



Jamii¹⁰

IMPACT REPORT 2026

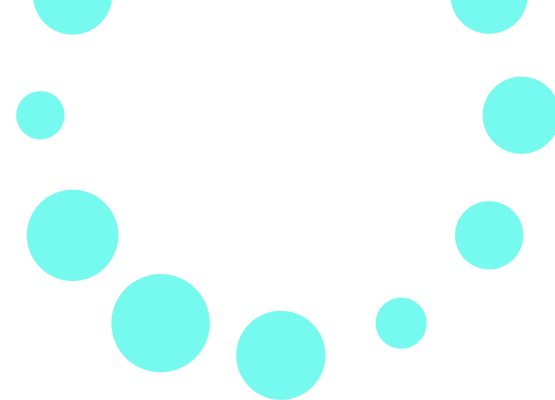
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JAMII



LOVE
JAMII
DISCOUNT
CARD FOR
BLACK
BUSINESSES

SHOP
SUPPORT



I started Jamii straight out of university, driven by a deep passion for my community and a belief that I had a role to play in contributing to our collective progress. What began as a dream quickly became a mission - and at 22, I don't think I fully understood the journey I was stepping into.

Looking back over the last 10 years, I am honestly speechless at the scale of what we've built and the impact we've had. Hindsight is always 20/20 and there are things I would approach differently, but what fills me most is pride. As young, first-time founders, we navigated shifting economic climates, political uncertainty, and countless challenges, yet we stayed true to our purpose.

We set out to widen exposure and increase visibility for Black-owned businesses, and together, we have made vision real.

Conducting this impact report has been a humbling experience. It forced us to pause and truly reckon with how far we've come. The numbers tell one story, but the real impact lives in the businesses amplified, the opportunities created, and the community strengthened.

For anyone considering starting their own business or enterprise: you don't need to have it all figured out. Just put one foot in front of the other, and begin.

