

WINTER 2025 | ISSUE 01

¿qué más?

multicultural magazine
small business + nonprofit + community changemakers

FROM THE WEST COAST, TO THE FRESH COAST.

Long-time friends AL + Rae launch **Más Marketing + Co.**, a digital marketing agency dedicated to inclusivity and accessibility, elevating the voices of small businesses and nonprofits from San Francisco to Grand Rapids—and beyond.

Gretchen Elle Photography

Tis the Season of Grant Writing: 8 Tips for Fundraising Professionals

What is Multicultural Marketing + Why Does it Matter?

Ethics + AI: Considerations for Practitioners



¿qué más?

multicultural magazine

¿qué más? is a multicultural mag crafted with amor by Alyson + Rae Lynn, blending exclusive insights, estrategias, and stories that help amplify your mensaje across cultures. We're here to uplift small businesses y nonprofits making cambio in their comunidades.

Alyson Ramirez (she/her)
Co-Owner, Lead Multicultural
Communications + Branding Strategist

Rae Lynn Humphreys (they/them)
Co-Owner, Lead Copywriter + Creative
Development Strategist

Photography
Gretchen Elle Photography
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OUR SERVICES

Branding + Identity

Más Marketing + Co. crafts authentic brand identities through cohesive visuals, clear brand voice, and consistent, cross-platform experiences - creating an impactful representation of your business from logo to copy y *mucho más*.

Digital Storytelling

We design compelling digital narratives that captivate audiences and build meaningful connections. From engaging social media content and action-driven email campaigns to reels and short videos, we ensure your voice resonates across the digital landscape.

Community Relations

Building bridges and fostering relationships with diverse communities is our jam! Through strategic messaging, thoughtful event planning, and collaboration with community stakeholders, we help you build genuine, lasting connections.

Strategic Fundraising

We believe everyone deserves a seat at the table. We'll help you access funding in ways that reflect your mission and impact, with strategies that are inclusive, equitable, and aligned with your long-term growth goals. From grant writing to board training, we provide the tools and support needed to achieve your fundraising potential while reflecting your organization's impact.

iy mucho más!

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iBueno!

We're thrilled to launch this company—a space to authentically share ideas, resources, and multicultural marketing tips created for and by the people at the heart of it. This includes Black, Brown, Latine, Indigenous, and AAPI communities, as well as women, LGBTQ+ individuals, and people with disabilities.

Más emerged during the COVID-19 pandemic in response to the challenges faced by businesses owned by people of color. **The closures of countless culturally rich and historic businesses exposed a gap in the digital expertise needed to navigate a rapidly evolving landscape.** These losses were more than financial—they were losses of community, identity, and history.

Más became a way to fight for a more inclusive economy, where every voice is heard, and every dream has a chance to thrive. Alyson (she/her) launched MásPR in 2021 to provide accessible communications and public relations services to local businesses and nonprofits in Detroit and Grand Rapids.

Through the years—and a few presidential shifts, a cross-country move, and countless other monumental moments—Más grew in inclusivity and the range of services offered. The transition from MásPR to Más Marketing + Co. was intentional — to amplify the voices of those excluded from traditional opportunities.

Today, Más Marketing + Co. offers a full suite of digital marketing services, aimed at supporting small businesses and nonprofits owned/led by Black, Brown, Queer, and Women community members. This growth was fueled by the addition of Rae Lynn (they/them), a bilingual copywriter and fundraising development maven with over a decade of communications experience and a Master's degree in the field. Their meticulous attention to detail and passion for community engagement make them an invaluable asset to Más.

At Más, we are *compañeras**, driven by our core values of celebrating multicultural diversity, fostering connection, and impactful storytelling that reflect the essence of our clients' brands. We bring years of expertise, and the lived experiences needed to create authentic campaigns, strategies, and conversations. Think of us as an extension of your team—invested in your success and ready to build with you.

Somos más que tu agencia.

Connect with us on social media, visit our website, or email us. Nos encanta el chisme.
... y ¡mucho más!

Salud,

Alyson + Rae Lynn

Co-Owners, Más Marketing + Co.

**check the glossary on page for definitions of words in italics*



What Makes Us Unique? A Mezcla of Passion and Expertise

At Más, we believe in the power of authentic storytelling to connect brands with their audiences.

