|  |
| --- |
| [Support Black-Owned](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXH-g3m2ndW8wLKSR6lZ3kMN46dDM_-rjcDVhVtn06BCwL9Vf4cGp7Kq3dwW6xSVn-6cZydxW19rLhH8dY_53W2-b8hw4jsZFsW4Lv30M5FDF66W5kN8-p1CWQHmN667RLc8hQTQW6yWGp86cHxXvW3vvB0652sR2-W1F7sYh5KK669W7d5xM61ZlwglW1_0pFN4vHW82W8nsJq94M_Z8VW4jbjwM4S2h7sW529ccd8Js7ygW8wCH0J7S0zq4W5knTWb5Jh2hYW6t_thD17JdVCW4j42kH3wBKZZW2BX1F86rNv0LW6mxgVV4LGzpfW3bxfk_876dWQW1yVcDw3CsgVQN8y81n11RB9QN3dGSVt5Mz0bW8DR1PG4Clw3jf6X4cPM04) |
| As a Black women-owned and -led business, National Black Business Month is important to us. Do you know why?    We are firm believers that**entrepreneurship is the path to Black liberation**. But we know that Black women are still at the bottom of the small business revenue ladder.    Black women who start their own business [see an average of $24,000 in revenue](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXHZn5kBVqW6N1X8z6lZ3kqN4ZK2T0gjT76W20hYn08nfBBFW1XdwYp7vdsJ0W6lKhkM8S-VZZW3WHPWd16_cmsW8t_02M1QWQqrMlX8cWN6gZsW2slT4S7_NsypN3QMY-VlLWXSW28_bg83vtCjyVRpFg72sMb9ZW3fxZf385xQ79W1SlXgk38bCnmW8_SZz77V56z-N4nBMq5rnHtfVySML78vhBpsW2Cf5Zb3pwctkW2hxx_45l6zkfW6YFV8H869Vp8W41chZJ7zX7t3VBBqdj5jphsbW7w391Q6-4K-MW5DLSnQ4vr042W4vVS9S698-RRVmwjWZ4Fs33wW2MVPPS1bV_KqW2_H0h73hsssbW3RD06k21nb1NV9kCTd6xqCZqW7pGdp777rFQ4VQFrhv4TCwl6W3nKHWs8BW9mKW4qkZPy7Gm70KW6YcS7B7XXl6hW8pjbrG2hs556W7C5v-32rBxJ4W4HRjMy7SJFQYW55fWKp44p9DTf1RSZwb04) in the first 5 years compared to $142,000 for all women-owned businesses. According to a Brookings report, [all Black businesses bring in an average of just over $1 million in annual revenues](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXH-g3m2ndW8wLKSR6lZ3pLW2r1Hpy89wJmNW5k0x5Z7HDVg7N7Tk4tgG4-0_W202K2y1pnvN6N3DQ1yFQgxnrW3DMc1z3qJBlfW6cvm9P3C5_jkW6nT0v969MRHsW2SKSd_4yjWTsVtgv6063f78DW4HjvD15yxzWTW4YPd-X1sY0nRW7vllSC6N_2TSW5H52JF1Lzlh-W3MRsnc7QYPcKW6QfyW968pRkFW1d1Bhh4ZBYLBW1nMq6b8mnbL_W6Vgbxc7jz-YlVM0bsS93RK1yW7FBFYc5Yvzn8W5t0Mmn7PmM7YW2Zndtn6kqbRZW4n0dcK2YBZD5VLs3n48p8GDVVYn8fh7N8JNSVQr03k2DJj04N62K0cBPdw3yf5Z8PHW04) compared to almost $6.5 million for non-Black businesses. Black businesses continue to struggle with persistent systemic racism which denies equal opportunity to access the resources needed to start, grow, and sustain profitable businesses.    Eighty percent of Black-owned businesses fail in the first year primarily due to the lack of access to capital. This is compared to a failure rate of 20% for all small businesses. Most Black-owned businesses rely on their own funds to start their businesses.    