

Coalition to Back Black Businesses

US Chamber of Commerce Foundation + American Express + others · National (private)

Amount	\$5,000 immediate + \$25,000 enhancement
Deadline	Annual — typically opens summer
Eligibility	Black-owned businesses with 3–20 employees in economically vulnerable communities.
Apply at	https://backingblackbusinesses.com/

OVERVIEW

Two-stage grant program: \$5,000 immediate cash grant plus a \$25,000 enhancement grant for select recipients, layered with mentorship.

KEY DETAILS

- Backed by AmEx, Chase, Altria, and PepsiCo Foundation.
- Application: business impact story, financials, growth plan.
- Enhancement grant requires participation in a 4-part learning series.

FIT FOR WOW — NOTES

Waffles On Waffles is a woman-owned, family-run mobile waffle-stick brand based in Little Elm, Texas. The trailer serves events, fairs, and private parties across the DFW metroplex, with a franchise/licensing model in development. This grant aligns with our next-stage funding needs: trailer build-out, brand marketing, and expansion of our operator network.

APPLICATION CHECKLIST

- EIN and Texas Certificate of Formation on file
- Latest P&L; and balance sheet (12-month view)
- Business plan and marketing plan (one-pagers linked from wafflesonwaffles.com)
- Founder story + 60-second pitch video
- Photos of trailer, team, and product
- Use-of-funds narrative tied to this grant amount