



The Sweetness of Giving Circle

AN INVITATION TO PRESERVE ATLANTA'S BLACK BUSINESS LEGACY

The Sweetness of Giving Circle brings together Black donors across Atlanta to pool resources, deepen impact, and invest in solutions that uplift our communities. Together, we're building a future rooted in equity, ownership, and collective power.



OUR FOCUS: PREPARING FOR THE SILVER TSUNAMI

Across Atlanta, Black-owned businesses have long been engines of employment, family wealth, neighborhood stability, and cultural pride. Today, many are facing a pivotal moment of transition.

As Baby Boomer owners retire in record numbers—a trend called the “Silver Tsunami”—nearly half of Atlanta's legacy business owners are nearing transition.

This puts thousands of local Black-owned businesses at risk: limited access to capital and lack of succession planning put not only individual companies at risk, but also the jobs, services, and wealth they sustain.

The Sweetness of Giving Circle exists to help ensure Atlanta's Black business legacy is not lost in the transition.

Black-owned businesses face distinct transition challenges:

ONLY 20% GET APPROVED

LIMITED ACCESS TO CAPITAL makes it harder for the next generation to build, buy, or sustain successful companies. Nationally, only 20% of Black business owners are approved for loans, lines of credit, and cash advances.

KINDRED FUTURES

ONLY 15% HAVE A PLAN

MORE THAN 85% of Georgia business owners lack a succession plan, putting longstanding businesses at risk.

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OVER 6,000 ARE AT STAKE

THE ATLANTA REGION IS HOME to 6,274 Black-owned businesses with employees. Their loss would reduce Black wealth, eliminate jobs, and weaken neighborhood economies.

PROJECT EQUITY



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There's something powerful about not just giving individually, but being in community with others who are equally committed to impact, thoughtfully aligning our resources, networks, and intentions toward initiatives that can truly move the needle.

Jewel Burks Solomon

Sweetness of Giving Circle
Founding Member and
CFGA Board Member

GIVE.

Sweetness of Giving Circle members each make a multi-year commitment of \$25,000 or more annually, pooling philanthropic resources to invest in solutions that strengthen Atlanta's Black business ecosystem.

Your giving will support strategies that help legacy Black-owned businesses prepare for transition, access technical assistance, and remain rooted in the communities they serve, including:

- Succession planning for legacy Black-owned businesses
- Technical assistance for owners preparing for transition
- Capital strategies that help preserve local ownership
- Acquisition readiness for next-generation entrepreneurs
- Mentorship and advisory support for emerging Black business leaders

GUIDE.

This is not passive philanthropy.

Members participate in a curated giving experience that may include private briefings, site visits, grant-making conversations, and direct engagement with business, civic, and community leaders.

Together, members help guide capital, relationships, and strategy toward lasting community ownership.

GROW.

The goal is not only to help Black-owned businesses navigate the Silver Tsunami, but to preserve jobs, grow Black wealth, sustain neighborhood services, and strengthen Atlanta's economy for generations.

With more than 6,000 Black-owned employer businesses in the region, the stakes are significant.

The Sweetness of Giving Circle gives donors a powerful way to invest in what comes next: a future rooted in equity, ownership, and collective power.



BEGIN THE CONVERSATION

The Community Foundation specializes in connecting interested donors with unique opportunities to make a difference in their own backyard.

Membership in the Sweetness of Giving Circle begins with a private conversation about your philanthropic goals, your connection to Atlanta, and your vision for preserving Black business ownership for future generations.

As a giving circle member, you can make contributions through your Community Foundation DAF or through a fund held by another DAF provider.

INTERESTED IN LEARNING MORE?

For more information, please contact:



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