



Minority-Owned Small Businesses in Oakland and Bay Area Communities Can Now Apply for Back2Business Grants from Fiserv

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Approximately \$1 million in grants available to businesses based in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma counties

BROOKFIELD, Wis., March 15, 2021 – [Fiserv Inc.](#) (NASDAQ: FISV), a leading global provider of payments and financial services technology solutions, today announced it is accepting grant applications from minority-owned small businesses based in Oakland and surrounding Bay Area communities as part of its ongoing [Back2Business](#) program. The program is designed to help support minority-owned businesses that have been negatively impacted by the ongoing COVID-19 pandemic.

Eligible minority-owned businesses can apply for a Fiserv Back2Business Grant at aeoworks.org/Fiserv.

The Back2Business program connects small businesses with critical resources, including a monetary grant, complimentary mentorship, subject matter expertise and business coaching, technology solutions such as the Clover® point-of-sale platform from Fiserv, and community partners. The program is administered in conjunction with the [Association for Enterprise Opportunity](#), a leading national nonprofit expanding economic opportunity for Black entrepreneurs through its [Tapestry Project](#). Fiserv recently announced that it has designated \$50 million for investment in its Back2Business program and associated initiatives, with up to \$10,000 awarded to individual businesses.

In recognition of the importance of supporting the entrepreneurial ecosystem, each grant recipient will also be connected to local networking, support, and resources from Fiserv community partners such as the Oakland Black Business Fund (OBBF) and the Renaissance Entrepreneurship Center.

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 to be eligible. Approximately \$1 million in grants will be provided to businesses based in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma counties. Applications will be accepted until grant funds are exhausted.

“The past year has been challenging for small businesses as many have been forced to temporarily close, operate with limited capacity, and learn to sell goods and services digitally for the first time,” said Jeff Dickerson, Head of Clover from Fiserv, a cloud-based point-of-sale platform developed in Sunnyvale. “With our office based in the South Bay, and hundreds of associates on the Clover team calling the Bay Area home, it is important for us to do our part to give back to our neighborhood small business owners adversely impacted by the pandemic.”

Local Merchants Getting Back2Business

Fiserv has already approved Back2Business grants for three minority-owned small businesses in the Bay Area:

- **[Queen Hippie Gypsy](#)**: Owned by Lilly Ayers and located in downtown Oakland, Queen Hippie Gypsy is the city’s first black female-owned Crystal, Metaphysical and Artisan Botanica. In addition to owning a small business, Lilly has a passion for community service, which stems from her own experiences growing up as an underprivileged youth in Oakland.
- **[La Perla Restaurant](#)**: Owned by the father-and-son team of Cheo and Gabriel Ortiz, and located in the East Bay, La Perla is a full-fledged Puerto Rican restaurant -- a stand-alone spot where customers can feast on arroz con gandules, shrimp mofongos, and slow-roasted pernil.
- **[Pietisserie](#)**: Serving the Bay Area with a playful, modern, and elegant take on dessert, owner Jaynelle St. Jean delights pie lovers from San Jose to Wine Country with new and notable flavors that can be found at local retail and grocery stores, or delivered directly to your door.

In addition to Oakland and the Bay Area, Fiserv is sponsoring Back2Business grants in multiple cities where small business communities have been heavily impacted, including Atlanta, Chicago, Miami, Milwaukee and New York City.

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.

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 World’s Most Admired Companies®. Visit fiserv.com and [follow on social media](#) for more information and the latest company news.

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