



Black Enterprise: A Legacy of Resilience, Innovation and Impact

Presented by:
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About Me



Teacher of social studies / financial literacy – 22nd year



2017: CEE Master Teacher program inductee



Advocate of financial literacy and economic education



M.Ed. in Curriculum & Instruction - The University of Massachusetts



Founder and president – LifeFinanceEd, LLC





Learning Objectives



Identify and describe key figures, events, and trends in the history of Black entrepreneurship, from the late 19th and early 20th centuries to the present day

Develop and adapt lesson plans and instructional strategies that effectively integrate the history and significance of Black enterprise into their existing social studies or related subject curricula

Connect the historical legacy of Black entrepreneurship to contemporary issues of racial equity, economic justice, and community development,





Guiding Questions



How did discrimination and the lack of access to traditional financial institutions affect Black entrepreneurs' ability to start and grow their businesses?

What were some of the key legal, social, and economic obstacles that Black entrepreneurs faced in the late 1800s and early 1900s?

How did individual resilience, community support, and strategic business practices contribute to the success of Black entrepreneurs despite these challenges?





Let's look at the data!





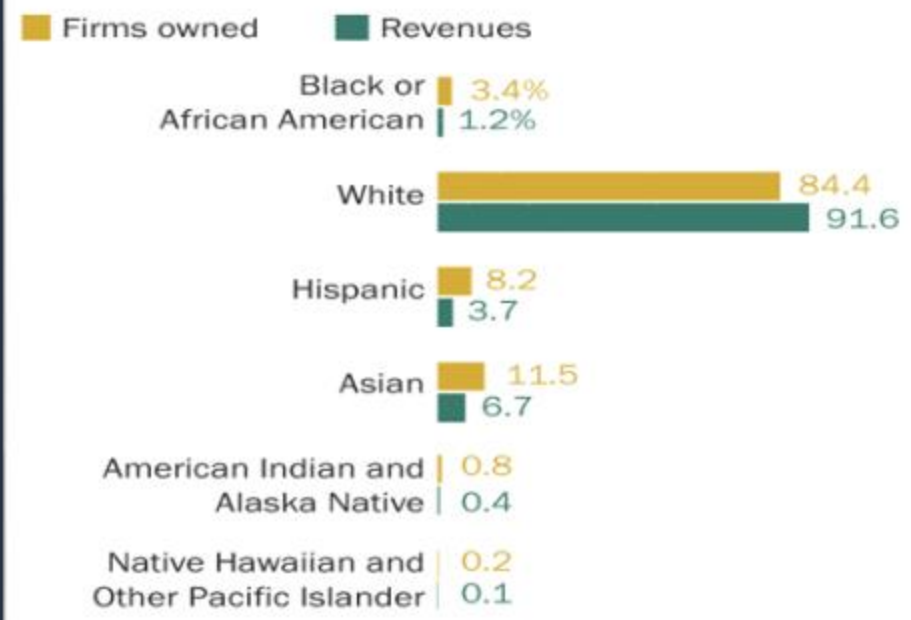
Black Entrepreneurship - TODAY



~ 200,000 Black-owned businesses
employ 1.6 million Americans **

About 3% of U.S. businesses were Black or African American-owned in 2022

% of classifiable U.S. employer firms and revenue by race and ethnicity of majority owners, 2022

