

# Year End Report

## 2024



BLACK BUSINESS  
EDMONTON

Website: [www.bbedm.ca](http://www.bbedm.ca)

Links: [www.linktr.ee/blackbusinesseDMONTON](http://www.linktr.ee/blackbusinesseDMONTON)

# To our beloved community,

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This year has been an **exceptional and transformative** year for Black Business Edmonton (BBE).

Anchored by our commitment to support, connect, and empower Black-owned businesses across Edmonton and beyond, we have reached new heights through significant milestones, strengthened collaborations, and enhanced community engagement.

In 2024, BBE promoted **over 250 businesses and events**, amplifying their impact and visibility.

This year-end report details the achievements, partnerships, events, and initiatives that defined our impactful year and set the stage for an **even more ambitious 2025**.

We are so excited to continue growing with you!

**Sincerely,  
Your BBE Team**

# Let's explore our major achievements...

## DESCRIPTION

## RESULT

A dynamic, centralized community calendar launched to provide visibility for events, resources, and opportunities.



This tool became a vital hub for fostering connections, sharing key dates, and increasing community participation.

Recognizing the need for inclusivity, we introduced a free membership tier, ensuring businesses of all sizes and stages can access BBE's valuable resources and networking opportunities.



This initiative has significantly expanded participation and outreach.

We organized multiple networking and educational sessions to cultivate relationships, share critical information, and create opportunities for collaboration.

### **Meet, Greet, Connect, and Info Sessions**



These events strengthened bonds within the business community and enabled participants to gain actionable insights.

As a grant award recipient, BBE participated in this three-day conference, connecting with other non-profit organizations and community leaders.

### **SBCCI Conference, Halifax**

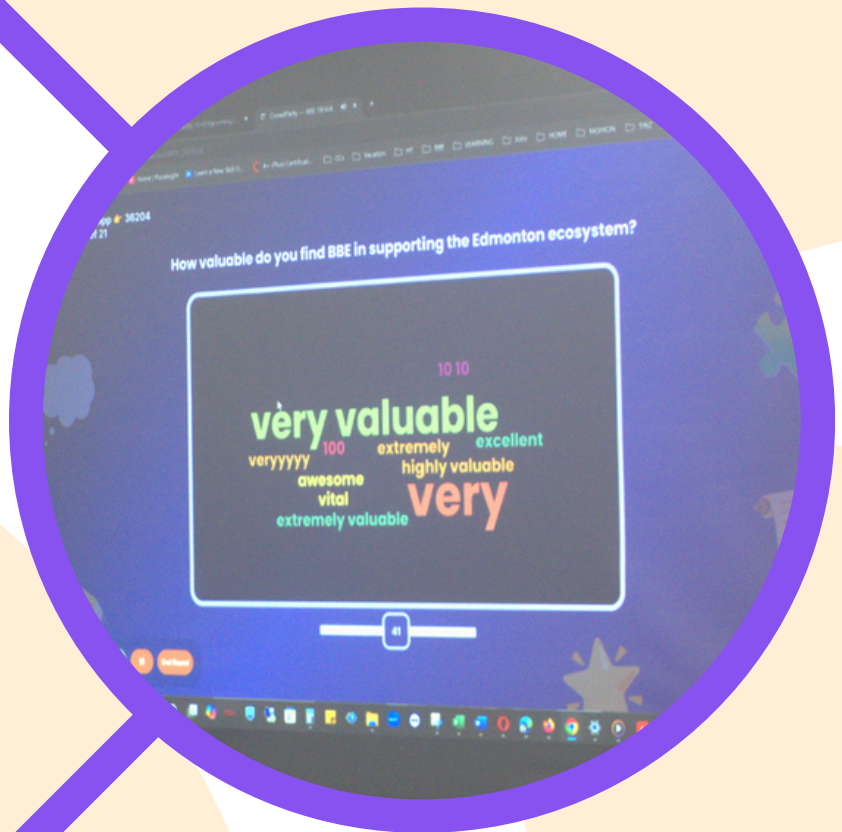


This event further established BBE as a vital player in the non-profit and community-building ecosystem.

