

Company: Buy From A Black Woman, Atlanta GA

Company Description: Buy From A Black Woman is a 501(c)3 that ensures that Black Women Business Owners have the tools and resources they need to be successful. Through educational programs, an online directory, and financial support, this trusted resource for Black Women in business is quickly becoming the largest community of Black Women Business Owners in the world.

Nomination Category: Achievement Categories

Nomination Sub Category: Achievement in Diversity & Inclusion

Nomination Title: Buy From A Black Woman Models Inclusion That Delivers Equity & Lasting Change



HOW TO ENTER >

1. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 195 words used.

Founded in 2016, *Buy From A Black Woman* is a nonprofit organization committed to closing the wealth gap by equipping underrepresented business owners with the tools, resources and community support they need to succeed. What began as an online directory of Black women-owned brands has evolved into a leading platform — with a **community of 280,000+ supporters**, infrastructure that has **supported 700+ entrepreneurs**, and an engine that **drives 50,000+ consumers annually**.

BFABW's work goes beyond visibility, it builds economic infrastructure rooted in equity, which is how the organization has helped underrepresented entrepreneurs generate over **\$6.12 million in revenue** since 2001. Its strategic approach includes skill-building programs, research collaborations with institutions like the Center for Black Entrepreneurship, and values-aligned partnerships with ecosystem stakeholders like Goldman Sachs — all demonstrating what meaningful D&I looks like in practice.

In 2025, BFABW expanded its impact with the launch of *Buy From A Black Business*, a new platform designed to support all Black-owned businesses and strengthen inclusive economic ecosystems nationwide. Recognized by NASDAQ, the Anthem Awards and others for its pragmatic approach to economic justice, BFABW remains a trusted leader in building sustainable, equitable pathways to entrepreneurship.

2. Outline the organization's achievements since the beginning of last year that you wish to bring to the judges' attention (up to 250 words):

Total 249 words used.

Since January 2024, BFABW has advanced inclusive economic development through research, consumer education, advocacy and direct support for underrepresented entrepreneurs.

Inclusive expansion: BFABW launched Buy From A Black Business, a platform that widens access to all Black-owned businesses while continuing to center Black women. This expansion reflects the organization's belief that inclusion means amplifying the most marginalized, not excluding others.

Consumer inclusion through education: In response to widespread boycotts, BFABW launched Redirection Over Reaction, a consumer education campaign that encouraged more intentional, inclusive purchasing. With digital and downloadable guides, the campaign gave everyday consumers tools to support underrepresented businesses with long-term impact.

Supplier diversity leadership: As a member of the Black Innovation Alliance's Supplier Diversity Commission, BFABW shaped national strategies to reduce procurement barriers for minority-owned and women-led firms. This initiative addressed corporate contracting, one of the most entrenched obstacles to inclusion.

Research-driven policy and resources: Through a research initiative with the Center for Black Entrepreneurship and Bloomberg Philanthropies, BFABW released findings on the impact of DEI rollbacks on Black women entrepreneurs. The research offers a practical framework for policymakers and business development organizations to adopt inclusive strategies that serve the broader Black entrepreneurial ecosystem.

In tandem, BFABW published *How To Navigate the Upcoming Tariffs*, a guide tailored for underrepresented business owners facing shifting trade policies, and led Beyond DEI talks to prepare entrepreneurs for policy changes that could limit institutional support.

Across every initiative, BFABW proves that inclusion isn't a buzzword, it's a blueprint for sustainable, measurable impact.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 161 words used.

Buy From A Black Business Launch

- [Launch press release](#)
- [People Of Color In Tech article](#)
- [The Story Exchange article](#)
- [Lurie Daniel Favors Show interview on SiriusXM](#)

DEI Rollbacks Research

- [Press release announcing research initiative](#)
- [A Black Woman Research Study landing page with findings and documentary](#)
- [Article](#) about the Black Entrepreneurship Research Symposium, where BFABW Founder Nikki Procher presented research findings
- [Atlanta Journal-Constitution](#), [Black Girl Nerds](#) and [Florida Courier articles citing BFABW research study](#)

Recent Media Features

- [DEI rollbacks article in Atlanta Journal-Constitution](#)
- [Salon article on Feb 28 Economic Blackout](#)
- [Inside Retail article on Economic Blackout](#)
- [Black Enterprise article on DEI rollbacks](#)
- [Ethical shopping interview](#) on iHeartMedia's Stuff Mom Never Told You show

Awards

- [2025 MRII Diversity Award](#) for using research to drive economic justice and community impact.
- [2024 Bronze Anthem Award](#) for Diversity, Equity & Inclusion Partnership or Collaboration
- 2024 Exceptional Merit Award for documentary produced as a part of BFABW's research study, awarded by Documentaries Without Borders International Film Festival

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated achievements since July 1 of 2023, OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 248 words used.

In a year when many organizations retreated due to political headwinds, BFABW expanded its model, deepened its reach and set new benchmarks for inclusive economic development.

The launch of Buy From A Black Business welcomed [REDACTED FOR PUBLICATION] new entrepreneurs within months, evidence of the demand for platforms that scale without diluting their core mission. While others broadened access by sidelining marginalized groups, BFABW expanded by centering them.

The Redirection Over Reaction campaign earned [REDACTED FOR PUBLICATION] organic impressions, proving that values-based, actionable messaging still resonates. While others released performative and vague statements in response to consumer outrage, BFABW offered a forward-looking alternative: tools for consumers to reinvest in underrepresented communities through sustainable action.

As a leader in the Black Innovation Alliance's Supplier Diversity Commission, BFABW helped shape inclusive procurement strategies that benefit over 370,000 innovators nationwide. Few nonprofits supporting underrepresented founders influence supplier diversity at this scale. While many focus on pitch competitions or bootcamps, BFABW is helping rewrite the rules of access.

Its research with the Center for Black Entrepreneurship provided the **first comprehensive study on the impact of DEI rollbacks on small businesses**, which not only set a benchmark but also invited follow-up studies and the use of its framework by others aiming to redesign support systems for marginalized entrepreneurs. Furthermore, BFABW's founder won the MRII Diversity Award for using research to drive economic justice.

Taken together, these efforts solidify BFABW's position as a trusted architect of inclusive ecosystems, proving that equity-driven models can be impactful.

Attachments/Videos/Links:

[Buy From A Black Woman Models Inclusion That Delivers Equity & Lasting Change](#)



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