

# IMPACT REPORT

FOR YEAR ENDING 2023



**RAVEN INDIGENOUS  
CAPITAL PARTNERS**

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“Creating the conditions for Indigenous women in business to thrive is the single most natural, swift, and effective pathway to economic reconciliation in our country.

It's very simple to me.

It's just like in nature. Trees need sunshine, water, and fertile soil with nutrients. Just like in nature, what gets the nutrients thrives.”

— Teara Fraser, CEO of Iskwew Air

This report was published June 2024 on the traditional territory of the Lekwungen speaking Peoples, the Songhees and the Esquimalt First Nations

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The cover image is a photograph of the Sandia Mountains near Albuquerque, taken by Charles Montoya, a talented Pueblo artist from Santa Ana and Jemez Pueblo in New Mexico, and friend of Nicole Johnny, Impact Associate in Albuquerque, New Mexico.

You can reach Charles on Instagram @indigenoulens or by [charlitoz91@gmail.com](mailto:charlitoz91@gmail.com)

# SPIRIT OF THE RIM\*

\*Raven Impact Measurement Framework

"The driving force behind our impact measurement learning journey is the need for us to ensure that everything we do at Raven ultimately contributes to the improved well-being of Native / Indigenous Peoples. We are always seeking to better understand and measure the impact that Raven Indigenous Capital Partners is having with our invested businesses, within communities, with our investors, and at an eco-system level."

The image used on this page is of a traditionally designed and constructed Native/ Indigenous bentwood box which contains the Raven Impact Measurement Framework(RIM) document and RICP's annual impact reports. This bentwood box reflects the depth of our commitment to our mission of improving the well-being of Native/Indigenous Peoples and is a practical example of our efforts to decolonize our work. The Thunderbird and Killer Whale carved on the outside of the box represent wisdom and protection and they serve as principled guardians of our sacred commitments to our People and to our investors.

-Paul Lacerte, Chief Impact Officer

# A Letter From Raven Indigenous Capital Partners

On behalf of the team at Raven Indigenous Capital Partners, we are proud to present our 2023 Impact Report. It is an honour to work in service of our mission – to improve the wellbeing of Indigenous Peoples in Canada and Native Americans, Alaska Natives, and Native Hawaiians in the United States.

Our approach at Raven is anchored in our foundational values which are contained in Raven’s Impact Measurement Framework (RIM). They ensure that our work: is rooted in Native / Indigenous Knowledges, is guided by culture, builds respectful relationships, increases cultural safety, sees money as medicine, treats all of creation as our relatives, and is accountable to the next 7 generations. These values are also instrumental in guiding our on-going journey of decolonizing the investment process, increasing our impact, and generating risk-adjusted returns for our investors.

Our work is focused at this intersection of capital and culture and we are honoured to share stories, metrics, and insights throughout this report that demonstrate how our portfolio companies are navigating this complexity and paving the way to a new and more equitable economic future.

Looking back on the year that has passed, it is important to reflect on the challenging environment we have all faced with high interest rates, stubborn inflation, decelerating economic growth, a significant correction in valuations, and mounting geopolitical tensions..

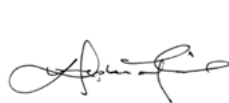
Notwithstanding these challenges, Raven’s portfolio companies have demonstrated their resilience and capacity to pivot and adapt to changing market conditions. Our hands are raised in respect and gratitude to all who have worked incredibly hard this year to increase the positive impact they are having on the lives of Native/Indigenous Peoples across Turtle Island while building commercial success.

During 2023, Raven continued to expand and strengthen its team, developing new capabilities to support our portfolio companies and increase our contribution to the broader impact investing ecosystem. We are very pleased to announce the addition of Althea Wishloff and Sean McCormick as General Partners, and Fiorella Schiffrino as our new Chief Financial Officer. These additions will enable expanded service offerings and strengthen our internal processes and systems.

To our investors – thank you. Your investment in Raven Capital is not just a financial contribution; it is a form of “good medicine” and is enabling our team to provide the next generation of Native/Indigenous entrepreneurs with the culturally grounded capital and community support they need to succeed. Thank you for believing in our mission and for joining us on this path. Together, we are giving expression to the UN Declaration on the Rights of Indigenous Peoples (UNDRIP) and specifically to Article 3 which states that: *“Indigenous Peoples have the right to self-determination. By virtue of that right they freely determine their political status and freely pursue their economic, social, and cultural development.”*

As we move forward, we invite you to stay engaged and connected with our work. Your support, insights and collaboration are invaluable as we strive to create lasting, positive change for Native/Indigenous Peoples across Turtle Island.

  
**Paul Lacerte**  
Chief Impact Officer

  
**Stephen Nairne**  
Chief Investment Officer

  
**Jeff Cyr**  
Managing Partner

  
**Althea Wishloff**  
General Partner

  
**Sean McCormick**  
General Partner

# "What we believe"

We believe in the power and potential of Native / Indigenous entrepreneurs to transform and revitalize the Native / Indigenous economy. We are dedicated to driving positive, lasting change and achieving meaningful economic inclusion for Indigenous and Native Peoples in Canada and the United States.

Raven Indigenous Capital Partners sits at the intersection of Native / Indigenous Culture and Capital, a complex and often fraught space. As such, we are committed to creating a safe environment for governance and control discussions while honoring lived experiences.

The process of decolonizing investments within a capitalist system prioritizes long-term, sustainable impact while valuing Native / Indigenous cultures and protocols, promoting economic self-determination and creating opportunities for entrepreneurs to thrive, build generational wealth, and take charge of their economic futures. We believe that money is medicine; a tool for healing and empowering Native / Indigenous communities.

This is an iterative, emergent process where Native / Indigenous voices are valued, and trust, respect, and transparency are paramount.

## Learn About the Team

A strong, cohesive team is fundamental to achieving our goals and driving our mission forward. At Raven Indigenous Capital Partners, our team is being designed and developed with deliberate intention to align with our mission of empowering Native/Indigenous entrepreneurs and revitalizing the Native/Indigenous economy.

**Raven has made notable progress towards our first three objectives:**

### 1. Commitment to Indigenous Leadership and Representation

Raven's investment team is 67% Indigenous, and 53% identify as women, ensuring our team reflects the communities we serve.

### 2. Increasing Representation in Ownership

In 2023, Raven increased both women and Indigenous representation in our ownership. Now, 33% of our partners are women (up from 25%), and 67% of our partners are Indigenous (up from 50%). This progress in ownership diversity strengthens our ability to address the unique challenges and opportunities Indigenous entrepreneurs face.

### 3. Introducing Cultural Safety Practices

Cultural safety practices such as circle dialogues and, most recently, honouring the National Day for Truth and Reconciliation have been implemented as well as the development of Culture and Health & Wellness committees.

In the spirit of decolonization, Raven employees are welcome to replace traditional statutory holidays with those that hold significance to them, empowering everyone to bring their whole, authentic selves to the organization.

At Raven, our intentional approach to team design is a pillar of our success. By aligning our team with our values and mission, we are better equipped to support Indigenous entrepreneurs, drive meaningful impact, and contribute to revitalizing the Indigenous economy.

## Raven Team



**Althea Wishloff**  
General Partner



**Devon Krainer**  
Investment Associate



**Fiorella Schiffino**  
Chief Financial Officer



**Garry McBerryhill**  
US Market Lead



**Jeff Cyr**  
Managing Partner



**Jen Houle**  
Director of People and Culture



**Jonas Hunter**  
Director of Impact



**Josh Alook**  
Investment Associate



**Mitch Langan**  
Investment Associate



**Nicole Johnny**  
Investment Associate



**Paul Lacerte**  
Chief Impact Officer



**Sean McCormick**  
General Partner



**Stephen Nairne**  
Chief Investment Officer

Introducing the 2023 Impact Report

Commercial value and impact alignment

Our primary impact focus is funding Indigenous entrepreneurs, enabling them to realize their own impact goals and create positive change in ways they deem most appropriate, without imposing external mandates. This puts capacity building and commercial value creation (pre and post investment) at the center of our impact.

We support portfolio companies in enhancing their internal impact by valuing Native / Indigenous ownership, supporting upskilling programs, valuing culture, and promoting Indigenous representation.

We assist portfolio companies in amplifying their external impact in the way we support articulating a theory of change, assisting in building trust with Indigenous communities where we can, creating community impact through proceeds sharing or direct engagement, elevating Truth and Reconciliation through storytelling and marketing, and when applicable, supporting development of products and services to benefit Indigenous people.

We prioritize exit impact by encouraging investments in Indigenous entrepreneurs, facilitating sales to buyers with aligned mandates, and supporting buyers to continue the company's mission and create lasting value for Indigenous communities.

We are working to align impact and commercial value, so that we can concentrate our time, and that of the CEOs, on efforts that increase commercial and impact value at the same time.

Aligning with our mission of the wellbeing of Native / Indigenous Peoples

(see our theory of change on the following page) Through our investments, with innovative, and culturally modified financial solutions, we aim to foster thriving Native / Indigenous businesses that drive economic growth, create wealth and employment opportunities, and strengthen Native / Indigenous communities.

Our intention is that Raven is acting like medicine. When we ask companies why they want to partner with Raven, we hear about the aligned support and understanding and an expectation that we will treat entrepreneurs differently. We work to live up to this expectation.

Advancing understanding of Indigeneity  
Raven focus on Significant Indigenous ownership

This year the issue of Indigeneity and integrity was really brought to focus by the story of Buffy St Marie. Raven capital has done some developmental work in this context to strengthen our ability to work through the issue of identity.

A note on indicators

Recognizing that each of our portfolio companies are on different levels of their impact journey, not all the metrics shared in this report are reported in aggregate.



Our mission is the wellbeing of Indigenous Peoples.

**Wealth Creation:** Supporting the growth of Native/Indigenous-owned businesses generates significant increases in revenue, valuation, and profitability, creating multi-generational wealth, and promoting economic self determination for Indigenous Peoples and communities.

**Community Benefit:** We believe that investing in Native/Indigenous entrepreneurs create a multiplier effect of success, bringing impact to Native/ Indigenous communities and rolemodeling for Native / Indigenous youth to see entrepreneurship as a viable and attractive future.

**Economic Reconciliation:** By bridging the gap between Native/Indigenous and non-Native/Indigenous innovation capacity, we aim to create a supportive ecosystem that values Indigenous knowledge, redefines risk through an Indigenous lens, and positions Indigenous businesses as leaders in the mainstream economy.

**Environmental Stewardship:** As we develop our own environmental stewardship approach, we support Native / Indigenous entrepreneurs in incorporating their leadership, traditional knowledge, and sustainable resource management practices into their businesses. This approach amplifies Native / Indigenous environmental leadership balanced with responsible stewardship of natural resources.

Raven’s Approach to Impact Measurement

Raven’s impact measurement approach, presented here, is centered in Indigenous wellbeing and incorporates and applies frameworks and processes to express the impact in a good way. We honor storytelling as well as indicators and metrics and are presenting each company within this context. As Raven continues to grow our IMM we will continue to develop our impact management and reporting approach into the fourth and fifth dimensions of Impact Frontiers (contribution and risk).

|                                                        |                                                                                                                                                                                                                                                                                                                       |                                                                                        |                                                                           |                                                                                                  |                                                                        |
|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| Impact Screen                                          | The Indigenous Screen considers current and potential benefits to Indigenous Peoples through Indigenous representation throughout the enterprise, notably Indigenous women representation, Indigenous procurement, and the beneficiaries of improved products and services.                                           |                                                                                        |                                                                           |                                                                                                  |                                                                        |
| Theory Of Change                                       | The Theory of Change is represented as the company’s narrative, the problem the company is addressing, and the desired impact and outcomes the company aims to realise.                                                                                                                                               |                                                                                        |                                                                           |                                                                                                  |                                                                        |
| Alignment With Targets                                 | The outcome(s) are aligned with UN DRIP Articles with the support of the Indigenous Navigator, and UN Sustainable Development Goals.                                                                                                                                                                                  |                                                                                        |                                                                           |                                                                                                  |                                                                        |
| Story Sharing                                          | The Story process takes place through Indigenous participatory engagement and ceremony aligned with the outcomes and desired impact. The stories of the founders, team members, and beneficiaries paint a picture of what is happening and the depth of impact. The story is the other half of the picture of impact. |                                                                                        |                                                                           |                                                                                                  |                                                                        |
| Measurement Across Five Dimensions Of Impact Frontiers | WHAT<br>outcomes or results that lead to the desired impact and the importance to the beneficiary?                                                                                                                                                                                                                    | WHO<br>are the beneficiaries who experience the outcomes and how underserved are they? | HOW MUCH<br>of the outcome occurs in terms of scale, depth, and duration? | CONTRI-BUTION<br>attributed to the enterprise that is better than would have otherwise occurred. | RISK<br>of the likelihood that impact will be different than expected. |
| Impact Feasts                                          | The impact feast is an opportunity to gather together in the summer and winter, and be in ceremony and relationship, share stories, and learn together.                                                                                                                                                               |                                                                                        |                                                                           |                                                                                                  |                                                                        |
| Ceo Retreat / Impact Academy                           | Raven’s annual CEO Retreat brings together RICP’s portfolio company CEOs and is an opportunity for the CEOs to be in like-minded company with fellow CEOs, for co-learning, and for RICP to deepen our understanding of the impact portfolio companies are having.                                                    |                                                                                        |                                                                           |                                                                                                  |                                                                        |

INTRODUCING OUR PORTFOLIO IMPACT PLACEMATS AND STORY

We’re honored to be able to present an integrated picture of the work that we’ve done with portfolio companies to understand the problem they are trying to solve, how they are solving it, how they are bringing their medicine into their work, and how to honor it.

