

2022



**NATIVE  
WOMEN  
LEAD**

# IMPACT REPORT

A YEAR OF RECONNECTION

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# NATIVE WOMEN LEAD

Our vision is to revolutionize systems and inspire innovation by investing in Native women in business and leadership.

We do this by co-creating and convening with our community to build coalition while honoring our culture, creativity, and connections.

Our work is guided by our BEWE values that acknowledges the lived experience and expertise of Indigenous women.

## **NATIVE WOMEN ARE:**

The **BACKBONE** of our families, communities, and Nations;

We are **EMERGING** as entrepreneurs and leaders;

While **WEAVING** our ideas, community, and culture;

To **EMPOWER** one another and manifest change.

# DEAR COMMUNITY

Native Women Lead has continued to expand our efforts as a movement building Indigenous women-led organization.

In 2022, we continued to convene virtually and hosted our first in-person event since 2019. We launched two more relationship-based lending pilots; informed and influenced at the local, national, and international levels; and increased the visibility of our network across Turtle Island.

We have also seen our community and partnerships grow while continuing to reclaim our narrative, reimagine finance and business, and represent as the Matriarchs we are in this critical intersectional work of racial and gender equity that seeks to achieve economic justice and systems change.

As we reflect on 2022, we are excited to continue to light fires and activate spaces so Indigenous women can see and access pathways toward their dreams of safety and liberation.

-Native Women Lead





# CONVENING

In 2022, we provided holistic, culturally relevant virtual and in person programming for 600 Indigenous women entrepreneurs or aspiring entrepreneurs. Since 2020, all of our virtual events have been complimentary offerings to increase access and build community with our network.

Through our matriarchal lens, we build community and power with and for Native women entrepreneurs at all levels so they continue to build their businesses, skillsets, networks, knowledge, and wealth.

Our goals are to increase agency, resourcing, belonging, and visibility while economically empowering our network. We aim for our community to feel cared for, inspired, heard, seen, included, and honored while accessing and activating knowledge and growth to further their self-determined goals and vision.

# PROGRAMMING

In 2022, we launched 5 programmatic themes:



## SELF & COMMUNAL CARE

*Restorative practices to support emotional, mental, physical, and spiritual well-being*



## MOVEMENT BUILDING

*Centering and Activating voices through community building & advocacy*



## TECHNICAL ASSISTANCE

*Tools and training for business development & growth*



## WEALTH BUILDING

*Education on asset building strategies and wealth management*



## TRANSFORMATION & GROWTH

*Professional and Personal Growth Workshops*

# OUR REACH

Our virtual offerings reached relatives across Turtle Island with a variety of workshops, guest speakers, and topics.

**18**

**EVENTS**

**20**

**SPEAKERS,  
18 WOC**

**100**

**INDIGENOUS  
TRIBES,  
PUEBLOS &  
NATIONS  
REPRESENTED**

**429**

**VIRTUAL  
ATTENDEES**

# THE NATIVE WOMEN'S BUSINESS RETREAT

Held at Tamaya Resort & Spa, owned by the Pueblo of Santa Ana, this Inaugural retreat was our first in person gathering since the onset of the pandemic.

To be responsive to the challenges and disruptions that Native women have met, this retreat was meant to prioritize care, reconnect in community, and reignite the movement of Native women leading.

This retreat was designed for Native women entrepreneurs at various stages in their entrepreneurial journey with a focus on mobilizing our movement, entrepreneur resourcing, and radical self-care.

Native women led in keynotes and presentations that spoke to resilience, growth, and possibility. Attendees also had access to restorative practices and activities such as movement breaks, yoga, visioning, dancing, horseback riding, painting, golf, biking, and Pueblo bread making.





# REFLECTIONS



*“ I was inspired by the younger women at the retreat who were starting their businesses. It made me want to share my resources with them and how to leverage the supports available to them. ”*

*“ The natural storytelling and sharing that happens when we are in space together. The speakers were phenomenal, and so was the chance to just BE together. It inspired me to talk through shared experiences and remind myself I am not alone. I am on this journey too. ”*



# RESONANCE



*“ I shared my journey and appreciation for all the hard work it has taken to get to this point. Acknowledging how much multitasking goes into just being a Native woman and the amount of vulnerability it takes to push past the negative self talk, burnout, and guilt. It was so meaningful to connect and realize we were all sharing a similar story. ”*

# REPRESENTATION

The Native Women's Business Retreat attendees represented over 85 Tribes across the country including representation of our First Nations relatives.



