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DIGITAL MESSAGING SAMPLES

POLITICAL CAMPAIGNS

More than 90% of minority owned businesses were denied PPP loans

How Joe Biden will Support Black-owned Businesses:

- Make sure economic relief because of COVID-19 reaches the African American businesses that need it most.
- Provide AfricanAmerican entrepreneurs and other small business owners technical assistance to help them apply for funding, as well as legal and accounting support
- Reserve half of all the new PPP funds for small businesses with 50 employees or less, so the bigger and more well-connected aren't able to win in a first-come, first-served race.

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Coronavirus has killed over 40,000 African Americans*

Joe Biden's Plan to Stop the Spread of Coronavirus:

- 1. Ensure wide availability of FREE testing
- 2. Eliminate cost barriers to COVID-19 preventive care and treatment
- 3. Develop a vaccine
- 4. Deploy necessary supplies, personnel and facilities
- Provide emergency paid leave for those affected by the outbreak

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1 in 1,000

African Americans
Die from
Coronavirus*

Joe Biden & Kamala Harris will:

- Establish a COVID-19 Racial and Ethnic Disparities Task Force
- Invest \$25 billion in a vaccine manufacturing that will be cost-free to every American
- Provide emergency paid leave for those affected by the outbreak

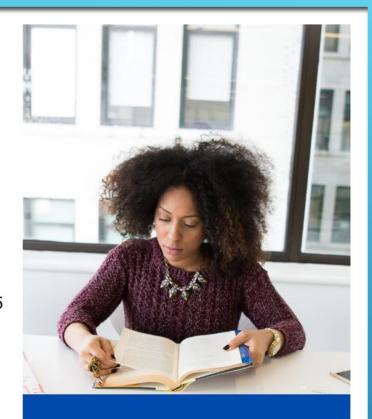
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lefo from joebiden.com/covid19

DID YOU KNOW? 1 in 1,000 **African Americans** die from Covid-19* Joe Biden and Kamala Harris will: • Establish a COVID-19 Racial and Ethnic Disparities Task Force • Invest \$25 billion in a vaccine manufacturing that will be cost-free to every American

Right now, the federal government gives away about \$25 billion in loans, of which Black-owned businesses only get about \$750 million.

Biden-Harris will provide the Minority
Business Development Agency with \$5
billion in
annual lending and investment
authority to ensure capital flows
directly to
minority-owned businesses and
investments in critical infrastructure,
including in Black
communities.



Joe's plan to Build Back Better will make historic investments to advance racial equity across the American economy to close the racial wealth gap, opportunity gap, and jobs gap Joe's plan to Build Back Better will make historic investments to advance racial equity across the American economy to close the racial wealth gap, opportunity gap, and jobs gap

Joe and Kamala will create a new public credit reporting agency within the Consumer Financial Protection Bureau to provide consumers with a government option that seeks to minimize racial disparities, for example by ensuring the algorithms used for credit scoring don't have a discriminatory impact, and by accepting non-traditional sources of data like rental history and utility bills to establish credit.



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Joe Biden's Plan:

- Will help families buy their first homes and build wealth by creating a new refundable, advanceable tax credit of up to \$15,000.
- Tackle racial bias that leads to homes in communities of color being assessed by appraisers below their fair value.
- Roll back Trump Administration policies gutting fair lending and fair housing protections, strongly enforce fair credit reporting laws, and create a new Public Credit Reporting Agency.
- Protect homeowners and renters from abusive lenders and landlords through a new Homeowner and Renter Bill of Rights.

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LIFT EVERY VOICE

INFO FROM JOE BIDEN'S AGENDA FOR THE BLACK

Vice President Joe Biden will make sure that people historically left out of the middle class—whether due to race, gender, sexual orientation, disability, or religion—have the chance to succeed.

CHECK OUT THE HIGHLIGHTS

Rooting out systemic racism and ensuring that everyone is treated with dignity and has equal opportunity is built into all of Joe's domestic policies.

As president, Joe will:

Close the Wealth Gap

Joe will ensure that Black families can build sustainable wealth for themselves and their communities with: • Create \$15,000 in Federal down payment assistance for first time home-busers.

