



The pandemic has created a business crisis in America with women of color entrepreneurs and business owners disproportionately impacted. (UBS)

Community

# Supporting women of color business owners impacted by COVID

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**UBS Wealth Management USA recently announced a strategic partnership with Luminary, a New York City-based, global collaboration hub for women. The “UBS x Luminary Fellowship Program” is an initiative aimed at supporting businesses owned by women of color who have been disproportionately impacted by the COVID-19 pandemic.**

Through [this program](#), Luminary plans to help them rebuild, maintain, manage and grow their companies with support from UBS.

In partnership with UBS Wealth Management USA, Luminary [will award a total of 55 fellowships](#) to business owners in need. To be considered, the candidates must have an established business at any revenue stage and be owned and operated by a woman of color. The program will give the selected fellowship recipients access to Luminary’s global community, workshops, coaching, mentoring, and networking opportunities.

Each fellowship recipient will also receive best-in-class thought leadership and insights from UBS, with specific support from our Business Owner’s and Strategic Women’s Client Segments. This includes access to the extensive resources from the Business Owner Resilience Center, as well as our “Own Your Worth” platform and accompanying Financial Participation educational content for women.

## Revitalizing and growing businesses

“The devastating COVID-19 pandemic has created a massive small business crisis in America with women of color entrepreneurs and business owners disproportionately impacted,” said Cate Luzio, Founder and CEO of Luminary.

"Luminary is proud to team up with UBS to provide fellowships to support women of color business owners with the resources, expert insights, inspirational thought leadership content and global community needed revive and grow their businesses."

"Women of color business owners have been adversely impacted by the pandemic and are in need of support to help ensure their businesses can survive and thrive," said Carey Shuffman, Head of the Women's Strategic Client Segment, WM USA. "We are excited to work with Luminary to provide fellowship recipients with meaningful thought leadership, resources and content, community and connectivity, as they look to revitalize, build and grow their businesses for the future."

## What is Luminary?

Luminary is a global collaboration hub and community for women who are passionate about professional development and expanding their networks. This inclusive membership community also acts as a career advocate focused on advancing women through community and content.

Founded by Cate Luzio in 2018 in New York City, Luminary supports thousands of individuals and dozens of corporate members. Luminary provides hundreds of expert-led programs annually and creates experiences in a one-of-a-kind meeting space.

Luminary keeps everyone connected with a digital membership that unites members from around the world and provides unlimited, virtual access to all programs and workshops. This robust virtual experience also includes a proprietary Luminary app, Slack channel, and more.

If you or someone you know is interested in the fellowship program, [find out more information here](#).

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