

# ***IMPACT REPORT***

**2020**

**NATIVE  
WOMEN  
LEAD**



## ***Dear Relatives,***

In reflection of what this year has brought and been for us, we humbly share our efforts of 2020. We first acknowledge the incredible challenges COVID-19 has brought to our communities and families who are still trying to address and mitigate this global pandemic. Secondly, we also recognize the significant pain these times have brought to our Black relatives in light of the Black Lives Matter Movement. It cannot be overstated that the year 2020 has been one of loss, exacerbation, and transformation.

As we continued to plan for our 2020 Native Women's Business Summit, we were faced with the decision to move online. While this was something we have not done before, we also realized the need to continue to create a safe, brave inclusive, and supportive space for our community. We pivoted to provide online programming woven with elements of self-care while holding space for the deep systemic inequities our communities were experiencing.

In addition, we embarked on a number of intrepid goals knowing we had to show up in a good way with often a limited amount of time and resources. This past year, we locked arms with a number of partners to offer our community meaningful and relevant support mechanisms while challenging the existing system that we felt excluded and failed our network. Now more than ever we were called to live and demonstrate how we Revolutionize Systems AND Inspire Innovation by Investing in Native Women in business.

As we envision 2021, we hope to take the valuable lessons learned from this past year and weave our efforts into a clear vision for the future. To start, we will begin legally structuring as a 501(C)(3) naming our first Co-Director, Alicia Ortega (Santa Clara and Pojoaque Pueblo) and nominating seven fierce Indigenous women as our Board of Directors. We look forward to continuing to build and co-create a strong foundation so that Native Women Lead will continue to serve Native women entrepreneurs and leaders so that we can collectively transform our communities for generations to come.

***Thank You,  
Native Women Lead  
Team***



**NATIVE WOMEN ARE THE  
BACKBONE OF COMMUNITY**

# ***COVID Impact***

## **Native American Business Owners**

As COVID-19 hit Indigenous communities, key southwest based Native-led entrepreneur serving organizations (Change Labs, New Mexico Community Capital, Native Community Capital, and Native Women Lead) formed the Native Business Coalition and launched a survey to understand how Native-owned businesses were impacted and what entrepreneurs needed to pivot and respond.

Over 100 entrepreneurs representing over 50 tribal nations and a wide array of sectors like food, service, consulting, and creative economies responded.

The COVID-19 Impact on businesses (operations + sales) is 80-100%

71% of respondents said their business is their sole source of income

66% are women-owned businesses

Over 50% are solopreneurs and/or not legally structured or registered

48% operate off tribal lands

44% operate in tribal communities

40% are legally structured

# ***Native American Business Owners***



## **Immediate needs and concerns:**

- Access to necessities: including food, shelter (home and/or business) & utilities
- Pivot plan from in-person sales & services

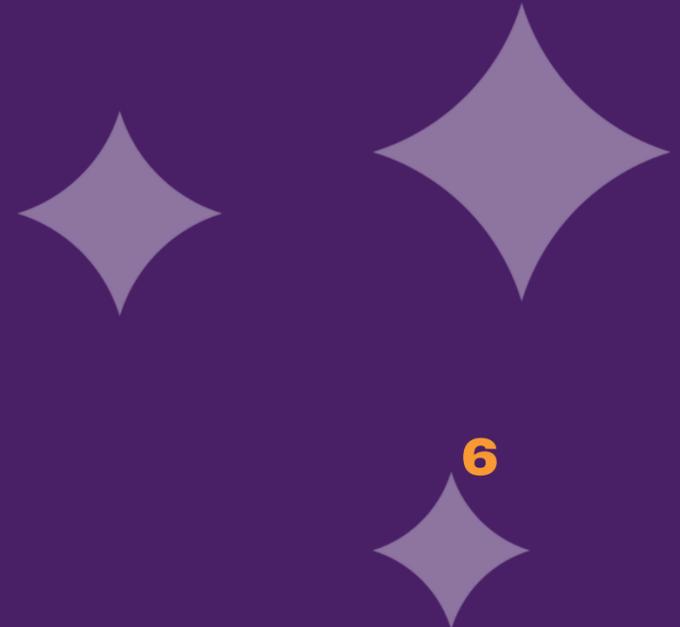
## **Requested resources to endure & survive:**

- Funding
- Technical assistance
- Marketing
- Crisis management



# *Transformation Thursdays*

Due to COVID-19, the Native Women's Business Summit was canceled and we offered an online retreat series while weaving in self-care to support our community through the pandemic. Six (6) 90-minute, culturally relevant and COVID-19 responsive sessions were created to hold a safe, brave and inclusive space online.



