



41% of Black-owned businesses in the U.S. have gone under in the wake of COVID-19

BE INTENTIONAL ABOUT SUPPORTING LOCAL, BLACK-OWNED BUSINESSES

This week, during mid-winter break, be intentional about supporting local, Black-owned businesses. A persistent racial wealth gap exists in our country and it has widened over time. Institutional racism, such as Jim Crow-era practices of redlining and job discrimination, have restricted access to opportunities to build wealth for Black Americans. The racial wealth gap afforded Black households fewer safety nets heading into the pandemic, resulting in disproportionately devastating outcomes as a result. "Buying Black" is a simple action to combat the racial wealth gap. Supporting local, Black-owned businesses may also yield the positive results of boosting the local economy, promoting job creation and celebrating Black community and culture.

THE CHALLENGE

PICK A BUSINESS (OR TWO!) FOR YOUR FAMILY TO SUPPORT THIS WEEK.

(If you happen to venture off island, check out these iconic Black-owned businesses making history in the Greater Seattle area.)

FOOD



J & J Public House

NEW LUCK TOY

West Seattle Fish House
REOPENING FEB 15!

HEALTH & WELLNESS



IPSEITY INCANDESCENT HEALING STUDIO



Full Spectrum Training Studio



WEST SEATTLE ANIMAL HOSPITAL

JUNCTION FITNESS

HOME CARE



BEAUTY & CLOTHING

LIKA LOVE



Percy The Barber

★ ★ ★ STRETCH CHALLENGE ★ ★ ★

Identify one way you can integrate supporting Black-owned business ongoing. Whether you switch up where you pick up weekly takeout dinner, or commit to gifting from Black-owned vendors—find a way that works for your family.

SOME TIPS

START SMALL

You don't have to shift your spending overnight. Select a business or two to support this week. Then, consider ways you can continue and expand how you "buy Black."

BUILD A HABIT

Many consumers have gotten into the habit of asking questions about their purchases, such as, "Is this product sustainable?" Try asking yourself, "Does this come from a Black-owned business?" -or- "Can I find a similar product from a Black-owned business?"

SPREAD THE WORD

When you have a positive experience at a Black-owned business, leave the business a positive review and share your experience with your network. You can begin by sharing about your favorite Black-owned business (doesn't have to be limited to WS and can be online as well) on the **BLM Challenges padlet**. Black businesses encounter consumer bias. Sharing your experiences can help counteract biases.

USE SOCIAL MEDIA

Follow local Black-owned businesses on social media. Stay connected and look for opportunities to amplify their work.

TAKE A STAND

Support businesses that have been the target of racist attacks. Since opening in 2020, Black Coffee NW has been the victim of multiple acts of racism because of their mission to empower local youth through their barista program and a community hub. However, the owners remain steadfast in their commitment to provide a space where people of color feel safe, welcome, and supported. Supporters can learn more and [donate here](#).

DONATE TIME & RESOURCES

Don't have any spending to do? Consider donating your time or resources to local organizations. [Puget Sound BlackLives Matter at School](#), [Northwest African American Museum](#) and [Black Lives Matter Seattle](#) are a few good places to start.

Resources for Finding Local Black-Owned Businesses

West Seattle Blog's List

Our local blog compiled a list of Black-owned businesses in our neighborhood. If there are any they've missed, add a comment.

Intentionalist

An online guide to intentional spending that supports small businesses and diverse local communities.

NAAM's Black Business Directory

The Northwest African American Museum has compiled a list of Seattle-based Black-owned businesses.