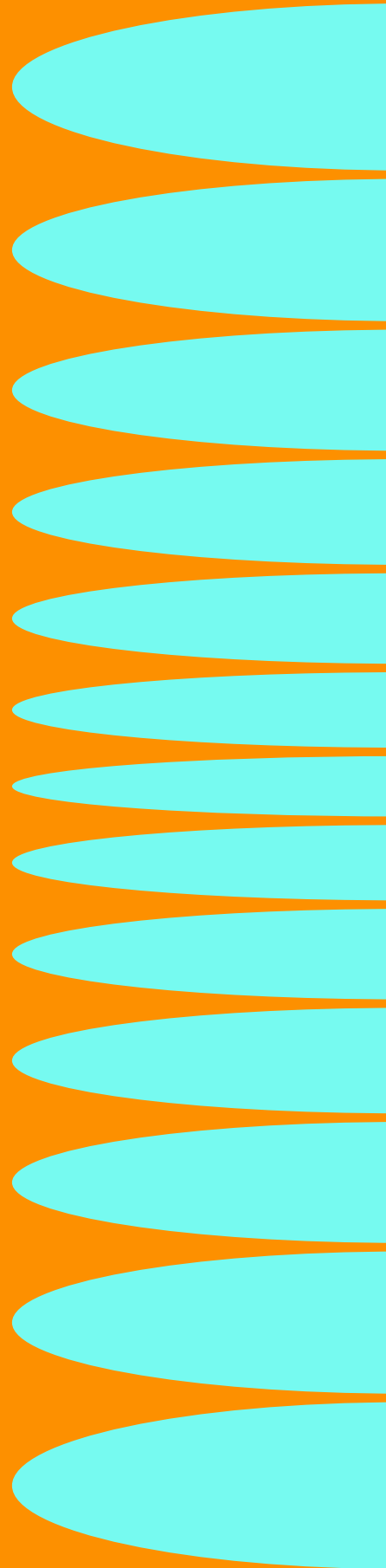


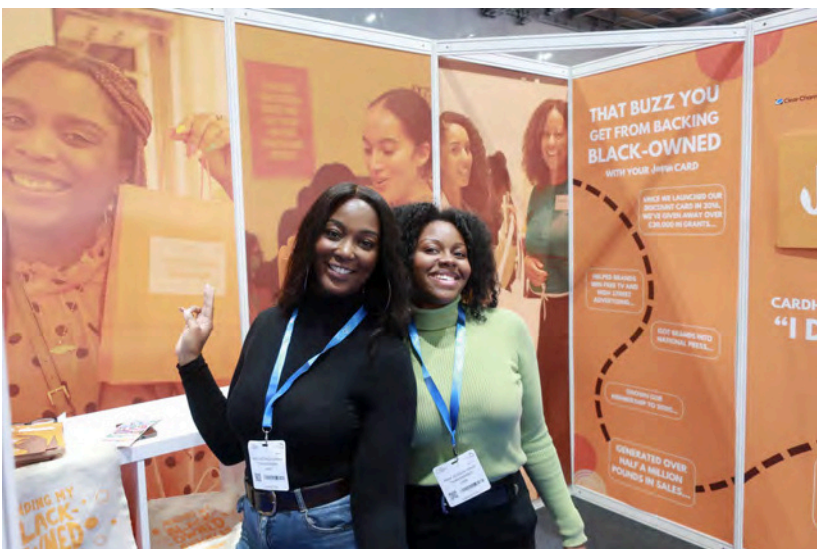
Khalia Ismain - Jamii Co-founder



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WHO WE ARE

It has now been widely reported that Black-owned businesses in the UK face systemic barriers that limit their growth. Research shows they report only one-third of the UK average business turnover (BBiBP 2022), largely due to unequal access to:

FINANCE

NETWORKS

VISIBILITY

QUALITY BUSINESS SUPPORT

These barriers are not a reflection of talent or ambition - but of structural inequality.

Ten years ago, Black-led businesses beyond food and entertainment were virtually invisible. Anyone who wanted Black British owned alternatives for their lifestyle essentials had to know exactly where to look. Launched in 2016 in response to the first wave of the Black Lives Matter movement, Jamii became the UK's first discount card and incentive platform that supports and celebrates Black-owned businesses.

We pioneered loyalty perks as a strategy for marketing Black-led brands: the high-quality, hand-selected brands, the gratification of the rewards membership and our loud, vibrant identity enabled thousands of purpose-driven consumers to discover, shop and support hundreds of Black businesses and helped to rebrand the frustratingly negative perceptions long associated with doing so.

For a decade, we have existed to dismantle barriers by building an ecosystem where Black-owned businesses can be seen, supported, and sustained, running a network that strengthened community impact and boosted visibility.



HOW WE CREATED IMPACT

IF WE...

Increase visibility and redirect spending toward Black-owned businesses

THEN...

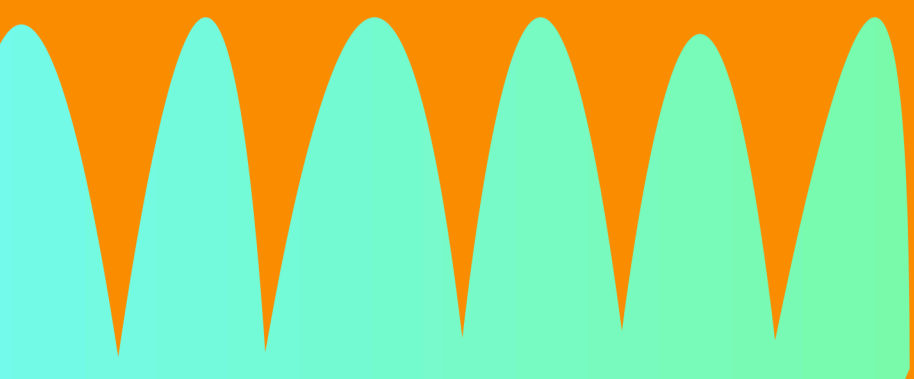
Businesses gain customers, confidence and sustainable revenue

**WHICH
LEADS TO...**

Stronger businesses, deeper networks and greater economic participation

**CONTRIBUTING
TO...**

Stronger businesses, deeper networks and greater economic participation







IMPACT AT A GLANCE



2,600+

BUSINESSES SUPPORTED*

100%

OF OUR SURVEYED PARTNERS REPORTED INCREASED VISIBILITY AND ACCESS TO NEW CUSTOMERS

£1 MILLION

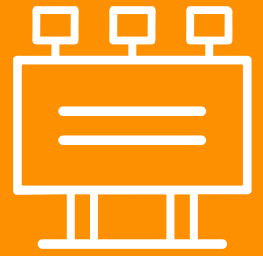
WORTH OF VALUE DELIVERED TO BLACK-OWNED BUSINESSES