... and so much more!



# Meet, Greet, Connect, and Info Sessions





# Strategic Partnerships

BBE solidified relationships with **influential organizations** that **share our vision** of empowering Black businesses. Through these collaborations, we provided opportunities, tools, and guidance to our members.

## Edmonton Chamber of Commerce

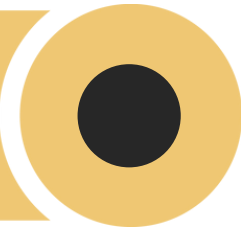
Partnered to enhance local business visibility and opportunities.

Black Business Edmonton  
Proud Member of



## Edmonton Regional Innovation Network

Supported innovation and entrepreneurship within the Black business ecosystem.



## Black Business Ventures Association (BBVA)

Provided critical support to tech-focused businesses featured at the BBE Trade Fair 2024.



## BDC (Business Development Bank of Canada)

Facilitated access to funding resources and business growth opportunities.



## Business Link

Offered mentorship, business advisory services, and educational programs.



## Futurpreneur

Assisted emerging entrepreneurs in launching and scaling their businesses successfully.





# Chamber Coffee Event

At our key partnership event, BBE proudly brought together a community of Black entrepreneurs to the Chamber Coffee Event, where participants expanded their networks, gained insights, and explored opportunities for collaboration.



# Student Engagement Initiatives

BBE remains committed to **fostering the next generation** of leaders, innovators, and entrepreneurs through educational partnerships.

## ICTC-CTIC

Strengthened ties with this national organization to advance opportunities for students in the areas of technology, digital innovation, and business growth. This initiative connected students to hands-on learning and career-building opportunities.

## Venture for Canada (VFC)

Created pathways for students to intern, connect, and learn directly from Black-owned businesses in Edmonton.



## Community Involvement & Donations

BBE actively contributed to **community-building efforts** by supporting a variety of cultural, sports, and family-oriented organizations. Our contributions emphasize our belief in strengthening the **local ecosystem**.

This year, we supported:

**When African Women Talk:** Encouraging women engagement through sports.

**Afro Music Fest:** Celebrating cultural diversity and artistic excellence.

**Nexus Ignite:** Fostering opportunities for collaboration and community development.

**Mesh Of Mothers:** Supporting mothers and families through community-driven initiatives.

**JS Havilah:** Empowering community members through outreach and support programs.

**AFRODISIAC World LOC Festival:** Promoting cultural heritage through a vibrant celebration of Afro-centric artistry and business.

**MCRissar Foundation Donation:** BBE proudly donated to the MCRissar Foundation to support initiatives focused on improving menstrual health for girls in Africa. This contribution reflects our commitment to empowering youth, promoting health equity, and driving positive change across communities globally.

These partnerships underscore our dedication to fostering a sense of **unity, belonging, and pride** within the community.

# Business Development & City Engagement

**City Procurement Business Connection:** BBE worked with the City of Edmonton to facilitate workshops and networking opportunities that educate businesses on procurement processes, enabling them to engage in city contracts.

**Job Portal:** We successfully launched a Job Portal to connect local businesses with skilled professionals, addressing hiring needs while fostering talent development.

**BBE Resource Page:** A dedicated Resource Hub was introduced on our website to centralize tools, programs, and opportunities across categories:

- Business Funding
- Business Support
- Health Resources
- Food Bank Assistance

Explore these invaluable resources at BBE Resources!



**Ibukun Orefuja (IBK)**  
**Appointed to the City of Edmonton**  
**Sustainable Procurement Advisory**  
**Committee**

Our founder, Ibukun Orefuja, was appointed as a member of the City of Edmonton's Sustainable Procurement Advisory Committee. This prestigious role underscores BBE's commitment to promoting sustainability and empowering businesses to adopt environmentally responsible practices.

