

FORGING NEW PATHWAYS

Supporting a dynamic
and vibrant Black
presence within the
Atlantic Provinces'
business community.

BOARD OF DIRECTORS' STATEMENT

The annual report of the Black Business Initiative for the year ended March 31, 2024, is prepared to account for and report on our fiscal responsibilities, operation activities, and achievements to government, community, and the public and private sectors. This is our commitment to transparency in the planning and delivery of our services and strategic direction. We acknowledge that this annual report is, to the extent possible, a complete and accurate representation of outcomes relative to the goals and priorities set for the reporting period. It includes a financial overview, reports from the society's chair, and CEO, as well as a report on operations with both quantitative and qualitative outcomes.



Black Business Initiative
Main Office/Training Department
5450 Nora Bernard Street, Suite 200
Halifax, NS, B3K 1A9
Canada

New Brunswick Offices
24 Coburg Street
Saint John, NB, E1C 1E9
Canada


795 Main Street, Suite 300
Moncton, NB, E1C 1E9
Canada


Phone: 902.426.8683
Fax: 902.426.8699
Toll Free: 1.888.664.9333
E-mail: bbi@bbi.ns.ca

bbi.ca

 @blackbusinessns

 @bbi_atlantic

 Black Business Initiative

 @BlackBusinessNS

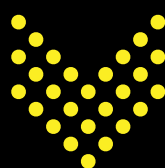


TABLE OF CONTENTS

4	PILLARS AND VALUES
5	BOARD CHAIR'S REPORT
6	CHIEF EXECUTIVE OFFICER'S REPORT
8	ENTREPRENEURSHIP REPORT
12	SUPPORTING BLACK CANADIAN COMMUNITIES INITIATIVE REPORT
14	BUSINESS IS JAMMIN' REPORT
16	BLACK BUSINESS CONSULTING REPORT
17	FINANCIAL OVERVIEW
18	BLACK BUSINESS INITIATIVE EVENT OVERVIEW

BOARD DIRECTORS

BBI Board Members

Ben Johnson
Bruce Johnson
Carlo Simmons
Matthew Martel (CEO)
Joe Parris (CHAIR)
Kenny Duncan
Andrew deFreitas
Cynthia Dorrington
Valeria Lara
George Swaniker



Photo: Paul Bradbury



BBE Board Members

Cynthia Dorrington (CHAIR)
Sylvia Parris
Tracey Thomas
Deborah Windsor
Joe Parris



STRATEGIC PILLARS

Pillar 1: Grow

Nurturing growth and scaling prosperous businesses through:

- New and equitable sources of capital, including micro-capital
- Access to technology and innovative industries
- Supply chain and procurement development
- Building of next generation entrepreneurs and leaders

Pillar 3: Connect

Bridging the gap between communities by:

- Understanding barriers and challenges
- Connecting entrepreneurs to resources, partners, opportunities, and ideas
- Creating access to opportunities

Pillar 2: Support

Enabling business efforts to access opportunities, resources and technical services that are available through:

- Excellent service quality
- Wrap around support services
- Coaching, counselling and learning excellence
- Training and skill development

Pillar 4: Advocate

Foremost voice for the Black businesses and inspiring community pride:

- Celebrating businesses and sharing success stories
- Championing thriving communities.
- Promoting a culture of diversity and inclusion

CORE VALUES

Innovation

We are committed to growing innovative and sustainable businesses and communities.

Relevance

We are committed to responding to needs and opportunities timely, continuously adapting to dynamic business environment.

Ethics

We are committed to acting with integrity and honesty always.

Inspiration

We are committed to motivating and empowering entrepreneurs and individuals to follow their dreams.

Leadership

We are committed to leading economic development throughout Black communities.



BOARD CHAIR'S REPORT

This year was marked with change as our CEO, Rustum Southwell, retired after being with us for 27 years. But, with change, we also experienced growth, and our team is as committed as ever to addressing the fundamental challenges inherent to Black business owners in Nova Scotia and now, the rest of Atlantic Canada.

Rustum's leadership has resulted in unprecedented impact in our region. BBI has created thousands of jobs and has provided business training to over 1,000 aspiring entrepreneurs. Last year, Rustum led our organization into our next phase of growth by expanding across the Atlantic Provinces, which was a momentous milestone for our organization.

