

Black-Owned Business Support

American Express is committed to providing access to capital and financial education to at least **250,000 Black-owned small and medium-sized businesses** in the U.S. by 2024, as part of its \$1 billion action plan to enhance diverse representation and promote equal opportunities for colleagues, customers and communities.



Our Approach to Empowering Black-owned Businesses:



Driving Sales & Growth

Marketing support and access to contracts, all to help Black-owned businesses reach more customers and unlock more business opportunities



Offering Funding

Funding options, such as grants and loans, to jump start and grow Black-owned businesses



Providing Tools & Resources

Education, resources and tools to help Black-owned businesses manage and grow their businesses with confidence

Driving Sales & Growth

ByBlack

American Express and the U.S. Black Chambers, Inc. are expanding [ByBlack](#) with the launch of the first national certification program exclusively for Black-ownership designation. First created as a directory of Black-owned businesses, the no-cost, digital platform now unlocks more ways for Black-owned businesses across the country to reach new customers and secure contracting opportunities. ByBlack provides businesses with an approved accreditation trusted by customers and enables consumers and companies to easily find Black-owned businesses to buy from. American Express also plans to increase spend with Black-owned suppliers to at least \$100 million annually by 2024.

Contract Connections

American Express continues to support small and mid-size businesses through Contract Connections – a long-standing series that connects Black-owned suppliers with large corporate and government buyers to discuss business opportunities in one-on-one meetings.

Signage and Supplies

Last summer, American Express launched new marketing materials for Amex-welcoming businesses to use to attract Card Members wanting to spend at Black-owned establishments. Items include branded window decals, point of purchase stickers, and digital image files to place on company's website.

Offering Funding

Accion Opportunity Fund

American Express partnered with [Accion Opportunity Fund](#), a leading non-profit small business lender, on a new program to provide loans and other resources to underfunded small business owners in the U.S., including people of color, women and immigrants. American Express is providing \$40M to Accion Opportunity Fund, the largest investment the nonprofit has received since its founding.

Coalition to Back Black Business

American Express established the [Coalition to Back Black Businesses](#), a first-of-its-kind collaboration with the U.S. Chamber of Commerce Foundation and four major Black chambers, including the National Black Chamber of Commerce, the National Business League, the U.S. Black Chambers, Inc., and Walker's Legacy. The Coalition provides grants to Black-owned businesses to support their long-term resilience. The company made a \$10 million commitment to fund the grant program and support Black-owned small business recovery in the U.S. over the next four years.

100 for 100

Together with IFundWomen of Color, American Express launched the [100 for 100 program](#), surprising 100 Black women entrepreneurs with grants of \$25,000 each and access to 100 days of business resources – including business education, mentorship, marketing, virtual networking and more – to help them jumpstart their ventures.

Backing Historic Small Restaurants

American Express, in partnership with the National Trust for Historic Preservation, launched “[Backing Historic Small Restaurants](#),” a more than \$1 million investment to preserve historic restaurants in the U.S. as they continue to navigate the pandemic and plan for recovery. 25 historic and culturally significant restaurants across the U.S. owned by underrepresented groups have received funding and resources.



Providing Tools & Resources

Business Class is a suite of educational and entertaining business resources, in the form of content and events, all available at no cost. American Express has created hundreds of resources for the small business community under the Business Class umbrella, including articles on the Business Trends & Insights website, Daily Edit e-newsletters and “Office Hours” on Instagram Live where followers hear from well-known entrepreneurs.