



Get capital



Go digital



Grow networks and know-how

MASTERCARD STRIVE USA:

Year 2 impact update

Mastercard Strive USA — supported by the Mastercard Center for Inclusive Growth and implemented by DAI — invests in solutions that help small businesses overcome three major roadblocks to becoming financially resilient and achieving sustainable growth: getting affordable capital, going digital, and growing networks and know-how.

Growing our impact

Launched in the fall of 2022, the program aims to support the deployment of \$50 billion in capital, engage 600+ ecosystem partners, and reach five million small businesses across the U.S. over five years.



\$45.0 billion

Amount of capital our partners have deployed so far, with **more than \$22 billion deployed** in Year 2.



1.7 million

Number of **small businesses reached** so far through products and services we support.



756

Number of **small business intermediaries engaged** so far through our support for small business programs and services.

Data as of December 31, 2024

Expanding our coalition

Our coalition of partners expanded to more than 30 organizations in 2024, representing a diverse range of leaders in the small business ecosystem. Mastercard Strive USA's coalition also engages and collaborates with private sector and government partners including: **Etsy, H&R Block, the Kansas Department of Commerce, JPMorganChase, NYC Small Business Services, and The Rockefeller Foundation.**

OUR PARTNERS

60 _decibels



Hyphen



From ideas to action

We brought together leaders to share learnings, discuss opportunities, and drive new collaborations focused on the transformative changes necessary to strengthen small business ecosystems locally and nationally.



Hosted events & convenings

In 2024, we launched a new event series, "Mastercard Strive USA Summits," hosting five events in New York, Washington, D.C., Missouri, North Carolina, and Kansas. These convenings brought together leaders from government, philanthropy, the private sector, and the broader small business

community to discuss how to scale solutions that can help more small businesses succeed. Many included separate policy roundtable discussions on ensuring the effective deployment of historic federal funding and driving local collaboration.

Storytelling

We prioritized storytelling throughout the year, spotlighting grantee insights and key small business topics through published thought leadership and media coverage in "Forbes" and "The Chronicle of Philanthropy."

WHAT COMES NEXT

In 2025, we continue to grow our footprint, deepen our impact, and support our partners. To learn more about Mastercard Strive USA and how you can get involved, please reach out to striveusa@mastercard.com