# *Transformation Thursdays Impact*



## Representation

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- 331 attendees
- 32 Tribes & First Nations represented
- A safe virtual space for connection
- 11 Women of color speakers
- 7 Native women speakers



## Self-Care

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- Woven in self-care, advocacy and community building while co-creating funding solutions to invest and care for Native women.



## Design

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- Six sessions
- Content-focused on personal purpose, E-commerce, Visioning, Marketing, Funding, Alternatives, and Food businesses.
- Cross-pollination of culture and community cultivated and nurtured.



## 2021 Goals

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Continue online series of relevant and creative content to support Native women-owned businesses as they continue to change and respond through the ongoing pandemic.

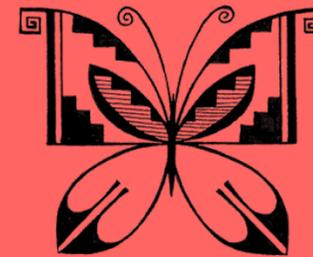


**WE ARE EMERGING AS  
ENTREPRENEURS AND LEADERS**



# Care Packages

In the spirit of self-care and investing in the Indigenous creative economy, we curated care packages to send out to our Transformation Thursday Retreat attendees.



# Care Package Impact



## Community

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- Over 200 care packages mailed nationally and internationally to Transformation Thursdays participants
- Promoting self care and support for local small businesses during the COVID-19 Pandemic
- 9 Native-owned businesses including: Cheekbone Beauty, Quw'utsun'made, Bison Star, Nizhoni Soaps, Earth and Sky Floral, Dancing Butterfly Naturals, Kha Povi Herbals, Ora Louise, and Artist Nani Chacon



## Metrics

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- Over \$12,500 invested
- Increased visibility of Native owned businesses nationally and internationally
- Demonstrated impact of the Indigenous circular economy



## 2021 Goals

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Develop a revenue generation subscription model that invests in and supports Native women-owned businesses greatly impacted by COVID-19 while stimulating the Indigenous economy and promoting authentic native made products.

## MATRIARCH RESPONSE LOAN FUND

# *Matriarch Response Loan Fund*

In partnership with Nusenda Credit Union and NDN Collective, we offered Co-Op Capital, a relationship-based lending program that does not rely on traditional underwriting criteria. The loan was offered at a 0% interest rate in the amount of \$2,000– \$5,000. Funds could be used for food, shelter, utilities, and business pivots.

Our goal is to demonstrate the need for alternative access to capital while showing the importance of investing in Native women. Although the original intention was to offer this later in 2020, we shifted to design it as a COVID Response Loan Fund to meet the urgent needs of our community.

0% INTEREST  
\$150K  
LENT



# ***Matriarch Response Loan Fund Impact***



## **Community**

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- \$150,000 lent to 35 Native women-owned businesses in 2 weeks
- Businesses located in New Mexico, Arizona, and Colorado both on and off tribal lands
- 12 Native Nation business owners represented



## **Partnerships**

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- Nusenda Credit Union and NDN Collective offered Co-Op Capital Program
- All participants offered free technical assistance from New Mexico Community Capital, loan repayment support, financial literacy, and access to Ureeka – a platform to access resources, mentors, and coaches.



## **Design**

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- Average loan size = \$4,200
- 0% default rate
- 50% loan forgiveness for on-time repayment once borrower pays half of total amount



## **2021 Goals**

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Design and launch multiple lending and funding opportunities to continue to provide access to capital and prove why we believe it is important to invest in Native women.

