



# Indigenous Women in Business Retreat

Doing Business with Intention and Purpose



# MEET THE TEAM



**Apache  
Danforth**  
CO-FOUNDER



**Charlotte  
Eadterling**  
CO-FOUNDER



**Margaret Ellis**  
CO-FOUNDER,  
EXECUTIVE DIRECTOR



**Misha Golly**  
CO-FOUNDER



**Kelly Jackson**  
CO-FOUNDER



**Samantha  
Skenandore**  
CO-FOUNDER

# SHE RISES COLLECTIVE

## Our Vision

Indigenous women in business will rise financially, socially, and spiritually.

## Mission

To rise and be seen as Indigenous Women in Business, uniting for leadership, empowerment, and well-being.



# She Rises Collective

## RETREAT SPONSORSHIP LEVELS

WHAT YOU RECEIVE	\$2500 EVENT	\$1875 SPEAKER	\$1250 LUNCH	\$750 BREAK	\$500 WELLNESS
ACCESS TO ATTENDEE LIST	✓				
LOGO ON RETREAT WEB PAGE	✓	✓			
RECOGNITION IN RETREAT PROGRAM	Logo on cover Full-page ad	In program as "Session sponsored by" 1/2 page ad	In program as "Lunch sponsored by" 1/2 page ad	In program as "Break sponsored by"	In program as "Massage sponsored by"
LOGO ON BANNER BEHIND SPEAKERS	✓	✓			
SOCIAL MEDIA RECOGNITION	Upon payment & post-event	Upon payment & post-event	Upon payment & post-event	Upon payment & post-event	Upon payment & post-event
RECOGNITION DURING RETREAT WELCOME	Verbal name recognition	Verbal name recognition	Verbal name recognition	Verbal name recognition	
LOGO ON OFFICIAL RETREAT SLIDES	Logo	During Speaker only	During Lunch only	Logo on Break table	Logo displayed near the massage chair
ENJOYING OUR HERITAGE: EVENING NETWORKING AND DINNER	Two retreat registrations	One retreat registration	May attend lunch		
RECOGNITION DURING RETREAT CLOSING	Logo on slide				
LOGO IN POST-EVENT EMAIL	✓		✓		



## HISTORICAL AND SYSTEMIC ECONOMIC OPPRESSION OF INDIGENOUS WOMEN

- ▶ Western Eurocentric values on gender roles in social and economic systems
- ▶ Catastrophic events such as the 1779 Sullivan campaign
- ▶ Continued economic disruption and displacement through the boarding school era, relocation era, and termination era.

**Indigenous women have not been provided the tools and opportunity to reinstate their place as the leaders in creating economic stability for their communities**

