

PRESS RELEASE

Better Business Bureau
Serving the Pacific Southwest

pr@bbbcommunity.org | bbb.org/us/news



Kryistyna Hook
Director of Media Relations
kryistyna.hook@bbbcommunity.org | 928.302.3701

New Grants Were a Beacon of Hope for Arizona Nonprofits During COVID-19

\$40k provided security for underserved populations when other sources lacked

(Phoenix, January 7, 2021) - Nonprofit organizations that serve underrepresented entrepreneurs and vulnerable communities were vastly overlooked from emergency pandemic funding in 2020. COVID-19 hit especially hard in rural areas of Arizona, including the Navajo Nation.



(photo credit Diedra Peaches)

"It became clear midway through 2020, when we realized COVID-19 wasn't going away anytime soon, that we would have to migrate all of our training and support for Native American entrepreneurs online. This devastated us because we knew that internet connectivity was spotty at best and that many local entrepreneurs just wouldn't have the tools they need to work online," shared Heather Fleming, Executive Director at Change Labs.

[Change Labs](#) encourages entrepreneurship and believes it's the path to stronger and more resilient Native communities. Fleming knew that more than 90% of local businesses in her community did not have any online presence and feared the implications for them.

With a tough road ahead, [Better Business Bureau Serving the Pacific Southwest](#) (BBB) provided rapid relief to meet immediate nonprofit needs. After concluding its [Empower By GoDaddy](#) business incubator program in mid 2020, BBB additionally awarded 11 Arizona nonprofits with subgrants to further their economic development in the community.

The funding couldn't have come at a better time.

"This grant enabled us to quickly purchase equipment for those who needed new laptops, modems, or routers and also design, implement, and pay for hosting fees for websites for several of our clients," continued Fleming.

Nonprofit awardees were chosen as leaders in the business community that align with BBB's mission of trust and integrity. The trickle effect of these grants ensured each organization could continue their mission, and amplify the work they were already doing with minority populations. These funds proved to be the boost needed to encourage business development during challenging times. A total of \$40k was awarded to the nonprofits:

- [Arizona Hispanic Chamber of Commerce](#)
- [Black Chamber of Arizona](#)
- [Black Family and Child Services of Arizona](#)
- [ChangeLabs](#)
- [Cultivate Coffee/Crowd to Community](#)
- [Grand Canyon University/New Business Development Center](#)
- [Hustle PHX](#)
- [International Rescue Committee](#)
- [New Empowerment for Refugees](#)
- [The Reveille Foundation](#)
- [Young Nonprofit Professional Network](#)

Applications for 2021 subgrants will be accepted January 15 - February 15 at bbbempower.org. Contact innovation@bbbcommunity.org for questions.

Value

BBB's innovative approach to business growth provides the tools that companies and entrepreneurs need to build better businesses. Businesses who come [BBB Accredited](#) join its mission to create a community of trust.

More Information

For media inquiries, contact pr@bbbcommunity. Please allow a 24 hour courtesy for interview requests. For additional news stories, visit bbb.org/us/news. Published with permission from Better Business Bureau.

About the Better Business Bureau Serving the Pacific Southwest.

For more than 100 years, Better Business Bureau (BBB) has been helping people find businesses and charities they can trust. In 2019, people turned to BBB more than 358 million times by checking more than 232 million Business Profiles views - all available to the public for free at bbb.org. Incorporated locally in 1938, BBB Serving

the Pacific Southwest covers Greater Arizona and Southern California with key campuses in Phoenix, San Diego, Newport Beach, Prescott, Yuma, and Lake Havasu City. BBB Serving the Pacific Southwest is supported by over 19,000 BBB Accredited Businesses, making it one of the largest BBBs nationwide. Businesses that earn BBB Accreditation contractually agree and adhere to high standards of ethical business practices in the marketplace. BBB provides objective expertise and educational programs on topics affecting marketplace trust.

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