



The [Comcast RISE](#) Investment Fund provides monetary grants to help Black, Indigenous, and People of Color (BIPOC)-owned, small businesses grow as they navigate the challenges of the pandemic.

The Investment Fund is the latest extension of [Comcast RISE](#) (Representation, Investment, Strength, and Empowerment), the multi-year, multi-faceted initiative launched in 2020 to provide BIPOC-owned, small businesses the opportunity to apply for marketing and technology services from Comcast Business and Effectv, the advertising sales division of Comcast Cable.

Comcast RISE is part of a larger \$100 million Diversity, Equity and Inclusion initiative that Comcast launched this summer. In [June](#), 2020, Comcast NBCUniversal announced the development of a comprehensive, multi-year plan to allocate \$75 million in cash and \$25 million in media over the next three years to fight injustice and inequality against any race, ethnicity, gender identity, sexual orientation or ability.

## GRANT DETAILS

500 grants totaling \$5 million will be distributed as follows:

- 100 small businesses in each city
- Each business will receive a \$10,000 monetary grant
- Application period is March 1-14, 2021
- Grants will be announced at the end of April 2021 and awarded in May 2021
- Applications will be available online at [www.ComcastRISE.com](http://www.ComcastRISE.com).

## GRANT ELIGIBILITY

Businesses must:

- Be established business operations for 3 or more years
- Have one to 25 employees
- Be in the following geographic locations to be eligible: Atlanta, GA (Clayton, Cobb, DeKalb, Fulton, and Gwinnett Counties); Chicago, IL (Cook County including the City of Chicago); Detroit, MI (also including Hamtramck, and Highland Park, MI); Houston, TX (Harris and Fort Bend Counties); and Philadelphia, PA (City of Philadelphia and the City of Chester)

## CONTACT INFORMATION

Application Questions: AEO (Association for Enterprise Opportunity) | [smb@aeoworks.org](mailto:smb@aeoworks.org)  
For additional questions, please call [\(844\) 963-0234](tel:8449630234)

**IF A BUSINESS IS NOT ELIGIBLE FOR THE COMCAST RISE INVESTMENT FUND, APPLICATIONS ARE OPEN FOR MARKETING AND TECHNOLOGY SERVICES.**

Now Is the Time to Rise  
Apply Today.  
[www.ComcastRISE.com](http://www.ComcastRISE.com)

