

\$15M
out of \$65M

commitment to working families in the U.S. to support a collective of government, business, foundation, and nonprofit partners in 12 places over several years. In these 12 ROC places, we will **invest in partners, projects, and policies that break down barriers to capital and credit access to Black and Latinx small businesses.**

The goal of the ROC program is to decrease the racial wealth gap in these 12 places while demonstrating successful models of stabilizing and growing Black and Latinx small businesses. We define a small business as having less than 250 employees and less than \$2M in annual receipts.

1. **Atlanta, Georgia**
2. **Baltimore, Maryland**
3. **Boston, Massachusetts**
4. **Chicago, Illinois**
5. **El Paso, Texas**
6. **Houston, Texas**
7. **Jackson, Mississippi**
8. **Louisville, Kentucky**
9. **Miami-Dade County, Florida**
10. **Newark, New Jersey**
11. **Norfolk, Virginia**
12. **Oakland, California**



We will focus 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.

Objectives in ROC places

Decrease
the racial wealth gap in ROC places
and broadcast solutions and models nationally.



Catalyze
\$120M in additional capital
made available explicitly to BIPOC majority
owned small businesses by 2025.