We describe their theory of change and indicators that we’ve designed with them in workshops. We honor Indigenous ways of knowing and being by sharing their stories in their own words.



2024 CEO Retreat, Niagara, Ontario



Invested Companies by Location and Sector

FUND 1

| INVESTED COMPANY  | LOCATION                   | SECTOR            |
|-------------------|----------------------------|-------------------|
| Animikii          | Victoria, British Columbia | Technology        |
| Cheekbone Beauty  | St. Catharines, Ontario    | Consumer Products |
| Ginew             | Portland, Oregon           | Consumer Products |
| Navajo Power Home | Flagstaff, Arizona         | Clean Energy      |
| Nisto             | Edmonton, Alberta          | Technology        |
| One Feather       | Victoria, British Columbia | Fin Tech          |
| Plato             | Fredericton, New Brunswick | Technology        |
| Salish Soils      | Sechelt, British Columbia  | Environmental     |
| Totem             | Tulsa, Oklahoma            | Fin Tech          |
| Virtual Gurus     | Calgary, Alberta           | Technology        |

FUND 2

| INVESTED COMPANY   | LOCATION                    | SECTOR              |
|--------------------|-----------------------------|---------------------|
| Artemis            | Vancouver, British Columbia | Health Data Science |
| Kismet             | Oakland, California         | Health              |
| NOHO Home          | Honolulu, Hawaii            | Consumer Products   |
| NUQO               | Vancouver, British Columbia | Affordable Housing  |
| Racerocks          | Victoria, British Columbia  | Education           |
| Rainstick          | Calgary, Alberta            | Environmental       |
| Tribal Diagnostics | San Antonio, Texas          | Health              |

United Nations Declaration on the Rights of Indigenous Peoples

Raven Capital recognizes that there are several roadmaps, such as the UN SDGs, to guide and aggregate our collective impact. Our firm is committed to a primary alignment with the UN DRIP and to give expression and quantify our contribution to specific articles of the UN DRIP.

Background

Efforts to create the UN DRIP began in 1982 when the UN Economic and Social Council (ECOSOC) established the Working Group on Indigenous Populations with the mandate to develop a set of minimum standards that would protect Indigenous Peoples. The Working Group submitted its first draft of those standards in the form of a Declaration in 1994. Drafting work and negotiations continued until 2006 when the UN Human Rights Council adopted the UN DRIP. On September 13th, 2007 the United Nations General Assembly adopted the UN Declaration on the Rights of Indigenous Peoples (UN DRIP) by majority vote with four countries voting against it: Canada, the United States, Australia, and New Zealand. All four countries have now reversed their position and voted to endorse the UN DRIP. It is now the collective responsibility of governments, businesses, Indigenous Peoples, and civil society to give expression to the 46 articles of the UN DRIP. In Canada, the UN DRIP Act was passed into law on June 21st, 2022 and immediately came into force and effect. Other stakeholders and allies are taking a range of concrete steps to implement the declaration, including Raven Indigenous Capital Partners.

By working together, Raven Indigenous Capital Partners, our investors, and Raven portfolio companies are an implementation of Article 3 of the UN Declaration on the rights of Indigenous Peoples.

Article 3 states: "Indigenous peoples have the right to self-determination. By virtue of that right they freely determine their political status and freely pursue their economic, social, and cultural development."

United Nations  
**DECLARATION**  
on the **RIGHTS**  
of **INDIGENOUS**  
**PEOPLES**

Raven Portfolio Company UNDRIP Alignment

| UNDRIP ARTICLE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | INDIGENOUS NAVIGATOR THEME                                                                           | FUND 1                      | FUND 2                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------|--------------------------------------|
| <b>Article 3:</b> Indigenous peoples have the right to self-determination. By virtue of that right they freely determine their political status and freely pursue their economic, social and cultural development.                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Self-Determination                                                                                   | <b>Totem</b>                | <b>Artemis, Rainstick, Racerocks</b> |
| <b>Article 5:</b> Indigenous peoples have the right to maintain and strengthen their distinct political, legal, economic, social and cultural institutions, while retaining their right to participate fully, if they so choose, in the political, economic, social and cultural life of the State.                                                                                                                                                                                                                                                                                                                                                                      | Self-Determination and Participation in Public Life                                                  | <b>One Feather</b>          |                                      |
| <b>Article 11(1):</b> Indigenous peoples have the right to practise and revitalize their cultural traditions and customs. This includes the right to maintain, protect and develop the past, present and future manifestations of their cultures, such as archaeological and historical sites, artefacts, designs, ceremonies, technologies and visual and performing arts and literature.                                                                                                                                                                                                                                                                               | Cultural Integrity and Languages, Cultural Heritage, Traditional Knowledge and Intellectual Property |                             | <b>NOHO Home</b>                     |
| <b>Article 15(1):</b> Indigenous peoples have the right to the dignity and diversity of their cultures, traditions, histories and aspirations which shall be appropriately reflected in education and public information                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Cultural Integrity, Languages, Heritage, Traditional Knowledge, Intellectual Property, and Education | <b>Cheekbone Beauty</b>     |                                      |
| <b>Article 21(1):</b> Indigenous peoples have the right, without discrimination, to the improvement of their economic and social conditions, including, inter alia, in the areas of education, employment, vocational training and retraining, housing, sanitation, health and social security.                                                                                                                                                                                                                                                                                                                                                                          | Employment and Occupation, General Economic and Social Development                                   | <b>Plato, Virtual Gurus</b> | <b>Navajo Power Home, NUQO</b>       |
| <b>Article 24(1):</b> Indigenous peoples have the right to their traditional medicines and to maintain their health practices, including the conservation of their vital medicinal plants, animals and minerals. Indigenous individuals also have the right to access, without any discrimination, to all social and health services. 24(2): Indigenous individuals have an equal right to the enjoyment of the highest attainable standard of physical and mental health. States shall take the necessary steps with a view to achieving progressively the full realization of this right.                                                                              | Health                                                                                               |                             | <b>Kismet, Tribal Diagnostics</b>    |
| <b>Article 29(1):</b> Indigenous peoples have the right to the conservation and protection of the environment and the productive capacity of their lands or territories and resources. States shall establish and implement assistance programmes for indigenous peoples for such conservation and protection, without discrimination.                                                                                                                                                                                                                                                                                                                                   | Lands, Territories, and Resources                                                                    | <b>Salish Soils</b>         |                                      |
| <b>Article 31(1):</b> Indigenous peoples have the right to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions, as well as the manifestations of their sciences, technologies and cultures, including human and genetic resources, seeds, medicines, knowledge of the properties of fauna and flora, oral traditions, literatures, designs, sports and traditional games and visual and performing arts. They also have the right to maintain, control, protect and develop their intellectual property over such cultural heritage, traditional knowledge, and traditional cultural expressions. | Cultural Integrity; Languages; Cultural Heritage, Traditional Knowledge and Intellectual Property    | <b>Animikii, Ginew</b>      |                                      |
| <b>Article 32(1):</b> Indigenous peoples have the right to determine and develop priorities and strategies for the development or use of their lands or territories and other resources.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | General Economic and Social Development                                                              | <b>Nisto</b>                |                                      |

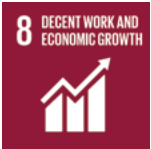
■ "Themes referenced from the Indigenous Navigator (<https://indigenournavigator.org/>)"

Headline metrics across both funds

| HEADLINE METRICS                                                                              | FUND 1 AND 2     | FUND 1           | FUND 2          |
|-----------------------------------------------------------------------------------------------|------------------|------------------|-----------------|
| We're pleased to present the headline metrics for Raven Indigenous Impact Fund I and Fund II. |                  |                  |                 |
| Portfolio companies                                                                           | 17               | 11               | 6               |
| Assets under management                                                                       | 135M             | 25M              | 110M            |
| Annual company gross revenue                                                                  | 74.5M            | 60M              | 23.5M           |
| *CAGR                                                                                         |                  | 50.4%            |                 |
| Native/Indigenous owned or led<br>(Significant ownership by founder or C-Suite member)        | 100%             | 100%             | 100%            |
| Indigenous Women owned or led                                                                 | 9                | 5                | 4               |
| Average % Indigenous ownership                                                                | 63%              | 66%              | 59%             |
| Native/Indigenous employees                                                                   | 23% (165 of 690) | 28% (138 of 487) | 13% (27 of 203) |
| Native/Indigenous contractors                                                                 | 37 of 615        | 34 of 604        | 3 of 11         |
| Native/Indigenous management                                                                  | 15% (13 of 89)   | 15% (8 of 52)    | 14% (5 of 37)   |

This data is based on surveys submitted by each company. Demographics reporting is requested but optional. Dollar amounts are in CAD

\*CAGR was calculated for Fund 1 based on the first years with revenues exceeding \$50K, using a minimum of four years of data. Fund 2 was excluded from this calculation due to its recent launch.

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>Animikii believes that investing in technology is the path forward for economic justice, self-sufficiency, and equitable outcomes for Indigenous Peoples. They advocate for economic development initiatives transitioning away from resource extraction to knowledge-based economies.</p> <p>Animikii achieves this impact every day through its work in supporting the Indigenous Innovation and Reconciliation movements with their skills and resources. By being an example of an Indigenous-focused tech company, Animikii hopes to inspire the next generation of Indigenous youth to choose technology and entrepreneurship as a career path.</p> |                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| What           | <b>Truth and Reconciliation through Data Sovereignty.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>The Next generation of Indigenous youth chooses technology and entrepreneurship.</b>                                                          | <b>UNDRIP Article 31(1)</b><br><br>Indigenous peoples have the right to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions, as well as the manifestations of their sciences, technologies and cultures, including human and genetic resources, seeds, medicines, knowledge of the properties of fauna and flora, oral traditions, literatures, designs, sports and traditional games and visual and performing arts. They also have the right to maintain, control, protect and develop their intellectual property over such cultural heritage, traditional knowledge, and traditional cultural expressions.<br><br><b>UN SDGs</b><br>  |
| Outcome Level  | Empowerment tool to create equity for Indigenous Peoples.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Indigenous youth experiences of support toward a career.                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Who            | Indigenous Peoples and Organizations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Indigenous Youth                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| How Much Scale | 100% of 94 projects are Indigenous<br>43 Indigenous organizations<br>15 First Nations community projects<br>\$50,000 of product donated                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | \$8,000 added to the scholarship fund, increased by 2,000, with 250K in scholarships and donations since start of business                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Depth          | See projects and related stories.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Stories from Indigenous youth at <a href="https://animikii.com/impact/animikii-scholarship">https://animikii.com/impact/animikii-scholarship</a> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

Animikii | Impact Overview



ANIMIKII IMPACT STORIES

Conversations with Ian Capstick, Chief Impact Officer, and Samantha Tweet

Animikii shares their impact report online, and we encourage you to read about their impact directly from them: <https://2023.animikii.com>

Their highlights are here <https://animikii.com/insights/celebrating-generation-one-animikii-marks-20-years-in-the-spirit-of-seven-generations>

2023 impact highlights

Niiwin, Animikii's digital product, had a significant impact last year in supporting Indigenous education

*"I can still feel the energy and the vibration in the room [with an education institution], talking about changing their education journey for the future. One of them said students are more than a grade." — Samantha*

The platform is actively being used *"to support regression, which means that the product we're creating is a force amplifier for the software programmers to the point where it's now not just acting as the support and kind of lifting up the digital with this blanket, but really is the core of the projects."* — Ian

Animikii Impact empowers Indigenous communities through data sovereignty and truth and reconciliation projects

*"#Databack was launched last year, it now has over 1,000 downloads ... It is academics, it's folks in national level, Indigenous organizations and community." — Ian*

A major initiative is the Survivors' Secretariat, archiving residential school records: *"We are creating community archives, literally a data backup from archives all over Canada. We are tying it together in a way I've actually never seen done before together with our software projects, which is here handling it as if we are holding my hands with these children and we are guiding them back. And we are bringing them together and we are caring for them."* — Samantha

We are learning that cultural awareness and Indigenous partnerships are crucial for impactful commercial work.