We're passionate about helping small businesses and nonprofits, especially those owned and led by women, Black, Brown, and Queer folks, find their voice in a noisy world.

We **elevate minority-owned businesses** by providing them with the tools and strategies they need to succeed.

We **amplify entrepreneurs' unique stories** and support them in building meaningful connections with their communities.

We **ignite a movement for inclusive growth** and lasting impact.

WE'RE MORE THAN MARKETERS;
WE'RE STORYTELLERS, STRATEGISTS, AND
CHAMPIONS FOR THE UNDERDOGS.

We're more than just marketers; we're storytellers, strategists, and champions for the underdogs. Our approach is deeply rooted in:

Multiculturalism: We celebrate the beauty of diversity and understand the nuances and *intersectionality* of multicultural markets.

Authenticity: We believe in the power of genuine connection and strive to reflect the true essence of our clients' brands.

Storytelling: We craft compelling narratives that resonate with audiences and leave a lasting impact.

Meet AL, our Lead Branding + Multicultural Communications Strategist.

Alyson (she/her) approaches every project with meticulous attention to detail and a steadfast dedication to fostering inclusion. Her distinctive multicultural perspective enriches her work, ensuring resonance across diverse audiences and communities.

As a seasoned communications leader with nearly a decade of experience, Alyson has successfully managed integrated campaigns, specializing in DEI strategy, narrative branding, and 360 communications approaches. Her expertise spans a variety of industries, including finance, nonprofit, agency, and consulting, providing her with a well-rounded perspective on communications challenges and innovative solutions.

Alyson is deeply proud of her Afro-Latina identity and Caribbean roots in the Dominican Republic and Puerto Rico. Recently, she celebrated her wedding in the Dominican Republic, surrounded by friends and family. Alyson now resides in beautiful San Francisco, where she continues to build meaningful connections and champion inclusive initiatives.

Throughout her career, Alyson has demonstrated a commitment to inclusivity and equity. She excels at developing and nurturing partnerships, approaching challenges with a logical mindset, and taking the initiative to identify and address needs.

Beyond her professional expertise, Alyson is a great partner to have on your side. She's always ready with a well-thought-out plan—or at the very least, a great playlist to inspire solutions and pave the way forward.

Photography by Gretchen Elle Photography

A photograph of Alyson Ramirez-Adegbite, a woman with long dark hair, wearing a red dress and a black blazer. She is smiling and looking down at a tablet computer she is holding. The tablet screen displays the text 'SOMOS MAS' in a stylized font. The background is a textured, light-colored wall.

alyson
RAMIREZ-ADEGBITE

*Lead Branding + Multicultural
Communications Strategist*

Meet Rae Lynn, our Lead Copywriter + Creative Development Strategist.

Rae Lynn is a *neurodivergent*, queer, *nonbinary* Michigander and proud Mexican-American who brings their full, multifaceted identity into their work.

With a unique perspective shaped by lived experience and a deep understanding of diverse communities, Rae Lynn thrives in spaces where creative, outside-the-box thinking is needed. They're exactly who you want in a brainstorming session when traditional marketing or fundraising strategies just aren't delivering, offering innovative solutions that connect authentically with audiences and drive meaningful impact.

A small-town *gentlethem*, when Rae Lynn isn't rewriting copy or bouncing between too many ideas, you'll find them curled up with a cat and a gender-bending fantasy novel, exploring the woods with their pup, contemplating the mysteries of the universe, mastering power tools, playing board games with family, or being the one to point out the moon and say, "*Look up, it's so pretty.*"

And yes, *se habla español.*

rae lynn
HUMPHREYS THEY/THEM

*Lead Copywriter +
Creative Strategist*



Photography by Gretchen Elle Photography

WHAT IS... *multicultural* MARKETING?

By Alyson Ramirez-Adegbite

¿Qué es Multicultural Marketing?

The best way to define and understand multicultural marketing is to immerse yourself in the feeling.

When it's done well, you feel *seen*.

It can be as simple as seeing a family in a commercial that reminds you of your own or hearing subtle cultural jokes that make you do a double take because there is NO WAY you could have heard what you possibly heard.

