



Minority-Owned Small Businesses in Atlanta Can Apply for \$10,000 Grants Through Fiserv Back2Business Program

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Fiserv brings Back2Business program back to Atlanta, having previously infused more than \$1.5 million into local small business ecosystem

ATLANTA, June 6, 2023 – [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of payments and financial services technology solutions, including the popular Clover point-of-sale and business management platform, is bringing its Back2Business program back to Atlanta, expanding its commitment to support black- and minority-owned businesses ahead of Juneteenth.

Back2Business is a \$50 million commitment to support minority-owned small businesses through grants, coaching and access to technology and networking opportunities. In Atlanta, the program will award up to an additional \$1 million in grants this summer to qualifying businesses based in Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Spalding, Newton, Coweta and Rockdale Counties.

“Small businesses are the backbone of our communities, and providing resources through programs like Back2Business helps ensure their success in today’s economy,” said Neil Wilcox, Head of Corporate Social Responsibility at Fiserv. “Increasing our investment in Atlanta will strengthen our local community, contributing to an ecosystem in which small business owners can thrive.”

Grants will be administered in partnership with the Association for Enterprise Opportunity (AEO), a leading national voice for underserved entrepreneurs. Small businesses can find out more about the grant and apply at [aeoworks.org/Fiserv](#). Applications will be accepted until all grant money is awarded.

Back2Business in Atlanta

Fiserv announced the opening of the Atlanta Back2Business grant portal during an event at the Russell Innovation Center for Entrepreneurs (RICE), an organization dedicated to creating and accelerating opportunities for Black business owners. Fiserv was joined at the event by community organizations that contribute to the growth of diverse small businesses in Atlanta, and entrepreneurs like Kerri-Ann Thomas of Brooklyn Tea, Tiffany Moore of Chef Tiffany Moore Gourmet Foods, and Kris Hale of Dope Pieces Puzzle Company, each of whom have received support from RICE and the Back2Business program.

Thomas shared how the grant received by Brooklyn Tea helped keep the business going, paving the path for expansion, while Moore noted the ability to grow her brand.

“The Back2Business grant that Brooklyn Tea founders Jamila and Ali Wright received in 2020 helped to keep their doors open during the height of the pandemic,” said Thomas. “Because of the support they received through such financial turmoil, they were able to keep their company afloat, paving the way for partners such as myself to join the Brooklyn Tea movement and open a store in Atlanta.”

“The Back2Business grant helped me start thinking globally about my brand,” said Moore. “Having the support of a company like Fiserv was the additional push I needed to execute plans I thought I would have to wait on longer.”

Hale also spoke about how the support of Fiserv and RICE have helped her business grow.

“The Fiserv Back2Business program has been paramount to the growth of my business,” said Hale. “The continued support and opportunities to work with organizations like RICE keeps us going and shows a deep level of buy-in and dedication to truly helping small businesses scale and grow.”

To date, Back2Business has contributed more than \$1.5 million into Atlanta’s small business ecosystem, including 139 grants to local small business owners.

“At RICE, we are boldly disrupting barriers to economic wealth that many Black businesses face in today’s society,” said Jay Bailey, President and CEO of RICE. “We are taking expedient action with community-minded organizations, like Fiserv, to do more to lift equality for those who need it most.”

Impact of Back2Business

Since 2020, Back2Business has awarded more than 1,600 grants to minority-, women-, veteran-, LGBTQ+- and ethnically diverse-owned businesses in the United States and United Kingdom.

The infusion of capital, combined with connections to community partners and technology, has had a significant impact. According to [a survey of grant recipients](#):

- 100% said the Back2Business program has helped their business
- 96% of grant recipients were still in business as of March 2023

- 41% credited Back2Business with helping their business remain open
- 17% said the program has helped them avoid laying off employees
- 70% of Back2Business grant recipients are optimistic about their business outlook

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover® cloud-based point-of-sale and business management platform. Fiserv is a member of the S&P 500® Index and one of Fortune® World's Most Admired Companies™. Visit [fiserv.com](https://www.fiserv.com) and [follow on social media](#) for more information and the latest company news.

About Russell Innovation Center for Entrepreneurs (RICE)

RICE is a business generator serving metro Atlanta, created to support Black entrepreneurs in overcoming the unique barriers they face in building thriving businesses. At 54,000 square feet, RICE is the largest center of its kind in the United States. Our BIG IDEAS model meets every business owner where they are on their journey, fortifying them with a community of support, increasing access and exposure, focused on transformational change. RICE honors the legacy and visionary leadership of one the greatest entrepreneurs the city of Atlanta ever produced, the late great Herman J. Russell. For more information, visit www.russellcenter.org

About Association for Enterprise Opportunity (AEO)

AEO is the leading voice of innovation for microfinance and microbusiness. Our mission is to create economic opportunity for underserved entrepreneurs throughout the United States. We engineer transformational change through research, grant facilitation, convenings, incubation, and advocacy to foster a robust and inclusive marketplace. For more than 30 years, AEO and our +2,700 member organizations have helped millions of entrepreneurs support themselves and their families while contributing to their communities through business ownership. To find out more about AEO, please visit: aeoworks.org.

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