*"If you don't have a culturally aware team, if not everybody does the same as cultural safety training, how can we possibly claim to do the work which is the impact?" — Ian*

Impact looking forward in 2024

Officially launching Niiwin at the Reservation Economic Summit in Las Vegas in 2024. This will make the product, currently an enterprise offering, visible and accessible to a wider audience including Indigenous communities and academics.

Undertaking a listening tour and redeveloping our theory of change to understand the desired impact of major projects like the Survivors' Secretariat from the perspective of rights holders and communities.

Launching the Survivors Secretariat: "I can already kind of visualize being back in Six Nations territory this June when we're going to be able to show the survivors the platform we built for them. We're going to sit with them and help them log in and be able to help guide them into their first experience of searching their own family records. I can't wait to see their faces. It's going to be so much happiness, probably a lot of tears. You're going to feel the grief but we're going to be there with them and we're going to do it together. I know for the Survivors' Secretariat it will be a huge part of that, bringing so much caring love into the work that we do, to really bring it to life. It's not just history, it will be a living archive that's going to be so important to the survivors of the Mohawk Institute."

Securing investment for growth as our company continues to evolve and expand.

*The formal launch of Niiwin (Animikii's digital sovereignty product) in November 2023 marked the culmination of several years of thought leadership in building transformational technology tools designed to enable the sovereignty, and advance the well-being, of Indigenous Peoples.*

— Stephen Nairne, Board Member

## Highlights from Animikii's 2023 Impact report, where they celebrate 20 years in business doing meaningful work

### On impactful projects:

"Bones of Crows probably stands out the most. It was such a fun project for our team to work on." — *Jasmine*

"I think my favourite project was ... the South Island Indigenous Business directory." — *Tom*

"Speak Michif, conversational, educational site ... getting to build this site for them really allowed me to bring web development and education together." — *Lindsay*

"The project that stands out most to me is Niiwin ... to build technology that supports humanity and doesn't harm humanity." — *Jo*

"The project that is Animikii. We are a constant project in operation and in movement." — *Ian*

### On Animikii's values:

"I would say love. It's an easy one for me because I feel a lot of love for people, and for the work and everything." — *David*

"I would definitely say the value that I experience the most in our day-to-day is wisdom." — *Lindsay*

"Love. I love giving love a lot ... If you lead with love, everything else follows." — *Alisha*

**"Love and humility. It's easy when you work in technology, you get lost in the details, and these two values allow us to pull back."** — *Jo*

"I see our Thunderbirds demonstrating courage every single day they come to work. And knowing to pair that courage with an incredible amount of humility." — *Ian*

"Not to be too cliché, because we talk about love a lot. But, it is love, right? The love that we show each other, and it goes through everything that we do." — *Stephen*



cheekbone

CHEEBONE BEAUTY OVERVIEW

Words from Jenn Harper, Founder and CEO

2023 impact highlights

We recognized this year, that this is a long game, and anything worthwhile always is. We want things to happen at lightning speed, but that's not an Indigenous way. It's been eye-opening thinking about strategy and plans from an Indigenous way. Cheekbone is about creating a space for other people to feel like they can jump in. They'll do it because they saw someone else.

Growing our scholarship fund to 10 recipients this year (up from 5 in 2022) from over 300 applications. We would support 95% of applications if we could to provide training for social workers, nurses, environmental sciences, and wastewater operators. One of our scholarship recipients is now a lawyer who went back to support her community. Read more at Cheekbone's Blog: "Spotlighting Our 2023 Cheekbone Scholarship Fund Recipients."

Receiving over 15M social impressions from influencers. We're really crafty ... We had a big event around Truth and Reconciliation Day with 50 high-level influencers hosted by TikTok Canada without [needing to pay] them ourselves, which we want to be an annual event.

Enhancing sustainability efforts to reduce waste, such as refillable products. Six of eight product categories were refillable as of December 31, 2023. There are also five categories with refill options: Sustain Lipsticks, Harmony Lip glosses, Mattifying Moon Dust, Balance Blush/Bronzers, All BYOP (bring-your-own-package) and pre-made palettes.

In the USA, we began launching in JCP / Thirteen Lune locations in July and were in over 500 locations by the end of August. This furthers our Brand Awareness in the USA, gives us credibility in the colour cosmetics world and continues to amplify Indigenous faces in the beauty space.

In March of 2023 our footprint with Sephora Canada significantly grew. We were added to The Next Big Thing Shelf in 56 doors across Canada by the end of 2023. Our assortment online with Sephora.ca also grew to mimic in-store with the addition of some shades and products being added as online only. This furthers our Brand Awareness in Canada, gives us credibility in the colour cosmetics world and continues to amplify Indigenous faces in the beauty space.

Impact looking forward in 2024

Double our scholarship fund to offer 20 scholarships.

Host a bigger Truth and Reconciliation Orange Shirt Day event with more partners, vendors, influencers and a larger group.

Continue growing our customer base and converting people to sustainable customers.

Do more speaking events and podcasts to increase storytelling.

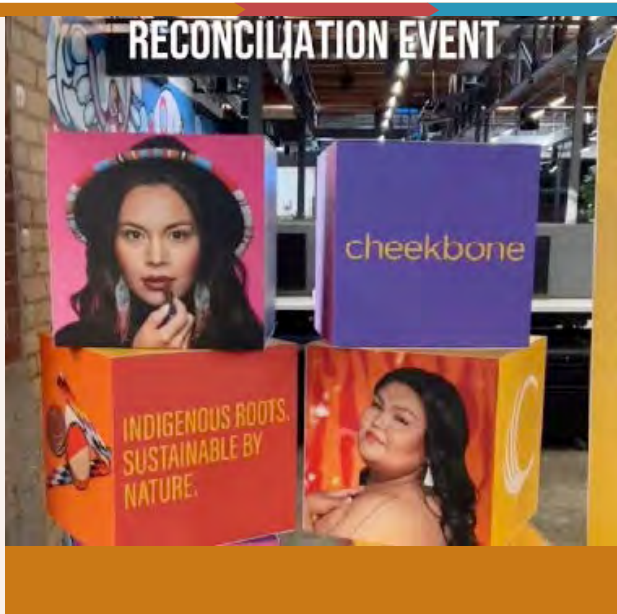
"Cheekbone Beauty continues to be a trailblazer in the cosmetics industry. Their commitment to uplifting Indigenous youth and advancing eco-friendly practices sets a new standard for the beauty world."

— Sean McCormick, Board Member

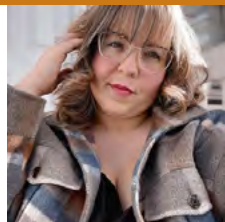
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|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>By creating a space in the beauty industry where Indigenous youth feel seen and feel their enormous value in the world, Cheekbone is injecting good medicine and providing representation.</p> <p>Cheekbone Beauty Cosmetics is a socially and environmentally conscious colour cosmetics brand that exists to make a difference in the lives of Indigenous youth. Cheekbone is a Certified B-Corp and is on a sustainability journey to respect people and planet through packaging and sourcing innovation.</p> <p>Through Jenn's story and Cheekbone's product innovation, Cheekbone is a north star in the cosmetics industry.</p> |                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                      |
| What           | <b>Indigenous youth have a space in the beauty industry where they feel safe and proud of where they are from.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Cheekbone is the quintessential example of a sustainable cosmetics brand.</b>                                                                                                                                     | <b>UNDRIP Article 15(1)</b> <p>Indigenous Peoples have the right to the dignity and diversity of their cultures, traditions, histories and aspirations which shall be appropriately reflected in education and public information.</p><br><b>UN SDGs</b> <div><div>8 DECENT WORK AND ECONOMIC GROWTH</div><div>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</div></div> |
| Who            | Indigenous: First Nations, Inuit, and Métis Youth and Peoples                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Mother Nature, All humans                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                      |
| How Much Scale | <p>Over 25 supporting Influencers supporting 10,866,397 potential impressions based on TikTok, with 4,471,779 overall impressions on Instagram.</p> <p>We provided 10 scholarships at \$2,500 CAD each with the support of Indspire</p>                                                                                                                                                                                                                                                                                                                                                                                                   | 4,219 new customers, 5,226 recurring.                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                      |
| Depth          | <p>Measured through experiences of sponsored individuals. See highlights.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p>6 of 8 products categories were refillable as of Dec 31</p> <p>5 categories with refill options</p> <p>&gt;98% for all items with the exception of brow and uplift mascara have &gt;=75% natural ingredients.</p> |                                                                                                                                                                                                                                                                                                                                                                      |

The 2023 Truth and Reconciliation Day event had a major impact on attendees

Everyone in attendance walked away with the most deep look into the meaning of the day than they ever had. The majority of them posted that day where they were and what they were doing. Our biggest takeaway is that it's about learning and listening and the action comes later. It's about making people aware of the past, so that they are informed, to help us create a better future together. We hope to make this an annual event, where there are new realms of people as part of our process to infiltrate the beauty community.



Alicia McCarvell @aliciamccarvell  
6M following on TikTok Instagram: 1.1M followers



Sarah Nicole Landry @thebirdspapaya  
562.2k following on TikTok Instagram: 2.3M followers



Influencer engaging and storytelling are the best ways we reach our audience

Sometimes people think that things are better built alone, but some of the influencers who joined us at our Truth and Reconciliation event include Sarah Nicole Landry @thebirdspapaya (2.3M followers), Alicia McCarvell @aliciamccarvell (1.1M followers), Jamie Pandit @justjamiepandit (52K), and Tyler Marshall @tymarz (1M). I delivered a 25-minute keynote to a small group of influencers to share why we've grown and what we're doing to become a sustainable business. In situations with people of influence, the storytelling is critical.

A tree grows because the roots are solid

Communities are healthy and solid because we're helping them feel represented. We hear customers say, "I've never been able to wear makeup before." The idea of what Cheekbone represents, being in the space that feels like a fast rise, because of our relationship with Sephora — the concept of what we're really representing is possibility — you can take an idea from a dream and turn it into something tangible, put it on a shelf, and have it be enjoyed by the whole world. Through this Indigenous lens of how we make and create things, we can benefit an entire industry.



Cheekbone in the news

- » Jen Harper recognized as one of nine 2023 ticktock Indigenous visionary voices— Nation Talk and Anishinabek News
- » 2023 winner—DEI strategy award for Glossed Over—The One Club and Strategy Online
- » Cheekbone's 300,000 give-back contribution (Daily Press), Indigenous roots and sustainable practices of Cheekbone Beauty (Triple Pundit), Highlights of eco-friendly and clean cosmetics by Cheekbone Beauty ( Beauty News NYC)
- » Entrepreneurship and innovation articles that follow Jenn's journey as an Entrepreneur (Quality Edit), and showcase Cheekbone's innovation with the illuminating primer stick (EDC, Triple Pundit)
- » Talk by Jenn Harper in Timmins Today

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>Cultural appropriation, exploitation, and extraction are prevalent in the fashion and jewelry industry. GINEW wants Native People to have a choice to wear something that celebrates what we are rather than what happened. The denim industry is based on the murder and genocide of the North American Indian, especially in California, by gaining popularity during the gold rush era. Ancestors were survivors, symbols are important, and medicine people are real. The world is missing out right now.</p> <p>GINEW creates space and opportunities in the fashion industry for Native designers and entrepreneurs to be authentic, flourish, and own the Native brand while providing representation for Native People. In the spirit of relationality, GINEW creates a product of the highest quality and sustainability. GINEW is shifting the view of Native people in the ecosystem and setting an example of relationality and integrity.</p> |                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| What           | Native People feel represented within the fashion industry.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Highest quality sustainable Native brand.                                                                                                                                                                         | <p><b>UNDRIP ARTICLE</b></p> <p>31(1) Indigenous peoples have the right to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions, as well as the manifestations of their sciences, and technologies. [...] They also have the right to maintain, control, protect and develop their intellectual property over such cultural heritage, traditional knowledge, and traditional cultural expressions.</p> <p><b>UN SDG #8 AND #10</b></p> <div><div>8 DECENT WORK AND ECONOMIC GROWTH</div><div>10 REDUCED INEQUALITIES</div></div> |
| Who            | Native designers, entrepreneurs, and People                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Mother Nature                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| How Much Scale | 17 Native American artists supported and featured and 4 indirect in collaboration with other brands                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Longer-lasting products that are kinder to earth, beings, and humans.<br>Natural fibre materials (cotton, wool, acetate, brass, copper), not synthetics.<br>Saved fabric by using dead-stock and end-run fabrics. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Depth          | Stories from Contractors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Stories of quality and sustainability                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |



**GINEW OVERVIEW**

Conversations with Erik Brodt, Founder and CEO

### 2023 Impact Highlights

Having Addie Roanhorse show up at a large, ticketed event at the Native American Arts and Culture Foundation in Portland. Over 500 showed up to see the video, with local press and participation and big donors, including big legacy families of Portland. Addie was one of the set designers and cultural advisors.

