

**NEWS RELEASE**

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**YWCA Northern New Jersey Receives \$15K Coca Cola Foundation Grant for Female BIPOC Entrepreneurs**

*Opening doors and providing resources, tools and training for BIPOC women*

**March 22, 2020**—YWCA Northern New Jersey (YWCANNJ) has been awarded a \$15,000 grant from The Coca Cola Foundation to launch our 2021 WE360 Business Essentials program, an online program for BIPOC female entrepreneurs.

Through our partnership with @Ureeka.biz, we will help entrepreneurs launch their business and provide access to a step-by-step course along with support from professional coaches, mentors, and an entire community of entrepreneurs.

Forty women in the Spring/Fall of 2021 from the following NJ Counties; Bergen, Essex, Hudson, Passaic and Morris will be selected for the program that includes personalized coaching, mentors, help with marketing and business planning, training on budgeting and scaling business, support raising capital, connections to vetted service providers and more while learning and training at the pace that's perfect for them. **YWCANNJ will be accepting applications now through April 9, 2021 for this new interactive virtual program.**

**Click the link to access the application:** [Apply Today!](#)

YWCANNJ's core mission is to empower women and eliminate racism, with a long history of providing all women with job skills training and small business support. Funding through this grant which will help expand the reach of WE360, a national YW initiative, allowing for more BIPOC entrepreneurs to receive the tools and resources needed to be successful.

"Research shows that economic equality is key in eliminating racism, and coaching, mentorship and specialized training increases positive outcomes for small businesses" says YWCA CEO Helen Archontou. "Programs like Ureeka, allow for BIPOC women to access tools and resources to position their business ventures for success; which in turn helps us build a more equitable society."

For more information about the program contact Tiffany Lorincz at [tlorincz@ywcannj.org](mailto:tlorincz@ywcannj.org) or 201 881-1701.

**About YWCA Northern New Jersey**

YWCA Northern New Jersey is dedicated to eliminating racism, empowering women, and promoting equality for all. We operate healingSPACE, Bergen County's only Sexual Violence Resource Center (hotline: 201-487-2227), and are a provider of year-round child care, women's and girls' empowerment programs and senior wellness classes. Our 100th year kicked off the expansion of our service area to include Essex, Hudson, Morris, and Passaic counties and our continued commitment to Bergen. We improve the lives of thousands of women, girls, and families with the generous support of our donors. Learn more by visiting [ywcannj.org](http://ywcannj.org), following @ywcannj on social media, and downloading the healingSPACE app from your app store.

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