These moments evoke an emotional, sometimes visceral response. Just think back to all the times you have to rewatch an episode of *Insecure*, because the situation oddly represented a moment in your life.

For me, it felt like we were finally being welcomed as representations of the quintessential American life. Finally, the opportunity to be seen on the literal main screen. And not just in a moment of pure pain, but a moment **where people of color can be seen just living life, laughing and experiencing joy.**

American life is becoming increasingly diverse, with more people identifying as multiracial and multicultural. This shift makes multicultural marketing not just a good idea, but an essential strategy for connecting with today's consumers.

In this article, we will delve deeper into multicultural marketing, exploring best practices, real-world examples, and the positive impact it can have on your brand and your audience.





Multicultural marketing recognizes the increasing diversity of modern society and the importance of inclusivity. It aims to build genuine connections with consumers from all backgrounds, fostering brand loyalty and creating a positive social impact by promoting understanding and respect. This approach includes researching and understanding specific needs, values, and consumption habits to create campaigns that resonate with lived experiences (HubSpot, 2022).

At Más Marketing + Co., we aim to celebrate the diversity within your potential target audiences. This is more than mere translation; it's about considering their unique traditions, languages, and cultural nuances.

Whether you're rebranding or simply want to reach a wider audience, these best practices will help you incorporate a multicultural perspective into your marketing strategy:

Multicultural Best Practices

Understand Your Audience

Research your audience's cultural backgrounds, preferences, and values. Use data and surveys to segment by ethnicity, language, and cultural traits.

Avoid Stereotyping

Steer clear of generalizations or clichés about any culture. Focus on authentic, nuanced portrayals that reflect the diversity within each cultural group.

Incorporate Cultural Sensitivity

Be mindful of symbols, colors, imagery, and phrases that may carry different meanings across cultures. Test your content with a focus group from the target culture to ensure appropriateness and relevance.

Build Diverse Teams

Hire talent from various cultural backgrounds at all levels—full-time, part-time, and contract—to bring authentic insights and perspectives.

Localize Content

In-language content matters! And consistently outperforms English ads. Go beyond direct translations by adapting the message to align with cultural nuances and values.

Partner with Communities

Collaborate with trusted creators, community leaders, community organizations who can connect with your audience in a meaningful way. These partnerships help build credibility and trust.

Represent Diversity in Visuals

Use images and videos that showcase diversity in terms of ethnicity, age, gender, and lifestyle. Highlight genuine experiences that resonate with your target audience.



Acknowledge Cultural Holidays and Traditions

Recognize and honor cultural holidays or important events relevant to your audience, ensuring you approach them respectfully and authentically. (Please don't post to post. Just because it's the internet, doesn't mean we don't all feel the cringe when an IG post falls flat).

Incorporate Social Responsibility

Support causes that align with your audience's values, showing genuine commitment to positive impact.

Stay Updated

Follow trends and cultural shifts to keep messaging relevant. Explore resources like AMA workshops, LinkedIn Learning, or Coursera. Engage with multicultural news outlets (like NBC Asian America, Univision, and Telemundo) and use audience surveys to guide improvements.

A Timely Example: Bad Bunny's Latest Album

One of the most timely examples of authentic storytelling essential to multicultural marketing is Bad Bunny's latest album, *DeBí Tirar Más Fotos* ("I Should Have Taken More Photos"), released on January 5, 2025. This album deeply explores Benito's Puerto Rican roots and identity, blending traditional sounds like plena and jíbara with modern reggaetón to reflect his love and respect for his heritage.

Throughout the album you will hear notes of his political thoughts that touch on the consequences of tourism, capitalisms, colonization keeping home, home - [short film](#).

His album inspired a wave of appreciation worldwide, prompting fans to reflect on memories with loved ones, such as grandparents who are no longer alive but are dearly missed.

In a press release, Bad Bunny explained that the album allowed him to reconnect with his roots and Puerto Rican heritage. "I've been dreaming about this album for years, and seeing it come to life has brought me immense happiness," he said. "At the peak of my career and popularity, I want to show the world who I am, who BENITO ANTONIO is, and who PUERTO RICO is."