Mary-Frances Winters, CEO and founder of The Winters Group, Inc., learned early on that banks and government funding lend to people with proven track records. Many white start-ups take advantage of more ready access to capital, as well as intergenerational wealth. Many Black people have no such options. According to the Federal Reserve, [80.2% of white business owners receive at least a percentage of the funding they request from a bank, compared to 66.4% of BIPOC business owners.](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXHZ-3m2ndW7Y8-PT6lZ3kzW6fVvf29cF8-rW3hz3XM3BJtt_W3nqFb62CJtKkW7DX15y2xxCs7N2SvkrJBHWGbN3KYcXyLcYcPW8pFHW-18br_jW5-VNQY27LWHtW8ybMRR78JlzjW6PW8lk7Nb0l2W7GCv_G5pq30DW6Dt5Yw3f41P2W32WVwF82qpJ5N1dPfMxQYCvrW8R9K8Z2C43zjW1BTlTF8ymxrJN8RHh5PLWncBW6C-h9Y41C0rwW7zJYhm2_SLBYW4jjkXD2Rd96yW7YjDt817xqk3N3Z-sbFjM6dtW3Cg2k28h_RvwV89hrM3V_WvPVW64W89bCPNrW6GjY3g8H3MMlf8Zmwjx04) When they are successful in securing funding, they are subjected to higher interest rates. According to a report from the Minority Business Development Agency, from 2006-2020, [BIPOC firms paid 7.8% in interest on average for loans](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXHYv5kBVqW50kH_H6lZ3mDW6rxkKg38tYZTN2sGfRn4FQpKW8305g78xZYX_VNfdJc25LGHTW1FnXNY9bDsVpW5zfMSn4BZ4_SW5gNC_m4TRwR2W6Zx8ZG7p1lvhW7sVdgm38sSX5W6X2Mwy7nPKzpW1xZ7BW60QxMLW7KG5Lq6-vbBFW4cZmlw2S2VLZW11ttrq6RPw5GV29qGn84wDFkW39g84p50N0_YVzz7jv2jhKdMW77b4FY7N1g2gN3Z59qJlT7pyW4kmvKw7CG2G5W3Fx26w21bX3yW417jZz20gp-5W4xs0HM96Z23NW7mF1tq6mnvFlW3vcNvp8jtqJxW4_fc7C79-h8KW5sVWk76FWgJ9W3JNppf30Gj_ZW5gw1195Qrjf5W3PYKMX4KPKg0W1glwV881M1pDV6CKjH6qKf_Tf2PQ5Ys04), compared with 6.4% for white firms.    Despite the [disproportionate challenges as Black entrepreneurs](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXH-z3m2ndW95jsWP6lZ3pgW8ChFVV76GN0fW2VtD6_17zy6mW6zP7cK4K2y3pW2ldHBh3QLTYpW1y7hkv9fcNPYW33yhFv1dfhcSW1wl5M-6G7kN-W6qRzGx9cQrTDW1fRtM76Ny5WTW4pmBYr1BHw2tW1fW77v3VfkFnN8PNnCjG95F_VwTVXZ6xvHQ2W5FMYRR4L_rjQV4LNrl74LbvsW16Kr1h1_2yqkVHy9qr4cTL8LW2C7CBc3p8Vt_W88GcCZ5XVzCWW17CfYK82K4q8W4VJlPh47h01mVVrDyM4wdnyhVMTyxG7CHcM3W3hldGc3ll7NRW3_PNW429l-y4W4xdxth2k4rytW8B-DvF4Zn3l8W5P39jf5fMCYcN2hHX_NMQZ22W68vPJX4g8bYcf3mRLnx04), The Winters Group, Inc., has been able to persevere over our 39 years in business. Mary-Frances Winters started the company in her basement on March 16, 1984, in order to leave a toxic corporate environment. Disturbingly, studies show that many Black women are starting their own businesses today for the same reasons she started hers: microaggressions, being passed over for opportunities by less-qualified white men, and unwanted sexual advances.    