



Black & Brown Founders

2022 ANNUAL REPORT



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Introduction

In 2021 we were very clear: The vitality of our businesses should not depend on society's response to trauma.

A successful business cannot singularly address economic disparities, structural issues, or racist policies. Real change cannot be a one-and-done opportunity to assuage guilt or a sense of complicity.

In 2022 our message was that communities have an abundance of resources that while being undervalued are still key to our economic futures. Black & Brown Founders superpower is that we sit at the intersection of several economic factors.

We serve two vital communities, Black and Latinx. We create connections between the current systems while creating new ones. We are tech and tech-enabled.



All of it to ensure that we are creating economic equity.



4 Bootstrapping Bootcamp



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Bootstrapping Bootcamp is Our Solution.

We launched our pilot Bootstrapping Bootcamp program to help folks go from “Concept to Coins” in 10 weeks. The first iteration was followed by the self-paced course in 2020 right as the pandemic shifted life as we’ve known it.

WHO WERE OUR BOOTCAMPERS AND WHAT SOLUTIONS DID WE PROVIDE?

- It came down to we need to shift how we provide learning. Since we are working across geographies and time zones with folks who are often working full-time jobs, how do we best support tech and tech-enabled entrepreneurs?

WE LEARNED:

- Time is of the essence – We want folks to be studying in cohorts
- Support looks differently depending on your needs – Connections, mentorship, and engagement
- Meet people where they are – With different skills sets come different points of starting.

HIGHLIGHTS

Philadelphia Media Founders Exchange

In partnership with Lensfest, the Knight Foundation, and Zebras United, BBF had twelve media entrepreneurs go through our Bootstrapping Bootcamp. Some of the highlights are:

GROWTH OF

- Grants, sponsorships, awards, and publicity
- Business and professional development milestones
- Collaborations and community building
- Personal well-being



Sc
science
center

CHROMA^{'22}

THE MONEY EDITION

noun

the purity of a color, or its freedom from white or gray
the intensity of a distinctive hue; saturation of color

We want freedom of white or grey with a saturation of color. We want to create spaces and events that help folks learn, connect, and build on their knowledge base. In 2022 we were able to come back and be in person. All to create a spotlight on the Black and Latinx genius that is often unrepresented on tech conference stages.

In 2022 we partnered with the #THRIVE campaign, an Initiative to Educate & Activate 1 Million Black and Latino Investors to Build Wealth. Led by our longtime collaborator Ramona Ortega, with the support of the NASDAQ Foundation.

With a combination of webinars and in-person events across the United States the message was clear our communities are not participating in the record highs of investments.



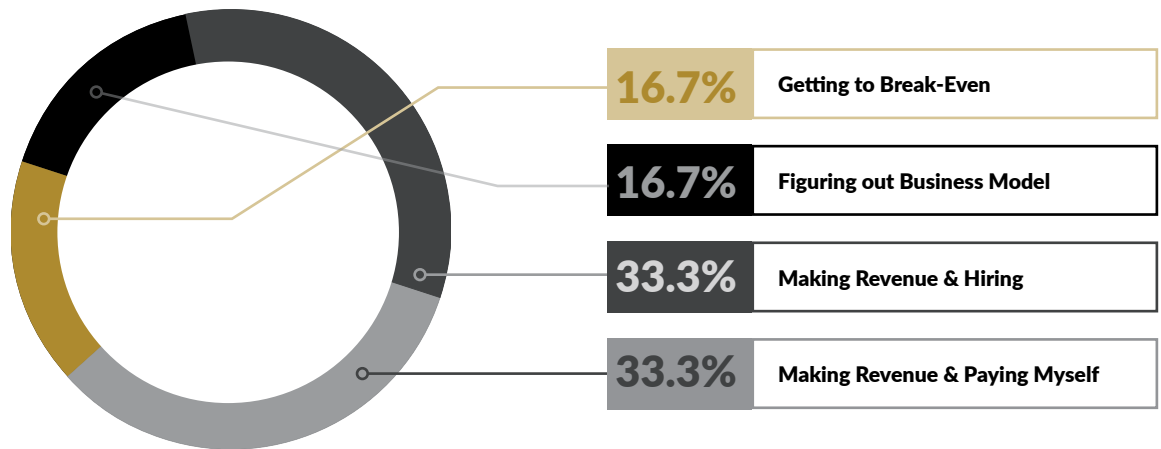
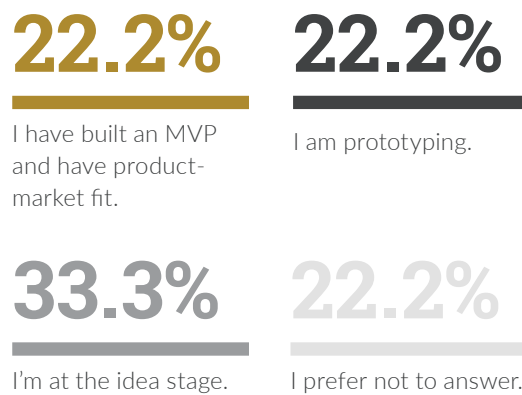
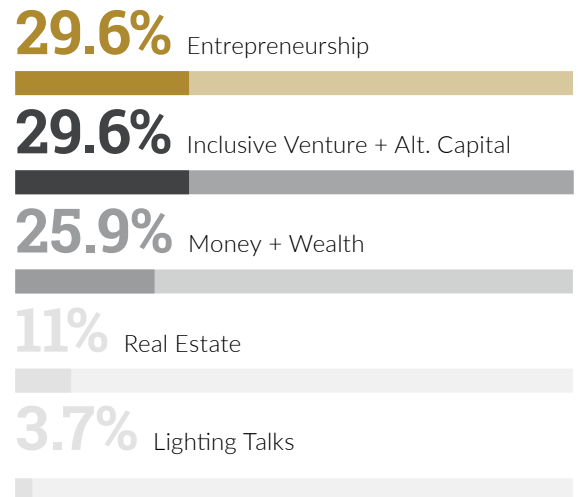
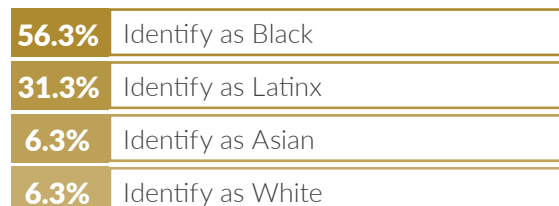
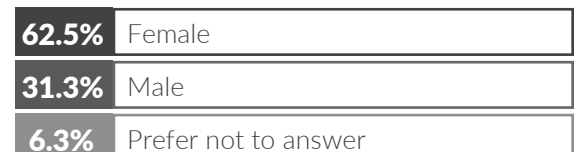
“CHROMA22 was a beautiful gathering of entrepreneurs, investors, and change-makers looking to build pathways to wealth in our community. I can’t wait for the next one!”