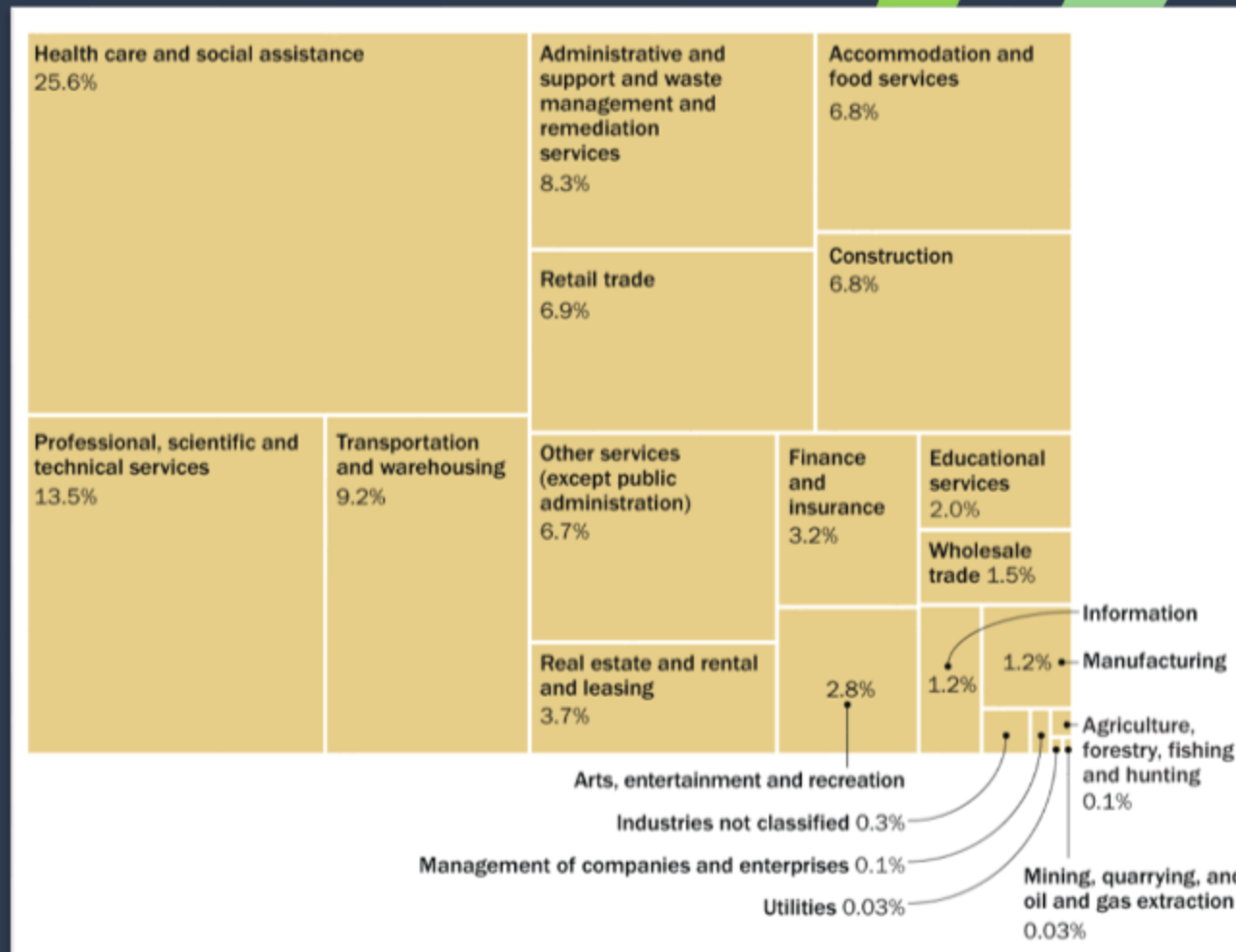




Black Entrepreneurship - TODAY

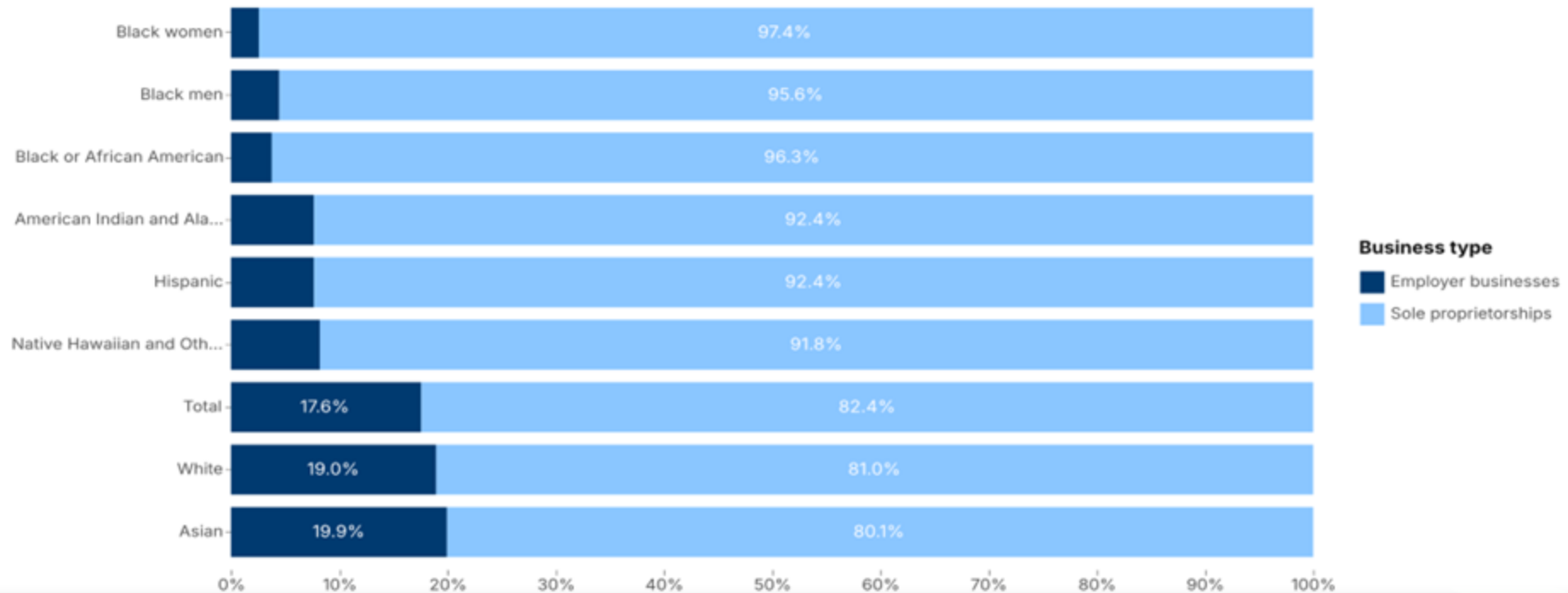


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employ 1.6 million Americans **