Matthew Martel has now taken the reigns as CEO, and I am thrilled to say that the impact of our expansion into Atlantic Canada continues to be truly transformative. Not only have we seen an increase in the number of Black-owned businesses in the region, but we have also witnessed the growth and prosperity of existing businesses. This is a testament to the untapped potential and immense talent that exists within the Black community. Moreover, our programs have not only empowered individual entrepreneurs, but have also contributed to the overall economic development of Atlantic Canada.

Our physical offices and staff in New Brunswick, Newfoundland and Labrador and Prince Edward Island have broadened our reach and helped establish a presence in this region driven by our dedication to supporting Black entrepreneurs and fostering economic growth.

What sets our programs apart is their comprehensive approach. We understand that success in business requires more than just financial support. That is why our programs go beyond providing funding and resources. We also offer mentorship, networking opportunities, and valuable business insights to ensure that Black business owners have the tools they need to thrive.

We would like to express our heartfelt gratitude to each and every member of the staff who have stood by us throughout this journey. Your support has been invaluable and, without you, we would not have been able to achieve such remarkable success.

We are truly humbled by the trust and faith you have placed in us. Equally deserving of our appreciation is our board. Their guidance, expertise, and unwavering commitment have been instrumental in shaping our organization and leading us towards success. Their strategic vision has paved the way for our expansion and allowed us to make a significant impact in the business landscape of Atlantic Canada.

As we look towards the future, we are filled with excitement and determination to continue our mission and create a brighter, more inclusive business landscape for Black business owners.



Joe Parris, BBI Board Chair



“BBI has created thousands of jobs and has provided business training to over 1,000 aspiring entrepreneurs.”



CEO REPORT

As we unveil this year's Annual Report, I reflect on my inaugural year as CEO with a deep sense of pride and optimism. This annual report not only outlines our milestones but also maps out the future trajectories we are excited to pursue.

Our dedication to empowering Black entrepreneurs has never wavered, with education and personal development at the heart of our initiatives. These efforts continue to instill essential values in our emerging business leaders.

One initiative this year we are particularly proud of was partnering in the Cooperative Council's 75th Anniversary celebration, a landmark event that brought Michelle Obama to Halifax. This memorable occasion was held in collaboration with the Black Cultural Center and Tribe Network, underscoring our commitment to fostering unity and inspiration within our community. The event was a resounding success, sponsoring over 1,000 community members for a special night filled with insightful dialogue and empowering messages. Mrs. Obama's presence not only highlighted the significance of community and cooperation but also energized all attendees to continue their impactful work in their communities. This collaboration was a testament to the power of unity in achieving remarkable milestones and creating unforgettable experiences.

Another event that created a lasting impact in the community was the "Unlocking Economic Development Through Youth Entrepreneurship" forum, led by our Business Is Jammin' initiative. This gathering brought nearly 100 students from across the province face-to-face with H.E. John Mahama, the former President of Ghana, emphasizing the significant role of youth in economic innovation.

Such high-caliber events reaffirm that we are on the cusp of greater achievements. By providing our youth with the necessary tools and knowledge, we nurture future leaders poised to effect positive community change.

Continuing with the theme of community impact, the Supporting Black Canadian Communities Initiative has also proven extraordinarily successful, truly living up to its name by building significant capacity in Black communities across Canada. The successes underscore the value we place on community economic development.

As we move forward, we are eager to expand our reach to more aspiring Black business owners across the Atlantic Provinces. With ongoing support, we aim to cultivate a thriving ecosystem that fosters entrepreneurship and innovation while strengthening our communities.

We are excited about new initiatives tailored for Francophone and women-led entrepreneurs, recognizing the unique needs of these founders. Additionally, our partnerships with other organizations in the ecosystem promise to extend our impact further.

I am immensely grateful to our devoted staff, whose expertise has been pivotal in our achievements. I also extend my gratitude to our board members, both longstanding and new, whose unwavering support is invaluable.

Thank you for being part of this inspiring journey. Together, we will continue to inspire, motivate, and empower the next generation of Black businesses throughout Canada.