# RETREAT HIGHLIGHTS



170

ATTENDEES

110

ENTREPRENEURS  
AT ALL LEVELS OF  
BUSINESS

50

SCHOLARSHIP  
S AWARDED

18

INDIGENOUS  
SPEAKERS,  
MOSTLY WOMEN

*|| We listened to one another. We HEARD each other. We provided each other advice and lifted each other up when we had doubt in ourselves. I don't think I've ever laughed or cried so much with a group of women before! ||*

# THE POW WOW PITCH COMPETITION



60

**PARTICIPANTS**

\$24k

**AWARDED**

4

**WINNERS**

In partnership with Pow Wow Pitch, we hosted a pitch training and a pitch event where attendees pitched to their peers. Awards of \$2,500-\$10,000 were chosen by the audience for entrepreneurs at the Ideation, Start-up, and Established phases. We also created a Youth prize with a community match!

# WITH GRATITUDE

Thank you to our speakers, partners, sponsors and community of Native women entrepreneurs for making our first Native Women's Business Retreat an incredible success!



# MATRIARCH FUNDS

Native women face challenges and barriers to accessing capital. They receive less than 1% of Investment, Philanthropic, and Federal funding. As the primary economic stabilizers, nearly 70% are self funding. Oftentimes, they are declined, underfunded, or discriminated against based on race and gender when trying to access capital through financial institutions.

Since 2020, we have launched three gender-lens lending pilots in partnership with Nusenda Credit Union, Community Credit Lab, and Common Future. We created these because we believe that Indigenous women are investable and deserving of access to patient, equitable capital to build and scale their businesses.

These capital tools activate our 5 R's of Rematriation framework and are customized to meet the needs of our community through-out their entrepreneurial journey. All funding includes business technical assistance, community, financial literacy, loan repayment support, and opportunities for loan forgiveness.

# THE 5 R'S OF REMATRIATION FRAMEWORK

An innovative underwriting and due diligence framework developed by Native Women Lead and Roanhorse Consulting LLC provides an alternative to the current and exclusionary frameworks used by financial institutions.

The decision-making process and power are spearheaded and intentionally protected for Native women to mitigate racial and gender bias through a community decision committee that is guided by these values and criteria.



## REVOLUTIONARY

Is the business game changing or solving a problem?



## REGENERATIVE

Is there seventh generation impact?



## RESTORATIVE

Does the business help close Racial Wealth Gaps?



## ROOTED

Is the business rooted in Indigenous values and need?



## RELATIONAL

Are relationships and reciprocity enhanced and honored?



# Matriarch Funds Overview



We aim to continue to address systemic and structural inequities and challenge traditional frameworks used in finance and underwriting that are often shaped by systems of capitalism & patriarchy.

Loans to entrepreneurs range from \$2,000 - \$50,000 at 0%-5% interest.

**\$550k**

LENT TO  
COMMUNITY

**65**

ENTREPRENEURS  
FUNDED

**99%**

REPAYMENT  
RATE

**145**

APPLICANTS

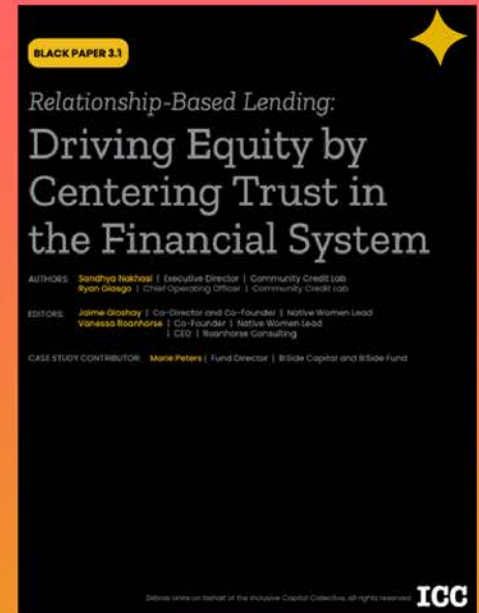
# ADVOCACY & AMPLIFICATION

We continue to expand our reach and amplify Native women's voices at all levels - local, national, and international.

