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BECMA Launches “The Greenwood Challenge,” Calls On Corporate Community to Invest in Black-Owned Businesses and Advance Economic Justice

Boston, MA – Today, the Black Economic Council of Massachusetts, Inc. (BECMA) launched the Greenwood Challenge, a call to encourage financial investments from Black-owned businesses and allies to support BECMA’s efforts to address the impact of systemic racism on the economic well-being of the Black community.

The challenge was kicked off by a substantial donation from Mr. Herby Duverne, CEO of the Windwalker Group, a Black-owned Massachusetts-based firm, who committed \$100,000 to helping BECMA reach its \$1 million goal by September 2020. Proceeds from the effort will support the development of BECMA’s agenda, which includes advocating for private and public sector policies to address systemic racism that impede Black economic development, developing a fund to provide greater access to capital for Black-owned businesses, and offering technical assistance programs.

“We must engage, lead, and shape our future by working together to both narrow the racial wealth gap and create equity for minority-owned businesses,” said Herby Duverne. “I am challenging all Black, Brown, and allied White business leaders to rise with me to meet the challenge and invest in needed organizations like BECMA to help create a more sustainable pathway for the growth of our enterprises.”

“We are launching this initiative at an inflection point in the life of our nation and our community,” said Segun Idowu, Executive Director of the Black Economic Council of Massachusetts (BECMA). “As we see justified uprisings take place across the country denouncing the systems of oppression, we know The Greenwood Challenge will help BECMA realize its goals to bring about a new world that sees deeper investment in our potential and the growth of our wealth and well being.”

The Greenwood Challenge is named for the Greenwood neighborhood of Tulsa, Oklahoma, referred to colloquially as [Black Wall Street](#). In 1921, Greenwood was the site of one of the worst incidents of [racial violence](#) in U.S. history as a mob of white residents killed close to 300 Black people and destroyed property that left more than 8,000 people homeless and most Black businesses in ruins. Through this Challenge, BECMA seeks to build and reclaim modern, thriving, unapologetically Black communities across Massachusetts.

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Black Economic Council of Massachusetts (www.becma.org):

The mission of the Black Economic Council of Massachusetts, Inc. (BECMA) is to advance the economic well-being of Black businesses, organizations that serve the Black community and Black residents of Massachusetts.

The Windwalker Group (www.windwalker.com):

The Windwalker Group is an award-winning 8(a) small business with more than 25 years of experience in getting customers ready to grow and thrive. Windwalker offers physical and cybersecurity solutions to protect and prepare customers, learning and training solutions to guide teams to success and professional services solutions to help customers meet their business objectives.