# **MATRIARCH**

## **#GIVETOGETHERFUND**

# ***Give Together Fund***

In partnership with the Family Independence Initiative (FII), New Mexico Indian Affairs Department, and Decolonizing Wealth, we provided COVID-19 emergency support in \$500 micro-grants to 132 Native entrepreneur families in New Mexico. We granted \$66,000 and demonstrated the importance of cash transfers and need of economic safety nets.





**WE ARE WEAVING OUR IDEAS,  
COMMUNITY & CULTURE TOGETHER**



# *Circle of Support*

In partnership with New Mexico Community Capital, we offered free, one-on-one high-touch, holistic wrap-around support to our Matriarch Response Loan Fund participants. The intention was for participants to access financial, human, and social capital to support a pathway toward sustainability.



**NEW MEXICO**  
COMMUNITY CAPITAL

# Circle of Support Impact



## Community

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- 13 received high touch one-on-one consultation
- 9 attended Digital Marketing Business Basics
- 5 received design software subscriptions for one year
- 4 received logo design & presentation design support
- 4 received equipment support
- 3 received website support and creation



## Resources

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- Access to Native Women Lead community
- Access to New Mexico Community Capital Technical Assistance
- Access to Nusenda Credit Union



## Design

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- One-on-one consultation for Matriarch Response Loan Fund participants
- Coach & Mentor support
- Culturally relevant, holistic wrap around support



## 2021 Goals

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Continue to strengthen our partnership with New Mexico Community Capital to be the primary technical assistance team for Native Women Lead Loan Fund borrowers.



# ***Closing the Women's Wealth Gap***

Native WomenLead has joined the Closing the Women's Wealth Gap national initiative of leaders working to transform public policies and systems to advance gender economic equity and close the gender wealth gap. Our goal is to co-lead a movement toward policy and practical solutions to close the racial wealth gap for Native women.

To date, NWL has contributed to [On The Margins: Economic Security for Women of Color through the Coronavirus Crisis and Beyond](#) and will continue to build and hone our policy advocacy efforts.

A group of diverse people in a meeting, with a woman in the foreground holding a baby. The image is overlaid with a semi-transparent purple filter. The text is centered and reads: 

**WE ARE EMPOWERING ONE ANOTHER TO MANIFEST CHANGE**



# ***Matriarchs Mobilize***

**Get Out The Count & Get Out The Vote**

We believe REPRESENTATION MATTERS and we work to make the invisible, visible. In 2020, we utilized our platform to increase education, awareness, and mobilization of our network to encourage our people to respond to the 2020 Census and Vote. Nationally, we reached over 10,000 Native people through culturally relevant content. We will continue to utilize our platform to inspire and increase civic engagement through collective activism while advocating for Native women representation at levels of power and leadership.

# ***Native Women's Equal Pay Day***

In partnership with the Equal Rights Advocates, TIME'S UP Now, and Nadia De Ala we hosted and supported awareness of the importance of Equal Pay for Native women. We launched a social media campaign geared toward our network and allies; Increased awareness about the pay inequity that impact Native women; and demonstrated how pay equity can create social and economic impact in our communities. We will continue to build awareness and advocate for pay equity for Native women, women of color, and women.



*Native Women's*  
**EQUAL PAY DAY**

***Rooting  
Relationship  
&  
Reciprocity***  
Matriarchs Mobilize



**1** **Commitment**

- We are committed to investing and giving to Native women, Native women-led, and Native-led initiatives.