- CHROMA 22 ATTENDEE

CHROMA 2022

Attendee Insights

100% of survey respondents would attend another Black & Brown Founders event.

BUSINESS GOALS:**BUSINESS STAGE:****WHAT WERE YOU LOOKING TO LEARN?****RACE/ETHNICITY****GENDER**

CHROMA 2022

Our Partners

Another long-term partner has been the Black Squirrel Collective. The three organizations joined to have CHROMA 2022 at the Philadelphia Science Center.

The theme was a simple yet powerful one, **Money: Conversations, Connections, and Capital**.

With our individual organizations, each hits one aspect of how money is a part of communities.

Kicking off with Dr. Pamela Jolly, a Wealth Strategist committed to leading folks to answer the question Where is your Legacy Wealth? She was joined by experts on Blockchain, personal Investment, Money Management, and preparing for VC.



A SPECIAL THANKS TO OUR CHROMA 2022 SPONSORS:



Ecosystem Builders



This year we realized something, we have not been explicit about the totality of our work. When it comes to ecosystem work, lots of it has been quietly done. Part of it is that this is coalition work, and not one person or organization can take the shine. The other is when you are busy doing it you don't have time to share or publicize it.

Our work has meant that we have built coalitions with Zebras Unite, Inclusive Capital Collective, and Black Innovation Alliance. All three organizations are led by women who have been creating new ways of practicing entrepreneurship and entrepreneurship support. Black & Brown Founders has played

several roles in ensuring the creation and stewardship of all three organizations. Much of this work has been volunteered because we believe that all three organizations are key to all of us winning. One organization alone cannot tackle the economic disparities our communities are experiencing.

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OTHER HIGHLIGHTS

Posible LA

POSIBLE

The virtual business fair led by the KTLA team to ensure that there are resources for entrepreneurs in Spanish.

Our Executive Director, Deldelp Medina, with JC Velten and Liliana Monge, kicked off the event by sharing their experiences to build a successful business.

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NASDAQ

Our executive director and community partners were invited to support the work of Ramona Ortega the THRIVE Campaign by our funder the NASDAQ Foundation by ringing the bell on October 5th.

- Amplify Philly
- BBF Launch in Philadelphia
- BIA Summit
- Visible Hands, VHLX Showcase
- SOCAP live and podcast

Funders and Donors Report



The sustainability and expansion of our work were made possible because of the financial support, and confidence provided by our funders and donors.

We are grateful to have ongoing support from folks who know our mission and work are critical to the building of a more equitable future. Consequently, our founders have and will continue to launch and build tech businesses with modest resources.

The most profound impact our organization experienced in recent history was an increase in individual giving. It's because of this, that we identify those who made the decision to give not as donors but as Game Changing Good. Thanks to their support, we have been able to compensate for the time, expertise, and commitment of so many who are tied to our mission and our founders' success.

138 ONE-TIME DONORS

178 RECURRING DONORS

56 NEW DONORS

HUGE SHOUT OUT TO:

Bexouce International

BUCK

IMPERVA INC

Jag Molina Family Foundation

Kendall S. Barmonde Fund

Mark & Sally Hale Charitable Fund

Microsoft Employees

OATV

Pegasystems

SABIO

Silicon Valley Bank Black - Acceleration

Leadership Collective ERG

SPANG

Technology Association of Oregon

Wakanda Forever

Our screening of Ryan Coogler's Wakanda Forever was our first in-person donor event in 2023.

It allowed us to have the community and donors come together to watch, talk, and engage each other on the themes of this movie which is a cultural touch point. We want to thank our supporters and community who attended to support our work.





Black & Brown Founders is a 501(c)(3) nonprofit organization, providing Black and Latinx entrepreneurs best practices and community to build successful tech companies with modest resources.

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