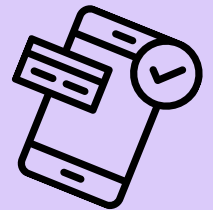




# Signature Events

## **BBE App Launch (Coming 2025)**

Announced the development of the BBE App, which will revolutionize member access to businesses, resources, events, and networking opportunities.



## **BBE BDC Meet & Greet**

A platform for entrepreneurs to engage directly with BDC representatives to explore funding solutions and growth strategies.

## **BBE RBC Mixer**

Partnered with RBC to host a successful networking mixer, creating meaningful connections among entrepreneurs, professionals, and financial leaders.



## **BBE Trade Fair 2024**

Our flagship event brought together over 90 vendors from diverse industries, celebrating the innovation, creativity, and entrepreneurial spirit of the Black business community. The event also included keynote sessions, networking, and a showcase of local products and services.





# **Awards, Plaques & Recognition**

**Ibukun Orefuja**  
**(IBK)**

Winner of the POI24 Community Leadership Award (Canadian Professionals of African Heritage) in Toronto, honoring BBE's exceptional impact on the Black business community.

Presented a plaque in recognition of BBE's outstanding contributions, joined our Trade Fair, and engaged directly with over 90 vendors while sharing key insights on connecting with City procurement opportunities.

**Mayor Amarjeet  
Sohi**

**MLA Nathan Ip**

Honored BBE with a plaque celebrating the success of the Trade Fair while taking the time to personally connect with every vendor.

Presented a plaque recognizing BBE's dedication to uplifting Black entrepreneurs, fostering local talent, and building community connections.

**MLA Rhiannon  
Hoyle**

**MLA Tany Yao**

Delivered inspiring remarks on the importance of entrepreneurship, acknowledged BBE's impact, and engaged thoughtfully with participants.

Delivered remarks on the business ventures and community building and acknowledged BBE's efforts to foster business support.

**Sharif Haji**

# National Engagement

BBE proudly represented Edmonton on the national stage!

- **CBC News Tour:** Highlighted BBE's achievements and brought national attention to Black businesses and their contributions to the economy.
- **SBCCI Conference (Halifax):** Represented BBE at this influential conference, sharing best practices and learning from other organizations.
- **Meeting with Nova Scotia Premier, Tim Houston:** Fostered collaboration and exchanged ideas on empowering Black-owned businesses nationwide.



## Entrepreneur Support

Through collaborations with organizations such as RBC, BDC, Africa Centre, FuturPreneur, and Business Link, BBE connected entrepreneurs with vital resources, mentorship programs, and funding opportunities that drive growth and sustainability.

# ✨ Reflecting on an Unforgettable 2024





# The BBE Team

The passion,  
vision, and hard  
work of our dedicated  
team make everything  
possible!



Our team remains deeply committed to empowering Black entrepreneurs and growing a thriving business community.

# Upcoming Initiatives for 2025

## **BBE Voices and Ventures Event**

**March 2025**

A platform to amplify the voices of Black entrepreneurs and showcase innovative ventures.

## **BBE Trade Fair 2025**

**August 2025**

Continuing our flagship event with an even larger platform for Black-owned businesses.

## **BBE Meet, Greet, Connect and Info Session**

**Quarterly**

Strengthening community and networking opportunities throughout the year.

## **City Of Edmonton Procurement Series (Selling to the Government)**

**April/May 2025**

Workshops to help businesses navigate and access government procurement opportunities.

# **ARE YOU EXCITED?**

## **2024 was a year of extraordinary accomplishments for Black Business Edmonton.**

From hosting flagship events and launching new initiatives to fostering national collaborations and receiving prestigious awards, we have strengthened our impact and positioned BBE as a key pillar of support for Black-owned businesses.

Looking forward, we are excited about 2025, a year that promises innovation, growth, and continued empowerment for our community. With the launch of the BBE App and a growing network of resources, we remain steadfast in our mission to uplift and connect Black entrepreneurs.

**Thank you**

for believing in us,  
supporting our vision,  
and being part of this remarkable journey.

**Together,**

**we will achieve even greater success!**

**Black Business Edmonton**

# **Contact Information**

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