



How to Advocate for Funding That Actually Funds

Toolkit for Black Entrepreneurs

BECAUSE \$1,000 GRANTS WON'T BUILD GENERATIONAL WEALTH

PanAfricanTT.org | @PanAfricanTT | #FundUsForReal

WHY THIS MATTERS

Too many organizations are getting millions to “support Black businesses” and only giving out \$500 to \$1,000 grants in return.

That’s not investment. That’s insult.

This toolkit gives you the language, power, and steps to demand more.





KNOW YOUR NUMBERS

Before you speak up, back it up with data.

- *How much did it cost you to start your business?*
- *How much time have you spent pitching for small checks?*
- *What would \$10K–\$50K actually change in your business?*

Use your real numbers to say: “This \$1K grant doesn’t even cover my startup expenses. You’re asking me to perform for pennies.”





ASK THE HARD QUESTIONS

Start saying the quiet part out loud.

Questions to ask funders/orgs:

- *“How much of your funding goes directly to business owners?”*
- *“Why is the biggest grant \$1,000 when your annual budget is \$2M?”*
- *“How many Black businesses have you helped cross \$100K/year?”*

If they dodge the answer, you already have your answer.





ORGANIZE & MOBILIZE

A single voice gets ignored. A chorus gets heard.



Team up with 5–10
other founders



Collect stories of
underfunding &
performative programs



Co-sign a short letter
demanding more
capital, less fluff

Example quote for your letter:

“We’re tired of mentorship without money. Trust us with checks, not just cheerleading.”



USE YOUR PLATFORM

Turn your business account into a megaphone.

- Post about your actual costs vs. the “support” you’re offered
- Share your experiences with pitch competitions + broken promises
- Use these hashtags:

**#FundUsForReal | #CapitalNotClout |
#WeNeedChecksNotClaps**

Example caption: “My business needs \$25K to grow. Y’all offered \$1K and a certificate. Nah.”



PUSH FOR MINIMUM STANDARDS

Here's what real support looks like:



No grant under
\$5,000



Clear, simple
applications



Majority of funds
going to actual
business owners



Programs built with
Black entrepreneurs,
not just about them

Don't just accept crumbs. Advocate for change.



OFFER SOLUTIONS

Make it easy for funders to say yes.

Pitch ideas like:

- *A \$50K direct cash pool for Black founders — no pitch required*
- *50% of all donations must go to actual entrepreneurs*
- *An advisory board of Black business owners to approve grant structures*

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AMPLIFY YOUR MESSAGE

Want to go bigger? Get loud.

- *Pitch your story to local news, podcasts, or blogs.*
 - *Write an open letter or op-ed like: “Stop Making Black Entrepreneurs Pitch for Peanuts”*
 - *Go live on social media or speak on panels about what real funding should look like.*
-

“Mentorship didn’t save my business. Capital did.”



WE DESERVE INVESTMENT

Black entrepreneurs deserve more than exposure.

- Tag a funder who needs to read this
- Share with a business owner who's tired of crumbs
- Contact us to co-create better funding models

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