Sincerely

À l'occasion de la présentation de notre rapport annuel de cette année, je réfléchis à ma première année en tant que PDG avec un profond sentiment de fierté et d'optimisme. Ce rapport annuel ne se contente pas de détailler nos jalons, mais trace également les trajectoires futures que nous sommes enthousiastes à poursuivre. Notre engagement à autonomiser les entrepreneurs noirs n'a jamais fléchi, l'éducation et le développement personnel étant au cœur de nos initiatives. Ces efforts continuent d'inculquer des valeurs essentielles à nos futurs leaders d'entreprise.

Une initiative dont nous sommes particulièrement fiers cette année a été notre partenariat lors de la célébration du 75^{ème} anniversaire du Conseil Coopératif, un événement phare qui a amené Michelle Obama à Halifax. Cette occasion mémorable a été organisée en collaboration avec le Centre Culturel Noir et le réseau Tribe, soulignant notre engagement à favoriser l'unité et l'inspiration au sein de notre communauté. L'événement a été un succès retentissant, parrainant plus de 1 000 membres de la communauté pour une soirée spéciale remplie de dialogues perspicaces et de messages motivants. La présence de Mme Obama n'a pas seulement mis en lumière l'importance de la communauté et de la coopération, mais a également dynamisé tous les participants à poursuivre leur travail impactant dans leurs communautés. Cette collaboration a été un témoignage de la puissance de l'unité pour atteindre des jalons remarquables et créer des expériences inoubliables.

Un autre événement qui a eu un impact durable dans la communauté a été le forum "Débloquer le développement économique par l'entrepreneuriat des jeunes", dirigé par notre initiative Business Is Jammin'. Cette rencontre a réuni près de 100 étudiants de toute la province en face à face avec John Mahama, l'ancien président du Ghana, soulignant le rôle significatif des jeunes dans l'innovation économique.

Ces événements de haut calibre confirment que nous sommes à l'aube de réalisations plus grandes. En fournissant à nos jeunes les outils et les connaissances nécessaires, nous préparons les futurs leaders à apporter un changement positif dans la communauté. En continuant sur le thème de l'impact communautaire, l'initiative de soutien aux communautés noires canadiennes a également connu un succès extraordinaire, en vivant véritablement à la hauteur de son nom en renforçant considérablement les capacités dans les communautés noires à travers le Canada. Les succès soulignent la valeur que nous accordons au développement économique communautaire.

Alors que nous avançons, nous sommes impatients d'élargir notre portée à plus d'entrepreneurs noirs aspirants à travers les provinces de l'Atlantique. Avec un soutien continu, nous visons

à cultiver un écosystème prospère qui favorise l'entrepreneuriat et l'innovation tout en renforçant nos communautés. Nous sommes enthousiasmés par les nouvelles initiatives adaptées aux entrepreneurs francophones et dirigées par des femmes, reconnaissant les besoins uniques de ces fondateurs. De plus, nos partenariats avec d'autres organisations de l'écosystème promettent d'étendre encore notre impact.

Je suis immensément reconnaissant envers notre personnel dévoué, dont l'expertise a été essentielle à nos réalisations. J'étends également ma gratitude à nos membres du conseil, anciens et nouveaux, dont le soutien indéfectible est inestimable.

Merci de faire partie de ce voyage inspirant. Ensemble, nous continuerons d'inspirer, de motiver et d'autonomiser la prochaine génération d'entreprises noires à travers le Canada.

Cordialement



Matt Martel CEO,
Black Business Initiative

A stylized, handwritten signature in dark ink, appearing to read 'Matt Martel'.



“Together, we will continue to inspire, motivate, and empower the next generation of Black businesses throughout Canada.”



“Ensemble, nous continuerons d’inspirer, de motiver et d’autonomiser la prochaine génération d’entreprises noires à travers le Canada.”

ENTREPRENEURSHIP REPORT



The Entrepreneurship Team had an exceptionally busy year. To support the expansion of our operations into Atlantic Canada and enhance client service, BBI added a bilingual Entrepreneurship Engagement Manager to the team in New Brunswick.



Through the CAS Grant, I was able to fully develop my business' brand and values, revamp my business plan, and create a strategic plan, business profile, and Wholesale and Retail Line Sheet. Additionally, I was able to secure a community partnership for national exposure, coordinate a gift for Michelle Obama, secure introductions to retail outlets, and apply for a business loan. The process to access the CAS grant was seamless, thanks to my Entrepreneurship Engagement Manager, who was so embracing and happy to help.