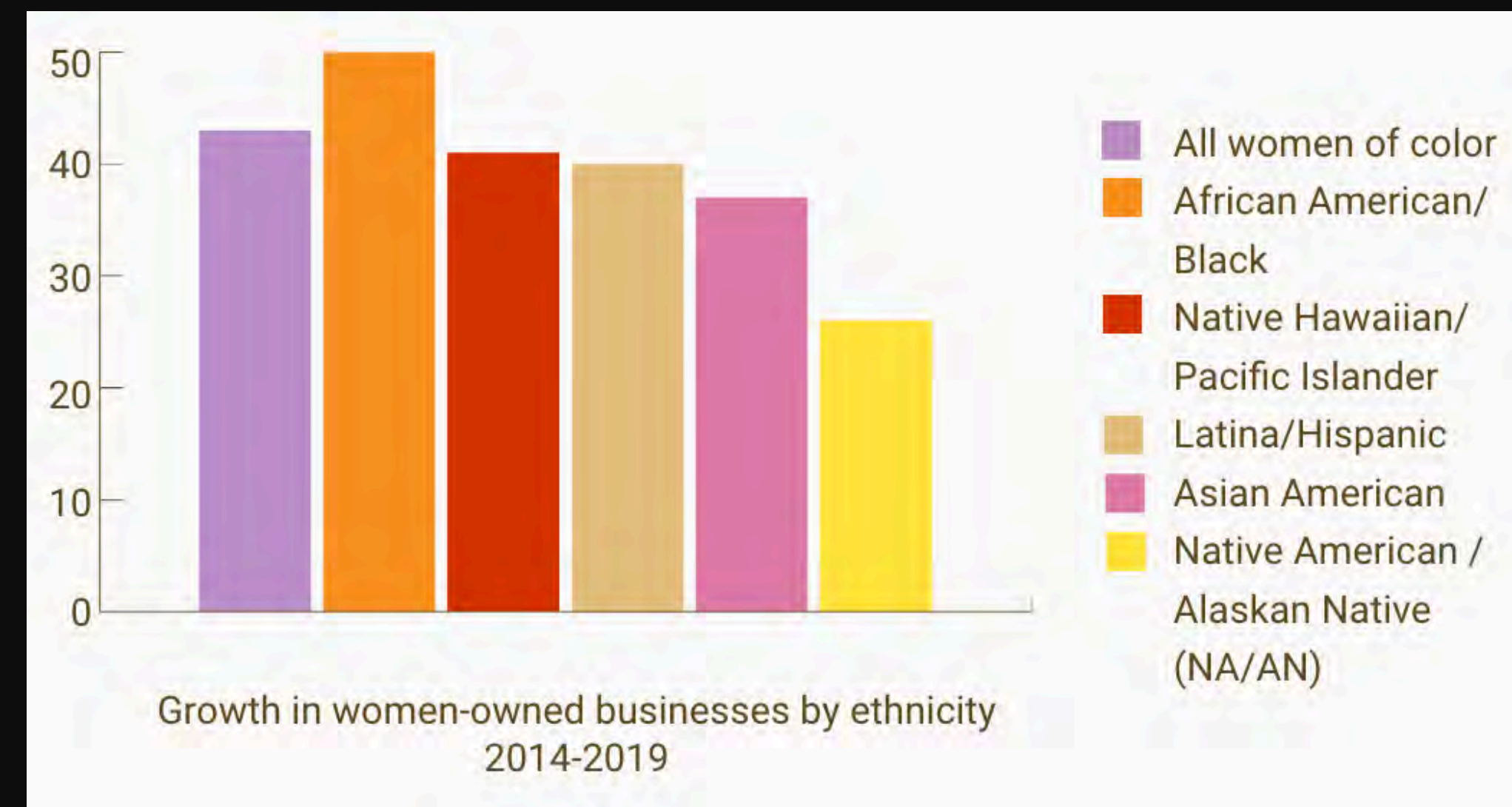
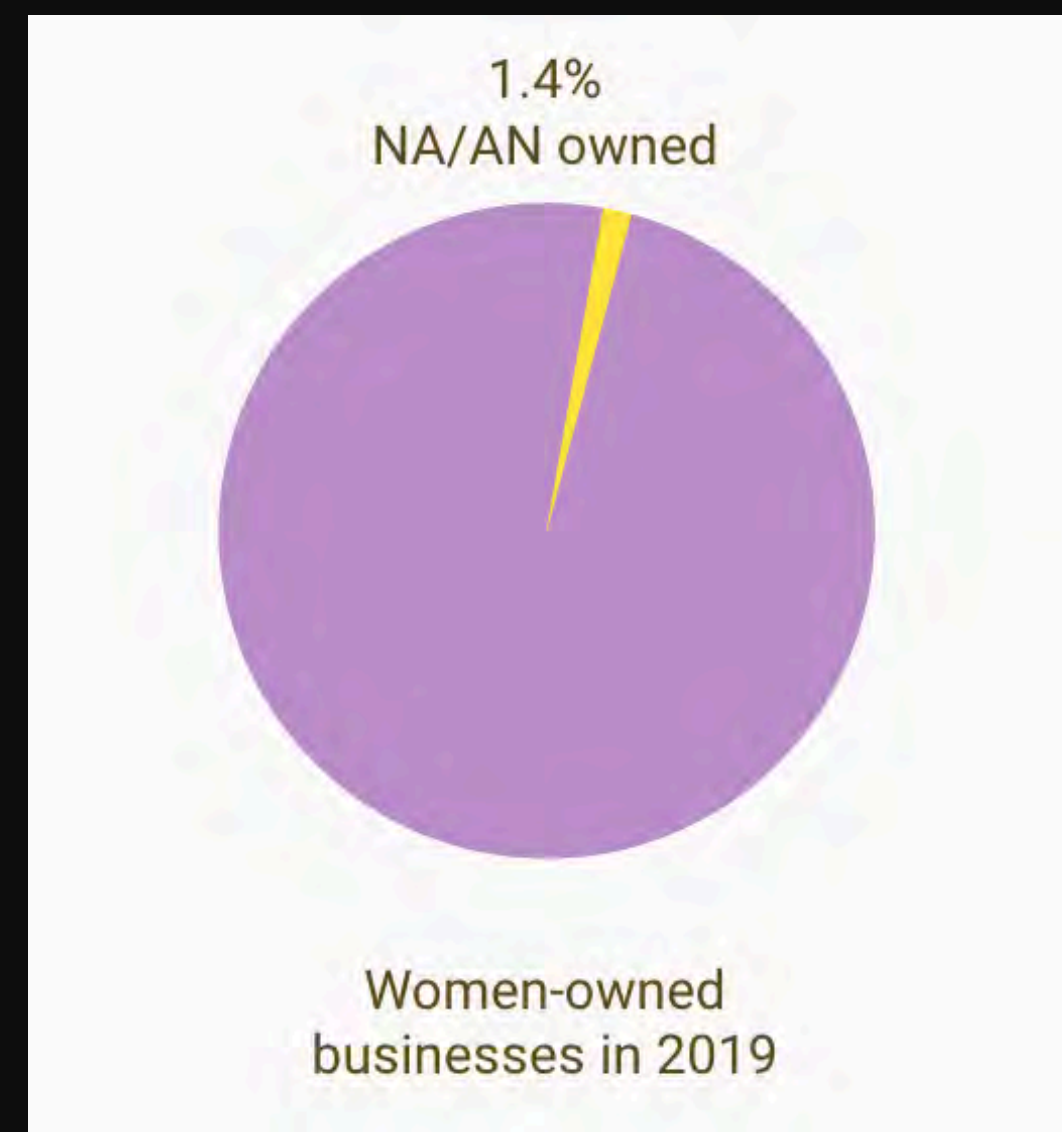
