

## **BLACK LIVES MATTER**

Vote with our Wallets

Support Black Owned Businesses

Know Companies you Should Think About Twice

Support Companies that Support BLM Movement

Research Companies you Invest In

### **LOCAL LISTS of BLACK OWNED BUSINESSES**

- **Fairfax -**  
<https://www.fxva.com/fairfax-virginia-restaurants/black-owned/?emci=54b07a75-1d6b-eb11-9889-00155d43c992&emdi=93e980ba-b06b-eb11-9889-00155d43c992&ceid=369770>
- **DC's Black-owned Restaurants and Food Businesses -**  
<https://www.feedthelalik.com/post/dc-black-owned-restaurants-open-for-takeout-and-delivery>
- **Black Owned Services of Northern Virginia -**  
<https://www.facebook.com/supportbobnnoval/>
- **The Gift Shop at Union Market.** The Gift Shop is exclusively stocked with goods by local Black makers. *The Gift Shop*; 1258 Fourth St. NE  
<https://www.washingtonian.com/2021/02/19/this-new-union-market-store-is-a-one-stop-experience-for-shopping-black-owned/>
- **Bookstores by State.**  
<https://www.oprahmag.com/entertainment/books/a33497812/black-owned-bookstores/>

### **BLACK OWNED BUSINESSES OUTSIDE OF BURKE AREA**

- **Support for Black-owned businesses increasing -**  
<https://www.marketplace.org/2020/06/16/black-owned-businesses-seeing-an-increase-in-sales-during-protests/>
- **Large Black Owned Companies -**  
<https://www.forbes.com/sites/elisabethbrier/2020/06/05/75-black-owned-businesses-to-support/#6e4347913814>
- **15 Small Black-Owned Businesses You Should Check Out On Juneteenth -**  
<https://www.forbes.com/sites/meimeifox/2020/06/19/15-black-owned-businesses-you-should-check-out-on-juneteenth/#4b4f71e17d1d>

- **Etsy Black-Owned Shops** - <https://www.etsy.com/Black-Owned>

## **COMPANIES WHO HAVE DONATED TO THE BLACK LIVES MATTER MOVEMENT**

<https://www.elle.com/culture/career-politics/a32722895/businesses-supporting-black-lives-matter/>

### **Sephora**

The brand announced an amendment to their Insider Rewards Program for the month of June that allows Sephora Beauty Insiders to redeem points for donations to the National Black Justice Coalition (NBJC), a civil rights organization dedicated to empowering Black lesbian, gay, bisexual, and transgender people. The Sephora Charity Reward program will donate dollars for points, directly to the NBJC—500 points equals a \$10 donation, 1,000 points equals a \$20 donation, and 1,500 points equals a \$30 donation.

### **Everlane**

The company announced on Instagram it is donating \$75,000 to the Equal Justice Initiative and \$75,000 to the ACLU, the latter of which will continue to receive support through the brand's 100% Human initiative.

### **Ganni**

The clothing company has pledged \$100,000 towards Black Lives Matter, the ACLU, and the NAACP.

### **Honest Beauty**

Honest Beauty will donate \$100,000 to organizations fighting racial injustice, such as the NAACP Legal Defense and Educational Fund and the Equal Justice Initiative. The brand will also match all employee donations made toward civil rights organizations.

### **Savage X Fenty**

"There's nothing else we can say that wasn't already perfectly said by our founder, Rihanna (@badgalriri). So we're putting our \$ where our mouth is," the brand shared on

Instagram. "In solidarity with @claralionelfdn, we will be donating funds to support @blmgreaterny and @bailproject. We're only asking one thing of you: #PullUp

### **Anastasia Beverly Hills**

The beauty company announced on June 2 that it would "pledge \$1 million dollars towards the fight against systemic racism, oppression, and injustice." Anastasia Beverly Hills began their efforts by donating \$100,000 across several organizations, including Black Lives Matter and The Innocence Project.

### **Pretty Little Thing**

"Like so many around the world we have been shocked and deeply saddened by the tragic loss of George Floyd and we send our love and prayers to all of those affected," a statement from the clothing brand began. "We believe that every voice has a right to be heard and we stand with everyone fighting for justice and equality." The company announced that all proceeds from the newly-released At Home with Saweetie collection would be donated to Black Lives Matter.

### **Colourpop**

The cosmetics company announced it would donate both \$25,000 to the Minnesota Freedom Fund and \$25,000 to the ACLU. They've also committed to donating an additional \$250,000 to other organizations in the future.

### **Lipslut**

This week, the beauty retailer known for its F\*ck Trump and F\*ck Kavanaugh lip glosses and mattes will donate 100% of its earnings to organizations that support the black community, including Black Lives Matter, the Equal Justice Initiative, and the NAACP Legal Defense and Educational Fund. The brand also wrote on Instagram that they wanted to hear about additional organizations Lipslut should be supporting.

### **Fashion Nova**

The clothing retailer is committing to donating \$1 million over the course of 2020 to organizations including, Black Lives Matter, the NAACP Legal and Education Fund, and Your Rights Camp.