By intertwining his cultural roots with contemporary issues and innovative marketing strategies, Bad Bunny demonstrates how authentic storytelling can effectively engage diverse audiences. ●

8 TIPS

for fundraising professionals

TIS THE SEASON FOR *grant writing,* again.

By Rae Lynn Humphreys
Photography by Gretchen Elle Photography

GRANT WRITING ISN'T JUST CHASING CHECKS—IT'S ABOUT SHARPENING YOUR STRATEGY, PROVING YOUR IMPACT, BUILDING CONNECTIONS, AND TELLING YOUR STORY BOLDLY.

As we turn the page to a new year, it's the perfect time to refine your grant writing strategies and set the stage for a successful fundraising season. This article will guide you through essential updates and action steps to kickstart the year, from refreshing your visuals and year-end numbers to ensuring your financials and reporting are ready for upcoming grant deadlines.

Plus, discover tools and resources to strengthen your data and deepen relationships with funders.

Let's make this your most impactful year yet!



"Do Even Más" highlights opportunities to take your strategy further. Look for additional insights, bonus tips, or recommended resources to help you amplify your impact.

1

Reflection

A new year is the perfect time to assess last year's efforts. What worked? What didn't? Use these insights to sharpen your strategy.

do even
más

Try using Human-Centered Design activities for more engagement and discussion! One of my favorite tools is, "*Innovating for People Handbook of Human-Centered Design Methods*," by LUMA INSTITUTE

2

Update Guidestar

If you haven't created a Guidestar profile yet, now's the time—it's free! For existing profiles, ensure all information is accurate and up to date. This helps funders find you and highlight where you excel.

[guidestar.org](https://www.guidestar.org)

3

Organize Year-End Numbers

If your numbers aren't ready, set a timeline to finalize them. Communicate with funders about when they can expect updates.