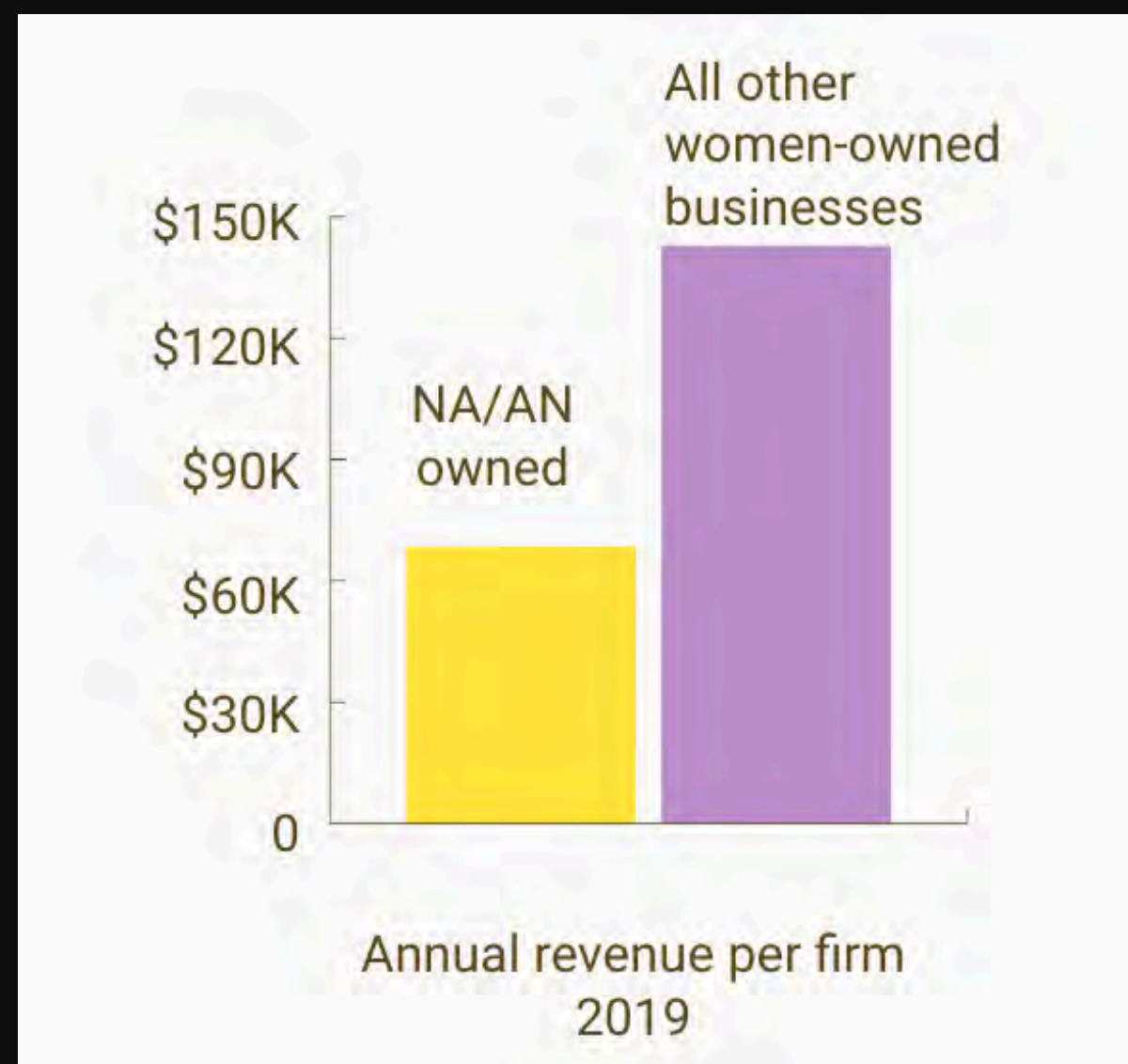
# CURRENT STATE OF INDIGENOUS WOMEN ENTREPRENEURSHIP

