

Maggie Anderson. Author of OUR BLACK YEAR
AKA the “Buy Black Elf” presents

10 ways to show love, give back,
fight and Buy Black
for the 2020 holiday season.

ALL ONLINE!
NO STANDING IN STORES!
NO DELIVERY DRAMA!



www.AuthorMaggieAnderson.com

#1 Open an account for yourself, your children at a Black owned Bank

Find a Black owned bank near you:

www.investopedia.com/black-owned-banks-by-state-5024944

My favs are

OneUnited Bank - www.OneUnited.com

Liberty Bank - www.LibertyBank.net

Industrial Bank - www.industrial-bank.com



See me with the owner, Alden J. McDonald (top right) and senior leadership of Liberty Bank (fifth largest Black-owned bank) and Liberty Freedom Fund (the only mutual fund Black-owned, -operated, and -distributed).

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OneUnited is co-owned by my friend, the brilliant, beautiful sister, Teri Williams Cohee! Harvard MBA graduate (with honors), mother, wife, and proud, passionate revolutionary, who bought a bank to help empower her community. Now OneUnited is first Black internet bank (also has several locations in California, Florida, and Massachusetts) and largest Black owned bank!

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My mortgage is with Industrial Bank. Here I am with the third generation owner, my friend, Doyle Mitchell. Cathy Hughes, owner of the largest Black owned media outlet, Radio One/TV One, far left, is on the bank's Board. Industrial is committed to our students, businesses, churches, families. When City National Bank was about to go bankrupt, the Mitchell family acquired to keep it in the community.

#2 Buy many copies of my book, "Our Black Year"

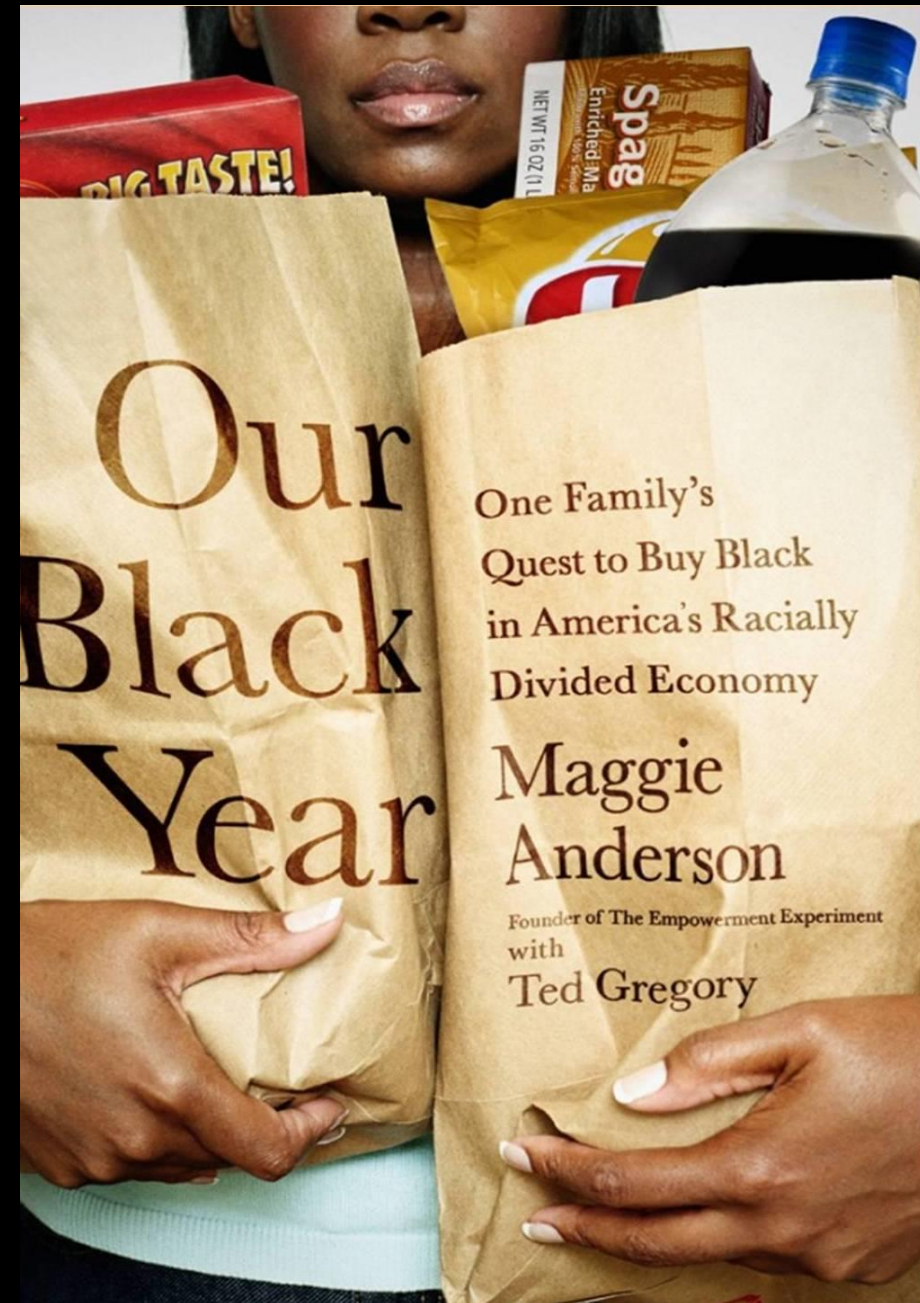
DO NOT BUY FROM AMAZON!