<https://www.nativeoklahoma.us/ginew-and-native-arts-cultures-foundation-present-an-artist-talk-with-osage-multidisciplinary-artist-addie-roanhorse/>

Releasing a collection with a prominent Native pop artist.

People seeing us with high-level collaborations with artists, resulting in bigger and bigger opportunities. Direct consumers wearing GINEW are people you listen to on the Top 40 on the radio. With prominent icons wearing our stuff to red carpets, our star to the direct consumer shines brighter.

Making Leonardo DiCaprio's gifts for Lily Gladstone to honour their work together in the film Killers of the Flower Moon.

Having a feature in media sources, including *Nativemax* magazine, *Vogue*, *Parade Magazine*, *USA Today*, and *Men's Journal*.

"GINEW is at the forefront of providing representation for Native artists in the fashion industry. They are addressing an environment where Native artists typically receive minimal recognition and financial compensation, and where there is a long and suborn history of cultural appropriation in the fashion industry." — Sean McCormick, GINEW Board Member

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**Gently Strikes Wool Blanket**

This is a collaboration with Artist Addie Roanhorse a multidisciplinary artist from the Osage Nation Reservation who works across various mediums including mixed media, murals, textiles, photography, and graphic design. As an artist with deep roots in her Indigenous heritage, Roanhorse sees herself as a conduit for preserving and protecting her culture for future generations. Her work has been featured at notable venues and she has held significant roles within the Osage Nation. Recently, Roanhorse expanded her practice into the film industry, working on Martin Scorsese's "Killers of the Flower Moon" as an Art Director and Osage Consultant. She is also the owner of Big Rain Gallery in Pawhuska, OK, which supports and showcases Native artists.

<https://www.nativeoklahoma.us/ginew-and-native-arts-cultures-foundation-present-an-artist-talk-with-osage-multidisciplinary-artist-addie-roanhorse/>

“Many Native artists are working for non-Native brands, and they are being relegated to positions that will be expendable.” There is real opportunity and growth potential to invest in American Native and Alaskan Native businesses and entrepreneurs.



Ginew (Gih-noo) is the first Native American-owned apparel brand with a denim collection. This family business was founded by Amanda Bruegl (Oneida, Stockbridge-Munsee) and Erik Brodt (Ojibwe). "Minobimaadiziwin" - "Yohahi-yo sathahita?"

**Mean Right Hook**

Kassie Kussman designed this shirt with Ginew based on her Diamond Basket Bracelet from her jewelry company, Mean Right Hook.

Collaboration with Kassie Kussman from Mean Right Hook designs. from <https://www.instagram.com/meanrighthookdesigns/?hl=en>



**About Raven**

The Tlingit people of Southeast Alaska have two descent groups, call moieties. The two moieties are Raven (Yéil) and Eagle (Ch'aak'). I am Eagle. Throughout my jewelry making I'm drawn to the Raven designs, as my opposite. So I was honored to collaborate with Ginew on a new design for their apparel.

“There are many stories of Raven in Northwest Coast culture. In Tlingit culture there are two different characters: one is the creator raven and the other is sly and conniving raven.”—J. Younger



Presenting the All-Gender Native Americana Spirit Jacket, Ginew's Native Americana Collection + Collab with TVHC

These limited edition reimagined coats and hats are developed to reflect the unwavering commitment to create quality garments by Ginew x Thunder Voice.

Co through Indigenous Artistry. We have taken iconic Heritage Coat and leaned into Native Americana for anyone to WEAR WITH SPIRIT.

<https://ginewusa.com/blogs/stories/ginews-native-americana-collection-collab-with-tvhc>





## Navajo Power Home | Placemat

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                 |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>There is a lack of basic services in the Navajo Nation with 15,000 homes lacking access to electric power. These households currently spend 150–400 USD per month on gas for generator power that they run only 5 hours per day. Many of these households can't even count on basic refrigeration. Navajo Nation consists of 27,000 square miles. It has over 50% unemployment among its 430,000 members, of which 250,000 live on Navajo Nation.</p> <p>Navajo Power Home is building a next-generation utility for tribal lands by providing households with high-quality, affordable solar services. With Navajo Power Home, customers get 24/7, full-service electricity access with maintenance included.</p> <p>Navajo Power Home prioritizes affordability by offering a “pay-as-you-go” like service — customers can cover their bill by the day, week, or month. Navajo Power Home has a Navajo Preference Hiring Policy and provides training and jobs to its employees, giving them an opportunity to work for their people.</p> |                                                                                                                                                                                                                                                                                                                 |
| What           | <b>Native People have access to reliable energy by and for Native People in a trust relationship.</b><br><b>Experienced through reliable service and supportive payment options within a trust relationship.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>UNDRIP Article 21(1)</b><br>Indigenous/Native peoples have the right, without discrimination, to the improvement of their economic and social conditions, including, inter alia, in the areas of education, employment, vocational training and retraining, housing, sanitation, health and social security. |
| Who            | Navajo Peoples, highly underserved (15,000 homes have limited access to electric energy due to bureaucracy, lack of electric wiring, or a homesite lease).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                 |
| How Much Scale | 175 active service households (up from 79 in 2023) for 100% Navajo customers<br>502 people within households<br>394 kW Installed Capacity<br>263 tons Carbon Offset to date                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>UN SDGs</b><br>                                                                                                                     |
| Depth          | 40% of the portfolio consists of single-family households or elderly individuals.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                 |

## Navajo Power Home | Impact Overview



### NAVAJO POWER HOME OVERVIEW

Words from Chanse Foster, Operations Manager, and Morgan Babbs, Founding Team Member

#### 2023 Impact Highlights

##### 96 new installs in 2023

*“While we’re literally providing power, we’re also empowering families to exercise their sovereignty.” — Chanse Foster*

##### New General Manager

2023 was a complicated year for us due to original GM turnover and the search for a new one; our current customer base is extremely strong and with high approvals, but we need to be more aggressive in sales for 2024. The groundwork we laid in 2023, has set us up to cover our cash need in 2024.

We hired Chanse, a young Navajo woman, as our General Manager after a long two-year search for the right leadership. (see story on the next page).

##### Growing Team

*“An example is our new technician who has a degree from a Navajo Technical University in renewable energy. He’s passionate and is a good addition to the team.” — Chanse*

#### Impact looking forward in 2024

Improve wellbeing by providing basic electricity needs to underserved Indigenous communities in the Navajo Nation.

*“I want to build more trust with our customer base.” — Chanse*

Gaining 600 new customers toward our goal of 1,500 by 2025 and 5,000 by 2027.

Building a larger team and presence across Navajo Nation and Hopi Nation.



*“Navajo Power Home has learned the importance of building trust with their community, and I am excited to see how they accomplish this in 2024.”*

*— Garry McBerryhill, Raven US Market Lead, Navajo Power Home Board Member*



### Access to energy

"The residents of the Navajo Nation, have been historically and systemically excluded from energy access and infrastructure development. Our tribal nation, along with other Indigenous communities, has been the target of natural resource extraction. Our lands have been heavily mined for power resources such as water, coal, uranium, and helium to provide what we lack to larger cities nearby.



While this situation is undoubtedly unfortunate, there could be a silver lining that can work in our favour. As Indigenous people, we collectively do not want to prosper at the expense of harming the earth. Perhaps we can look at our situation from a more optimistic perspective; the significant deficiency in access to power on our tribal lands presents an incredible opportunity for us to take matters into our own hands and transition to renewable energy sources.

We can think of it as an advantage—the less dependent we are on the extractive power plant industry, the more freedom we have to chart our own course towards a sustainable future. By embracing renewable energy, we can not only address our energy needs but also protect our sacred lands and resources for generations to come. This challenge can be transformed into an opportunity for us to lead the way in the transition to clean energy, on our own terms and in harmony with our values as indigenous people." — *Chanse*

### CUSTOMER STORY

#### Solar power to provide ice cream and cold milk for the grandkids

"One of the really fun stories that I like to tell is about an elderly woman. She's been without power pretty much the whole time that she's been living in her home, and she's called us asking about our service.

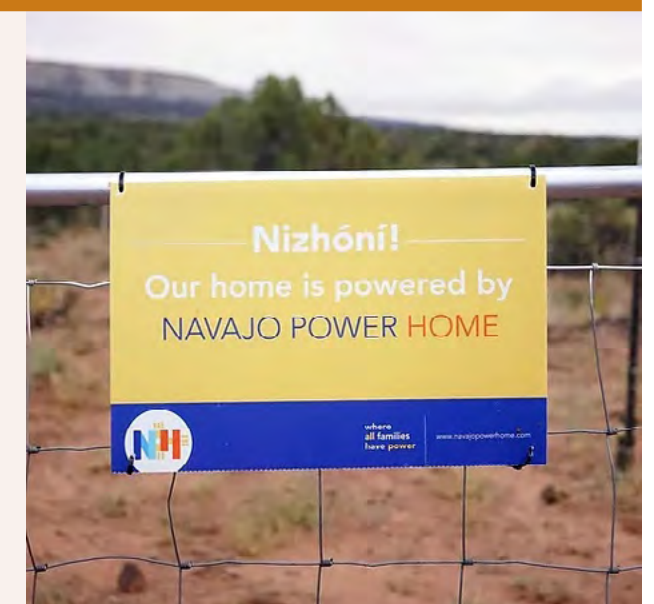
At the end of our conversation about our service she continued to say that she really wants power so that she can provide ice cream and cold milk to her grandchildren and that really touched my heart." — *Chanse*



### Finding our new leadership

"For 2023, hiring Chanse was my highlight. Finding Chanse meant finding our person. We had been missing a leadership figure. It was serendipitous meeting Chanse at a gathering where she quickly grasped our work. When we needed a replacement, I reached out to her directly. We had thoughtful, transparent communication about the situation, and after each meeting with Chanse, my confidence grew."

— *Morgan*



### Building an all-star team

"I'm someone who can set my eyes on a goal and stick with it, so that's what I'm doing. The learning curve is juggling multiple things around the business management and staffing and making operational changes to improve thing. There are really great people who are aligned with what we're doing—it's great to give people a job opportunity and let them have a piece of the impact that we're making.

I feel really good about the team that I'm building, and I've let everyone know that I'm building my all-star team, that we all understand each other and work together." — *Chanse*

|                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis                          | <p>NISTO believes industry and government play crucial roles in mending the bridges between Indigenous Peoples, equity-seeking groups, and those whose rights have been impacted in the past.</p> <p>Nisto seeks to provide the innovative tools necessary to facilitate more meaningful, objective, and transparent conversations between corporations and Indigenous communities. Nisto tools provide objective results for industrial and government supply chain strategies and provide a means to celebrate the actions of companies doing good work, holding companies accountable through data transparency.</p> <p>Companies that work with Indigenous communities and are engaged in economic can articulate how their project will involve and impact the community an actively hold themselves accountable.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                       |
| What                                   | <p><b>Indigenous Peoples and communities are empowered and able to make informed decisions and have a say over what happens in their territories.</b></p> <p>Companies engaged in economic reconciliation with and for Indigenous communities actively hold themselves accountable.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p><b>UNDRIP Article 32(1)</b></p> <p>Indigenous Peoples have the right to determine and develop priorities and strategies for the development or use of their lands or territories and other resources.</p> <p><b>UN SDGs</b></p> <div></div> |
| Outcome Level                          | <p>Increased money flow from companies to Indigenous communities.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Who                                    | <p>First Nations, Inuit, and Métis Peoples and Communities of Canada.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                       |
| How Much<br>Scale, Depth, and Duration | <p>7 Projects aligned with Pehta (28 planned)</p> <p>9 Indigenous signatories (including communities from Treaty 6 in Alberta and Treaty 8 in Alberta and BC)</p> <p>Indigenous community advocate organizations (including, Unanimous endorsement from the 16 Nations comprising the Confederacy of Treaty Six First Nations and Endorsements from 7 Economic Development offices)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                       |



NISTO OVERVIEW

Based on conversations with Aaron Lambie, Founder and CEO

2023 impact highlights

In 2023, Nisto made significant strides in developing the Pehta Framework — an Indigenous-led accountability framework for measuring the tangible benefits and opportunities companies provide to Indigenous communities.

Key achievements included (with detail on the next page):

- » Endorsement from the Confederacy of Treaty Six First Nations, representing 16 nations in Alberta
- » Presentation to the Assembly of First Nations to seek adoption as a national mandate
- » Signing 18 Indigenous communities as investment partners and signatories to the framework

The importance of centring community, not just Indigenous people broadly:

The framework says you need to be explicit about sort of letting your organization know as a CEO, that Indigenous community matters immensely. Not to take away from Indigenous people. You can include that as well, but community has to be centred and I don't want that ever to be missed.