- Martina Brooks,
CEO/Owner,
Hologram Designs

Photo: Capture It Photography



BBI CEO, Matthew Martel, with the Light House Arts Centre's Manager of Programing and Partnerships, Ryan Veltmeyer, at the *Creative Connections* networking event held on July 6, 2023.

HIGHLIGHTS

Training:

We launched various training programs throughout the year, including:

- A series of cohort courses, in partnership with Workplace Education Initiatives (WEI), providing specialized business training.
- Government procurement training, in partnership with Procurement Assistance Canada (PAC), to help businesses navigate government procurement processes.

Successful events:

We organized and facilitated several impactful events including the following:

- BBI launch events in Charlottetown, Prince Edward Island, and Moncton, New Brunswick. The bilingual Moncton launch showcased our support for clients in both official languages. These events were attended by business and civic leaders, Black entrepreneurs, and community members.
- Dynamic Rural Business Series: BBI held the second iteration of this event at Halifax Stanfield International Airport in February 2024, in partnership with the Halifax Airport Authority and Sobey School of Business. The event featured panelists from Truro, Antigonish, Bridgewater, and CBDC Bluewater.
- Vendor market opportunities: BBI clients participated in vendor markets at the Halifax Waterfront, Halifax Shopping Centre, Kingston Market, Black Cultural Centre's 40th Anniversary celebrations, and St. John's Farmers' Market.

2023/24 HIGHLIGHTS

327 Black businesses received business counselling

\$573,894

in BBI loans and grants were approved

180 Black businesses received business skills training

\$465,900

in leveraged financing was secured



"We are immensely grateful to the Black Business Initiative for funding our company's Marketing, Communications and Strategic Plan through the CAS program. Their unwavering support for Black-owned businesses like ours has been instrumental in our growth journey. With their support, we've established a strong online presence reaching more customers and expanding our network. We strongly endorse the Black Business Initiative for their valuable contributions to the business community".

- Olusegun Victor Oluwakoya,
Owner, Papa D's Auto Repair
Shop Scotsburn, Nova Scotia
Photo: Patrick Manifold
of Nova Social Media &
Marketing



Black entrepreneurs networking at BBI's Francophone Launch in New Brunswick.



"I am incredibly grateful for the invaluable support and guidance provided by BBI in transforming my business, Baobab International Grocery Store. Since partnering with BBI in January 2024, their assistance has been instrumental in elevating our online presence through the development of a professional website. Our store now enjoys enhanced visibility, making it easier for both new and existing clients to discover our diverse range of products and services, including our convenient home delivery system."

- Adèle Lubaki,
Owner,
Baobab International
Grocery Store
Moncton, New Brunswick
Photo: Olumide Ojo

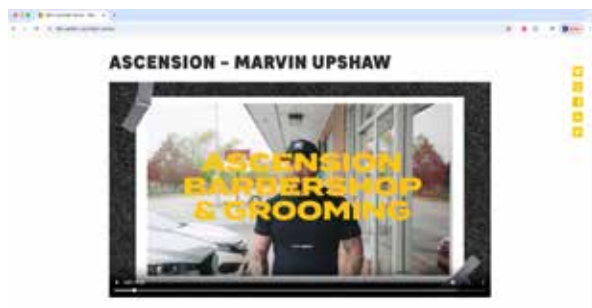


Black Business Speaker Panels and Networking:

BBI hosted monthly Black business speaker panel and networking events throughout Nova Scotia, with plans to expand to other provinces in the next year. Several dynamic speakers from the Black business community shared their entrepreneurship journeys with attendees.



Lindsay Murray (Startup Zone), and Shakera Dozovado (T's Jamaican Flavour), on a panel at BBI's Launch in Charlottetown, PEI - Photo: Slick Photography.



Black Business Video Series

BBI partnered with Unbound Media to develop a series of short promotional videos featuring successful Black business owners. The well-received videos highlighted some of the gems that exist in the business community in Halifax. There are plans to expand the series to the other Atlantic provinces.