Money goes directly into our Black bank.

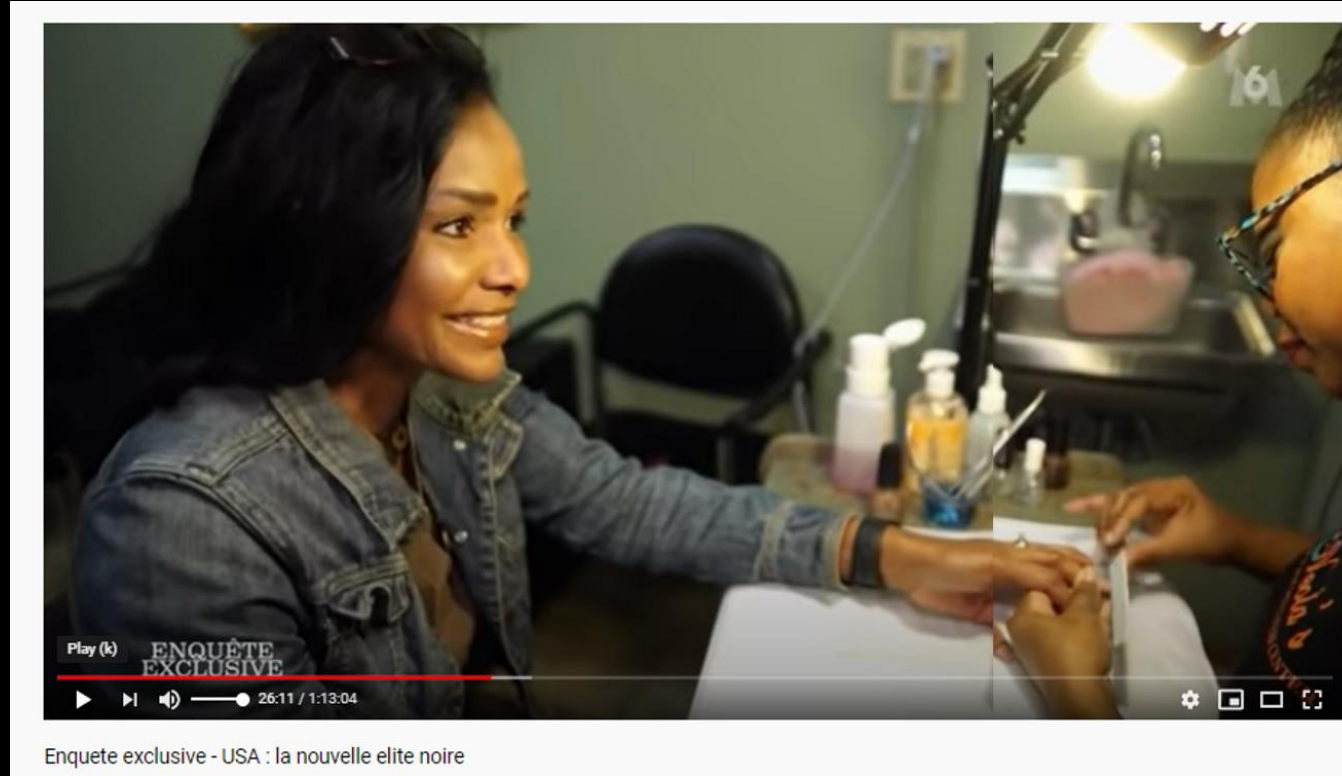
Proceeds benefit our foundation, The Empowerment Experiment Foundation, a 501c3.

I will sign it for you, with love!

BUY NOW AT www.OurBlackYear.com



#3 Buy Gift Certificate for an experience or service we cannot enjoy now, e.g. Black owned Spa



Many businesses are closed now, but can stay open if you support them now, and visit later.

I found this list of spas for you. www.spaindex.com/special-features/black-owned-spas/

So much easier to find now. Just Google “Black owned” and “Spa”. My fav in the Chicago area is Veola’s Day Spa. www.veolasdayspa.com (We’ve been featured on TV together many times.)