Introducing the Pehta Framework

The rapid evolution of the Environmental, Social, and Governance (ESG) discourse has unfortunately left foundational measurement and reporting standards trailing, often fragmented, and without clear direction. This void and a lack of uniform standards have inadvertently led the market to base decisions on individual interpretations or pure conjecture. Both paths invariably shortchange Indigenous communities in the process.

The Indigenous Community Benefit Disclosure Standard, known as the Pehta Framework, emerges as a groundbreaking initiative, addressing a pivotal void in the Environmental, Social, and Governance (ESG) domain, emphasizing Indigenous communities. It recognizes and amplifies the real risks that Indigenous Communities' unyielding, inherent, and legally bound rights to land ("Indigenous Rights Risks") contribute to the broader ESG narrative.

Pehta's ambition extends beyond mere metrics. It endeavours to paint a vivid portrait of project stakeholders and suppliers against the canvas of Indigenous reconciliation, forging a comprehensive, flexible instrument for stakeholders to embrace a more unified, inclusive strategy. It aims to ensure Indigenous voices echo in decision-making corridors, fostering a synergy built on trust, respect, and collaboration.

The framework mandates Indigenous leadership testimonials on company relationships. It is a mandatory requirement for industry to ask the communities to provide insight on the relationship on an annual basis. That feedback has to come from elected or hereditary leadership.

Crucially, the framework prescribes best practices for ethically collecting identity data. Most of the frameworks in the market right now say this is what our goal is, but they don't tell you the best practices and how you collect it. That is one of the fundamental problems in the market.

*“Increased accountability to First Nations by companies doing business in their territories is a corner stone of Indigenous sovereignty. The Pehta Framework is a critically important and effective tool in advancing this objective.” — Mitch Langan, Board Member*

## Number of Pehta-aligned projects

In project reporting, there are two paths: a non-Pehta report designed to serve the industry in a context that makes them look good regardless of whether those metrics resonate with the community, or a Pehta project report. The latter's metrics, calculations, and reporting are designed to drive industry behavior towards outcomes Indigenous communities expect, potentially leading to increased community well-being.

We have seven projects aligned with Pehta. The Confederacy of Treaty Six First Nations has proposed a 30-project goal for this summer. We are actively working with those communities to identify these projects.

## Number of Pehta clients

A Pehta Client's reporting, whether corporate or project-based, is confined to the process designed by the Indigenous community to increase the metrics that matter most to them. The total number of clients remains undetermined as some projects have not started; however, we anticipate at least 20 clients across the seven projects.

## Number of Indigenous community signatories

Actual Indigenous communities own Pehta, provide insight and governance, and benefit financially from its commercial success. We have nine First Nation communities signed on and several in the process of legal review and joining. These communities include Treaty 6 in Alberta and Treaty 8 in Alberta and BC.

## Number of Indigenous community advocate organizations

These are bodies in which Indigenous communities organize themselves for greater impact, including tribal councils, confederacies, economic development offices, and assemblies. This indicator demonstrates growing national support for our effort and success.

Pehta has received unanimous endorsement from the 16 Nations comprising the Confederacy of Treaty Six First Nations. We also have endorsements from 7 economic development offices.

*"We're just going to continue to enable Indigenous communities to enact their inherent rights to the land and bring accountability back."*

— Aaron Lambie



Aaron Lambie meeting with Chief Cindy Woodhouse and several Chiefs on Pehta and its national application in Canada in preparation for the UN Permanent Forum on Indigenous Issues.

## Why is being part of a group of Indigenous changemakers important to you?

I think the honour to sit at the table with the other investees in trying to enact change in the market. It matters at a very deep level for us, like where we saw last semester, we're not Indigenous people, in many cases trying to create impact and to be able to be invited into the space ... I look at Raven in the highest regard.

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>Indigenous People are still disenfranchised and experience biases and harm because of the historical relationship in Canada. Indigenous People face barriers in proving their identity, which is needed for everyday tasks like banking, voting, and updating status cards.</p> <p>As a national leader in dedicated Indigenous mobile solutions, OneFeather is a truth centre for digital Indigenous sovereign identity and data, community engagement, and election and voting services.</p> <p>OneFeather’s goal is “lifting up our people” and we are committed to Indigenous data sovereignty and community building, especially in the burgeoning Indigi-sphere, removing barriers of geography, time, money, health, and political issues. OneFeather cultivates change to enhance Indigenous resiliency by working to eliminate the pains of colonialism and systemic racism, enabling Indigenous sovereignty and returning power to communities. We innovate with tangible change and we prioritize Indigenous voices throughout Canada.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                            |
| What           | <b>Indigenous Identities are celebrated, and Indigenous People are empowered, sovereign, and lifted up. By removed barriers of proving identity or exemption (travel, paperwork, delays).</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>UNDRIP Article #5</b><br><p>Indigenous peoples have the right to maintain and strengthen their distinct political, legal, economic, social and cultural institutions, while retaining their right to participate fully, if they so choose, in the political, economic, social and cultural life of the State.</p> <b>UN SDGs</b><br> |
| Who            | First Nations, Métis, and Inuit Peoples of Canada.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                            |
| How Much Scale | 40,112 memberships verified<br>5,091 Status card applications created<br>1,524 wallet accounts created<br>3,827 wallet installs<br>161 voting events managed<br>289 First Nation communities (40 new communities in 2023)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Depth          | 136,367 Newsletter Subscribers (29% increase)<br>2.5% revenues set aside for donation directly to Indigenous People since 2019<br>1K community donation to Circle for Aboriginal Relations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                            |

## One Feather | Impact Overview



OneFeather

### ONE FEATHER OVERVIEW

Words from Chase Foster, General Manager,  
Morgan Babbs, Founding Team Member

#### Impact Highlights

- » **Usage highlights include 40,000 memberships verified, 5,091 Status card applications.**
- » The Elections Estimator tool, with 8 Nations gaining solidified contracts. Released March 12.  
*“By harnessing innovative technologies informed by Indigenous knowledge, this tool swiftly offers essential insights, including timelines, cost projections, and strategies. It’s designed to ease the initial steps of electoral organization, providing a detailed proposal. This fusion of modern innovation and ancestral wisdom underscores our commitment to empowering our communities through technologically advanced, culturally respectful solutions.”—Lawrence Lewis, with Indigenous SME Magazine.*
- » Led two status card events, resulting in almost 100 sales and newsletter subscribers. One more event is upcoming in November 2024 with the Squamish Nation.
- » Released Status Card Applications Report: The report contains support recommendations and guidance for status card applications. This has grown our brand awareness and sales, spreading knowledge of barriers First Nations face in gaining access to their entitlements, emulating a UBCIC report (link provided in references).

Working with awesome Stolo Nation artist Ovila Mailhot in collaboration for our referral gift tote bags! <https://news.onefeather.ca/stolo-nation-artist-sali/>

#### Impact Goals in 2024

Continuing to evolve and increase the value of the OneFeather digital credential solution, by linking it to access services, programs, and benefits.

Capture and share the human stories and impact OneFeather has had on people’s lives in a respectful, traditional way.”

“One Feather’s digital wallet is continuing to transform the relationship between Indigenous Peoples and the Government of Canada by enabling seamless and cost effective transfers of funds to First Nations citizens across Canada.”  
—Paul Lacerte, Board Member

## Accessibility for all First Nations

Here is an example of a communication with one of 353 simplified applicants. David lives far from his reserve, no longer has a helper with him since COVID-19 which he explained to our CX staff, and had trouble creating a photo that ISC would accept. Teoni and Delaney instructed him over phone calls and emails in detail and the outcome was a success:

Email from David Zlexanderson: "Hi my name is David Alexanderson, inquiring about my native status card, my native reserve just told me to—I'm disabled and my card is coming up for renewal. They said just go online and if you already have OF, you just go in and pay your \$20, as long as your card isn't expired yet you're ok and you'll get the card. I just wanted to know how long it will take to get my new card and just wanted to make sure my new card will get a new date."—David Alexanderson,

"Hello David,

We do have great news for you, your Status Card Application is now ready to be submitted to Indigenous Services Canada! When that has happened we will confirm this with you.

Have an amazing day and let us know if there is anything else you need.

Kindly,

—Teoni Spathelfer, Customer Success at OneFeather

David Alexanderson: "That's great, thank you very much."

Our simplified status card online process exists is proof that accessibility for all First Nations folks comes first and our First Nations CX staff have the cultural sensitivity to help everyone that needs it.



*"One Feather and Raven have a shared mission in lifting people up from an Indigenous perspective and understanding, in order to redefine the Indigenous experience in creating access to capital and reducing barriers including geography, race, time, health and political aspects."—Lawrence Lewis*

## Collaboration

Working with awesome Stolo Nation artist Ovila Mailhot in collaboration for our referral gift tote bags!

<https://news.onefeather.ca/stolo-nation-artist-sali/>



## Awards and Accolades in 2023

- » [Indigenous Community Alumni Awards Winner](#)
- » Recognized by UVIC for improved outcomes for Indigenous people and contributions to Truth and Reconciliation.
- » Recognized as a problem-solver for status cards by [Government of Canada's official memos](#).
- » Noted by [The Globe and Mail](#) as a leading innovative technology provider for Indigenous communities in banking and voting.
- » Innovation Centre. Hand-picked to join [Canadian Indigenous business accelerator](#). Driving U.S. business expansion with NW.
- » Indigeneity [Podcast](#) most recently interviewed Melissa Hardy-Giles, CEO of ORIGIN, which advances Indigenous careers through virtual reality skills training. They have 2.3K followers on Facebook and reposted the podcast on their page, generating 62 views
- » [Video](#): A browser search was all it took for Billy to get his status card fast.
- » [Video](#): Paul did his digital status card application on the road.
- » OF Announcement: <https://news.onefeather.ca/nations-app-users-updates-announcement>
- » Press Release: <https://news.onefeather.ca/nations-app-users-updates-announcement>
- » UBCIC Report: <https://www.ubcic.bc.ca/statuscard#:~:text=Study%20reveals%20that%20more%20than,using%20their%20Indian%20status%20card>

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>Many Indigenous communities in Canada face significant economic challenges due to a long history of segregation and limited access to opportunities. The lack of sustainable jobs and economic growth in these communities makes it difficult for Indigenous youth to build successful careers while staying connected to their home communities.</p> <p>Plato creates person-to-person reconciliation by providing opportunities for people to have honest pay for work, earn and generate their own wealth and stability, and then become mentors for young people.</p> <p>Plato Testing achieves daily impact through its work in supporting outsourced testing solutions to clients throughout North America, focusing on projects that would have previously been sent offshore, bringing economic opportunity for Indigenous Peoples through training and employment.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| What           | <b>Economic opportunity and increased self-respect and dignity for Indigenous Peoples.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <p><b>UNDRIP Article 21(1)</b></p> <p>Indigenous peoples have the right, without discrimination, to the improvement of their economic and social conditions, including, inter alia, in the areas of education, employment, vocational training and retraining, housing, sanitation, health and social security.</p> <p><b>UN SDGs</b></p> <div><p>8 DECENT WORK AND ECONOMIC GROWTH</p></div> |
| Outcome Level  | Experience of increased confidence and opportunity through jobs and skills to work.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Who            | Indigenous People                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| How Much Scale | <p>55 Indigenous training graduates (Goal of 120 graduates by the end of the year).</p> <p>109 Indigenous employees of 349 total employees</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Depth          | <p>Training impacts the rest of the person's career.</p> <p>Story of impact in the life of the person and within their family and community.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |



**PLATO OVERVIEW**

Words from Keith McIntosh, Founder and CEO

### 2023 impact highlights

*I get great satisfaction that we are bringing hope to people.*

55 Indigenous training graduates.

109 Indigenous employees (up from 89 in 2022), out of a total of 349 employees, including 36 Indigenous women employees.

Our team continued to expand, and we expanded our Indigenous leadership with Denis Carignan promoted to President and Stephanie Zamora in the role of Chief People Officer.

We ran grant writing courses across Canada, impacting numerous individuals.

Provided living allowances totalling \$50,000 bi-weekly to support students.

### How impact creates commercial value

We're bringing people in to do the work and lots of companies want to be a part of that ... it's a long curve to train folks to become a productive employee; it's hard work, it costs money, and companies don't have the time and patience. Companies see that we're doing it right and they're willing to support us.

Externally, companies want to work with us. Internally, people want to work with each other, and are happy that they are part of something bigger and are more productive.

We care about how we can make a difference, because there's a long way to go and it is getting better. It's a fun and great thing to get up every day. Not many people in our company. They realize they are doing something important. We believe what we're saying and people believe in us.

### Impact looking forward in 2024

Goal of 120 graduates by the end of the year.

Launch accelerated courses for university graduates.

We've added a five-week accelerated course for university graduates, post-secondary graduates, and other disciplines that will help them get employed with technology upskilling.

Research applying AI to training and their work.

Building a team to research how to apply AI to training and work.