£100,000

IN GRANT FUNDS AWARDED TO BLACK-LED BUSINESSES

£300,000



WORTH OF FREE OUT-OF-HOME AD SPEND GIVEN TO BLACK-OWNED BRANDS WITH BAUER MEDIA OUTDOOR COMPASS

10+

**POP-UP RETAIL ACTIVATIONS,
PROVIDING POWERFUL HIGH
STREET EXPOSURE TO BRANDS**



2000+

MEMBERS IN OUR DISCOUNT CARD COMMUNITY

10 MILLION+

DIGITAL IMPRESSIONS

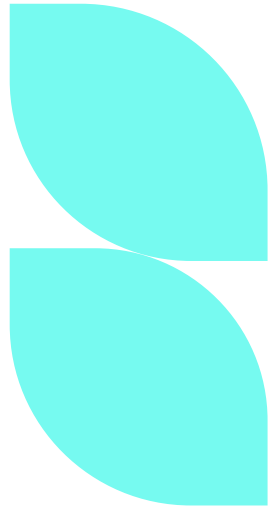


BBC

**NATIONAL AND INTERNATIONAL MEDIA
COVERAGE & SOCIAL MEDIA ENGAGEMENT**

***Footnote:** "Supported" refers to businesses that received quality business support through Jamii, including mentoring, workshops, networking events, free promotion, corporate introductions or marketplace participation.

CULTURAL & COMMUNITY IMPACT



Our impact extends beyond revenue.

Members frequently describe their Jamii card as a badge of pride and a visible expression of alignment with cultural and economic empowerment.





In 2017 I did one year of only buying Black. My Jamii card was essential to getting me through that year. I travelled a lot that year so bought a lot of clothes and other items for my trips. I wrote blogs about my experience and was able to share many of the vendors I found through Jamii.



Cardholder



Jamii is essential to the black business eco-system. Beyond sales, it's the reminder that we're part of an ecosystem of excellence; and as founders, we don't have to build alone.



Jamii has done an exceptional job of shifting perception: of positioning Black-owned brands as premium, scalable and investable (not niche) and that ripple effect strengthens the entire community-businesses and consumers alike.



Jamelia Donaldson - CEO,
TreasureTress





Growing up as a kid, many things represented community for me, from calling every adult an uncle or aunty out of respect, to using shea butter and Vaseline.



As an adult, in many ways Jamii represents community for me. Not from nostalgia but because I know I could get all the goods I grew up with from one convenient place whilst supporting entrepreneurs too.



Jamii represents the heartbeat of Black communities, because without the tireless work of Jamii many of us would struggle to hold onto culture collectively as we move out of the very ends we grew up in.

Jamii made the village digital and we are proud of what you do for all of us. Ubuntu.



Andy Ayim - investor





CASE STUDY: PRESENT YOUR JOY



Jamii's corporate pop-ups have opened the door to meaningful connections, particularly within the corporate space, which have since led to workshop opportunities. The platform has also introduced my brand to customers who truly resonate with what I do, helping me build lasting customer relationships alongside increased visibility and sales.

What I value most about partnering with Jamii is the genuine care and intentionality behind how they support Black-owned businesses. The opportunities feel considered rather than transactional, and there's a real focus on creating meaningful visibility, connections, and long-term growth.

Jamii has made it possible for my brand to be seen by the right audiences in a meaningful way as well as connecting with other Black business owners which are always inspiring.





TIMELINE



2016

Jamii launch event at Black-owned chocolate shop Dark Sugars

2018

Khalia quit her full-time role to dedicate more time to Jamii

2015

Idea formed; Khalia went to Kenya to work with micro-businesses in Kericho, which inspired her to get started

2017

We took part in our first marketplaces



2019

We raised £250k in angel investment

Courtney began working at Jamii full-time

We secured Paramount as our first corporate client

2020

Launched online marketplace and first pop-up shop in BOXPARK Shoreditch

Experience 2,000% growth due to lockdown

Became recognised in internationally press



2022

Launched first pop-up shop outside of London, which featured on ITV News

Collaborated on a Black History Month pop-up shop with MADE

2024

Unveiled our Notting Hill Carnival billboard, viewed by millions

2021

Launched Compass initiative with Bauer Media Outdoor, delivering more than £300,000 advertising spend to Black-owned businesses

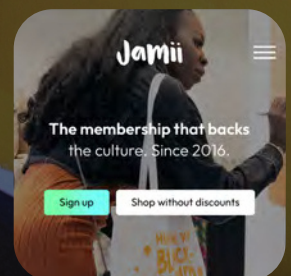
Featured in the BBC documentary 'Spending Black: The Currency of Community'

2023

Named one of the Small Biz 100 by Small Business Britain

2025

Loyalty platform relaunch on Jamii website



WHAT WE'VE LEARNED

A decade of building Jamii has taught us things that no business school could. Here are the lessons we have taken from the last 10 years.