She talks about these experiences in her book, [***Black Fatigue: How Racism Erodes the Mind, Body and Spirit***](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXHZ43m2ndW69sMD-6lZ3mbW94kmWB1sz4SKW4MC9yz7Dk4dwW8MYh0M1lqP57N8BQxvRSf8DRW2TkvW66WJdlWW92043m39tLR6W8h2L5Q2HXjqwW6kSsJC2ZSQPPW41k_L81Tgz0bW5_HYMt2D5q3pM8cT_Gk1t5JW3g5gWs7xLzsYW80DC8r28jftpW3WTLNw77flMsW2XRycW1SCFdhW4MWy3F4CZfnfW7K9wm441JV7mW27qjcK2P08_yW1MvmWk2r1zzvW8NcRVh7qxrjRf7nlyVY04), where she highlights statistics that show by most socioeconomic indicators the disparities are the same or even worse today.    So, what can you do to support Black business owners and eliminate these disparities?   * Continue to **hold lenders accountable** to the [pledges they made to support Black entrepreneurs.](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXH-z3m2ndW95jsWP6lZ3lHN2q70SRWG9hGW1gFyZL4F0dvmW5Q1mM36QCc07W13vhZ-20NfYXW6MppZ12jz3wSW8kXxxK1nhClmW6x3ydP2HM-51W4nb-2P7kqyMQW4rcbM-5shy-LN1Ng2ccVhnQ3W2zJ7Ng2fQ9p7W5w1Ycf4WKd04W7jh-F47L57KxVTjbPv5TdGRJW43G4qJ1t-21GW4HxFCT6ck0ydW7KGstJ4P32KcW19SJsw404TJcW4Zf_Wj7-84PKW3YC5QV5g3DjRW2zXSLz5cBgy0W727sNk4-0M15W6MT2YK67YBCMN7X3W6NBLVXPW1Dlrl07npsyxW8g7Tg77NSQFRW6wyFrh30whhSW4Tf7986yNtZPW2VxRl-9gMv2KN8495ww6yPt1f3sSqvn04) * When seeking funding, be armed with the **data on racial inequities in lending** and don’t be afraid to use it. * Ask questions of lenders like, **“Is this a requirement for all applicants?”** * **Call out inequitable situations.** The Winters Group has had to take our grievance over inordinate amounts of time to be approved for credit to the CEO of the bank. * **Intentionally and unapologetically patronize Black-owned businesses.** The reason we include “unapologetically” is because we've had the experience of other Black people in large organizations with the power to hire The Winters Group say that they could not hire us because it would look like they were giving preferential treatment to a Black company. The “optics” would not be right.   "In the end," [Mary-Frances said](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXH-g3m2ndW8wLKSR6lZ3mLF4_Wns9QhsjW2CxMBt65jfdGW4K6FmV7mspryW1lJ41C1Wm4ClW1xvZHh8TwWDzW3CK6PT90NzGzW2SGdHV4yvBf0W7sh3wv58F4rhW3TVmC33S9vvNW675q006pFMrDW7yXfps17948PW2VlC5b60nbWzW1tDmVW8gYZp8W2KlYKF8kRrTmW8ngPQZ14dXgsW61HzGs69k4z0W1lP7JV4pnVk5N48pVTBz0WPSW7mNJ506mDqyPW4ZpBhP4Zv6NgW1zfZCN4cKVNWW71T0cJ3c12NCW1wDxnS81lPPHN1QZ_JKgJ3qQW8VRLFp4gS6RNW3hjXDQ7FtTDwW7wDr7399mCs-W5mcyzG81XhDfdCq0ZT04), "the rewards of owning my own company far outweigh the challenges. I have no regrets. And it warms my heart that so many Black women today are leaving environments that do not value and respect them and are forging their own paths — to be in control of their own destiny. **This is power. Congratulations to all Black entrepreneurs!