*"In 2023, PLATO continued its groundbreaking work in scaling pathways to careers in technology for Indigenous Peoples across Canada."*

— Stephen Nairne, Board Member



### Plato's impacts are felt daily by students who take our training.

We see little impacts all the time — we run classes across the country and we see individual stories of impact every day.

We also witness many challenges people experience, highlighting how different the world is for some individuals.

We don't charge tuition for our classes, but we seek funding. Across our four locations - Regina, Prince Albert, Vancouver, and Ottawa - we're paying \$4,000 many weeks to help people survive as prices rise and buying regular food becomes a struggle.

In Ottawa, one gentleman is living in a homeless shelter while taking our course due to housing affordability issues. We helped him pay off his debt and find a new apartment.

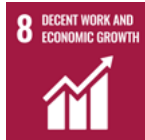
One of our hired call centre staff, trained through Plato's program, now supports Indigenous truth and reconciliation settlement claims.



"We love bringing guest speakers into the classroom! Today, we welcomed Barry Payne from the Indigenous Entrepreneurship Centre of Excellence to speak with our #saultstemarie students." —*LinkedIn, December 2023*

People want to be given a chance.



|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis | <p>Only 2% of food consumed on the Coast is grown locally and Salish Soils is addressing the need to improve food security and sovereignty.</p> <p>Salish Soils, an Indigenous-led organization based on the Sunshine Coast, British Columbia, takes waste residuals and turns them into value added products. Their mission is to demonstrate that waste can be a renewable resource. Salish Soils creates revenue from waste tipping and processing, soil and compost sales, and trucking contracts</p> <p>Salish Soils is paving the way for a thriving future that nourishes both people and the planet for generations to come by employing innovative, integrated approaches that tackle food systems, waste management, energy production, water management, and soil health together.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| What          | <b>Enable a regenerative and resilient future for our coastal community and beyond.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>UNDRIP Alignment</b><br><br>#29(1): Indigenous Peoples have the right to the conservation and protection of the environment and the productive capacity of their lands or territories and resources.<br><br>#21(1): Indigenous Peoples have the right, without discrimination, to the improvement of their economic and social conditions, including interalia, in the areas of vocational training and retraining.<br><br><b>UN SDGs</b><br>   |
| Who           | Nature and Indigenous and non-Indigenous Communities in the Sunshine Coast.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| How Much      | 15,000 tonnes of waste diverted from landfill to create soil in 2023—an improvement of 9% from 2022. Including food, fish, land, biosolids, green, wood, and received/processed recyclables.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Scale         | Over 200 tonnes of soil donated to community initiatives, including farms and sports fields.<br><br>11,561.8 yards of compost back to the land.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Depth         | See impact stories for depth of impact.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |



SALISH SOILS IMPACT OVERVIEW

Conversations with Aaron Joe, founder and CEO of Salish Soils and Oliver James

2023 impact highlights

2.5M site expansion investment enabled by Raven Capital Investment

Creating jobs and employment, using locally sourced materials and empowering First Nation businesses.

2-acre community farm on Nation's land.

Exemplifying commitment to community, we grow fresh produce for local Elder programs and food banks, strengthening community connection to land and health. Vancouver Coastal Health purchases our produce for use in the hospital.

How impact creates commercial value

The relationship between profit and impact is deeply interconnected; **The more than we focus on our positive impact in the environment and in our community, the more our business thrives and creates an upward multiplier effect.** We've come to appreciate that waste management is not just a business but a commitment to environmental stewardship and community welfare.

- » Our efforts to produce high-quality soil and compost have not gone unnoticed, with our biggest competitor recognizing our superiority by proposing a buy-out.
- » Our community views Salish Soils as a staple, a hub that transcends mere waste management to become a centre of community engagement and environmental stewardship.

Impact looking forward in 2024

**We are on a mission to "close the loop on the Sunshine Coast.** This is about converting organic waste to compost, to then remediate damaged land (from forestry/mining) into fertile farms, to create local food for local communities on the sunshine coast.

Cement **Salish Soils as a Canadian leader in responsible land stewardship**, exemplifying how businesses can harmoniously coexist with nature and contribute to long-term environmental sustainability and community well-being.

**Continue to donate compost & soil to community** initiatives that focus on land reclamation and local food production.

*"Salish continues to exemplify excellence both in its commitment to environmental stewardship and building an inclusive circular economy. The expansion and optimization of the Salish's primary site has enabled it to significantly increase the volume of waste streams it converts into beneficial products."*

*— Stephen Nairne, Salish Board Member*



## Commitment to People, Planet, Prosperity

### 2023 expansion with Raven's \$2.5 investment

In 2023, Salish Soils embarked on a significant growth and community contribution phase, bolstered by a \$2.5 million investment from Raven Indigenous Capital Partners. This collaboration drove expansive initiatives aimed at enhancing job creation and contributing to the local Indigenous community's economic vitality.

The partnership was instrumental in Salish Soils' ambitious site expansion project, generating employment opportunities and improving operational efficiencies, safety, customer experience, environmental factors, product quality, and storage and production capacity. Key improvements included optimized site layout and facilities for storing ready-to-use products, leading to positive customer feedback and increased winter sales.

This investment enabled Salish Soils to reinforce its commitment to sustainable practices while making a considerable economic contribution to the Nation's businesses through locally sourced materials procurement.

The 2023 expansion initiative exemplifies how targeted investments and meaningful collaborations can catalyze broader goals of sustainability, community development, and economic self-reliance within Indigenous territories, combining entrepreneurial vision with like-minded partners' support to create lasting impact and drive reconciliation and prosperity.

## Donations to community initiatives provide value to the Indigenous community and Indigenous youth

Salish Soils has solidified its role in community and environmental regeneration through sustainable practices, Indigenous empowerment, and closed-loop principles. Donating premium soil to local initiatives reflects their commitment to communal well-being and growth.

The Salish Seas Regenerative Farm is a community impact story of Salish Soils and exemplifies the power of regenerative agriculture, with Salish Soils' contributions rejuvenating the land and fostering nutrient-rich produce. The farm serves as an educational platform for Indigenous youth, empowering them with knowledge and skills in sustainability.

Vancouver Coastal Health has recognized the value of fresh, locally grown produce for patient care and mental wellness, illustrating the benefits of Salish Soils' support.

"The ability to use produce that is grown right beside the hospital is actually really thrilling ... The location of the farm is really key, for not only staff, but patients who can come out and just have a walk along the garden as well for mental health."

— VCH Sunshine Coast Director Marie Duperreault



## Significant strides in environmental conservation and community building

Salish Soils has also contributed to improving sports fields within Indigenous communities, fostering community pride and engagement in recreational activities.

Through strategic donations and active participation in projects embodying sustainable development and Indigenous empowerment, Salish Soils has made significant strides in environmental

conservation and community building, cementing its role in fostering a thriving, interconnected community that values health, heritage, and harmony with nature.

We have seen a transformation in the attitudes and spirits of the youth participating in our programs, their transition from hesitant participants to engaged, joyful contributors to the food system.



|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                       |  |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Change Thesis | <p>Left out of the financial system, Native Americans lack opportunities to participate in the modern economy fully. 1.6 Million Native Americans are unbanked, more than any other racial/ethnic group in the U.S. At 25.4%, Native Americans have the highest poverty rate among all minority groups and are 20% more likely to be credit invisible than other Americans, with only 52% home ownership in the U.S. compared to an ideal 70-72%.</p> <p>Totem is changing this narrative by providing a digital-only banking solution to Native Americans that closes the gaps in financial literacy and competence, education of benefits available, and access to benefits in a way that is streamlined and more beneficial for the end user, and for the tribe that's trying to administer them. Totem is breathing life into Native culture and making it real, helping the growing number of self-identifying Natives born "off-rez" connect to culture.</p> |                                                                                                                                                                                                                                                                                                                                                       |  |
| What          | Barriers are removed so that Native Americans can fully participate in the modern economy in confidence and trusted relationship.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <div>UNDRIP ALIGNMENT</div> <p>#3. Indigenous peoples have the right to self- determination. By virtue of that right they freely determine their political status and freely pursue their economic, social and cultural development.</p> <div>UN SDGs</div> <div><div>8 DECENT WORK AND ECONOMIC GROWTH</div><div>10 REDUCED INEQUALITIES</div></div> |  |
| Who           | Indigenous, American Indian/ Alaskan Natives highly underserved who are unbanked for financial reasons (accounts too expensive), credit invisible, geographically far from a bank, lacking valid ID (Elders who haven't driven in years).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                       |  |
| How Much      | As of YE2023, Totem is actively scaling their Tribal payments product.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                       |  |
| Scale         | 561 customers with free banking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                       |  |
| Depth         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                       |  |



TOTEM OVERVIEW

Conversations with Amber Buker, Founder and CEO

2023 impact highlights

Impact work focused on building culturally relevant products that made sense for people. We nailed it – it's just what people need: simple, straightforward, and transparent.

We built capacity through engagements, letting people know that we're thriving individuals. We've created an impressive community of support and stakeholders. The reason we've survived everything is because we built good relationships with our customers, developed a good product, and established trust. The people using Totem now represent real relationships cultivated from a year of being on the road, talking to people, and conducting interviews.

Our biggest accomplishment is building relationships – creating a community where there wasn't one before. We've achieved this by:

1. Showing people their reflection in an entrepreneurial finance space. We spoke often to students, letting them know that institutions should care about them and that they can demand that. We tried to listen and draw from the community – giving back.

2. Providing accounts as a vehicle for an unbanked community to be part of society. We know what our people need, and we have their best interests at heart.

Being in the community means knowing what's happening and advocating for accurate information. You can't have an impact in a community without being a part of it.

How impact creates commercial value

Not only is it practically required to build the bank account before you can put money into the bank account, right which is the whole point, right? These accounts are a vehicle for an unbanked population to become a part of this modern economy. You ... practically have to build the accounts first, but also, we had to come in saying listen, we know what it is to build for our people. We do know what our people need it from a financial perspective. Would you have their best interest at heart and we have a way of giving back to the community through what we've built like we need as a brand new, you know, baby company with no track record in any country we needed to take a year building a real product to build that trust.

Impact looking forward in 2024

Getting payments process up and running.

Being the best partner that I can to the tribe, ensuring good experiences.

Totem News

» Native-owned Banking Startup Totem Aims to Close "Invisible Gaps": [tribalbusinessnews.com](https://tribalbusinessnews.com)

» Ask a Fintech Founder: Amber Buker, Totem: [usa.visa.com](https://usa.visa.com)

» MIT Solve Announces 2023 Indigenous Communities Fellowship Cohort: [tribalbusinessnews.com](https://tribalbusinessnews.com)

» Totem Named Official 2023 Solver Team by MIT Solve: [nativeoklahoma.us](https://nativeoklahoma.us)

» Native-owned Fintech Totem Raises \$2.2M in Pre-seed Capital, Eyes Spring 2023 Launch: [tribalbusinessnews.com](https://tribalbusinessnews.com)

» <https://www.mytotem.app/news>

"Totem is empowering the digitization of tribal payments across Native communities and their members, and we're proud to be a small part of a story that enables wealth-sharing, literacy and access." —Althea Wishloff, General Partner, Raven

## CUSTOMER STORY

### Overcoming Barriers

We had an individual who couldn't prove their physical address due to the classic overcrowding on the reservation. Many of us lack housing and resort to couchsurfing. This person had no bills in their name, no driver's license, and not even a tribal ID because they were part of a state-recognized tribe, not a federally recognized one. They went by a Native name, so all their documents had 'wrong names.' Luckily, they had a passport, and we were able to work it out and get all the proofs we needed.

Totem is designed to overcome specific barriers that Native people face in accessing banking through our inclusive Know Your Customer policies and procedures. In 2023, we increased these efforts by promoting Spencer Snedden (who is Cherokee) to Customer Operations Director. In this role, Spencer closely examines all customers attempting to onboard to Totem and works to identify good customers who would otherwise be left out of the banking system.

One example of how important his work is occurred this year with a Native customer who faced multiple hurdles to accessing banking. This person went by their given Native name in daily life. Initially, the systems Totem (and all other financial institutions) use to confirm an applicant's identity wouldn't let them proceed to the next stage of getting an account. These systems use existing records from places like credit bureaus to confirm a user's identity, and this person didn't have a credit profile.

Moreover, they typically used their Native name on all bills, so what history they might have had wasn't connected to their legal name. They also didn't have a driver's license. The final hurdle, which is more common for Natives than other groups, was having a physical address. Like many in Native communities, they dealt with significant housing deficiencies, leading to overcrowding in homes where people sometimes can't formally prove residence.

In other banks, the story would have ended here, with this person's application being rejected. Our team, noting the customer's Native name, investigated further. We reached out to the customer and worked with them to provide alternative documentation that would still meet our regulatory requirements. We then proceeded with a manual review in concert with our compliance team to get them approved. Efforts like these cost Totem significant time, but until the technology and regulatory systems that support banks become more inclusive, it's the only way we'll close the gap on being unbanked.