VISIBILITY ALONE WAS NEVER ENOUGH - BUT IT WAS THE RIGHT PLACE TO START.

When we launched, we thought the problem was simple to name and solve: Black-owned businesses couldn't be found, and so solving for discovery should be the foundation on which everything else was built. But as we matured into our journey, so did our understanding of what businesses actually needed: not just customers, but access to capital, networks and mentorship in order to survive and thrive.

A SURGE CAN BE AS DESTABILISING AS A DOWNTURN.

The summer of 2020 changed everything: following the murder of George Floyd, the scale of support for Black-owned businesses was extraordinary, but we also saw first-hand how an anomalous spike can warp financial projections and distort a founder's sense of what constitutes normal, attainable success.

The years that followed included a cost-of-living crisis, raw material shortages, inflationary challenges, backlash against diversity and inclusion initiatives and many more macroeconomic challenges that negatively impacted many community-owned businesses. Slow and steady growth, as unglamorous as it can look and feel, we learned, is safer and more sustainable than a viral moment.



THE MISSION IS NOT ALWAYS ALIGNED WITH THE MARKET.

A cause that felt urgent in 2020 doesn't carry the same pull during a cost-of-living crisis, when customers are anxious about their own financial security. We've had to continually find ways to reinvigorate Jamii's purpose without sacrificing its integrity, staying forward-thinking while remaining grounded in our original values. That balance was sometimes difficult to strike, and we don't think founders talk about it honestly enough.

LONGEVITY IS ITS OWN FORM OF SUCCESS.

They say most businesses fail within five years. Staying small and lean was a deliberate trade-off that enabled us to survive challenging periods. Riskier choices might have reaped greater rewards, but perhaps at the expense of our staying power. We chose longevity, and we don't regret it.

THE ECOSYSTEM WE NEEDED DIDN'T EXIST, SO WE HELPED BUILD IT.

What's changed most visibly over ten years is this: data on Black-owned businesses now exists; corporate organisations are (unevenly but genuinely) investing in targeted support, and community-owned organisations such as Foundervine, UK Black Business Show and many more continue to equip and empower thousands of entrepreneurs every year.

Support networks are no longer as hard to find. That is not solely Jamii's doing, but we are proud to have been part of making it so.

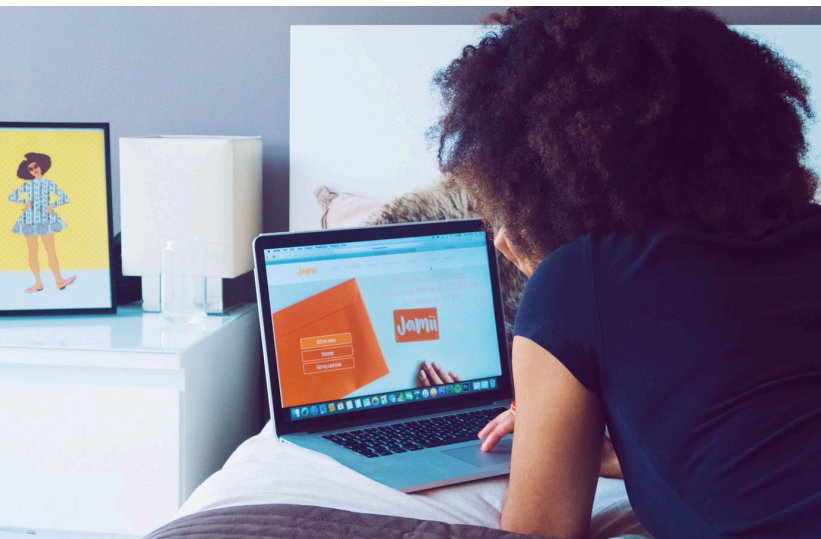
THE FINAL CHAPTER





For a decade, Jamii has been one of the UK's foremost champions of Black-owned businesses.

As founders, we've spent so much time focused on building that we rarely stopped to look back and understand the scale of what we created. A platform that began with a frustration - that incredible Black-owned businesses were often hidden in plain sight - became a movement that generated over £1 million in growth opportunities and sales, created new pathways to visibility, and helped shape how people discover and support Black-owned brands.



