

# An open letter speaking to corporate America's shame...

The death of George Floyd in Minneapolis ignited a nationwide outrage and corporate America sprang forth demonstrably stating they could no longer stay silent and promised to take active intervention with their check books.

From coast to coast companies raced to outdo each other by action and pledges.

Jamie Dimon, CEO of JPMorgan “took a knee” before the open door of their giant vault.

McDonald's proclaimed George Floyd was “one of us.”

Major corporations such, as Proctor & Gamble, Pfizer, Apple, Johnson & Johnson and Facebook played one-upmanship bellowing the size of their pledge to create societal changes.

\$49.5 billion was the total pledge-barometer.

Now, 2+ years later after the spotlight has dimmed, the results of the *corporate promise* are viewed with a concerned lens.

90 percent of that \$49.5 billion (\$45.2 billion) — is allocated as loans or investments that will deliver for JPMorgan and Bank of America windfall profits, as more than half was earmarked in the form of mortgages.

Meanwhile, \$4.2 billion of the total pledged is in the form of outright grants to be disbursed over periods as long as a decade. The amount represents less than 1% of the \$525.6 billion of net income these 50 companies earned in the most recent year.

There is no single entity tracking the corporate promises...until now.

We will be the keeper of the corporate score card.

Our goal is to rewrite African American financial history.

When the ledger is scribed as to those who were monetarily responsible for this long overdue

movement, will your company be able to stand justifiably tall and proclaim, "***we were there!***"

Or will you be conspicuous by your absence?

We are the advocate for closing the income equality gap and engaging the African American community into a body of knowledge that will allow them to be self-employed with an executive income that is derived from their new expert knowledge base.

We are seeking to obtain a total of 250,000 scholarships (\$625M) to create an economic reparations juggernaut that will materially affect the lives of some 1.5M people and generations yet unborn. All we demand is 1.26% of that \$49.5 billion of "*talk dollars.*"

What we seek is **NOT** direct reparations. It is seeking the scholarships that will allow the disenfranchised to learn and use the same tools of the privileged who DID get to attend the best business schools.

We are not interested in the corporate promise, the filling out of a 30-page application to your

foundation that meets twice a year and responds in another 10 months, or your corporate brochures that depicts a young African American girl with pig tails and a white dress holding a piggy-bank, as she stands behind a white picket fence.

Why? Because we can't find that white picket fence in our communities.

The situation of the income equality gap is **an emergency**, and it is not to move forward in the glacial fashion that corporations invoke.

It is a simple decision: Either you will help this cause **RIGHT NOW** or you won't.

Just let us know your company is opting out, we will edit the ledger accordingly, and we will never make any further contacts. Fair enough?

So far, 37 of companies have disbursed a paltry \$1.7 billion (3.4%) of the \$49.5 billion corporate shout out 1.27% of the \$49.5 billion **PROMISED** would educate 250,000 people to be fluent,

knowledgeable and established in their own business.

If you would like to seriously discuss this matter and create actionable metrics, please feel free to contact me at 505-412-0995.

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