### Decolonizing wealth through Native visibility — Amber Buker at TEDx

At Totem, we talk a lot about the work of Edgar Villanueva, who wrote an incredible book called Decolonizing Wealth. And then he says that his definition of decolonization that we've adopted is really about creating spaces where Indigenous people can connect, relate, and belong within financial realms.

if you're an investor you control the conversations that you have with people seeking funding. How are your preconceived notions that you're bringing to that conversation or the acronyms that you casually talk about, or even the way that you frame a conversation? These are blocking potential for a more productive exchange of ideas.

If you're an institutional funder, what does your ivory tower look like? Is it a place where the funders and those seeking funding are kept separate or on pedestals, or is it a place where people are free to engage on equal footing?

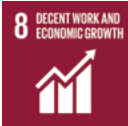
If you're a local business leader or CEO, are you communicating with local Native leaders? Are you asking them to be on their boards? Are you seeking out their opinion on the impacts your company might be having on the community? And are you asking them about how their ancient wisdom might hold the key to unlocking modern problems? You're trying to solve?

For everyone else in the room, do you know whose land you live, work, and play on?

Totem is an exercise in that transformation ongoing every day. And now you hold the keys that you need to walk with us in our shared mission to decolonize wealth.

In early 2023, Amber was requested to do a TEDx talk and six months later, she received an email from someone who was in the audience at TEDx asking to connect. Jeremy Lewis worked in the business office at a local tribal college called Nueta Hidatsa Sahnish College. In his email, he wrote: "Many of our students have the problems that Amber discussed, such as difficulties in setting up a bank account without a good address. At the same time, we try to push them to set up bank accounts so that we can send scholarship and Pell grant refunds directly to them without paper checks getting lost. We have a pool of unbanked students that might be interested in using your bank. Like almost everywhere, we also have a need for financial literacy education."

Amber and Jeremy are currently working together on a plan to get Totem involved with happenings on campus, including possibly having a presence at enrollment day to get students signed up for accounts right off the bat. Our story is getting out there and, more importantly it is resonating, confirming the need for Totem to continue growing.

|                |                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Impact Thesis  | Many individuals face significant barriers to employment due to personal circumstances—whether it's a lack of self-belief, being part of a marginalized group, living with disabilities, or residing in remote areas. Virtual Gurus is dedicated to addressing these challenges. |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                | As a leading marketplace for skilled Canadian and American virtual assistants, Virtual Gurus is at the forefront of the work-from-home revolution, blending AI with human insights and championing traditionally underserved talent.                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                | Virtual Gurus is committed to empowering those who are often overlooked. By fostering confidence and providing valuable work experience, they equip individuals to take charge and thrive in their careers, connecting them with businesses in need of support.                  |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                | Individuals often overlooked are not only set up for success but are also uplifted and empowered. "Our people are our North Star, guiding every decision and initiative."                                                                                                        | <div>UNDRIP Article 21(1)</div> <div>Indigenous peoples have the right, without discrimination, to the improvement of their economic and social conditions, including, inter alia, in the areas of education, employment, vocational training and retraining, housing, sanitation, health, and social security.</div> <div>UN SDGs</div> <div></div> |
|                | Indigenous Peoples and equity deserving groups (new Canadians, BIPOC, LGBTQ2S+, and those along the Gender continuum).                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| How Much Scale | 548 VAs (reduction due to new cohort model and increased utilization), 19 Indigenous VAs, 442 women, and a high percentage from equity deserving groups. 43 Employees, 3 Indigenous                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                | 92% VA utilization at the end of 2023 through cohort model. 5% VA churn down from 12% in 2022. Depth measured through story.                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                         |

## Virtual Gurus | Impact Overview



### VIRTUAL GURUS IMPACT OVERVIEW

From interview with Bobbie Racette, Founder and CEO

#### 2023 impact highlights

Virtual Gurus is in talks with partners and sponsors to help us take our platform to First Nation communities. We have already engaged with the communities and are now training women to become virtual assistants (VAs).

**8 Indigenous folx joined the 150 Indigenous folks in cohorts in 2023 with a goal of 150 Indigenous folks working from their communities by the end of 2024.**

We're increasing the quality of service by improving the lives of the people who work for us through our diversity work, training, outreach, and engagement.

Our First Nations Coordinator has been out to three local communities talking with their Elders and the band and we have hosted five training sessions in those communities. After speaking with some of the Band members it's evident that some of the folx in these communities do not have access to computers or a safe/warm place to work. Our goal is to provide a co-worker style environment in these communities, giving individuals access to computers and work-from-home positions, leveraging our platform. Training and upskilling will be offered by both our Indigenous trainers and online courses through our online academy.

#### How impact creates commercial value

New customers are coming to us because they hear about the way we work and treat people.

We are attracting large corporations like Scotiabank Women's Initiative, BMO and Telus because of our DEI (diversity, equity, and inclusion) work, and our classification as North America's highest-earning VA company.

Our feature on The Goal Digger podcast brought 200k in sales, evidence that the market is interested in our DEI / people-first focus. (<https://jennakutcherblog.com/bobbieracette/>)

**"The cohort model we've shifted to is working."**

The cohort model allows us to further upskill our team members and ensure a high-quality service for our customers.

Our churn is now at 5%, down from 12%, and 40% of new customers are referrals.

#### Impact looking forward in 2024

Continuing our commitment, we'll remain a voice for underrepresented communities through our employment practices and social initiatives

Visit [thevirtualgurus.com/blog](https://thevirtualgurus.com/blog) to learn more about their impact

*"In 2023, Virtual Gurus continued to pioneer the integration of AI and machine learning into scale a two-sided marketplace that matches Virtual Assistants (primarily from underrepresented backgrounds) with enterprises across Canada and the United States."*

—Stephen Nairne, Virtual Gurus Board Member

### Maria D.

Executive Assistant, Virtual Gurus



“This has been one of the most rewarding opportunities of my career so far. I have a disability which makes it difficult to go out to work every day. This job lets me do what I love without compromising my health. Working with my clients and getting them what they need when they need it is what I enjoy the most. The relationships we build and the work we do is so valuable.”

### Katie S.

Executive Assistant, Virtual Gurus



**Social Media and Marketing Assistant Hours Provided:** 622 hours

**Top Skills:** Copywriting, Social Media Management, Graphic Design

Resuming her career, Katie encountered challenges like resume gaps and the need for job flexibility. Inspired by her experience in the maker community with virtual assistants, she found a perfect fit with Virtual Gurus. Its flexible nature allowed her to juggle her business and family responsibilities while working on diverse projects with multiple clients, keeping her work interesting and varied.

Read more of the success stories at [thevirtualgurus.com/success-story](https://thevirtualgurus.com/success-story)

### From the Virtual Gurus office

Out of the 900 virtual assistants, all of them have a story of struggling to find stable work. This includes single mothers trying to make ends meet, people with disabilities who may not be able to access resources to work, veterans, and LGBTQ people who have faced challenges finding work.



### Virtual Gurus in the Press

[calgary.tech](#): Bobbie Racette's Virtual Gurus Paves the Way for Diversity and Innovation in Calgary's Tech Scene  
November 22, 2023 by Robert Lewis

[The Globe and Mail](#): How the Scotiabank Women Initiative is driving meaningful change for women—one “yes” at a time

[Virtual Gurus](#): Virtual Gurus Partner with Mastercard

[Douglas Magazine](#): DEYA Honours Bobbie Racette

[Times Colonist](#): Tech executive Bobbie Racette honoured as UVic's Distinguished Entrepreneur of the Year

### About Virtual Gurus

After losing her oil and gas job in 2015, Bobbie (an Indigenous, LGBTQ woman) pivoted and marketed herself as a virtual assistant in a bid to change the way online assistants were supplied... Just one year later Bobbie founded Virtual Gurus – an online talent-as-a-service platform which pairs hundreds of remote assistants who traditionally have faced barriers to employment with a wide variety of businesses based on algorithm, machine learning and human expertise.

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                   |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>There is a huge gap in the technical barrier between the tools provided and the tools people can use to understand their governance, healthcare, and data, and historically, Indigenous People have been taken advantage of when sharing their data.</p> <p>Artemis lowers the barrier for people. Through their product and how they communicate with people, they're trying to simplify things so that everyone can understand the technology and feel welcome to engage with their data. The Artemis product gives people the tools to interact with their own natural language even if they don't have the technical skills. They can work with their data, whether in healthcare or governance in their band, community, or company, to bring more people into the conversation.</p> <p>Artemis' desired impact is increased self-determination for Indigenous People through data accessibility and ownership so that Indigenous People feel open to work with tech, feel heard and are in control of the process, feel catered to, and work with their data on their terms rather than someone else's.</p> |                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                   |
| What           | Increased self-determination through data accessibility and ownership.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Increased representation for Indigenous People as leaders in tech.                                                                                                                                                                                                    | <div>UNDRIP ARTICLE 3</div> <p>Indigenous peoples have the right to self-determination. By virtue of that right they freely determine their political status and freely pursue their economic, social</p> <div><div>8DECENT WORK AND ECONOMIC GROWTH</div><div>10REDUCED INEQUALITIES</div></div> |
| Who            | Indigenous and non-Indigenous data teams in communities, healthcare, governance, and at large.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Indigenous Youth who may be interested in working in the tech space, and Indigenous entrepreneurs who can benefit from community.                                                                                                                                     |                                                                                                                                                                                                                                                                                                   |
| How Much Scale | Indicators will include:<br>% Indigenous customers— (goal of 10-20% Indigenous customers)<br>% user growth (yoy) (review with Josh)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Indicators will include:<br># interns<br># speaking engagements—highschool/scholarship/partner companies<br># hosted Indigenous job promotion events, publications (quant)—i.e., recent Vancouver event<br># convenings for Indigenous founders and aspiring founders |                                                                                                                                                                                                                                                                                                   |
| Depth          | Stories of users benefiting from ownership and ease in data reporting.<br>Indigenous-owned and Led, Role modeling, Tech Leadership                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Creating easy access for Indigenous youth into tech.                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                   |

Artemis

ARTEMIS OVERVIEW

Words from Josh Gray, CEO

2023 impact highlights

Hiring a diverse team. Our entire team, except for one, is part of the BIPOC community.

Ensuring an accessible product. I was proud our product is more accessible, so that no matter what user we work with, whether it be technical or non-technical, they can pick it up and use it.

Last year was a foundational year for us as we put ourselves in a position to take action on the impact we hope to make. It was about hiring, building our team, and making sure our product was in a place that could be used and accessible.

For non-Indigenous people, sharing the story “hey, we're backed by an Indigenous VC” says a lot, and I've noticed even a change in sentiment, which is interesting. It's a powerful thing that our community is supporting each other in this way.

*“Raven Indigenous Capital Partners is proud to support Artemis, a game-changing data technology company led by Wahnapiatae co-founder, Josh. We're impressed by the company's innovative platform, which revolutionizes data cleanup and automation.”*

— Althea Wishloff, Artemis Board Member

How impact creates commercial value

As we scale, we will win business because of our transparency and the way we operate.

Transparency we've shown in terms of “Here's exactly what to expect, it's going to cost this” has completely changed the dynamic of how we work together and created a dynamic in which they want to work together.

As we scale and grow, the impact is how we do business. Doing business the right way from the beginning pays off in the long run. Treating customers with respect, respecting their time, value, money, what they're bringing to the table. Our churn is low — under 5% — because people we work with respect how we treat them. Whether you are a customer of ours or not, you sit back and say ‘Wow, something's different about the folks at Artemis.’

**Impact looking forward in 2024**

Helping bridge into Indigenous community is going to be a huge effort. Organizations, especially universities that we could partner with will help. That relationship building, facilitation of understanding builds trusting, beautiful relationships.

Planning Indigenous events. hosting an Indigenous tech circle, hosting Indigenous workshops, and tech events like hackathons here at the office.

Investing in the growing Indigenous tech ecosystem. There's already so many opportunities for collaboration, whether portfolio support, founder support, company partnership.

Building out our core values — simplicity (in product, communication, processes) and transparency (with team pay, business strategy and help needed, and customer expectations and direction).



**TOM ETRYSHEN    JOSH GRAY    MAI BUI    CHARLIE GRINNELL**

**SHOW ME THE DATA:  
NAVIGATING THE FUTURE  
THROUGH LITERACY AND  
STORYTELLING**



**INNOVATE  
west** VANCOUVER CONVENTION  
CENTRE, APRIL 16 & 17, 2024

**Artemis is building its business on the right foundations, and by living out those foundational values, their impact goes beyond just monetary results**

The story that we kind of keep coming back to is that building a business on the right foundations will have impact going forward as we are living out those foundations. For us, that story is we're not just a business that's having a monetary impact but also business that has an impact in UI. The way we carry ourselves has a lot of importance to us.