**2** **Investment**

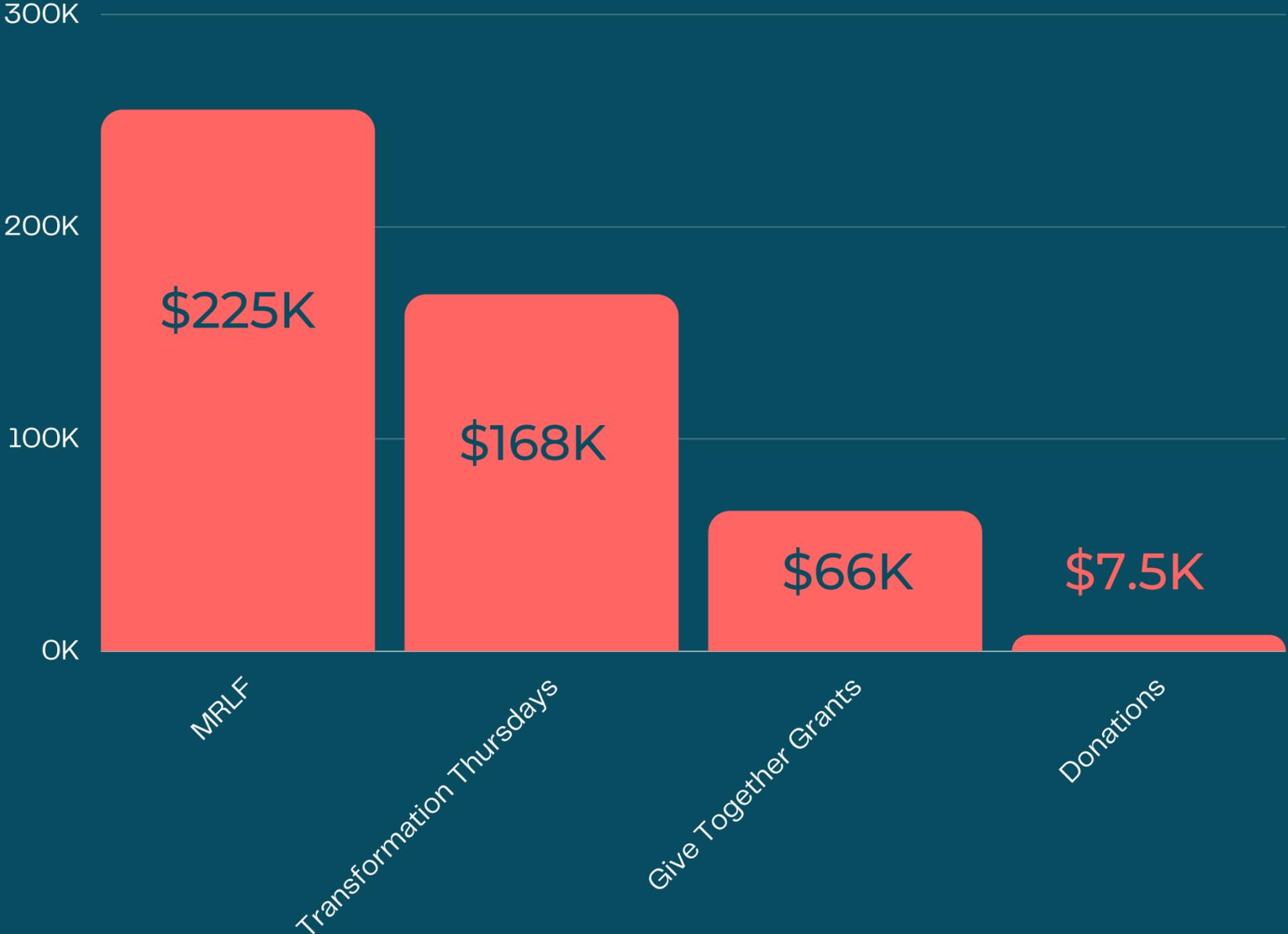
- \$225,000 into Native women-owned businesses through the Matriarch Response Loan Fund
- \$168,000 into Native Women in business who supported Transformation Thursdays, Care packages, and organizational development.

**3** **Support**

- \$66,000 in microgrants to Native women families
- \$7,500 to organizations like NDN Collective, Americans for Indian Opportunity, African American Policy Forum fund for Breonna Taylor, Tewa Women United, Protect Native Elders and the Laguna Community Foundation

# Community Investment

We are committed to investing and giving to Native women, Native women-led, and Native-led initiatives. We have invested 93% of all funding we have received back into our community in 2020 totaling \$466,000



# *Special Thank You to Our Partners & Sponsors*



**NATIVE  
WOMEN  
LEAD**