Glenn Carvery's three sons accepting the Hector Jacques Award in their father's honour from BBE Board Chair, Cynthia Dorrington - Photo: Basha Koncepts Media



"Black Business Initiative has supported Palms Beauty Salon as we transitioned from a home-based business to a commercial salon that has serviced over a thousand clients in just over one year of full operation. They connected us with opportunities such as the Counselling Advisory Services [Grant] and continue to help us through their advisory services. BBI has been our supporter, helping us through every stage of entrepreneurship with unwavering encouragement. Palms Beauty Salon proudly stands as a testament to BBI's dedication to empowering black-owned businesses."

- Esther Ukpe, Owner, Palms Beauty Salon St. John's, Newfoundland and Labrador
Photo: Esther Ukpe



BBI's Black Business Awards: A Legacy of Excellence

The highlight of the year was BBI's Black Business Awards Gala held on November 20, 2023, in Halifax. Award winners included:

Hector Jacques Award of Business Excellence (Posthumous):

- Glenn Carvery (Dartmouth, NS), Owner and President of Carvery Construction.

Entrepreneur of the Year:

- Legiston and Karen Ferron (Long Settlement, NB), Owners of Ferron Farms Ltd.

Inaugural Youth Entrepreneur of the Year:

- Shanyce Jones (Halifax, NS), Owner of Behavioural Connections.

Inaugural Export Business of the Year:

- Nicholas LaValle (Halifax, NS), Founder of Clean Valley CIC.

These award winners and the nominees exemplify the hard work, resilience, and entrepreneurial spirit of the Black business leaders we have the privilege of working with daily.

SUPPORTING BLACK CANADIAN COMMUNITIES INITIATIVE (SBCCI) REPORT



This fiscal year marked four years of the Supporting Black Canadian Communities Initiative (SBCCI), and saw the program continue to build on its impact. Under a third call for proposals, BBI funded new organizations, while continuing to provide wrap-around supports to previously funded organizations as part of their capacity building.



Employment and Social Development Canada (ESDC) Assistant Deputy Ministers Nisa Tummon and Ian James with BBI's SBCCI Team.

Third Call for Proposals

- A third Call for Proposals was launched in November 2023, with BBI providing funding for capital and capacity building projects.
- BBI funded 136 capital projects across Canada with a total of \$6,751,724.
- We also funded 109 capacity building projects across Canada were funded with a total of \$4,069,882

SBCCI Funding Model Study

In partnership with Management Technologies and the other three SBCCI Intermediaries, Africa Centre, Groupe 3737 and Tropicana Community Services, BBI conducted a study on the SBCCI funding model, in which findings highlighted the value of Black-led and Black-serving organizations funding Black-led and Black-serving organizations, as well as that of transformational funding over transactional funding.

Originally slated to end on March 31, 2024, SBCCI has been extended by another year to March 31, 2025 to allow organizations funded in the third call to complete their projects, and to aid in the wrap-up of the initiative.

Webinars and Community of Practice

- As part of our commitment to provide ongoing capacity building in addition to the grant, BBI hosted two webinars on board engagement and storytelling, which were open to recipients and non-recipients of the SBCCI grants.
- BBI also facilitated community of practice sessions among recipients and continued to manage a platform for resource- and knowledge-sharing among Black-led and Black-serving organizations funded by BBI. The platform has grown to over 400 users across the country.



Photo: Jono Erasmus Photography



2023/24 HIGHLIGHTS

245 projects funded across Canada

\$10,821,606

awarded to Black-led and Black-serving organizations

HISTORICAL HIGHLIGHTS

914 projects funded through SBCCI since 2021

\$27.7 million

awarded through SBCCI since 2021

400 Black community leaders participating in BBI's SBCCI virtual community of practice.

The SBCCI Capacity Building Grant has enabled AEARA to increase and diversify its revenue streams. Through this grant, AEARA has set up a for-profit social enterprise that will develop mixed-use housing and provide key services to tenants and neighbouring communities, such as legal and medical services, life skills and employment supports, flexible daycare, shared office spaces and program office spaces. Furthermore, SBCCI funding has empowered AEARA to strengthen its governance structure through specialized leadership training and effective operational management, which will be critical as AEARA moves forward with executing on its business plan for the social enterprise.

