Together We Thrive (TWT) is a coalition that provides access to capital, social networks and technical assistance to support the survival, success and sustainability of Black-owned businesses. We believe in economic mobility for low-income New Yorkers and reducing the racial wealth gap in our City. Ultimately, we’re on a mission to align, activate and increase the capacity of existing systems to meet the needs of Black owned businesses throughout New York City.

**Who We Are**

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**Organizational Management**
- Greater Jamaica Development Corporation
- Hester Street McCaffi
- Perch Advisors
- United Way of New York City

**Financial Capital Support**
- LISC NYC
- TruFund
- JP Morgan Chase & Co
- TD Bank

**Coaching and Project Support**
- Bank of America
- Värde Partners
- IBM

**TWT Ecosystem**
Together We Thrive is a coalition convened by United Way of New York City (UWNYC) and composed of nonprofit, corporate, and government partners.

**NYC Black Business Owners**

**Outreach Support**
- NYC Small Business Services
- New York Immigration Coalition
- Queens Chamber of Commerce
- Brooklyn Chamber of Commerce

**Technical Assistance**
- Live XYZ
- Pace SBDC
- Lugarida Community College SBDC
- New York SBDC
- Columbia SBDC
- Staten Island SBDC
- Entrepreneurship and Experiential Learning (EEL) Lab
- Bronx SBDC
- Lawrence N. Field Center for Entrepreneurship
- City Tech SBDC

**Black-Owned Businesses**
Currently 186 Black-owned businesses participate in TWT.

**Top Industries of TWT Businesses**
- Retail Trade: 20%
- Accommodation and Food Services: 21%
- Arts, Entertainment and Recreation: 13%
- Professional, Scientific and Technical Services: 13%
- Education Services: 4%
- Health Care and Social Assistance: 4%

**Top Requested Supports**
- Sales: 20%
- Finance: 16%
- Mentorship: 13%

*Numbers indicate the total amount of requests by business owners for TWT services.

**Volunteers and Technical Assistance Providers**
Business owners are matched with Subject Matter Expert volunteers and Small Business Development Centers (SBDCs) to help them complete a specific project or provide support through ongoing mentorship, which includes offering guidance, advice, and strategy. There are 114 volunteers and 9 SBDCs offering support to TWT businesses.
Volunteer Trainings
Before volunteers are matched with businesses, they complete a three-part orientation to gain a greater understanding of the program, its offerings and values, and the historic barriers that Black businesses have faced.

54 volunteers completed all three modules

After completing the training, over 85% of volunteers had a better understanding of the needs of Black-owned businesses during the pandemic.

Individualized Mentoring and Coaching
27 businesses matched with volunteers

Types of projects completed:
- Business plan development
- Social media strategy development
- Financial planning and organization
- Administrative process development

Technical Assistance
89 businesses matched with TA providers

48% projects completed

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- Business plan development
- Social media strategy

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Volunteer Experience
“Each conversation has been helpful in directing the growth in [my] business. I’ve gained more awareness of grants and programs to support [my] small business. It’s been a blessing”
Maia Mungin
Owner of M&D SoulFood

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Business Experience
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Owner of M&D SoulFood

“I was so pleasantly surprised with how well my mentee and I were matched. We were very compatible and after the meet and greet session, I couldn’t wait to schedule our follow-up”
Sarah Ellis
Bank of America

“I am so much closer to launching than I’ve ever been. Working with [TWT] has definitely helped me become more organized by making visuals like charts. I am definitely going to launch in July”
Deirdra Lacey
Owner of Destination Daycare

“Volunteer Experience
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“The way that this program plans to impact the small business owners lives through supplying them with the resources they need is what stands out most to me with TWT”
Christopher Bygrave
Merrill Lynch

What Participants Say
TWT reinforces relationships between business owners and volunteers. Check out what they have to say:

What’s Next
Together We Thrive has successfully launched several programs and supports—but we’re not done yet! Check out what’s in the pipeline:

Services for TWT Businesses
Legal Support:
We’re developing relationships with corporate partners to provide legal support to Black-owned businesses.

Grant and Loan Preparation:
We’re working with our partners to help TWT businesses identify potential sources of funding and prepare to apply for a grant or loan.

Digital Media Support:
We will connect TWT businesses to dedicated support in social media, marketing, and website development.

Video Series
We’re about to launch a series showcasing Black-owned businesses across key neighborhoods.

Inclusive Economies Research
We’re on the ground learning about Black-owned business and neighborhood economies to improve our program and tell the story about businesses in the pandemic. The aim is to share this work, help Black businesses thrive, and promote inclusive economies in NYC. For this initial phase, we’re focusing on Jamaica, Queens.

Get involved with Together We Thrive!
- Participate as a business owner
- Participate as a volunteer
- Donate to TWT and help businesses thrive

Interested in learning more about the Together We Thrive?
- Visit our website at https://www.togetherwethrivenyc.org/
- Follow us on social media: