

22% Of TWT businesses were M/WBE certified.

Ongoing Resources

UWNYC is maintaining critical resources from the TWT initiative that continue to support Black-owned businesses.



The **Resource Dashboard** is a curated hub that connects small businesses to technical assistance service providers.

togetherwethrivenyc.org/impact



The **Black-Owned Business Directory** allows New Yorkers to discover 540+ Black-owned businesses across NYC.

togetherwethrivenyc.org/directory



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