- Ronald Sharpe,
Director - Atlantic Equity
and Research Alliance
(AEARA)



An SBCCI grant from BBI in 2022 allowed We Care Foundation of Newfoundland and Labrador to build its fundraising capacity. Through this grant, We Care Foundation has been able to diversify and increase its revenue generating capacity, attracting notable investments such as \$1 million from the Government of Newfoundland and Labrador to provide 12 affordable housing units for Black individuals and newcomers in the town of Avondale. The increased investments into the organization will strengthen its sustainability, and more of the Black community across Newfoundland and Labrador will benefit from the organization's improved economic and social support programs and services.

- Zainab Jerrett, Executive
Director - We Care Foundation
of Newfoundland and
Labrador Inc.
Photo: Alick Tsui

"Do not go where the path may lead, go instead where there is no path and leave a trail." - RALPH WALDO EMERSON

BUSINESS IS JAMMIN' (BIJ) REPORT:



BIJ Manager, Marine Gameda, with youth at BIJ's *Experience In Law and Entrepreneurship* program in New Brunswick - Photo: Weekes Photography



Business is Jammin' (BIJ) had another successful fiscal period, consistently delivering impactful entrepreneurial training and development programs throughout the year. Our initiatives, such as Role Models on The Road, Summer Camps, and the March Break Camps, have played a crucial role in nurturing the business skills and entrepreneurial spirit of young Black individuals across the Atlantic provinces.

In our last fiscal year, BIJ successfully engaged 494 youth in Nova Scotia in entrepreneurial training sessions designed to equip them with essential business skills. In addition, 79 youth from New Brunswick (NB), Newfoundland and Labrador (NL), and Prince Edward Island (PE) also received BIJ programming.

The year featured significant collaborations with partners such as Efficiency Nova Scotia, Clean Foundation, Nova Scotia Community College, Green Schools Nova Scotia, and Akoma. These partnerships enhanced our Experience In: Green Building Careers program, which introduces youth to sustainable entrepreneurial opportunities in the green sector. The highlight of our year, the SEED to CEO March Camp Break, in which youth created businesses and developed products, ended with a market sale at Scotia Square, generating a total profit of \$1,041.

Through the RBC Future Launch Program, BIJ launched the Youth Entrepreneur Empowerment Grant, awarding funding to 10 youth entrepreneurs across Atlantic Canada to support the growth of their businesses.

BIJ also made 41 youth referrals to the Black Business Initiative, further helping our young entrepreneurs to expand their business ideas and access resources.

We are profoundly grateful to all our partners, sponsors, and volunteers whose support is essential to our success. A special thank you to the youth participants, whose drive and passion motivate us daily.

BIJ Board Members

Emma Cruddas

Adam Cain

Tracey Thomas, Chair

Grace Jefferies-Aldridge

Mapfumo Chidzonga

Shakara Joseph

Vanessa Parris

Matthew Martel (CEO)

Atia Mark



Faith Ashogbom of Pure Gold Foundation at BIJ's *Experience in Law and Entrepreneurship* program in New Brunswick - Photo: Weekes Photography

2023/24 HIGHLIGHTS



"Attending BIJ camps was an incredible experience for me. From the moment I arrived, I felt genuinely happy and comfortable. The coaches and participants were incredibly respectful, creating an environment where I felt supported and valued. It felt like being treated as a real CEO, with the autonomy to make decisions about every aspect of my project, from designing the logo to crafting the sales strategy. I learned so much during my time there and would be more than happy to participate in any future activities organized by BIJ. Thank you for such a rewarding experience!"

- Fawaz Siddiqui, BIJ Youth
Photo: Ikram Siddiqui

573 youth across Atlantic Canada received entrepreneurial training and skill development.

41 youth across Atlantic Canada referred to BBI for further entrepreneurial development.

\$15,000

in grants awarded through the BIJ Youth Entrepreneur Empowerment Grant



BIJ Youth participating in the Experience In Law and Entrepreneurship program in New Brunswick
- Photo: Weekes Photography



"My involvement with Business is Jammin' (BIJ) has been truly transformative. From volunteering during the March Break Camp, to having the opportunity to be at panel discussions, each experience has left me inspired. Furthermore, I've grown to appreciate the vibrant BIJ culture. The warm and supportive community has made me feel welcomed and encouraged me to step out of my comfort zone, whether it's asking questions or engaging in networking events. Learning from both youth and experienced professionals has broadened my horizons and empowered me with a vision for myself."