There is a lack of organizations, chambers, etc that support Indigenous women, specifically.

We are few.

We are growing (faster Before the pandemic).

We remain more challenged than other woman-owned businesses.



*“Policies aimed at equitably enhancing business ownership should consider the unique nature of women-owned and managed businesses. These policies should reflect the unique manner in which women approach entrepreneurship.”*

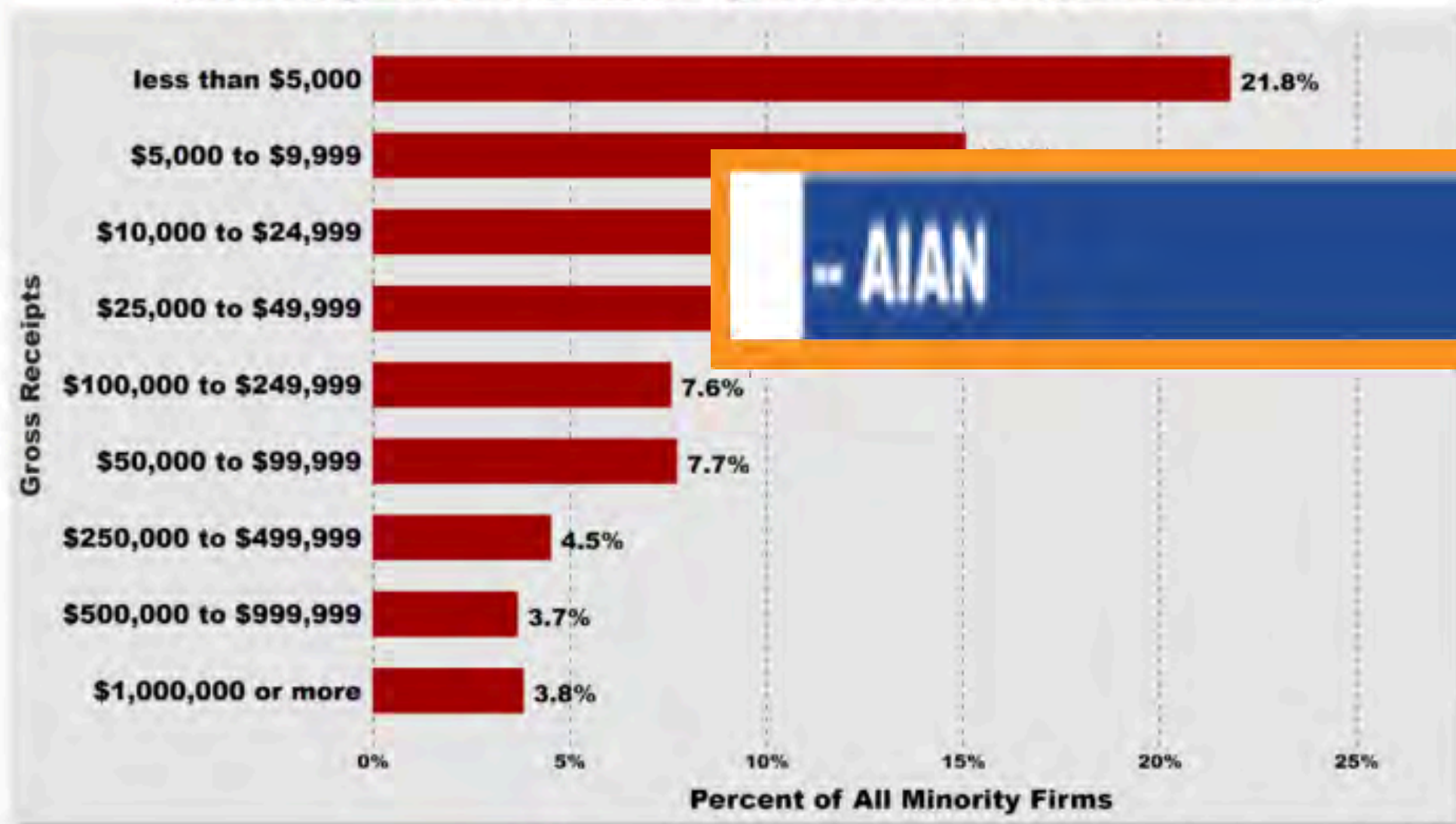
**-Deller Conroy Report**

# POTENTIAL FOR GROWTH IN WISCONSIN

**Minority-owned Firms by Gender in 2018**

	Equally male/female	Female	Male
<b>ALL MINORITY TOTAL*</b>	3.5%	45.6%	50.9%
-- Hispanic	0.7%	37.7%	61.6%
-- Asian	9.1%	34.7%	56.1%
-- Black or African American	0.4%	57.9%	41.7%
-- AIAN	0.0%	31.3%	68.7%
-- NHPI	-	46.2%	53.8%
<b>NONMINORITY TOTAL</b>	6.5%	34.0%	59.6%

**Minority-owned Firms by Gross Receipts in 2018**



**Revenue Facts:**

- In 2018, minority women owned 45.6% of all minority-owned firms in the state.
- In 2018, minority-owned firms in Wisconsin with annual receipts of \$500,000 or more represented only 7.5% of all minority-owned firms in the state.

-- AIAN 0.0% 31.3% 68.7%

services; Transportation and warehousing; Health care and social assistance; and Professional, scientific and technical services.



# GOALS

- ▶▶ Indigenous Women Business database
- ▶▶ Build a collective of Indigenous women entrepreneurs
- ▶▶ Foster wealth creation through financial literacy
- ▶▶ Access to Capital
- ▶▶ Technical assistance
- ▶▶ Resource guide



## VALUES

- ▶▶ We place wellness at the forefront of everything we do.
- ▶▶ Community-based wealth building vs. traditional wealth building
- ▶▶ Accountability and compassionate mentorship
- ▶▶ Work on behalf of the collective vs. individual
- ▶▶ Integrity and inclusivity



# CURRENT SPONSORS AND PARTNERSHIPS

We were established as a non-profit in November of 2023. In this short time, we have created meaningful partnerships and secured sponsors for our programming and development.



