



*How to Advocate for Funding That Actually Funds*

# Toolkit for Black Entrepreneurs

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BECAUSE \$1,000 GRANTS WON'T BUILD GENERATIONAL WEALTH  
[PanAfricanTT.org](http://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.

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





## KNOW YOUR NUMBERS

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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?*

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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

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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?”*

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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**

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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

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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

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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.*

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“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