Proportion of employer and non-employer businesses by race and ethnicity

United States, 2019*

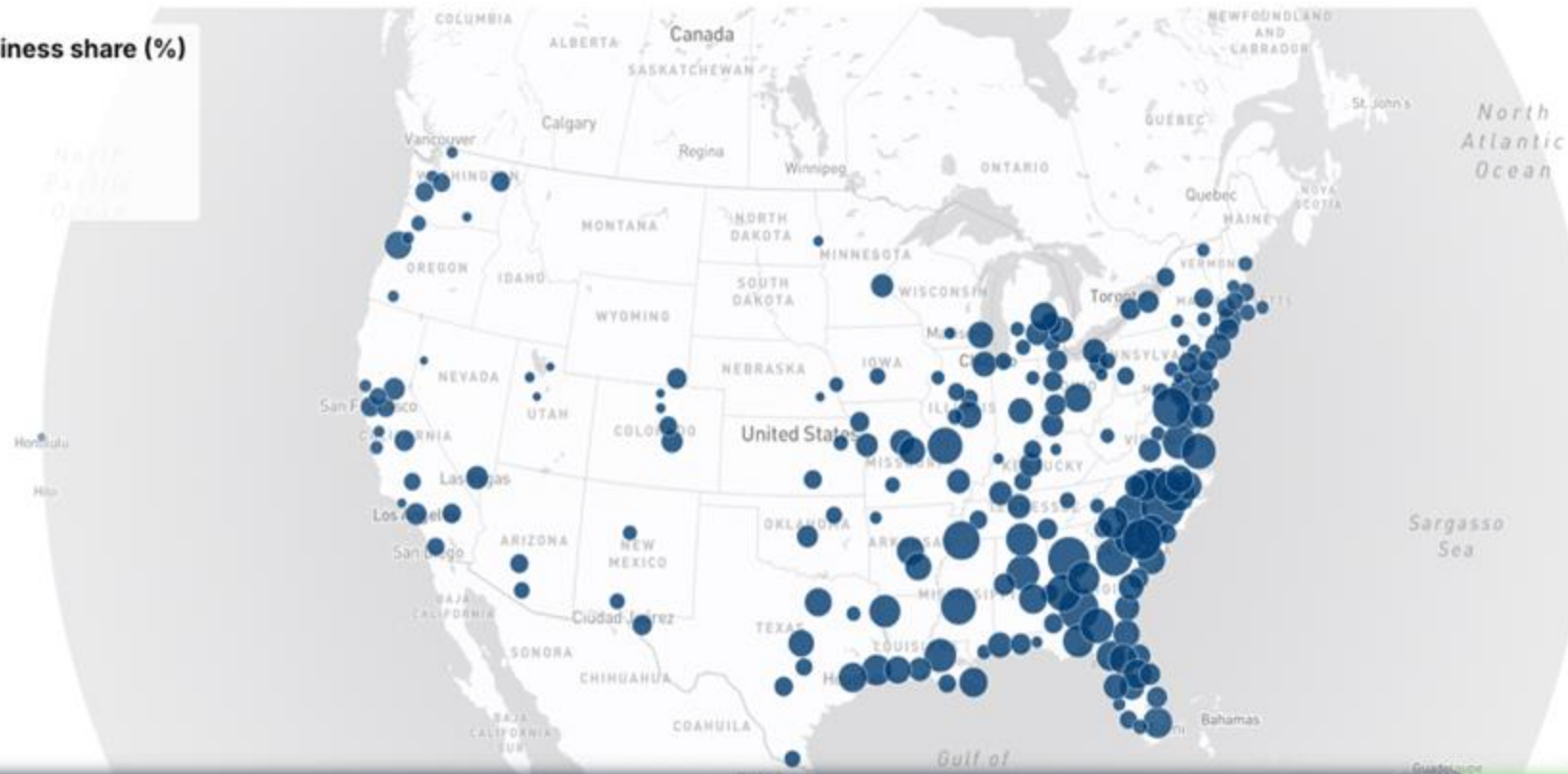


Black Entrepreneurship - TODAY

U.S. metropolitan areas

Black-owned business share (%)

- 1%
- 3%
- 6%





Post Civil War – The New South



Southern infrastructure, capital, economy

Total disarray (political & economic)

4 million freed from bondage

The era of Reconstruction





Statistical Atlas of the United States Based on the Results of the Eleventh Census. Plate 11. Washington: U.S. Government Printing Office, 1898. Lithograph. Geography and Map Division, Library of Congress (5-18)





Seeds of Black Entrepreneurship



Post-Civil War America

Education

- 4,000 + schools (200,000 + students)
- Colleges and universities (HBCUs)
- Community of learning

Landownership

- 20% of southern blacks owned land
- Growth of tenant farming and wage labor

Progress & Self Improvement

- Middle-class success
- Acquisition of property
- Development of businesses
- Autonomous African American communities



Challenges to Black Entrepreneurship



Post-Civil War America



Systemic racism



Access to capital



Violence and intimidation



Challenges to Black Entrepreneurship



Post-Civil War America



Jim Crow laws and other forms of discrimination limited access to capital, markets, and resources.