- homebuyers

 Double funding for the State Small
 Business Credit Initiative to \$3 billion
 to assist small businesses, especially
 those owned by people of color
- Create More Jobs & Job Training Opportunities
- Joe will Invest \$1.7 trillion over the next ten years in a clean energy revolution, creating 10 million good-paying jobs.
 Make a \$50 billion investment in workforce training

Invest in Education

- Joe will triple Title I funding, which goes to schools with a high percentage of low-income students
 Invest over \$70 billion in HBCUs and other MSIs, and provide loan forgiveness that works for public.
- Joe will provide two years of community college or other high-quality training program without debt for any hardworking individual

Provide Real Criminal Justice Reform

- Decriminalize the use of cannabis and automatically expunge all cannabis use

- automatically epumpe all cannable use convictions

 Set a goal of ensuring 300% of formerly incarcerated relordulat have housing macre the policy of the property of the prop

Expand Healthcare Coverage

- Coverage

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BUILD BACK BETTER



VOTE



CRIMINAL JUSTICE REFORM

FROM JOEBIDEN.COM

"Today, too many people are incarcerated in the United States - and too many of them are African American. To build asfe and healthy communities, we need to rethink who we're sending to prison, how we treat those in prison, and how we help them get the health care, education, jobs, and housing they need to successfully rejoin society after they serve their time."

-Biden Agenda for Black America

DECRIMINALIZATION

Decriminalize the use of cannabis and automatically expunge all cannabis use convictions.

Joe and Kamala will also will lead a national effort t end cash bail and reform our pretrial system by working to end the practice of jailing people for being too poor to pay fines and fees.





INCREASING RESOURCES

Set a goal of ensuring 100% of formerly incarcerated individuals have housing upon reentry and expand access to mental health and substance use treatment.

REDUCING INCARCERATION

Establish \$20 billion competitive grant program focused on crime prevention and reducing recidivism.

Reduce the footprint of incarceration in our country's jails and prisons through supporting ball reform, eliminating mandatory minimums, and investing at the local level in mental health and substance use disorder



POLICE REFORM



Address systemic misconduct in police departments and prosecutor' offices. Hold police who use excessive force accountable by creating a national standard for use of force.

The Biden-Harris Administration will also rein in qualified immunity and make new investments, for example by investing in programs that partner mental health experts with police officers to respond to 911 calls.

JUSTICE SYSTEM REFORM

offices, eliminate the death penalty and mandatory minimums, and end the fede crack and powder cocaine disparity,



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Did You Know?

The U.S. incarceration rate is more than five times higher than most of the countries in the world.

During the Obama Biden Administration the federal **prison rate fell** nearly 10%.

Joe Biden and Kamala Harris will work with Congress and the states to reform federal sentencing. They will reinstitute the Obama policy of ending the use of private federal prisons. They will decriminalize the use of cannabis and automatically expunge prior cannabis use convictions, end all incarceration for drug use alone, diverting users to treatment programs work to eliminate mandatory minimums and the death penalty.

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Did You Know?

African American businesses are rejected for loans at a rate nearly 20% higher than the white-owned firms.*

The Obama-Biden Administration created the State Small Business Credit Initiative (SSBCI) to support small businesses, driving \$10 billion in new lending for each \$1 billion in SSBCI funds.

The Biden Harris Administration Biden will work to ensure equal access to credit and capital by extending the SSBCI program through 2025 and double its federal funding to \$3 billion, driving close to \$30 billion of private sector investments to small businesses, especially those owned by women and people of color.

*From joebiden.com/black americ created by thekcgreen.com

Did You Know?

The single biggest predictor of poverty in adulthood is not having a high school diploma.

Under the Obama Biden Administration:

The Black high school graduation rate reached the **HIGHEST LEVEL** it had ever been?*

Joe Biden's plan for education and closing the racial graduation gap includes increasing school funding, teacher diversity and supporting programs shown to reduce school disciplinary actions that disproportionately target black and Latino students, contributing to lower graduation rates.

https://obamawhitehouse.archives.gov/the-press-office/2016/10/17/fact-shi

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Did You Know?

11% of African Americans under 65 are uninsured,

compared to 8% of white people. This disparity is far greater in states with Republican governors who have not expanded Medicaid.

Under Obamacare more than 3M African Americans gained access to healthcare.

Joe Biden will strengthen and expand healthcare options with a new public health insurance option similar to Medicare. And he will ensure the individuals who would be eligible for Medicaid but for their state's inaction are automatically enrolled on to the public option, at no cost to the individual.

Did You Know?

The Trump Administration DISCONTINUED nearly all of President Obama's police reform measures.

In 2014, President Obama established the President's Task Force on 21st Century Policing and launched 23 aggressive investigations in police departments, forging 25 reform agreements through consent decrees.

Studies later showed that use of force incidents decreased!

The Biden Harris Administration will put those measures back in place, plus:

- Address systemic misconduct in police departments and prosecutor offices.
- Hold police who use excessive force accountable by creating a national standard for use of force.
- Rein in qualified immunity and invest in programs that partner mental health experts with police officers to respond to 911 calls.

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