- Aba Owusu-Biney, BIJ Youth
Photo: Jermaine Addo

"The function of education is to teach one to think intensively and to think critically. Intelligence plus - character that is the goal of true education"
- DR. MARTIN LUTHER KING JR.

BLACK BUSINESS CONSULTING (BBC) REPORT



Black Business Consulting had a great year, with a focus on employment service supports for clients. One of these initiatives was the second BIPOC Atlantic Job Fair. This event, hosted by the Diversity Employment Network (DEN) and Feed Nova Scotia at the Cedar Event Centre on September 28, 2023, aimed to connect BIPOC individuals with employers prioritizing diversity, equity, and inclusion. Within our virtual environment, 650 job seekers submitted resumes and engaged in real-time interactions with 51 exhibitors, including 13 virtual participants. The event featured speeches by senior leaders, as well as presentations by diversity experts, and was complemented by traditional drum performances. DEN's promotional efforts spanned V-Fairs, social media, paid advertisements, and televised interviews, including a competition for Michelle Obama event tickets. With 700 attendees registering for in-person and virtual participation, the job fair facilitated networking and interview opportunities, drawing 188 in-person and 136 virtual job seekers. Impressively, virtual booths received 2,869 visits, with 1,058 unique visitors, highlighting the event's broad impact and engagement.

BBC Board Members

- Cynthia Dorrington, Chair
- Taff Chipango
- Dienye Peterside

BBCFIL Board Members

- Andrea Jackson, Director/Treasurer
- David Eisnor, Director/Past Chair
- Sylvia Parris-Drummond, Chair
- Greg Nazaire, Director
- Joseph Parris, Director
- Njabulo Nkala, Director
- Matthew Martel (CEO)

2023/24 HIGHLIGHTS

51 exhibitors including 13 virtual

188 in-person job seekers

136 virtual job seekers

700 attendees registered



Job seekers and exhibitors at the 2023 BIPOC Atlantic Job Fair.

STATEMENT OF OPERATIONS

Year ended March 31	2024	2023
Total Revenue	16,001,496	9,241,926
Total Expenses	15,976,155	9,248,125
Excess/Deficit of revenues over expenses before amortization and other operating expenses	39,563	(6,199)
Amortization and other operating expenses	14,222	4,535
Contributions from operations	25,341	(10,734)
Other non-operating revenue	-	-
Excess of revenue over expenses	25,341	(10,734)

STATEMENT OF FINANCIAL POSITION

As on March 31	2024	2023
Total Assets	11,258,969	4,842,527
Liabilities	10,860,470	4,469,369
Net Assets	25,949	16,147
Investment in capital assets	520,550	516,580
Internally restricted net assets	(148,000)	(159,659)
Unrestricted net assets	398,499	373,068
Total Liabilities and Net Assets	11,258,969	4,842,437

*Full audited financial statements are available at the BBI website

HIGHLIGHTS FROM 2023-24

BBI Launch Newfoundland



Photo: Skynation Media



BBI Launch PEI



Photo: Slick Photography



BBI Francophone Launch NB



Photo: Olumide Ojo



BBI Black Business Awards



Photo: Basha Koncepts Media



Dynamic Rural Business Series



Photo: Hanna Sakaki Marketing & Communications Arthur L. Irving Entrepreneurship Centre.

BIPOC job fair



Photo: Basha Koncepts Media

BIJ Experience in Law Moncton

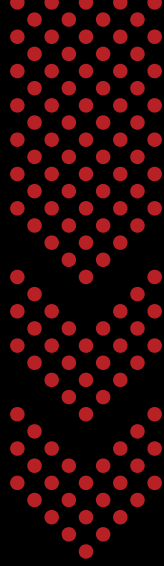



Photo: Weekes Photography


BIJ Golf Tournament





Photo: Elise Marsman



 @blackbusinessns

 @bbi_atlantic

 Black Business Initiative

 @BlackBusinessNS

FORGING NEW PATHWAYS