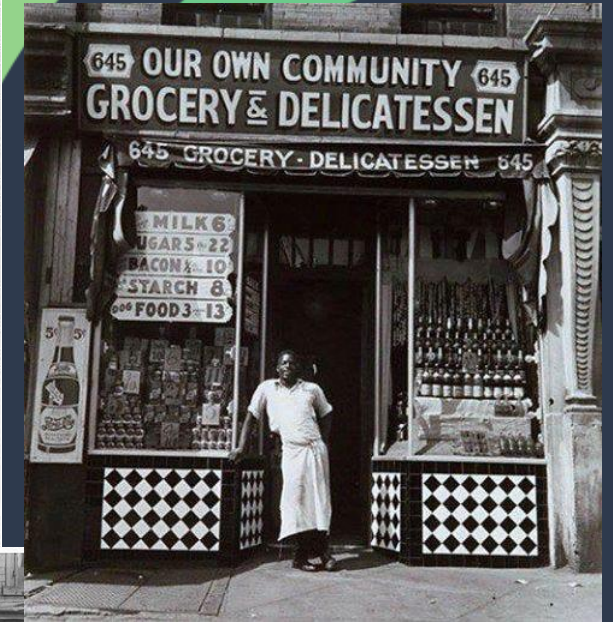
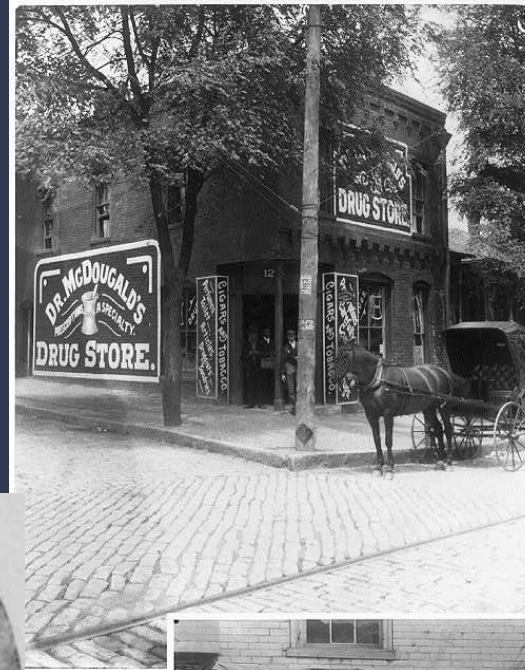


Banks and other traditional financial institutions often refused to lend money to Black individuals and businesses; racist assumptions regarding credit worthiness



Black entrepreneurs faced threats and acts of violence aimed at discouraging their business activities.

Services and Industries



James N. Shelton. Lucas B. Willis




SHELTON & WILLIS
 Licensed Funeral Directors and Embalmers
 Prompt service Lady Attendant. Fair Prices. Open at all Times. New Phone, 3015. Old Phone, Reg. 2991.
 Flowers and Chairs Furnished: Funerals, Parties, Reception,





