



Three Atlanta Small Businesses Receive \$10,000 Grants in Recognition of Hispanic Heritage Month

October 5, 2022

Grants presented as part of the Fiserv Back2Business program

ATLANTA, GA., October 5, 2022 – In celebration of Hispanic Heritage Month, [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of payments and financial services technology with a significant presence in the Atlanta area, presented three Atlanta-area Hispanic-owned small businesses with \$10,000 grants. Fiserv was joined at the September 28 presentation event by community partners, including the Metro Atlanta Chamber and the Georgia Hispanic Chamber of Commerce.

The grant presentations highlighted an ongoing commitment to Atlanta's diverse small business community as part of the company's [Back2Business program](#), a \$50 million commitment to support minority-owned small businesses. In addition to grants, Back2Business connects diverse small businesses with critical resources, including complimentary small business coaching, leading technology solutions such as Clover, and community partners.

Atlanta-Area Hispanic Merchants Getting Back2Business

The following Atlanta-area Hispanic-owned small business owners received \$10,000 grants:

- **Joel Ferrer** of [Chef Joel Coco Cabana LLC](#), a Cuban-owned restaurant delighting guests with unique cuisine, showcasing Chef Joel's classically trained background and Cuban heritage.
- **Vanessa Higgins** of [Clean Tu Casa](#), a Hispanic-owned cleaning, organizing and personal errand service company serving homes, small offices and short-term rentals in Metro Atlanta.
- **Alejandra "Luz" Pelaez** of [UP Advertising](#), a Hispanic-owned multicultural advertising and digital marketing agency specializing in reaching the Hispanic market, ensuring companies communicate authentically.

"We're proud to celebrate Hispanic Heritage Month by supporting these inspiring businesses and all the small businesses that play a crucial role in Atlanta's economy," said Vivian Greentree, Senior Vice President and Head of Global Corporate Citizenship at Fiserv. "Providing funding and resources to help small, diverse businesses thrive is a key tenet of the Back2Business program and it's wonderful to see the impact this program has made in cities all over the country, and especially here in our own backyard in Atlanta."

"It is an honor to partner with Fiserv and the Georgia Hispanic Chamber of Commerce to celebrate and support entrepreneurs in the Hispanic community during Hispanic Heritage Month," said Alex Gonzalez, Chief Innovation and Marketing Officer at the Metro Atlanta Chamber. "Through the Back2Business grants, Fiserv is providing access to capital and resources to help these three Hispanic-owned businesses grow and thrive."

In addition to facing difficult business conditions such as rising costs, supply chain challenges and labor shortages, Hispanic-owned small businesses have their own unique set of challenges.

"Fiserv recognition and support of the Hispanic community, providing valuable grants and services at a critical time for small businesses through Back2Business, is key to ensuring equitable opportunities for our community and to being seen as the vital force that we are for the economy and the great state of Georgia," said Verónica Maldonado-Torres, President and CEO, Georgia Hispanic Chamber of Commerce. "When one group thrives, we all thrive as a society, and that is our goal at the GHCC - to match businesses with the resources, tools and opportunities to inspire them and help them reimagine the next for their company."

In addition to Atlanta, Fiserv has sponsored the Back2Business program in cities including New York, Milwaukee, Miami, Chicago, Detroit, Tulsa, Oakland, Washington, D.C. and Omaha. To date, Fiserv has presented nearly 1,500 grants to small businesses through the program.

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 and business management platform. Fiserv is a member of the S&P 500® Index, the FORTUNE® 500, and has been recognized as one of FORTUNE World's Most Admired Companies® for 11 of the past 14 years and named among the World's Most Innovative Companies by Fast Company for two consecutive years. Visit [fiserv.com](#) and [follow on social media](#) for more information and the latest company news.