## **Etsy**

The craft and art e-commerce site announced on Instagram donations of \$500,000 to the Equal Justice Initiative and \$500,000 to Borealis Philanthropy's Black-Led Movement Fund. Etsy will also match employee donations.

## **Toms**

The shoe brand released a two-part statement on Instagram outlining its support for the #BlackLivesMatter movement, announcing a donation of \$100,000 to organizations working to end racial injustice, and recommendations for people to follow and organizations to support. It read, in part:

"#GeorgeFloyd, #BreonnaTaylor, #AhmaudArbery, #TonyMcDade and countless others. We will not forget them, and we know that we need to be part of the change. Over the next three months, we are donating \$100,000 to organizations that are working to combat racial injustice, starting with a donation to Black Lives Matter (@blklivesmatter). We will also continue to listen, learn, and act. Join us. We're taking our cues from the people who are doing the work—community leaders, experts, organizers, activists."

## **Glossier**

"We stand in solidarity with the fight against systemic racism, white supremacy, and the historic oppression of the Black community. Black Lives Matter. We will be donating \$500K across organizations focused on combating racial injustice: Black Lives Matter, The NAACP Legal Defense and Educational Fund, The Equal Justice Initiative, The Marsha P. Johnson Institute, and We The Protesters."

## **YouTube**

"We stand in solidarity against racism and violence. When members of our community hurt, we all hurt. We're pledging \$1M in support of efforts to address social injustice."

## **Spanx**

According to the company's Instagram, it will be "donating \$100,000 across national organizations focused on combating racial injustice: Black Lives Matter, NAACP Legal Defense and Education Fund and The Minnesota Freedom Fund. In addition, we are

committed to donating an additional \$100,000 to organizations in our own home of Atlanta."

### **Collina Strada**

The designer brand shared a community contract for advocacy and being an ally on Instagram along with its own pledge that all sales for the week beginning June 1 will go towards bail funds around the country.

### **SHEIN**

The clothing company is pledging to donate \$200,000 to various organizations, starting with the NAACP Legal Defense and Educational Fund. Each week, the brand will continue to donate to a variety of organizations. The brand will also launch a collection of SHEIN Together t-shirts, with all proceeds being donated to Black-led organizations.

### **Aritzia**

"No words, no post on Instagram, no amount of donations will ever be enough," the clothing brand's statement on Instagram began. "But action inspires actions inspires change. And we are in this together." Aritzia will donate \$100,000 to Black Lives Matter and the NAACP.

### **Warby Parker**

"To our black community members, employees, customers, colleagues, and friends: We see you, stand with you, and are pledging \$1 million to organizations and initiatives focused on combating systemic racism," the eyewear retailer wrote in a statement on Instagram.

### **Biossance**

The brand announced on Instagram that it is pledging \$100,000 to the ACLU, the Minnesota Freedom Fund, Color of Change, and Black Lives Matter.

### **Boy Smells**

The fragrance and candle company is donating \$10,000 to the NAACP, Black Lives Matter, and Black Visions Collective.

### **Gap Inc.**

Gap Inc. brands Athleta, Gap, and Old Navy, will be donating \$250,000 to the NAACP and Embrace Race.

### **Billie**

The beauty and hygiene retailer is donating \$100,000 to Black Lives Matter and the NAACP.

### **E.L.F**

The cosmetics company will donate \$25,000 to Color of Change.

### **Peloton**

Peloton is making a \$500,000 donation to the NAACP Legal Defense and Educational Fund.

### **Lululemon**

The athleisure brand is donating \$100,000 to the Minnesota Freedom Fund. They also announced on Instagram that they will financially support the NAACP, Black Lives Matter, and Reclaim the Block.

### **Fabletics**

"The time to make a difference is now—and it starts with each and every one of us," the Kate Hudson-founded brand shared on Instagram. "Fabletics is donating \$50,000 to support the ACLU in its fight for racial justice and immediate change."

### **Sunday Riley**

The skincare company is making a \$50,000 donation donation to the NAACP Legal Defense Fund.

## **For Love & Lemons**

"#blacklivesmatter period. We will be donating all web sales made this past weekend and today to the following organizations: @blkivesmatter, @bailproject, @aclu\_nationwide and @naacp Legal Defense Fund. We are currently at \$67,000," the retailer wrote on Instagram, June 2.

## **Bliss**

The beauty and skincare brand has pledged a \$40,000 donation to the Antiracist Research & Policy Center.

## **Amazon**

The e-commerce giant has committed to donating \$10 million to several organizations, including the ACLU Foundation, the NAACP, the Equal Justice Initiative, the Brennan Center for Justice, the National Museum of African American History and Culture, and the National Urban League.

## **COMPANIES EXPRESSING SUPPORT FOR BLM MOVEMENT**

<https://www.deseret.com/entertainment/2020/6/1/21277264/netflix-hulu-facebook-disney-amazon-twitter-george-floyd-protests-black-lives-matter-support>

Studios and streaming services that shared messages of support include HBO and HBO Max, Starz, Viacom, Warner Bros., and Pop TV, according to Entertainment Weekly.

Social media companies have also found ways to express support. Facebook is donating \$10 million to groups that are working against racial inequality, according to CNN.