Services and Industries



Personal Services

Barbershops and Salons

Restaurants and Catering

Laundry Services





Services and Industries

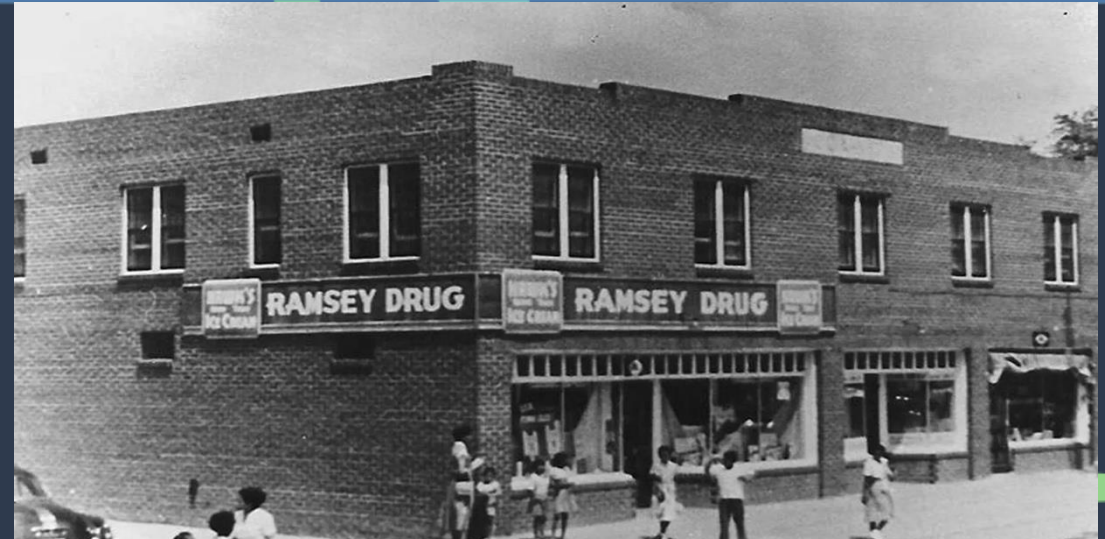


Retail

General Stores

Tailoring

Carpentry - Trades





Services and Industries

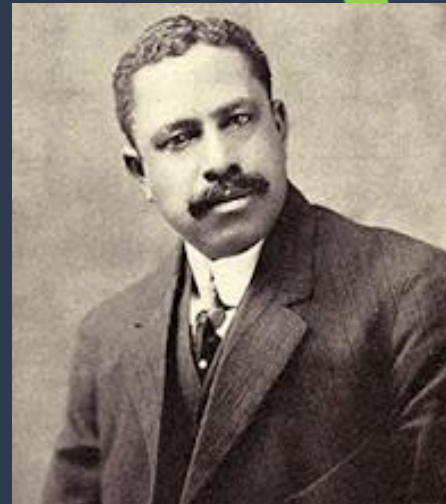
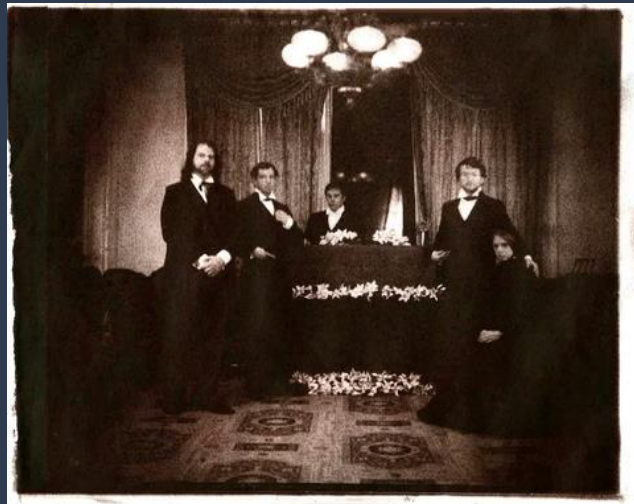


Community

Funeral Homes

Insurance

Banking and Finance





Resilience and Support



Individual



Community



Legal



“What They Said!”



- **Madam C.J. Walker:** "I had to make my own living and my own opportunity. But I made it! Don't sit down and wait for the opportunities to come. Get up and make them".
- **Annie M. Malone:** “I could be no happier than giving service to my people.”
- **Booker T. Washington:** “We should not permit our grievances to overshadow our opportunities.”
- **Charles Clinton Spaulding:** “Perhaps the greatest misconception about the administration of big business lies in the common belief of the average man that the large business unit is easily managed and runs with a minimum of work on the part of the executive.”



Black Wall Street Greenwood District - Tulsa





Results of Black Entrepreneurship



Economic Independence

- Increased economic opportunities
- Creation of jobs for the Black community
- Individual and community wealth

Community Development

- Offering essential services
- Hub for social gatherings
- Investments in philanthropy
- Cultural pride

Social & Political Empowerment

- Challenged racial stereotypes
- Increased pride and economic confidence
- Economic progress aligned with civil rights advocacy
- Autonomous African American communities



Assorted Resources and Activities



Black Entrepreneurial Spirit - A Legacy of Resilience

A Study in Black Entrepreneurship

I. Introduction

Entrepreneur's Name:

Era of Focus: (e.g., Reconstruction, Great Migration, Civil Rights Era, Modern Day)

Brief Overview/Thesis Statement: (What are the key characteristics you will explore? What is the overall impact of Black entrepreneurs you will discuss?)