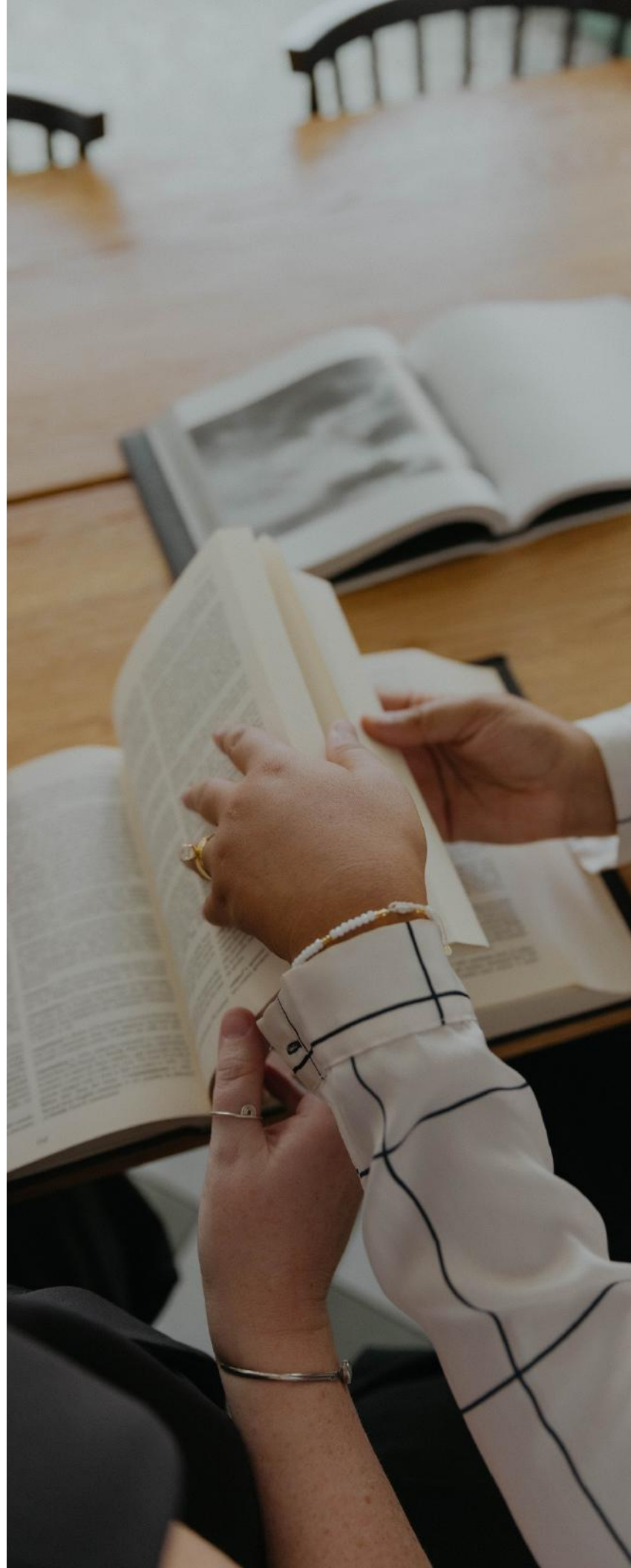
4

Review Financials

New year, new budget! Advocate for access to your board-approved budget if you haven't received it yet. Set a clear timeline with your admin team.

do even
más

Don't quite understand the different financial statements? Set up a one-on-one with the accountant or reporting director.



5

Track Grant Deadlines

Stay on top of opportunities by following local foundations on social media and signing up for newsletters. Here are some resources to start with:

- [Michigan Nonprofit Association \(MNA\)](#).
- [Michigan Humanities Grants](#)
- [Grants.gov](#)
- [Grand Rapids Public Library Foundation Directory](#) (free with a library card!)

6

Streamline Reporting

Centralize your reporting process by creating a shared folder for organization data, program updates, and other frequently used grant materials. Make sure you have your media release forms!

7

Gather Fresh Visuals

Collect new quotes, testimonials, and photos from recent programs to enhance your storytelling in grant proposals and reports.

8

Update Data and Research

Check your narrative statistics—are they current and relevant? Update your organization's demographics and impact data for a stronger case in grant applications.



Catch up on emerging trends from Johnson Center for Philanthropy.

[11 Trends in Philanthropy for 2024](#)



ETHICS + AI

Ethical considerations for AI in Communications and Fund Development

By Rae Lynn Humphreys

One of my most frequently asked questions is, “*What are your thoughts on AI for marketing?*”

Oof, I have a lot.

Like many, I was skeptical about jumping on the AI bandwagon (and still am). Tools like ChatGPT felt intimidating—almost like stepping into a sci-fi dystopia. And honestly, who needs another one of those when we’re already teetering on the edge of requiring a surplus of red robes?

But then I had this realization: **AI isn’t going anywhere.** Whether I embrace it or ignore it, it’s going to impact my life and work. So, like with most things that make me uncomfortable, I decided to lean into it and see what all the fuss was about.

Writing has always been at the center of my education and career. In many ways, **AI feels like both a competitor and a collaborator.** Efficiency is my forte, so I started experimenting—playing around with it to see how it could help me and my clients while still being a thoughtful and conscientious user.

TOOLS LIKE CHATGPT FELT INTIMIDATING—ALMOST LIKE
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It turns out, there’s a lot AI can do to make my workflow easier, but in researching some of the ethical considerations, I’ve learned the importance of evaluating its impact with a critical eye. This includes recognizing how AI tools might influence fairness, privacy, and accountability, while also being mindful of the potential consequences of misuse.

On a lighter note, it’s also taught me the value of being polite to AI bots (just in case; RE: I, Robot). A healthy reminder for us all:

AI is a tool—not a replacement for human creativity, expertise, or the good old-fashioned hard work that drives meaningful and responsible outcomes.



**AI ALGORITHMS
REFLECT THE GENDER
BIASES IN THE DATA
THEY'RE TRAINED ON.**

**AMAZON SCRAPPED AN
AI RECRUITMENT TOOL
AFTER DISCOVERING IT
WAS UNFAIRLY BIASED
AGAINST WOMEN.**

Establishing Clear Lines of Accountability for AI

AI's enhanced capabilities, such as voice and image processing introduced in 2023, expand its range of applications but also bring about ethical concerns, such as misinformation or misuse.

Despite its impressive features, AI systems like ChatGPT remain prone to errors and rely heavily on its training data, which means its outputs require critical evaluation.

