



**YOUR FORTE, OUR FINANCE**

**LEVELING THE PLAYING FIELD BY CREATING OPPORTUNITIES  
TODAY FOR TOMORROW'S BLACK ENTREPRENEURS**



**WHAT'S YOUR FORTÉ**  
FOUNDATION



**GREENWOOD  
ARCHER  
CAPITAL**

# YOUR FORTÉ, OUR FINANCE

Greenwood Archer Capital (GAC), and the What's Your Forté Foundation have joined forces to create the Your Forté, Our Finance program. The program aims to, invest, grow, and rebuild the underserved communities in the south and west sides of Chicago.

The program's mission extends beyond providing micro-financing benefits to disinvested South and West Side Communities and Black-owned small businesses, the program empowers entrepreneurs to support economic development within their community, in turn leading the way for a stronger infrastructure. Investing in underserved and underinvested communities provide long term effects that span beyond the support of our program.

Compounded over time, these investments can lead to access to better schools, healthier food, and higher standards of living.

Collectively, we believe that our communities deserve these opportunities, and through this program, we will work until equity is realized in these, and all other areas.



WHAT'S YOUR FORTÉ  
FOUNDATION



# MATT FORTÉ, FOUNDER

In 2013 Matt founded the What's Your Forté Foundation with his co-Founder and wife Danielle Forté. On the South and West Sides of Chicago, his foundation is a catalyst for equitable economic advancement of youth and their families.

## A Note from Matt Forté

These unprecedented times call for everyone to take a self-assessment and ask, “what am I doing to help?” For centuries, black communities have struggled at the hands of systemic oppression and racism, manifesting in so many ways. The wealth disparity between black and white families is that of nearly twelve times and is only projected to increase as time passes. One reason for this, is discrimination against qualified black individuals seeking a loan.

In understanding this truth, I've joined forces with the Greenwood Archer Capital (GAC), a group that deploys loans to new and existing small businesses in low- and moderate-income communities throughout Chicago. They provide access to capital for small business owners seeking financial opportunities who may not have access to loans through traditional commercial sources.

With GAC, in partnership with my foundation, the What's Your Forté Foundation, we pledge to build our Chicago community from the inside out. We will do this through financial empowerment as well as financial literacy.

We believe that empowering small communities' business, especially African American-owned businesses will not only help close the racial wealth gap, but will also celebrate, serve, and strengthen the Black community. Additionally, this will help recirculate profits, create more job opportunities, and garner financial stability within these communities. By coming together with your support, we can create a blueprint for future black entrepreneurs.

**Be part of the change.**





# ERICA L. KING, PRESIDENT

Erica is the President for Greenwood Archer Capital (GAC), a non-for-profit, Community Development Financial Institution (CDFI) that works to provide lending capital up to \$100,000 and business development support to small and underserved businesses throughout the metropolitan Chicago area.

## A Note from Erica L. King

As a Black woman who grew up on the south side of Chicago in neighborhoods that had less enough access to proper education, less than enough options for healthy food, less than enough thriving small businesses, and less than enough economic development activities, I decided early on that I would make it my life's purpose to be a part of the solution. As President of GAC, our purpose is to create opportunities by providing capital to neighborhood small businesses.

We view our mission as going beyond simply funding businesses, because the businesses we fund go on to form a crucial backbone for disinvested and underinvested communities. We are thrilled to join forces with Matt Forté, a Chicago native, and What's Your Forté Foundation to help level the playing field by supporting Black businesses.



## BY THE NUMBERS -LOAN TERMS

- Amount: Up to 200,000, 100% Financing
- Term: up to 60 months
- Amortization: Up to 120 Months
- Interest Rate: 3% during initial 5 year period
- Average Loan size: 158,400



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