**"    Continue to celebrate and amplify Black business owners all year long, and consider [supporting Live Inclusively®](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXHZn3m2ndW6N1vHY6lZ3mqW5pQTQ12ZmrnrW66V6mv2qLwMvW2nklnB6t4yG2N705dKMKJ-TCW6Tp_3Q3yGn3ZVV-BW83gQ-BrW6cQSsM6ZXkZdW2XkV8B6J1FXzW5BfqfW4X_Kq6W1Yb8K77w5xcPW2L69r481HwN7W88D8rw909lnvVFXkXH4lKLt1Mf9mC-D33f6W1l8dCK7bZwC3N4Srgqz_7m6JW47NPZv12qyW0W99Kjp_6F2ng6VKzFb-26Z6jbW4XqS1Z8gbgR6W6QKGn346w-RPW3d2FSy7qLYB-f5bpSlM04), our line of products that donates a portion of each purchase toward our [Live Inclusively® Actualized grant fund,](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXHZH3m2ndW7lCdLW6lZ3lyW95BNgh8FYqQlW5Pg4sp6lkX2rW26L5HJ2Ws2_1V87yx05cfLKcW2TYnz72x0zWBW98sCSd7ncYZ8W2fZN3C8Sl5kSW1B713c8F3flnW6kT76V3NwJxmW9cB-by4t-kB8W8txhRg61wcnzW5vfsBP8PCNTKW97ZqFN200c5NW8TZqZD6zzMXcW97mB615HZShkW1gmxkC5hP3x2W4cvM_h8_zjM2W7jB91r1v5Z8yW50D88G38pvVgN1gXXgH8vrDtW4dJVT97s1n5tW8XGSml1mg_HKW5L6Tv43knFhMW49Js6r6kL9b_f9h06c604) offering grants to BIPOC-led nonprofits breaking down systemic barriers in their communities. **With every purchase, you have a DIRECT impact on BIPOC businesses and nonprofits.**    *PS we're also hosting a giveaway for a*[*free Live Inclusively® t-shirt on our Instagram here!*](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXHZH3m2ndW7lCdLW6lZ3mDW8605HN6LC189W7TRgQw4VtPykW6DQ_SR2HNqYHW2JNh9X773v3dW2vFsHG7-Fg9ZW7XTGXy70tkjxW5-Fx_n19DFChN8vzY_S2q5nPW3NzqCj3RmnCgVnTRQc61y7x7N710LXS363GQW6SmY8p49sRYvVlk16Z4hYpxnW655-9w5RPbQKVchq3k7kq97tW1Ynl_j57P6PMW4pTm4k4-TlndW55z98N5pv6nRVwSnvh71FYkkW8TNngH4S5GVxN8XNkNrGc0mmW7VBH9D4hrZnnW1kggq05Z4xc9W6cS3n28Gk8fBf7xhr_g04) |
| |  | | --- | | [**Enter Our Giveaway to Win a Free T-shirt!**](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXHZH3m2ndW7lCdLW6lZ3mdW1XzRJW6hXHXWW9kGf--4wFKX3W494dnc8mdbrYW8qG8Vn1gXjh0W79mPkb502MwHW82WXJy14bzjXW792b808Zp-79W279TfR3LzggpW5WWJ1t615082W5slTnK1B21RHW3xMf0h4GhXWsW8-gv0021fn-GW7Zh8gB8LcKqSW8CXN9t7q0XSfVGt-Fr5c37H8W7zbdnw8zBJkFN54_3yz64rMNW8T6sPZ2GTcRGN7xyhwDpLQp5W897x_81PP6YYW883fRm5D9Nk_W2nKJ467Y3hZjVL4swp8zXrmgW4g4pBJ3-vbzwf68X_C-04) | |

|  |  |
| --- | --- |
| |  | | --- | | [**Shop with Purpose from Live Inclusively®**](https://d2w11y04.na1.hubspotlinks.com/Ctc/W+113/d2w11Y04/MXdZ4mM1jM1W5YGw4b21tFfzW1-ywb152y_M8N6WXHZn3m2ndW6N1vHY6lZ3m8W2QC_xw1kF_tFW7TFDBR870R5XW8K4Wf51HtDHwW30QwpS4LT2WHW9gJrPb1yslxfW5XM3mk3_VS-NW6Q-4_64BVwbWVbtPN98Q0wzxW86GYQF28rD82W5jKFm45ZyT0XW1pjp_J39T6vdW7JHqg-2Bh2x_W1bpx4x3j1bQWW4lJWXv7RdBddW9cr5fY7HPDjjW6VXQ7S7VH4KKW2d2MpS5CYRmPW6bbk0q24Prp7W7z3ygt4vyJqCW70hgXb2rCDmcW2wjfxG61_0JMN6dvLLd6xPxlf14TK5P04) | |