Bias in Algorithmic Decision-Making

AI is only as reliable as the data it is trained on, and it heavily depends on large datasets to guide its decisions. If the data is biased, the system's conclusions will be too.

While AI's advanced technology allows it to process more information than any human brain, **it's crucial to remember that the humans who design these systems are imperfect and inherently biased.**

As a result, the data and algorithms may have limitations that affect the accuracy and fairness of the outcomes AI generates.

Gender Bias. AI algorithms reflect the gender biases in the data they're trained on (Wellner, 2020). For example, in 2018, Amazon scrapped an AI recruitment tool after discovering it was unfairly biased against women, reinforcing harmful patterns instead of breaking them (Dastin, 2018).

The tool was trained on resumes mostly submitted by men over a ten-year period. Because of this, resumes with words or phrases commonly used by women were scored lower by the AI (Dastin, 2018).

Manipulation, Discrimination, and Consumer Vulnerability

AI messaging uses massive data sets to create strategies that can manipulate or influence consumers without them realizing it. This can be especially harmful when it targets vulnerable groups, like those struggling financially or with mental health challenges.



90% OF STUDENTS ARE AWARE OF CHATGPT, WITH 89% USING IT FOR HOMEWORK HELP.

FURTHERMORE, 48% ADMITTED TO USING IT FOR AT-HOME TESTS, 53% FOR ESSAYS, AND 22% FOR OUTLINES.

A study by ProPublica revealed that an AI-powered pricing system used by a major retailer was more likely to recommend higher prices to customers in predominantly African American and Hispanic neighborhoods compared to those in predominantly white neighborhoods (Angwin, Larson, Mattu, & Kirchner, 2016). This bias highlights the potential for AI systems to perpetuate discrimination.

Plagiarism + Fraud

With the rise of AI, concerns about data misuse have increased, especially in education. In higher education, I've heard horror stories of plagiarized or AI-generated papers and cheating on assignments. At prestigious universities, where research integrity is highly valued, some AI-generated texts included fabricated sources or nonsensical answers disguised by complex language.

Growing Role of AI in Education. Research from Study.com shows that 90% of students are aware of ChatGPT, with 89% using it for homework help (Westfall, 2023). Furthermore, 48% admitted to using it for at-home tests, 53% for essays, and 22% for outlines (Westfall, 2023). While safeguards are being developed to detect fraud, AI should always be seen as a tool, not a substitute for critical thinking.

Whether or not you're in the education sector or use AI yourself, these are your future employees, and it's pertinent to understand how their use (or misuse) could impact you, your brand, and reputation.

Limitations + Errors

AI tools like ChatGPT can produce answers that sound convincing but may be factually wrong or nonsensical due to the lack of a reliable "source of truth." This highlights the need for human oversight to check accuracy.

Factual Errors and Disinformation. The potential for spreading misinformation emphasizes the need for careful monitoring and accountability in AI usage.

In my own experience, I've come across errors like missing citations, broken links, and outdated information, depending on when the model was last updated.

Safeguarding Customer Privacy and Data. AI systems analyze large data sets to identify trends and target audiences, which helps with marketing. However, once data is entered, it belongs to the creator of the system. It's essential to understand how data is used and protected, especially when handling sensitive client or donor information, and to ensure proper consent is obtained for both collection and sharing with third parties.

Limitations with Non-English Languages. AI tools like ChatGPT are optimized for English because most of the training data is in that language. While it excels at processing English text, it struggles with other languages, especially those using non-Roman scripts like Arabic, Chinese, or Hindi.

Balancing Innovation with Integrity

AI should complement, not replace, human efforts in writing, research, and editing. It's a tool to enhance productivity, but human judgment and critical thinking must remain central.

What I Enjoy About AI Tools. I use AI primarily for editing and content optimization, steering clear of work covered by NDAs or confidentiality agreements. Its conversational nature and ability to streamline tasks, like turning meeting notes into polished summaries, save time and enhance efficiency. By reducing redundancy and organizing content, AI speeds up my workflow—benefiting both me and my clients. That said, the creativity and strategy always come from me, not AI.

Staying Accountable. AI offers immense potential but also raises ethical challenges like data bias, accountability gaps, and environmental impact. To enjoy its benefits while minimizing risks, we must prioritize fairness, transparency, and sustainability. Balancing rapid innovation with its potential consequences is crucial—over-reliance on AI could sideline creators, amplify biases, and strain the environment.