Our first website

Our busiest day of orders in June 2020

When we launched in August 2016, we were acting on a brewing feeling in the Black community: that our businesses are central to economic empowerment and cultural expression. What made Jamii different was never just the directory of businesses. It was the feeling we inspired: the experience of discovering something new, the pride of supporting a founder's dream, the reminder that Black-owned businesses were not a niche category but a part of the wider fabric of culture, creativity and commerce.

As sisters, we're often asked what it was like to build a business together. At 22 and 20, we'd already spent a lifetime learning how to navigate conflict, communicate honestly and understand each other. We had deep trust, a strong foundation of loyalty and the confidence that even when we disagreed, we would still understand and forgive each other.

In 2019, we raised investment which allowed us to go full-time, build our team and establish the partnerships that helped cement Jamii as a leading community platform. By 2020, Jamii had become a go-to source for the best of Black-owned.

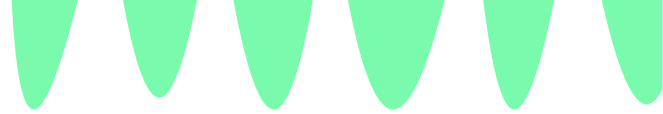
We all remember how George Floyd's murder catapulted conversations around racial inequalities into mainstream awareness. 'Black-owned' became the buzzword and organisations raced to declare anti-racist agendas. Any Black-led brand active then will tell you that the scale of support and patronage during that summer was unprecedented (and that it never reached the same heights again).

The moment taught us something important: visibility is powerful, but sustainability matters more. A sudden wave of support can create opportunity, but it can also create unrealistic expectations and pressure. For founders, what feels like a breakthrough can quickly become difficult to maintain.

From 2020 onwards, our mission evolved. We worked alongside organisations to create opportunities designed around the realities of Black entrepreneurs. Through masterclasses, mentorship programmes and grants, we supported thousands of founders.

Our research directly contributed to securing a £20,000 grant fund for Black-owned businesses through a donation from Airbnb. Our Compass partnership with Bauer Media Outdoor has given Black-owned brands over half a million pounds worth of outdoor advertising since 2021.





Since then, we've watched an ecosystem develop around Black entrepreneurship. Support networks have grown, resources are more available, and conversations about the challenges facing Black founders are happening in rooms where they previously weren't.

But building a purpose-led company also means accepting that the world around you changes. A mission that felt urgent in one cultural moment may be harder to sustain in another. Building Jamii required significant sacrifice from us, which didn't always feel like it paid off.

On reflection, we'd make a few different choices if we had the time again: at points we prioritised the 'mission' over the 'business', which held us back; as young, first-time founders we wish we'd had an advisory board with more experience and expertise to help us navigate challenges and expand our thinking. Events in our personal lives upended us professionally. As with any business, our story is littered with mistakes and 'what if' moments - although the journey itself has been incredible.

As individuals, we're as passionate as ever about celebrating Black creativity, identity and achievement. As founders, we're ready to end this chapter: ten years feels right. We are proud of our achievements and eternally grateful to every partner, client and customer who make up our community.



Khalia and Courtney Ismain, co-founders





global





Jamii began as a simple idea: to make it easier to find and support Black-owned businesses. Khalia and I kept our heads down and got to work, rarely pausing to observe the broader picture of what we were building. Writing this report has forced that pause and now we have looked up, we are immensely proud.

We created the UK's first loyalty platform for Black-owned businesses. We generated over a million pounds in growth opportunities and sales for Black-owned businesses. We helped establish lasting mainstream visibility for our community.

The reality of running a purpose-driven platform through a decade of cultural and economic change is that there are times the mission and the market pull in different directions. We've navigated those tensions as honestly as we could, and closing Jamii is not a defeat, it's a choice, made on our own terms, at a moment when we can look back with clarity and forward with excitement.

We hope we've left a legacy, or at the very least made progress. The landscape for Black British business is not what it was in 2016, and we are proud to have played a part in that shift.

To every business we partnered with, every member who carried their Jamii card, every person who showed up: thank you. You were the community that made all of this real.



Courtney Ismain - Jamii Co-founder



As seen in...

^{the} Strategist Bustle Forbes

The New York Times **itv**

 INDEPENDENT *STYLIST*

POPSUGAR. 

BBC ELLE BuzzFeed

 Courier 

METRO



Jamii¹⁰

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