WEDC awarded She Rises Collective \$45,000 in funding to help develop our programming.



SCORE was our initial partner and sponsor and continues to support our efforts.



IBG is our partner organization. We formed after our panel at the Indigenous Business Group's inaugural conference.



Twila True offered her studio space in Los Angeles for future events.

# SPONSORSHIP LEVELS: ANNUAL

## *She Rises Collective: Indigenous Women in Business*

### Sponsorship Levels

CONFERENCE ASSETS	ORGANIZATIONAL SPONSOR	LEADERSHIP SPONSOR	EMPOWERMENT SPONSOR	FRIENDS OF SHE RISES
Logo Recognition	✓	✓	✓	✓
Acknowledgment	✓	✓	✓	✓
Promotion Opportunity	✓	✓	✓	
Complimentary Tickets	✓	✓		
Brand Exposure	✓			

## Testimonial

“

*SRC was more than I could ever imagine, it brought ancestral teachings + ancestral power back to the forefront of how we move in the world of business, but also how we come back to our original economies. Our systems were always designed with the latest “technology” long before European contact as we were well-developed and sophisticated societies. We managed homes, millions of resources, and nourishment, all while passing down this traditional knowledge. The emphasis on who we are as a collective of indigenous people was a potent reminder of how profound our capabilities are when we come together and that’s important in all areas of life. Yawvko*

– Kanani Nunies, Oneida WI

”



## Testimonial

*As a relatively new business owner, I traveled from Buffalo, NY to attend the inaugural She Rises Collective in 2023. The opening Edge of the Woods session set the stage for a “now we are of good minds” learning experience. The sessions were well organized. The networking and dinner events were culturally relevant and inspiring. I left having made new friends and with a list of things to do. I immediately set myself up with a local SCORE mentor and am going to use one of the other attendees for marketing work.*

**– Renita DiStefano, Seneca Nation, NY**