As we embrace these tools, thoughtful adoption and reflection on their broader implications are essential. These challenges and opportunities will shape future discussions as we explore how to use AI responsibly to drive progress while staying true to our core values. ●

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FOREFRONT



Más Que Marketing:

Where Community, Identity + Economic Empowerment Converge

By Alyson Ramirez-Adegbite

The demographics of the United States are evolving in ways that profoundly impact our culture, media, and consumer landscape. This transformation reflects a more diverse and inclusive society, where historically marginalized communities play an increasingly pivotal role. At Más Marketing + Co., we recognize the unique experiences and perspectives of these communities and aim to amplify their voices through strategic multicultural communications.

We believe that economic opportunity must be inclusive of all and are dedicated to leveling the playing field. By providing the marketing tools, communication strategies, and branding support needed to thrive, we empower minority-owned businesses to overcome these obstacles and achieve their full potential.

Why Multicultural Communications Matter

The [U.S. Census Bureau](#) projects that the Latine population will become the largest minority group by 2045. Similarly, the Asian American and Pacific Islander (AAPI) community continues to grow, encompassing over 50 distinct ethnic groups ([Pew Research](#)). The Black community, with its rich cultural influence in music, art, and fashion, remains a trendsetter in American culture.

These demographic shifts underscore the necessity of embracing diversity, equity, and inclusion (DEI) as core principles for businesses and organizations. Multicultural marketing is essential for connecting authentically with diverse audiences, fostering trust, and driving meaningful engagement.





Challenges for Historically Marginalized Entrepreneurs

Entrepreneurs of color bring innovation and resilience to the economy but face systemic barriers that hinder their success:

Access to Capital: Black-owned businesses experience the most difficulty accessing credit, with 53% reporting challenges compared to 31% of white-owned businesses. During the pandemic, only 23% of Black-owned businesses received the full Paycheck Protection Program (PPP) funding they applied for, compared to 52% of white-owned firms (Perry, Seo, Barr, Romer, & Broady, 2022; Augustus, Horwitz, & DeVane, 2022).

Disproportionate Pandemic Impact: From February to April 2020, 41% of Black-owned businesses closed, compared to 17% of white-owned businesses (Fairlie, 2020).

Systemic Policy Gaps: Policies like the CARES Act failed to adequately support minority-owned businesses, highlighting disparities in banking relationships crucial for aid distribution.

Representation Disparity: Despite comprising 14% of the U.S. population, Black Americans own only 2.3% of employer businesses, while white-owned businesses account for 83.5% (Perry et al., 2022).

These inequities reveal the urgent need for intentional, community-focused solutions to support marginalized entrepreneurs.



IN 2022, WOMEN STARTED NEARLY HALF (49%) OF ALL NEW BUSINESSES IN THE U.S., COMPARED TO JUST 28% IN 2019.

BLACK WOMEN LED THE WAY, STARTING 42% OF THESE BUSINESSES, AND LATINA WOMEN FOLLOWED CLOSELY, STARTING 31%.

The Economic Impact of Small Businesses

Small businesses are the backbone of our economy, and diverse entrepreneurs play a vital role in driving innovation and growth. Here's why:

Women-Owned Businesses are DOING THE DAMN THING!:

Women started 49% of all new businesses in the U.S. in 2022, up from 28% in 2019. Notably, Black women accounted for 42%, and Latina women started 31% of these businesses, reflecting a strong upward trend in entrepreneurship among women of color (Zhang, 2017; Wang, 2023).

LGBTQ-Owned Businesses are here to stay:

Certified LGBTQ-owned businesses contribute \$1.7 trillion to the U.S. economy and have created over 33,000 jobs, demonstrating their significant impact across various industries (NGLCC, 2025).

Immigrant Entrepreneurship - Negocios con Raíces:

In 2023, 17% of new businesses were started by immigrants, with an additional 17% by the children of immigrants. This highlights the growing role of immigrant communities in driving U.S. entrepreneurship (Tremper, 2024).

