



Minority-Owned Small Businesses in New York City Can Register Now to Apply for Back2Business Grants from Fiserv

November 14, 2020

Approximately \$1 million in grants available to minority-owned businesses impacted by COVID-19

BROOKFIELD, Wis., November 13, 2020 — [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of payments and financial services technology solutions, today announced that it is accepting registrations for grant applications from New York City businesses as part of its [Back2Business](#) program. The program is designed to help support small, minority-owned businesses that have been negatively impacted by the ongoing COVID-19 pandemic.

The Back2Business program connects small businesses with critical resources, including complimentary mentorship, subject matter expertise and business coaching, technology solutions such as the Clover[®] point-of-sale platform from Fiserv, and community partners. In conjunction with the [Association for Enterprise Opportunity](#), a leading national nonprofit expanding economic opportunity for Black entrepreneurs through its [Tapestry Project](#), the program includes \$10 million in grants, with approximately \$1 million designated for New York City businesses and up to \$10,000 awarded to individual businesses.

Eligible minority-owned businesses can register to apply for a Fiserv Back2Business Grant at [clover.com/grant](#). Grants can be used to assist with payroll, rent or lease payments, technology or equipment purchases, or premise redesign. Merchants must have revenues of less than \$1 million annually, be founded prior to June 1, 2019 and have fewer than 10 employees. Applications from New York City businesses will be accepted through November 23, 2020.

"This year has been challenging for small businesses, particularly for those that are minority-owned, yet the dedication and spirit of these entrepreneurs has continued to shine through," said Mia Shernoff, Head of Market Development for Fiserv. "We're proud to use our resources to continue supporting small businesses as they navigate the pandemic and beyond."

New York City Businesses Getting Back2Business

In August 2020, Fiserv launched the Back2Business program nationally, and has already presented grants to three New York City merchants:

- [Brooklyn Tea](#), a coffee, tea, and retail establishment that serves natural, healthy, and energizing products. Brooklyn Tea co-owners Jamila McGill and Alfonso Wright plan to use their Back2Business grant to hire staff and enhance their social media presence.
- [Brown Butter](#), a cozy café owned by Myriam Nicolas provides delicious craft specialty drinks and food to the Bed-Stuy neighborhood. Nicolas plans to use her grant for overhead expenses and marketing to attract new customers.
- Kola Ologundudu's [Daddy Greens Pizza](#) serves both classic and specialty Italian fare like pasta, sandwiches, and of course pizzas. Ologundudu plans to invest the grant in new equipment and an enhanced website to support sales.

Fiserv is also connecting with merchants through local business advocacy groups and community resource organizations, such as the [Brooklyn Chamber of Commerce](#).

"There's no denying the devastating impact the pandemic is having on our businesses and the communities they serve, from their families, to staff to customers," said Randy Peers, President and CEO at Brooklyn Chamber of Commerce. "We're grateful for the support Fiserv has given our communities and look forward to more to come from the Back2Business program."

In addition to New York City, Fiserv will sponsor Back2Business Grants in multiple other cities where small business communities have been heavily impacted, including Milwaukee, Miami, Atlanta, Chicago and Oakland, California.

In a world moving faster than ever before, Fiserv helps clients deliver solutions in step with the way people live and work today – financial services at the speed of life. Learn more at [fiserv.com](#).

Additional resources

- Back2Business - [co/3kiLf9g](#)
- Back2Business Grant Registration - [com/grant](#)

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover[®] cloud-based point-of-sale solution. Fiserv is a member of the S&P 500[®] Index and the FORTUNE[®] 500, and is among FORTUNE

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