

# SURVIVE AND THRIVE

*Helping Businesses Not Just  
Survive—But Thrive in Uncertain  
Times*

The “Survive and Thrive” initiative is designed to empower diverse-owned businesses—especially African American enterprises—to navigate and grow amid political and economic turbulence. In the face of policies and rhetoric that have threatened equity, we equip businesses with tools to assess, adapt, and lead with purpose.

**STRATEGY • SUSTAINABILITY • STRENGTH**