

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: Individual Awards Categories

Nomination Sub Category: Woman of the Year - Government or Non-Profit

Nomination Title: Nikki Porcher



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

Written answers to the questions

2. 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 for this category, provide them in the spaces below:

n/a

3. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

Since July 2023, Nikki has expanded her role as a national leader in economic justice by deepening the impact of her nonprofit, Buy From A Black Woman. Under her leadership, the organization **helped over 67,000 consumers** connect with Black women entrepreneurs, generating **more than \$3.4 million in revenue**. She forged strategic partnerships with institutions like the IRS to **deliver 88 business workshops**, **place 80 Black women-owned brands in major marketplaces** across North America, and she expanded the organization's footprint into Canada.

Nikki also **showcased 82 entrepreneurs** on her podcast, **highlighted 68 founders** through her residency at SiriusXM and **earned 180 media features** on major platforms like Ad Week and NASDAQ. She launched two bold national campaigns: *A Black Woman Year*, a consumer education initiative that spotlighted 50 Black women-owned businesses, and *Beyond the Boycotts*, a public accountability campaign that encouraged consumers to redirect their dollars toward values-aligned brands.

In partnership with the Center for Black Entrepreneurship, she led a landmark study on the impact of DEI rollbacks on Black women entrepreneurs, which was amplified through the award-winning documentary *Listen to Black Women*. And she launched Buy From A Black Business, a new platform that expands her proven model to serve all Black-owned businesses nationwide.

Beyond policy and visibility, Nikki remains a dedicated mentor, helping founders secure retail placements, earn certifications and navigate burnout. She also mentors *Black girls through Save A Girl, Save A World and Girls For A Change*.

Her impact is measurable, intentional and deeply personal.

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

Total 193 words used.

Nikki Porcher is a visionary economic activist and founder of the internationally recognized nonprofit organization Buy From A Black Woman. Under her leadership, what began as a simple online directory has grown into the highest-ranking platform for Black women-owned businesses and a thriving ecosystem that has supported **over 700 founders** across North America.

Through practical, scalable solutions, Nikki has helped **generate over \$6.12 million in revenue** for Black women entrepreneurs, connecting **more than 50,000 consumers** to their brands every year. Her work goes beyond visibility, it's about infrastructure. She builds systems that ensure Black business owners can thrive long term. Most recently, she launched *Buy From A Black Business* to expand her impact to all Black-owned businesses and address deeper structural barriers to sustainability.

Nikki's approach is rooted in data and accountability. Her DEI research is influencing policy conversations and corporate practices nationwide. Furthermore, she's built a **community of 280,200 supporters**, secured partnerships with organizations like Goldman Sachs, and led national conversations at the White House and Hope Global Forum.

More than a founder, Nikki is a systems builder who is actively reshaping what inclusive, equitable economic development looks like.

5. 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 180 words used.

DEI Research

- o [Press release](#) announcing Nikki Porcher's research fellowship and research
- o 2024 [A Black Woman Research Study](#), a research initiative to study the impact of the social justice uprising and the defunding of DEI programs on Black Women-Owned Businesses.
- o [Atlanta Journal-Constitution](#) and [Florida Courier articles](#) citing BFABW research study

International Expansion

- o [Buy From A Black Woman Expands Territories To Canada press release](#)
- o [Launch event in Toronto in 2023](#)
- o [Inspire Tour shopping event](#) in Toronto in July 2024
- o [Presenting Canadian business owner with Relief Fund check](#)
- o [Holiday Market retail pop-up event in Toronto in November 2024](#)

A Black Woman Year

- o [Press release announcing campaign](#)
- o [Public letter of support by economic justice pioneer Maggie Anderson](#)
- o [Nikki Porcher sharing campaign on Sirius XM via The Karen Hunter Show](#)
- o [Video featuring 50 of the businesses elevated during the campaign](#)

Recent Media Features

- o [DEI rollbacks article in Atlanta Journal-Constitution](#)
- o [Salon article on Feb 28 Economic Blackout](#)
- o [Black Enterprise article on DEI rollbacks](#)
- o [Inside Retail article on Target rollback](#)
- o [Ethical shopping interview on iHeartMedia Stuff Mom Never Told You](#)
- o [Buy From A Black Business launch article](#)

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 nominee's past performance (up to 250 words):

Total 236 words used.

Nikki's achievements are significant because they challenge the norm, delivering not just awareness, but also tangible results in an environment where most DEI efforts are being scaled back or quietly abandoned. While many organizations responded to the 2020 racial justice uprising with short-term gestures, her leadership has consistently built infrastructure for long-term impact. Since July 2023, her leadership has helped generate \$3.4 million in revenue for Black women-owned brands, and expanded her organization's reach into Canada — results that far exceed the benchmarks of most grassroots economic justice campaigns.

Few leaders in the economic empowerment space can claim such a high level of direct, measurable community impact while also shaping national narratives. Nikki's award-winning DEI research and accompanying documentary exemplify her ability to make complex policy issues accessible and actionable. And her consumer education and accountability campaigns have redirected real dollars toward underrepresented founders.

Compared to others in this space, Nikki doesn't just provide a platform, she builds the pipelines, partnerships and policy conversations that make real change possible. Compared to her own past performance, the last year marks a dramatic scale-up: international expansion, high-level institutional partnerships and the launch of Buy From A Black Business, which positions her as a leader not only in advocacy, but in building economic ecosystems.

Her work is rare in its depth and reach, making her contributions both timely and transformative.

Attachments/Videos/Links:

[Nikki Porcher](#)

[REDACTED FOR PUBLICATION]