Small Biz, Big Moves: Small businesses employ 45.9% of the U.S. workforce, or approximately 61.6 million workers, showcasing their crucial role in creating jobs and sustaining local economies (Ferguson Melhorn, Hoover, & Lucy, 2024).

La Comunidad Unida: Small businesses retain about 67 cents of every dollar spent within the local community. Furthermore, every dollar spent at small businesses generates an additional 50 cents in local business activity, including employee spending and local purchases (Business Wire, 2018).

Más Marketing's Commitment to Economic Inclusion

Despite their immense contributions, entrepreneurs of color face systemic barriers that limit their access to resources and opportunities. Más Marketing + Co. is committed to being a part of the solution.

With a blend of corporate experience, public sector know-how, y corazón, we bring a unique perspective to every project. ●

REVOLUTIONARY *reads*

Babel: An Arcane History R.F. Kuang

This historical fantasy delves into the pursuit of knowledge by powerful institutions like the British Empire, examining individual resistance to colonialism, student revolutions, and social justice. It explores whether reform within such institutions is possible or if true change demands revolutionary violence.

Black Judgement Yolande Cornelia “Nikki” Giovanni Jr.

Renowned poet, author, and activist Nikki Giovanni, who passed away at 81, leaves a lasting legacy of powerful words and unwavering commitment to social justice. Her work, spanning race, love, and identity, will continue to inspire for generations. There are too many gems to name, check them out at your local library!

The Ballad of Jacquette Delahye Briony Cameron

This queer historical fiction chronicles the rise of a Black woman as a formidable pirate captain in the Caribbean. Told in three parts, this ballad captures both the intensity of siege and battle, as well as a tender exploration of friendship, love, and the quest for freedom and belonging.

Local, Independent Bookstores We Love

Medicine for Nightmares

Latino-Owned (in the heart of the Mission!)

San Francisco, CA

medicinefornightmares.com

We Are Lit!

Black-Owned, Woman-Owned
Multicultural Bookstore

Grand Rapids, MI

wearelitgr.com

Bettie's Pages

Woman-Owned, Queer Bookstore
Lowell, MI

bettiespages.com

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GLOSSARY

¡Bienvenides!: The gender-neutral word for welcome in Spanish.

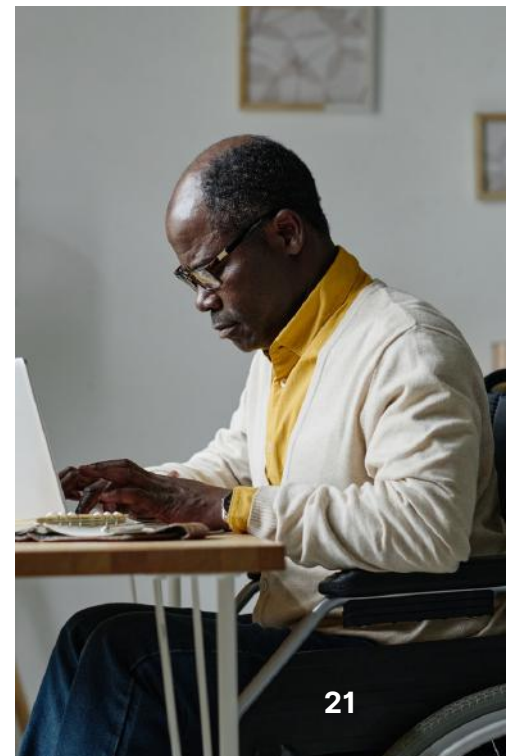
Compañeres: The gender-neutral word for friends or partners in Spanish.

Gentlethem: A gender-neutral term used as a polite form of address for nonbinary individuals (e.g., "Dear Sirs, Madams, and Gentlethems").

Intersectionality is a sociological framework for understanding how social and political identities create unique combinations of discrimination and privilege (Crenshaw, 1989)

Neurodivergent individuals have mental or neurological functioning that differs from the norm (e.g., autism, ADHD, dyslexia, bipolar disorder). They bring unique strengths to the workplace, such as creativity, innovation, and fresh perspectives (Armstrong, 2010).

Nonbinary: an individual whose gender identity falls outside the traditional categories of male and female. They may identify with aspects of both genders, neither, or a combination of different gender expressions.



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