Renasant Roots Triples Its Support of Black-owned Businesses

August 24, 2022

BIRMINGHAM, AL – Renasant Roots kicked off its 2022 cohort during Black Business Month with a record number of participants and an inspirational presentation on Overcoming Obstacles led by guest speakers that included Ed Fields, Senior Advisor & Chief Strategist at City of Birmingham Office of Mayor Randall L. Woodfin, award-winning journalist / founder of See Jane Write, Javacia Harris Bowser, and John Bentley, Regional President-Central Community at Renasant.

Renasant Bank, in partnership with Birmingham Business Resource Center, leads the capacity building program by engaging and empowering entrepreneurs in a six-week technical assistance and mentoring program facilitated by banking and industry experts with sessions covering Financial Management, Marketing & Branding, Contracts & Certifications, and The Power of Diversity. Program participants also receive a capacity-building grant upon completion of the program.

COVID-19 created critical challenges across all business sectors, but the pandemic presented even greater threats to the types of businesses served by the Renasant Roots Entrepreneurial Success Series. Renasant Roots stepped up to better serve disadvantaged, minority-owned, and women-owned businesses in need by doubling its cohort size with the capacity building program in 2020 and extending its service area from Birmingham, Alabama to Florida, Tennessee, and Mississippi, where Renasant was founded and is headquartered today. This year, the capacity building program took its program a step further by tripling its cohort size after receiving a record number of applications.

“Renasant remains very committed to our mission of community to include delivering programs that anchor economic empowerment and well-being for small and micro-businesses. The Renasant Roots Capacity Building program is just one example of how we support and contribute to the growth of the local economies where we do business,” said Dr. Tracey Morant Adams, Senior Executive Vice President, Chief Community Development & Corporate Social Responsibility Officer at Renasant.

Bob Dickerson, Executive Director at Birmingham Business Resource Center, added, “We are thrilled about the growth that Renasant Roots has experienced as well as its impact. This program truly epitomizes what the BBRC stands for, helping small businesses build the capacity to succeed.”

ABOUT RENASANT CORPORATION:

Renasant Corporation, a 118-year-old financial services institution, is the parent of Renasant Bank. Renasant has assets of approximately $16.6 billion and operates 194 banking, mortgage, financial services and insurance offices throughout Mississippi, Tennessee, Alabama, Florida, Georgia, North Carolina and South Carolina.

For more information please visit www.renasantbank.com or Renasant’s IR site at www.renasant.com.

ABOUT BIRMINGHAM BUSINESS RESOURCE CENTER:

Birmingham Business Resource Center assists entrepreneurs in every stage of business development. Through an array of technical assistance activities, including one-on-one coaching, the BBRC focuses on helping businesses scale for growth. Services include providing resources to build capacity, attain new customers, and access capital. Emphasis is placed on economic empowerment and supporting historically disadvantaged businesses through diverse supplier opportunities.

Media Contact:
Mona Lisa Morris
BBRC Deputy Director
205-250-6380 x6612
MonaLisa@bbrc.biz

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