#3 Buy Gift Certificate for an experience or service we cannot enjoy now, e.g. Black owned Restaurant or Bar



www.AuthorMaggieAnderson.com

Many restaurants are closed now, but can stay open if you support them now, and visit later.

Three of my favs in the Chicago area are Petterino's and Saranello's (owned by Chef Mychael Bonner, left, www.leye.com/about/partners) and Bureau Bar (owned by Kenny Johnson, right, bureaubarandrestaurant.com). All upscale.

Our restaurants are much easier to find now. Just Google "Black owned" and "Restaurant". Yelp, Open Table, and Uber Eats list Black owned restaurants.

#4 Buy Gift Card for Black merchant or designer and let your picky loved one choose her gift *e.g. clothes, purse, shoes, accessories makeup*



Ladies! We always need new shoes, makeup, purses! My favs for purses is F&W Style (see the purse I bought with the gift certificate my husband got me for Christmas 2 years ago!). You can get a gift card NOW at [fwstyle.com](https://www.fwstyle.com) I got the shoes online at Nchantment Shoes at [nchantment.com](https://www.nchantment.com). Both fantastic, Black woman owned businesses you can support right now! Makeup is an awesome Christmas gift, but you really need to let the recipient pick her own. Right? I love LAMIK. Get yours at [lamikbeauty.com](https://www.lamikbeauty.com) (See my pic with owner, Kim Roxie.) My gorgeous sunglasses came from Zroda.com

#5 Gift Membership to a Black owned Business, Trade, or Rights Organization

Sponsor a membership to a rights group, like National Urban League or NAACP.

Or a **Black business group** like the US Black Chambers (USBlackChambers.org) See pic of me with USBC President and fellow freedom fighter, Ron Busby. You can trust the USBC!

Or a **Black professional or trade association** like National Sales Network, National Bar Association, National Assoc of Real Estate Brokers.

These groups do so much for our entrepreneurs, our community! NAREB keeps Black families in their homes facing foreclosure! They have to beg corporations to support them. We have to do more.



#6 Gift Donation to a Black owned Education, Service or Empowerment Nonprofit

Make a donation in your loved ones name to a great Black owned and operated nonprofit that needs your support, like my foundation, **The Empowerment Experiment Foundation** (authormaggieanderson.com/my-foundation).

Couple of my favs are 100 Black Men (100BlackMen.org) and Pretty Brown Girl Foundation (prettybrowngirl.com/foundation).

Famous ones like UNCF and CBCF (Congressional Black Caucus Foundation) are great too!



#7 Gift Membership to a Black owned Wine Club



Here are lists of some Black owned wine companies and wine clubs:

<https://www.refinery29.com/en-us/black-owned-wine-brands>

<https://www.sistersletter.com/we-time/black-owned-wine-clubs-for-toasting-the-holidays>

#8 Donate to a Black owned Food Pantry



In Chicago, we have 40 Acres Fresh Market (see me with the Owner in the pic). 40 Acres is a mobile grocery focusing on produce. Order online and it is delivered. Best service and prices! She tries to source the produce from Black farmers! Go to her site and you can buy a box of produce for yourself and one for a needy family. C'mon! Let's do this! www.fortyacresfreshmarket.com

Here is a list of other Black owned and run food security programs you can support!
<https://www.mofad.org/community-resources>

#9 GIVE YOURSELF A GIFT! Sign up to invest in the Black Lives Matter Real Estate Fund

Black Lives Matter Real Estate Fund, LLC ("the Fund")'s core mission is to build wealth and create jobs for Black and Hispanic people by investing in commercial real estate across America (including Puerto Rico and the U.S. Virgin Islands). The Fund is run by my friend and fellow freedom fighter, Thomas Lopez Pierre. (See pic)

The Fund is a private equity opportunistic real estate fund that will invest between \$100,000 and \$1,000,000 with Black and Hispanic commercial real estate developers, construction companies, brokers, accountants, etc. to build, revitalize small-to-midsize residential and multi-family properties. Building and renovating these properties will benefit Black businesses, professionals, and the returns from the sales will come back to US!

On January 4, 2021, the Fund will launch its first investment offering by raising \$25 million dollars from Black and Hispanic investors. Invest as little as \$500! Let's do something HUGE together. www.BLMREF.com



#10 Accept my Black Owned Hair Care Challenge

Let's bring the Black hair care industry BACK TO THE BLACK!



Make your PUBLIC commitment to buy all your hair care products from Black owned firms!

Post your pledge, spread the word, add the hashtag

#BlackOwnedHairCareChallenge

Sign petition demanding 50% of the ethnic hair care aisle at major retailers represents Black owned brands!

Find great Black owned brands and beauty supply stores and join the movement at

BlackOwnedHairCareChallenge.com

Merry Christmas! Happy Kwanzaa!
Blessings for the New Year! We love you! BUY BLACK!