We presented at 25+ events and contributed to publications exploring policy and systems change with the Brookings Institution and the Inclusive Capital Collective. We traveled across Turtle Island to cross-pollinate and lock arms with partners and allies working toward social, racial, gender, and economic justice.

We also became the first Indigenous woman-led organization to represent on the National Women's Business Council, to serve as an advisory council member to the President, Congress, and Small Business Administration.

We have emerged in our thought leadership and advocacy to educate, inform, & influence the fields of business, finance, philanthropy, and government to continue to change, challenge, and reimagine systems and structures so that Indigenous women - thrive.



# INDIGENOUS POWER BUILDING

We were invited to share our approach and efforts to Enlace Continental de Mujeres Indigenia de Las Americas in Antigua, Guatemala; EntrepreNorth in Yellowknife, Northwest Territories; and the Inclusive Indigenous Economic Ecosystem Collective in Toronto, Canada furthering our goal to continue to build bridges between Indigenous communities beyond political and geographic borders.

We have also partnered and presented at other events hosted by Indigenous-led movements and organizations such as NDN Collective, Illuminative, First Peoples Worldwide, Native Americans in Philanthropy, PowHerHouse, and The Circle.



# INTERSECTIONAL SPACES & SPHERES

We continue to center the lived experiences of our network while disseminating learning and best practices to inform and influence the many spaces we intersect.

This year, we presented at the Asset Funders Network, Bioneers, Economic Justice Summit - National Network to End Domestic Violence, Inaugural Women's Summit - Small Business Administration, Brookings Institute, New Mexico Impact Investing Collaborative, Filene Research Institute, Clinton Global Initiative, Women's Donor Network, Inclusive Capital Collective, SOCAP, and many more!



# THE INDIGENOUS ECONOMIC WELL BEING ALLIANCE

In partnership with Change Labs, Native Community Capital, and New Mexico Community Capital, we formed a Native-led alliance that builds economic opportunity and well-being for Native entrepreneurs and families across the Southwest.

Our collective goal is to strengthen Native self-determination through self-employment on and off the reservation, in both urban and rural environments. Our Alliance will also work at a systems level through policy, research, and movement building.

We will map gaps, opportunities for collaboration, lay the groundwork for prototyping and evolving existing initiatives, and ideate on what a Backbone organization could do to support our efforts, leverage our brain trust, and activate our networks.



**NATIVE  
COMMUNITY  
CAPITAL**



**NEW MEXICO  
COMMUNITY CAPITAL**

# FAIR TRADE INITIATIVE

Inspired by our care packages that we sent in the wake of the pandemic, we launched the Fair Trade Initiative in early 2021 as a way to promote the Native owned businesses in our communities.

We launched our B.E.W.E. Boxes, which were curated with Native women owned businesses and organizations. Our goals were to provide capital injection and increase visibility of our partners.

In 2022, we partnered with Native women entrepreneurs and a non-profit to provide products ranging from skincare, clothing, makeup and seeds. We are currently evaluating and refining this strategy to determine impact, sustainability, and market reach.



# 6

BEWE PARTNERS

# 5K+

IN DIRECT INVESTMENT OF  
NATIVE BUSINESSES

THANK YOU 2023 BEWE PARTNERS



SEEDING  
SOVEREIGNTY

& ARTIST MICHELLE TSOSIE SISNEROS!



# THE FUTURE IS INDIGENOUS WOMEN

In collaboration with our partners New Mexico Community Capital and Roanhorse Consulting LLC, we are working to close the Native women's racial wealth gap through The Future is Indigenous Women initiative.

This multi-strategy approach continues to build a waterway of Indigenous women entrepreneurs and support services and capital to resource them.

With continued programming and lending, we will expand capital access to investment, increase representation in the field of finance, and begin planning for an Indigenous women-owned retreat and convening space.

Seeded by the Equality Can't Wait Challenge award in 2021, we will continue to build the field, push at systems change, and center and uplift Indigenous women entrepreneurs toward economic mobility and empowerment.

**ROANHORSE**  
CONSULTING



# THE MATRIARCH REVOLUTIONARY FUND

Create the capital flow for the waterway of women founders!

The United States' first impact investment fund that provides restorative capital to established Native women\*-owned businesses through a Rematriation lens.

The primary objectives of the Fund are to:

- Empower Indigenous women leaders to grow their businesses, communities, and environment with values-aligned capital.
- Demonstrate that Native women founders are investable using our 5 R's of Rematriation framework.

