

## EQUITY AMPLIFIER

Asset Funders Network's Equity Amplifier for Economic Security (EA) is a new series highlighting organizations or nonprofits focused on building economic security/asset building in communities of color. EA's intent is to:

- **Amplify** the voices of organizations led by people of color.
- **Reduce** systemic biases and barriers within philanthropy.
- **Encourage** AFN membership to broaden and deepen their commitment to supporting economic security and asset building strategies that target diverse communities.

EQUITY AMPLIFIER IS  
GENEROUSLY SUPPORTED BY  
JPMORGAN CHASE & CO.,  
METLIFE FOUNDATION, AND  
TRUIST FOUNDATION.

## Invest Newark



### **Where are you headquartered?**

Newark, NJ

### **What is your organization's mission or vision?**

To advance economic prosperity for all Newarkers.

### **Which area(s) of service BEST describes your organization?**

Small (nonprofit) business support and economic development.

### **Does your organization identify as a BIPOC led? What does that look like within your organization?**

We are an organization in which the majority of the Board of Directors are Black or Latino and the executive leadership is Black.



**How does your work impact communities and populations that are historically marginalized, underserved and/or under-resourced?**

Our work helps these businesses remain viable and thus retain jobs in Newark as well as generate income for the owner.

**What are some specific barriers or biases from within philanthropic organizations that you believe are hindering BIPOC led or BIPOC serving organizations in accessing adequate funding or support?**

Exposure. The organizations need introductions to funders outside of their traditional service areas and vice versa.



**Provide an example of a program or initiative that your organization is spearheading that works to advance economic opportunity and prosperity for BIPOC communities?**


We are focused on Black and Women led businesses in Newark. We offer business training classes for new or budding business owners as well as for the more advanced.

**Name one thing funders need to be cognizant of when connecting or partnering with BIPOC led or organizations and communities?**

Risk may need to be assessed differently.

**Social Media**

 [@InvestNewark](https://www.instagram.com/InvestNewark)

 [InvestNewark](https://www.facebook.com/InvestNewark)

**HOW FUNDERS CAN GET INVOLVED**

As a benefit of AFN membership, funders may nominate local nonprofits focused on building economic security/asset building in communities of color to highlight as part of the EA series, allowing your organization to showcase innovative models and best practices to help build a more secure future for diverse communities. [Click here](#) for more information or to nominate an organization or nonprofit led by people of color for the AFN EA.

**Funders who wish to learn more about Greater Newark Enterprises Corporation go to [www.investnewark.org](http://www.investnewark.org)**