

For Immediate Release:

## **The Acceleration Project Receives Grant from Westchester Community Foundation to Fuel its Work with Small Businesses**

**New York, NY - Monday, August 9, 2021** - The Acceleration Project (TAP) has been awarded significant funding from The Westchester Community Foundation (WCF) that will enable the agency to continue its work with small businesses in the region. TAP will use this grant award to provide technical assistance and business coaching to 15 small business owners in Westchester County, with a focus on supporting low-to-moderate income individuals. TAP's support of 15 businesses in 2020 was also underwritten by WCF.

"We are thrilled to receive this grant from the Foundation which will enable us to continue to provide support to Westchester's small business ecosystem," says Tracy Jaffe, COO of TAP. "We are committed to carrying out our shared mission of strengthening communities."

"Pandemic-related business interruptions magnified the challenges that low- and moderate-income small business owners face, particularly business owners who are women and people of color," said Laura Rossi, executive director of Westchester Community Foundation. "Access to no-cost, high-quality business coaching will help the owners recover and grow their businesses. The Foundation is pleased to provide this renewal support that will benefit 15 businesses."

The Westchester Community Foundation's mission is to connect generous people to the causes they care about and invest in transformative ideas and organizations to improve lives and strengthen our community. The Foundation is a division of The New York Community Trust, one of the largest community foundations in the country, with assets of approximately \$2.6 billion.

TAP is a non-profit, female-led business advisory firm dedicated to keeping small businesses vital and channeling talent into local economies. It supports under-resourced, high-potential small businesses, with an emphasis on those owned by women and People of Color. TAP enlists its team of consultants to work with business owners to provide tools and resources that create financial stability and accelerate growth. They offer support across a variety of functions, including financial analysis, marketing, strategic planning, operations, and e-commerce enablement.