Key Characteristics

Resilience: (Facing adversity, overcoming obstacles, perseverance)

Innovation: (Creating new products/services, adapting to change, problem-solving)

Community Focus: (Serving the needs of Black communities, building economic empowerment)

Self-Determination: (Taking initiative, creating opportunities, challenging limitations)

Financial Acumen: (Managing resources, building wealth, investing wisely)

(Add other relevant characteristics you discover in your research)

I. Evidence and Examples

Resilience Example: (e.g., Madam C.J. Walker's perseverance despite facing discrimination and health challenges)

Innovation Example: (e.g., Garrett Morgan's inventions that improved safety and technology)

Community Focus Example: (e.g., Black-owned banks that provided access to capital for Black communities)

Self-Determination Example: (e.g., The establishment of Black Wall Street in Tulsa, Oklahoma)

Financial Acumen Example: (e.g., The growth and success of North Carolina Mutual Life Insurance Company)

Impact and Legacy

Economic Impact: (Job creation, wealth building, community development)

Social Impact: (Challenging stereotypes, fostering pride, promoting self-reliance)

Political Impact: (Supporting civil rights movement, advocating for economic justice)

Contemporary Relevance: (How does the legacy of Black entrepreneurship continue to inspire and influence today?)

Conclusion

Summary of Findings: (Briefly reiterate the key characteristics and their significance.)

Concluding Thoughts: (Offer a final reflection on the enduring legacy of Black entrepreneurial spirit.)





Annie Malone



Garrett Morgan



John H. Johnson



2019

LIBRARY
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OF CONGRESS

Search Results for: black history month

Showing 8 out of 8 results

3-5, 6-8, 9-12, K-2

Black History Month: Black Wall Street and the Threat of Black Financial Stability

In this economics webinar, examine rise and fall of Black Tulsa, OK, and the historical implications of race in American financial success.

On-Demand Webinar



3-5, 6-8, 9-12, K-2

Black History Month: The Price of Excluding Black English Vernacular in Schools

In this webinar, learn about the Black English Vernacular spoken by most Black students in America and culturally responsive teaching.

On-Demand Webinar



9-12, HIGHER EDUCATION

Black History Month: The Possibilities of Black Upliftment

In this webinar, you will dive into the works of W.E.B. Du Bois, Resmaa Manekem, and Paulo Friere to explore Black Upliftment.

On-Demand Webinar



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Not in the United States

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STEVE FORBES *On* ACHIEVEMENT

Join Steve Forbes, Forbes Media chairman and CEO, as he shares the stories of history's greatest innovators and entrepreneurs—many of whom are largely forgotten today. From groundbreaking inventions to game-changing leadership, this collection highlights the accomplishments of those who shaped modern life through vision, determination, and resilience.

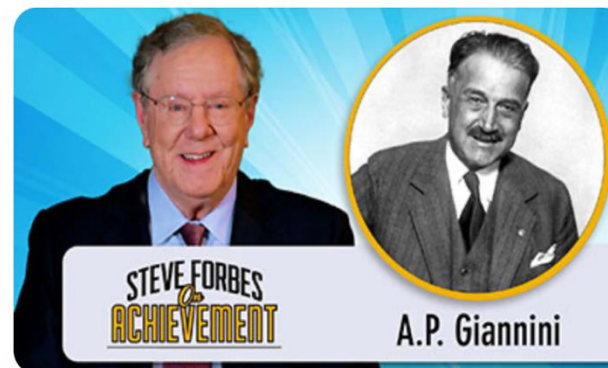
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Short Videos

Short, right-to-the-point videos.



Steve Forbes On Achievement – Annie Malone



Steve Forbes On Achievement – A.P. Giannini



Steve Forbes On Achievement – Carroll Shelby

African Americans in Business and Entrepreneurship: A Resource Guide

Introduction

Businesses & Industries

Business Associations

Biography

Data, Statistics & Marketing

Images & Maps

Library of Congress Guides & Resources

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Library of Congress Guides & Resources

A large number of primary source collection materials related to African American history are digitized and available online via the [Library of Congress's website](#), including manuscripts, newspaper articles, images, and rare books. In addition, the Library also provides digital content on African American history through blogs, exhibits, special collections, online research guides, and teaching resources. These guides provide information on print, electronic, and digitized content as well as information on search strategies.

Library of Congress Research Guides

[Research guides](#) relevant to the study of African American history and biography prepared by Library of Congress reference librarians, are listed below.

