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GHCC Business Development Center Celebrates GivingTuesday, joining millions around the world participating in the global generosity movement on December 1, 2020

Atlanta, GA, November 10, 2020 – This GivingTuesday, the GHCC Business Development Center, also known as the Hispanic Business Center (HBC) will inspire generosity by seeking to raise funds to provide support for small businesses most impacted by the COVID-19 crisis—especially those owned by immigrants, Latina women, and Hispanic young entrepreneurs.

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and their world. GivingTuesday will kick off the generosity season this year by inspiring people to give back on December 1, 2020, and throughout the year.

The GHCC Business Development Center is a nonprofit organization focused on economically empowering the Hispanic community in Georgia, *normally* through business development initiatives to help small businesses grow. However, the COVID-19 pandemic has unraveled disproportionately devastating economic & personal impacts for Hispanic business owners, their employees & their families. In response, the *Hispanic Small Business Relief Initiative* was created to raise funds that will provide financial assistance and technical support to Hispanic small businesses in Georgia during and after the COVID-19 crisis.

For GivingTuesday, the \$25,000 fundraising goal will be used to supply financial assistance and technical support to Hispanic small businesses in Georgia that have been severely impacted by the pandemic, through micro-grants, tools, and access to resources to help them recover. Our goal is not to simply help these businesses survive, but to guide them to business resiliency and recovery.

“Prior to the COVID-19 pandemic, Hispanic small business owners in Georgia already faced significant barriers & challenges that were keeping them from growing—some even surviving. This pandemic has negatively impacted our small business community in unimaginable ways,” says Gabriel Vaca, Interim President and CEO of the Georgia Hispanic Chamber of Commerce. “Your donations for this initiative will support businesses that may have had to temporarily close, lay off staff, and/or are struggling with paying their rent and utilities and resources needed to continue running their businesses.”

GivingTuesday was launched in 2012 as a simple idea: to create a day that encourages people to do good. Over the past nine years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

People demonstrate generosity in many ways on GivingTuesday. Whether it's helping a neighbor or stranger out, showing up for an issue or people we care about, or giving to causes we care about, every act of generosity counts. GivingTuesday has raised billions of dollars for critical causes around the world and gets 21 billion impressions on social media from people and organizations speaking up for the causes that matter to them and encouraging others to get involved in their communities.

"GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year." said Asha Curran, GivingTuesday's CEO, and co-founder. "With country and community leaders, millions of organizations, and countless givers of all kinds, GivingTuesday is creating a shared space where we can see the radical implications of a more generous world."

Those who are interested in joining GHCC Business Development Center's GivingTuesday initiative can visit <https://donorbox.org/ghccgivingtuesday>. For more details about the GivingTuesday movement, visit the GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTuesday and #GivingTuesday on Twitter.

About the GHCC Business Development Center

The Georgia Hispanic Chamber of Commerce Business Development Center, also known as the Hispanic Business Center (HBC), is a 501(c)(3) nonprofit organization dedicated to economically empowering Hispanic small businesses in Georgia by helping them accelerate their growth through education and access to resources. For over 17 years, the HBC has been the educational arm and subsidiary of the Georgia Hispanic Chamber of Commerce (GHCC).

About GivingTuesday

[GivingTuesday](#) is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity and equity around the globe.