

# Crowdfunding: Can African Americans Overcome?

---

*Crowdfunding Challenges Blacks To Do For Self*

NEW YORK, NY, USA, March 3, 2014 /EINPresswire.com/ -- "Idea rich, capital poor, benevolence dependent—on the good faith efforts of others", is how one columnist at a prominent Black web-based publication accurately described the situation in which Black folks working to improve community life and circumstances often find themselves.

[Cultural Grassroots.com](#), a new [Crowd Funding](#) portal, intends to break the cycle of dependence with a site that will attempt to harness the economic and social power of Black folks that "recognize the power in the authenticity of our aesthetic, and in the ability to ascribe value to our goods, services and ideas", says the sites' promoter, Marlin Adams.

"Cultural Grassroots.com is where Black folks with a world view can get support and encouragement for their projects that have as their goal, increasing the competitiveness of the Black world through knowledge, creativity and innovation, and control of the economy of our own existence.

"The Internet and the crowdfunding sites like Kickstarter and Indiegogo are providing the opportunity for self-starters , groups and individuals to take the initiative, to capitalize on their own talent to create, invent, innovate, discover and lead. Cultural Grassroots.com is how like-minded people can direct and encourage our best and brightest to be creative and innovative on behalf of our community, addressing very specific needs and ambitions," says Adams.

The site is running a marketing campaign to register 50,000 "[Green Light Activist](#)". Once the signature level has been reached, Adams will crowd fund and source the building of the funding portal.

"Our first order of business is to see how broad this niche is; the site is up and we want to register 50,000 activist as the first sign to each other that we are present, willing and able to create the world that we want to see."

###

M.Adams

CulturalGrassroots.com

917-504-6624

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/193254197>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.