Netflix, Hulu, Disney, Amazon and Warner Bros. are among the Hollywood studios that have issued statements via social media, while other companies like Twitter, YouTube and TikTok have also expressed their support, Variety reported.

## COMPANIES TO THINK TWICE ABOUT

### 7 COMPANIES WHO HAVE WORKED AGAINST BLACK LIVES MATTER

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<https://www.ccn.com/7-companies-you-should-renounce-if-you-support-black-lives-matter>

Many companies have publicly endorsed Black Lives Matter after George Floyd's death. Not all of these firms have helped the cause. Some have made it worse, including these seven companies.

Organizations are making a lot of noise in support of the Black Lives Matter movement. It suddenly seems as though every major firm in America has their fist in the air for George Floyd. But in many cases, it's not a fist at all. It's an open palm, waiting for us to drop cash into their suddenly 'woke' brand.

African-Americans have been oppressed for over 400 years, primarily for economic reasons. America has profited from their enslavement, their oppression, and their prison sentences. Why not, then, turn the tables and stop supporting the businesses that have contributed to their oppression? Here are seven such companies that you should think twice about supporting if you believe that black lives truly matter.

**Wal-Mart** To understand Wal-Mart's role in systemic oppression, you need to know about the American Legislative Exchange Council (ALEC).

ALEC is a business that creates conservative bills and hands them over to legislatures to enact. Many of their laws line their partners' pockets and oppress people of color. Some bills they have enacted are:

**The "Stand-Your-Ground" law.** This law allowed George Zimmerman to murder Trayvon Martin in 2014 without punishment.

**The "Three Strike & You're Out" law.** This law was designed to keep more people in prison longer, primarily people of color. Privatized prisons surged in profit after this law was enacted.

**The "Truth in Sentencing" law.** This law required [prisoners to serve a minimum of 85% of their sentence](#). This law has kept prisons overcrowded and taxpayer money rolling in.



ALEC is advised and funded by corporations like Koch Industries and, formerly, Wal-Mart. Wal-Mart profited immensely from the laws they helped enact. After stoking fear into Americans with laws like the "Stand-Your-Ground" act, [Wal-Mart became known as the largest gun retailer in the world.](#)

They raked in profits while communities of color were destroyed.

Even though Wal-Mart cut ties with ALEC in 2012, [the Walton family continued to donate to the council.](#)

### **AT&T**

AT&T is doing all the right things on the surface. In 2016, their CEO Randall Stephenson gave an impassioned speech on racial injustice. He said: *When a person struggling with what's been broadcast on our airwaves says, 'black lives matter,' we should not say 'all lives matter' to justify ignoring the real need for change.* Stephenson conveniently gave that speech one week before the explosive documentary 'The 13th' was released.

And yet, AT&T remained an active member of ALEC two years *after* that speech. Can we really trust such a company?

### **Home Depot**

In 2016, one of [Home Depot's cofounders, Bernie Marcus, donated \\$7 million to Trump's campaign.](#) He recently said that he planned on donating to his 2020 reelection campaign.

Lowe's, meanwhile, has an African-American CEO. [They donated \\$25 million in grants for minority-owned businesses.](#) Your hardware store choice shouldn't be too difficult.

\*Disclaimer: Marcus is retired from Home Depot and the company claims to give no money to presidential campaigns.

**L'Oréal Paris** In 2017, L'Oréal fired black transgender model Munroe Bergdorf after she spoke out against white supremacy. In a fiery response, Bergdorf claims, *"You dropped me from a campaign in 2017 and threw me to the wolves for speaking out about racism and white supremacy."*

Take your business to [companies like Glossier](#) instead.

## **Fox Corporation**

This is the most obvious company in opposition to Black Lives Matter on the list. And yet, they've started posturing as allies.

Has Fox been miraculously cured of their bigotry? Doubt it. | Source: [Twitter](#)

How many billions of dollars would Fox have to donate to undo the [damage they've done to the black community?](#) How much money have they donated?  
So far, it appears to be none.

## **The NFL**

The same organization that blacklisted Colin Kaepernick for protesting police brutality is now [claiming that black lives matter](#).

The creator of 'The 13th' speaks out. | Source": [Twitter](#)

Until they force the Washington Redskins to change their name, let's assume it's just lip service.

## **Amazon**

Amazon is a bit more complicated. While Jeff Bezos is no saint, [he's far from the worst tech billionaire out there](#). He's issued several statements in support of Black Lives Matter. However, [Amazon has been accused of promoting discrimination](#) through its home security app Ring.

They've been accused of selling facial recognition products to police that [disproportionately misidentifies black faces](#).

The ACLU holds Amazon accountable. | Source: [Twitter](#)

[85% of their black employees hold unskilled jobs](#), many in warehouses, where worker mistreatment has been well-documented.

After holding out for years, one of the richest companies on Earth [just announced it would donate \\$10 million to social justice organizations](#).

While it's a start, Amazon can do much better.

## **Holiday Gift Guides**

<https://about.fb.com/giftguide/>

<https://doordashimpact.com/restaurants/black-owned>