



Institute for Entrepreneurial Leadership

**FOR IMMEDIATE RELEASE**

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**INSTITUTE FOR ENTREPRENEURIAL LEADERSHIP (IFEL) SHARES FIVE WAYS  
TO SUPPORT BLACK ENTREPRENEURS ON JUNETEENTH**

*IFEL's Small Businesses Need Us Initiative Provides Straightforward, Easy Ways to Lend Expertise and Support Entrepreneurs*

**NEWARK, NJ, June 6, 2022** — The [Institute For Entrepreneurial Leadership](#) (IFEL), a non-profit organization that promotes greater inclusion within the entrepreneurial ecosystem, is promoting 'Juneteenth' as a day of action in support of the over 3.12 million Black-owned business enterprises in the U.S. according to the [latest census data](#).

'[Juneteenth](#)', observed annually on June 19, is the oldest nationally celebrated commemoration of the ending of slavery in the United States, originating in Galveston, Texas in 1865.

From purchasing from Black-owned businesses to volunteering, there are countless ways to honor the day through action to increase economic diversity and inclusion. Launched in May 2020, IFEL's "Small Businesses Need Us" initiative is a turnkey volunteer program where professionals provide hands-on, high-touch implementation support to help small businesses overcome barriers and to solve their most pressing issues.

"Juneteenth is a missed opportunity if it just becomes another day off," says IFEL CEO and Co-Founder, Jill Johnson. "Companies and individuals who truly value DEI, should use this as an opportunity to commit to action that leads to economic freedom and inclusion for



people who have been historically excluded. More individual action by more individual people leads to systemic change.”

IFEL recommends five ways that individuals can take action on Juneteenth:

1. Purchase goods and services from [Black-owned companies](#).
2. [Volunteer to use your professional skills](#) to assist a Black-owned business.
3. Connect with five new Black individuals on LinkedIn who are in your industry/profession.
4. Attend a [‘Juneteenth’ cultural celebration](#).
5. Educate yourself about the [racial wealth gap](#) and expand your knowledge of [Black history](#).

Learn more about volunteer opportunities offered by the Institute for Entrepreneurial Leadership in support of Black-owned businesses at [smallbusinessesneedus.org](#).

### **ABOUT THE INSTITUTE FOR ENTREPRENEURIAL LEADERSHIP**

Founded in 2002, the [Institute for Entrepreneurial Leadership](#) is an independent, not-for-profit organization that supports economic development through entrepreneurship. IFEL envisions a future with inclusive entrepreneurial ecosystems in which people from historically excluded populations have equal opportunity for success. In pursuit of this vision, the mission is to eradicate the systemic barriers that prevent people from historically excluded populations from being able to access the knowledge, networks, and capital required for entrepreneurial success and wealth creation. Learn more at <https://www.weareifel.org>.

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