Launching in 2023, investments may come in the form of blended capital to include loans, revenue-based investments, forgivable loans or recoverable grants. Investment ranges from \$50,000-\$250,000 at 3-5% interest rates.

Investees will receive wrap-around support and customized technical assistance.





# THE REMATRIATING ECONOMIES APPRENTICESHIP



*Indigenous women investing in Indigenous women*

Carve the pathway for more women to lead us in finance!

In building this movement, we have seen there is minimal representation in the field of finance and investment. We know another economy is possible and that representation matters, that's why we're excited to support the Rematriating Economies Apprenticeship (REA)!

Designed by and for Indigenous women, REA will recruit and develop 10 Indigenous women to become the next generation of radical and resilient economic leaders. This first-of-its-kind approach will provide a viable pathway to accelerate Indigenous women to have a career in fund management.

Piloting in 2023, the apprenticeship will provide fundamental education of working in finance; trauma-informed facilitators; career coaching; cohort learning; and pathways to existing investment funds and fund management opportunities.

# THE RETREAT CENTER

Create the place where we can heal and grow together!

Indigenous women lack access to commercial capital, asset building, investment, philanthropic support, land, and space that provides opportunities to heal together and build wealth.

Through support of NDN Collective and seed funding from the Equality Can't Wait Challenge, we will begin the planning and development of an Indigenous women-owned retreat, convening, and healing space.

We believe this is another way to invest in Indigenous women's business dreams, build sustainability, strengthen community, return the land, and support Indigenous women through a social entrepreneurship model that could be replicated across Turtle Island.



# LOOKING AHEAD

We are evolving as a movement building organization that works at the intersections of Rematriation, economic justice, & racial equity.

We will grow and expand while looking for more Native women who want to step into leadership while serving our community.

As we continue to structure we want to ensure we create an organization that increases pay equity, takes an anti-burnout approach to work, builds culture that is trauma-informed, increases opportunities to close racial wealth gaps, and is caregiver supportive for the Backbones of our families and communities.

Stay tuned for future employment and partnership opportunities!



# THANK YOU TO OUR PARTNERS!

Ahsaki Beauty  
Albuquerque Community  
Foundation  
Block Inc.  
Boston Impact Initiative  
Boston Consulting Group  
Bridgespan  
Center for Community Investment  
Chamiza Foundation  
Change Labs  
Change Machine  
Charles & Lynn Schusterman  
Family Foundation  
Clinton Global Initiative  
Coalition to Stop Violence Against  
Native Women  
Comcast  
Common Future  
CS Fund  
Dancing Butterfly Naturals  
Decolonizing Wealth Project  
DentaQuest  
Ebay Foundation  
EntrepreNorth  
Equal Rights Advocates  
Filene Research Institute  
First Nations Development Institute  
Fresh Speakers  
Inclusive Indigenous Economic  
Ecosystem Collective  
Indigenous Collective  
Indigenous Economic Well-Being  
Alliance  
Justice Funders  
Kataly Foundation  
Lever for Change

# IN SOLIDARITY, WITH YOU!

MacKenzie Scott & Dan Jewett  
Marts & Lundy  
McCune Foundation  
Mission Driven Finance  
Molina Health Care  
Moore Philanthropy  
Morning Mist Soap Co.  
National Network to End  
Domestic Violence  
Native Community Capital  
New Mexico Community Capital  
New Mexico Foundation  
Nia Community Foundation  
Nusenda Credit Union  
Pivotal Ventures  
Pow Wow Pitch  
Presbyterian Healthcare Services  
Purpose Foundation

REI  
Return 2 Heart Foundation  
Roanhorse Consulting LLC  
Santa Fe Community Foundation  
Satterburg Foundation  
State of New Mexico, Indian Affairs  
Sweetgrass Consulting LLC  
Swift Foundation  
Target Foundation  
Thornburg Foundation  
Thornburg Investment Management  
Tinhorn Consulting LLC  
Trauma Recovery Services of Arizona  
University of New Mexico Center for  
Participatory Research  
Urban Strategies  
Virtual Gurus  
W.K. Kellogg Foundation

# JOIN THE MOVEMENT!

## WEBSITE:

[www.nativewomenlead.org](http://www.nativewomenlead.org)

## EMAIL:

[info@nativewomenlead.org](mailto:info@nativewomenlead.org)

## DONATE:



[nativewomenlead.org/  
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