- [African American History Online: A Resource Guide](#)
Over 400 years of the African American experience is documented through primary source materials at the Library of Congress. This guide provides access to digitized collections, search strategies, and external websites related to the topic.
- [African American Photographs Assembled for 1900 Paris Exposition](#)
The Paris Exposition of 1900 (Exposition universelle internationale de 1900) devoted a building to matters of "social economy." The United States section of the building featured an exhibit that, according to W. E. B. Du Bois, attempted to show "(a) The history of the American Negro. (b) His present condition. (c) His education. (d) His literature
- [Benjamin Banneker: A Resource Guide](#)
Benjamin Banneker was a self-taught mathematician and astronomer. This guide provides access to digital materials related to Banneker from the Library of Congress, as well as links to external websites and a selected print bibliography.
- [Booker T. Washington: A Resource Guide](#)
Booker T. Washington was an African-American leader, educator, and author. This guide provides access to digital materials related to Washington from the Library of Congress, as well as links to external websites and a selected print bibliography.
- [Frederick Douglass: A Resource Guide](#)
Frederick Douglass was an abolitionist, orator, and the first African American leader of national stature in United States history. This guide provides access to primary source digital materials at the Library, as well as links to external resources.

TELL THEM WE ARE RISING

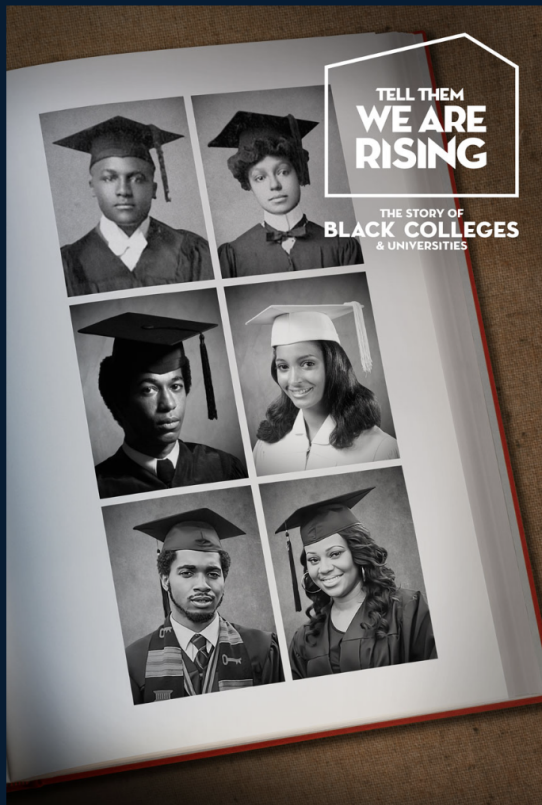
📅 Premiered February 19, 2018

🎬 Directed by Stanley Nelson and Marco Williams

Explores the pivotal role historically black colleges and universities (HBCUs) have played over the course of 150 years.

ABOUT THE DOCUMENTARY

The rich history of America's Historically Black Colleges and Universities (HBCUs) began before the end of slavery, flourished in the 20th century, and profoundly influenced the course of the nation for over 150 years — yet remains largely unknown. With ***Tell Them We Are Rising: The Story of Black Colleges and Universities***, the latest documentary from Stanley Nelson (*Black Panthers, Freedom Riders*) and Marco Williams, the powerful story of the rise, influence, and evolution of HBCUs comes to life. A haven for Black intellectuals, artists, and revolutionaries — and a path of promise toward the American dream — HBCUs have educated the architects of freedom movements and cultivated leaders in every field while remaining unapologetically Black for more than 150 years. These institutions have nurtured some of the most influential Americans of our time, from Booker T. Washington to Martin Luther King, Jr., W.E.B. Du Bois to Ralph Ellison, Toni Morrison to Oprah Winfrey, Alice Walker to Spike Lee to Common. A key driver of Black social, political and economic progress, HBCUs were also a place of unprecedented freedom for African American students and a refuge from the rampant racism that raged outside the campus walls. Tell Them We Are Rising





Thank You!

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