*Artemis is helping communities and companies answer questions about the information that they gather:*

*You can ask a question and the tools will go find the answer for you.*

*Within communities, we can help you understand how your community is hurting, and how you can make changes to not be in the dark.*

*Where's your community succeeding that you didn't know?*

**On how Raven has been supportive**

There's an element of working with Raven; VCs are typically known for being vicious. I don't know if you've heard the term "vicious capitalism" or "vicious capital" instead of venture capital. Throughout the entire process, when we went to raise capital, we thought we'd get it done in two months, ended up being four and a half. There was never a time when I was out raising where I felt, "If I don't do this next deal, Raven doesn't have my back or Raven is not going to step up."

It gave me so much more confidence and a much more calm demeanour when I went to you know, raise that ... capital, which like, you know, I can't thank ... you all enough for. I think, you know, where I'm excited to see where things go is in those intros and building in those communities.

**On being part of a community of Indigenous changemakers**

It's hard to put into words. What I've learned from the community that's been built and looking up to someone like Jeff, is it's not this self-righteous importance of 'I'm making a difference.' It's a dutiful understanding that the actions I've made matter and will have impacts, whether I want them to or not, in a positive or negative way, as an encouraging, almost nudge in the right direction.

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>The challenges experienced in Native communities include intergenerational trauma, due to the historical context, and a lack of access to a high-quality and high-utility mental health services for children. The intergenerational trauma that is pervasive is preventing healthy and happy childhoods.</p> <p>The Kismet product is the first pediatric telehealth platform designed for providers, by providers, to boost patient engagement, streamline workflows, and improve clinical outcomes for children ages 0–18. Kismet enables access to quality care for families everywhere.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| What           | <p><b>Whole families are supported in fostering child wellness emphasizing mental / emotional health.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p><b>UNDRIP Article 24</b></p> <p>#3. Self-Determination // you have to be of a sound mind to have self-determination</p> <p>#24.2. Indigenous individuals have an equal right to the enjoyment of the highest attainable standard of physical and mental health. States shall take the necessary steps with a view to achieving progressively the full realization of this right.</p> <p><b>UN SDGs</b></p> <div>   </div> |
| Who            | Native and non-Native children and families                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| How Much Scale | <p>250 families served.</p> <p>10 customers (B2B)—mix of large digital health company, local clinics seeing between 50–100 families and individual practitioners seeing 20–30 clients.</p> <p>2 mentorships provided by Cierra —supporting them growing into tech/software spaces through mentorship.</p>                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Depth          | <p>Currently activating recruiting program for Native employees, contractors and program support.</p> <p>20 Impact stories from practitioners and families of patients of the experienced received.</p> <p>10 Stories of clinical outcomes through parental shifts in attitudes.</p> <p>7 educational blog articles.</p>                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## Kismet | Impact Overview



### KISMET OVERVIEW

Words from Dr. Cierra Gromoff, CEO, and Christie Sander, Co-Founder and COO

#### 2023 impact highlights

In 2023, Kismet made important steps to provide culturally appropriate pediatric mental healthcare to Native communities, enabling Native children to feel seen and represented as they received care.

Kismet started gaining initial traction and customers in mid-to-late Q4 2023, so most of the impact will be realized in 2024.

Launching their AI-enabled telehealth platform that incorporates culturally relevant content for children and families.

Won the Oracle Health Innovation Award for pediatric mental health, helping them expand to the Hospital of Orange County and Kansas.

Acquiring our first paying customers in Q4, including five first healthcare providers, after launching our commercial product.

Partnering with primary care providers to support earlier mental health intervention for children, working to reduce infant mortality and deaths of children under age five.

Advising for a mentorship program that supports Native entrepreneurs looking to strengthen connections to the Native business community and growing into the technology field.

#### How impact creates commercial value

As a B2B company, Kismet’s customers are the healthcare providers. They charge providers a fixed license fee per provider, rather than based on number of patients. Growing Kismet’s impact by reaching more Native families translates to acquiring more providers as customers.

#### Impact looking forward in 2024

Become government compliant to be able to work with Indian Health Services (IHS) and access the IHS market, and evangelize Kismet to drive sales to health systems and IHS.

Secure at least two major enterprise customers and one major digital health company customer that focuses on underserved Medicaid populations.

Help close current fundraising round with strong participation from existing investors and \$500K from new investors.

With Raven, Bring the Kismet platform to Native communities and organizations within and beyond the Southwest region, including a Tribal healthcare facility.

“My excitement about Kismet is not only sharing what Kismet does with other Native organizations but also sharing the story that Cierra has and how inspiring she is to our Native communities in her efforts in building Kismet. In my networks, no one knows about Kismet and how she’s one of the first Native women to build a company and raise capital in this industry. I think it’s always important to share stories like hers with our community. The service that Kismet is offering is so needed in our Native communities due to intergenerational trauma.” — Nicole Johnny, Investment Associate at Raven

### Gain needed skills to strengthen relationships

“When we started our pilot study, we had a family that was in acute distress and wanted to join the study but told us that her child can barely watch TV for more than five minutes, and ‘how could he possibly attend a telehealth therapy session.’ Not only did the child stay for all of his planned sessions, he stayed three times the developmentally appropriate time and was able to attend entire 50-minute sessions with engagement.

The parental distress and his mental health were not only clinically improved but parents were able to gain needed skills to strengthen their relationships together and handle the child’s emotional needs.

The improvement resulted in the family not needing any additional services beyond our 12-week study.”

—Dr. Cierra Gromoff



Source: <https://www.instagram.com/p/Cxtf9oyvdCw/>



Source: <https://www.instagram.com/p/Cx-lxSD07cr/>

### Listening to the unique needs of Native medical providers

As we have been rapidly focused on delivering the best solution for Native medical communities within rural and urban settings, every clinic, agency, department, etc. has expressed an unmet need in both pediatrics and connectivity.

We knew going into these conversations that connectivity was going to be a major barrier, so we pre-emptively used our ability to also connect our technology with several internet solutions. This has taken considerable time, but in doing so we’ve been able to not only listen to the unique needs of Native medical providers but also create more holistic solutions to truly provide a full telehealth solution.

—Christie Sander



#### CUSTOMER STORY

### A game changer

“Kismet is a true game changer!

The innovative technology allows me to focus on actual clinical work and less on tech issues or figuring out ways to engage kids in session.

I have everything that I need already built in.”

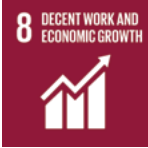
—Child Clinical Psychologist, Private Practice

#### CUSTOMER STORY

### Creating holistic solutions

“...we pre-emptively used our ability to also connect our technology with several internet solutions. This has taken considerable time, but in doing so we’ve been able to not only listen to the unique needs of Native medical providers but also create more holistic solutions to truly provide a full telehealth solution.”

—Christie Sander

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                               |                                                                                                                                                                                                                                                               |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>Misrepresentation was a driving force in the creation of the NOHO HOME by Jalene Kanani brand and products—from tikis on cups, straw skirts, and paper leis, the story of Hawai'i and Native Hawaiians has been derived by Hollywood and media who have created their own narratives. NOHO HOME understands the appreciation but looks to share and tell the story of more significant areas of the Native Hawaiian culture and identity, not only for the audience but also for Native Hawaiians and the local community—"It's healing to see ourselves represented in a more connective and authentic way on global platforms."</p> <p>NOHO HOME's vision was to be able to walk into a store and see product that was authentically designed with storytelling around it in the same places where people would be buying other quality products. This vision has come to life as NOHO HOME's products are now on shelves in Bloomingdales next to Ralph Lauren and Tommy Bahama.</p> <p>NOHO HOME is a sophisticated island experience cultivated through artful home decor. Marked by the designer's profound love for her Hawaiian heritage and other first nations' cultures, NOHO HOME reimagines the island home aesthetic into organic textures woven with native intelligence. Creating a sacred space is the essence of home and what inspired the namesake of the lifestyle brand. "In olelo Hawai'i (Hawaiian language), noho means to be, to dwell or to come from," the designer explains. Inspired by the notions of authenticity and connection, NOHO HOME encourages the dweller to express their sense of home through pieces that evoke cultural sensibility."</p> |                                                                                                                                                                               |                                                                                                                                                                                                                                                               |
| What           | People experience connection with the spirit of Aloha through our work.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Increased business for Native Hawaiian business owners and creators.                                                                                                          | <b>UNDRIP Articles</b><br><br>#11. the right to practice and revitalize cultural traditions and customs.<br><br>#31. the right to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions. |
| Who            | Native Hawaiian Community, self-identifying Hawaiian, residents, and frequent visitors, and those who appreciate Hawaiian culture.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Small Native Hawaiian designers<br><br>Outside contractors<br><br>Small businesses                                                                                            |                                                                                                                                                                                                                                                               |
| How Much Scale | 2200 customers<br><br>To be measured: in-kind donations to the Hawaiian community and # of major retailers carrying brand (ie, bloomingdales)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 9 individuals upskilled on machines, ERP, business.<br><br>2 contractors supporting sewing and expansion production<br><br>20 local small businesses purchased materials from | <b>UN SDGs</b><br><br><div>   </div>                                                |
| Depth          | 300 stories shared of sense of connection and appreciation of Hawaiian culture that bring respect and honour to the Hawaiian community.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Stories shared from Native Hawaiians about benefit of increased business producing cultural products                                                                          |                                                                                                                                                                                                                                                               |

NOHO Home | Impact Overview



NOHO HOME OVERVIEW

Words from Jalene Kanani, Founder and CEO

2023 impact highlights

Collaborating with Hawaiian Airlines in designing a print in support of Hawaiians. (see next page).

Embedding culture and language into the product, creating community and cultural impact. "Our reviews are a great window into how our story, our way of doing business has created impacts for customers and created more motivation for customers."

Working with museums, palaces, and donating a portion of sales to organizations that customers choose. "Community Impact — museum and palace — Hawaiian language. People have a choice of three organizations that they can support — donating 20% of purchase if they identify one of the three organizations."

Supporting the Lahaina community after the fires. (see next page)

Impact looking forward in 2024

Increase revenues.

Lift up current employees with more skills, training, and support, while finding people accustomed to the "next level," and ensure new hires are committed to the way the business is done and the goals.

Increase capacity in local development at our micro factory in Hawaii, which serves the higher-end products made by local producers.

How impact creates commercial value

Our reviews say that "this connects me to my island home I moved away from or visited 20 years ago." Our reviews are a great window into how our story and way of doing business has created impact for our customers, and created more business. Reviews talk about our customer service.

Every time I read the reviews it blows me away; it helps them feel connected if they are away from the islands. Some people dream of coming to Hawaii and this is the start.

I was really inspired by young folks collaborating with creativity and entrepreneurship, and we're realizing this as well, that people are now more interested in who the founders are, the stories behind the product, how the products are made, and why, and how they're designed, and the important part is that they are willing to pay more for it.

In Hawaii, no one does anything without impact.

The product brings a sense of connection and reconciliation to all people who are connected to and love Hawaiian art and culture and enables Native Hawaiian producers to make money creating their cultural art.

*"Noho Home is our first investment in a Native Hawaiian business and we are deeply honoured to support Jalene's vision of reclaiming authentic Native Hawaiian identity and representation in her products." — Sean McCormick, Board Member*

## She taught over 1000 Native Hawaiians how to start their own businesses

My mother had a t-shirt and bag company; she was a designer herself. It was a side hustle. We did craft fairs and ultimately she got her products into stores like Liberty House and Macy's which were the big stores here at the time. That's what I grew up around from the time I was about eight years old.

She was the entrepreneur Training Specialist for Alu Like which is an organization for Native Hawaiians, and she taught over 1000 Native Hawaiians how to start their own businesses.

**The thing is Ola ka 'Ōlelo. In the language is life."**

Home means different things to different people and is not always a physical four walls—it is a feeling. I moved around a bit, so home for me is going to my friends house at 5pm and smelling food on the stove. Home is being at canoe practice every day. Home is a feeling you experience, and one that you want to continually cultivate and surround yourself with.

## Direct community engagement in response to the Lahaina Fires

My husband and I were there that day, about a mile and a half away. Once we evacuated and saw the devastation, engaging with people who had lost everything in the most traumatic way, we came home and thought, 'What can we do? How can we contribute?'

We took a three-pronged approach: immediate help by sending products like sheets and bedding on the barge; systemically contributing to the recovery by designing a pattern to support Hawaiians, with all revenue going towards healing and revitalization efforts, and collaborating with Chef Works and Food Network Top Chef to fundraise.

## "I always say I did it for the Aunties."

My background is commercial design, doing custom, volume work. Aunties would ask, 'Can I have a pillow for my home, a rug for my living room?' but I'd have to say, 'You need to buy 500, or it'll cost \$5,000 apiece.'



I put my inspiration, my vision, my mother's knowledge into the design and the experience I want to create. But ultimately, it's about how people connect to it.

At the Merrie Monarch Festival on the Big Island, one of our biggest cultural events, we had a pop-up. An auntie, one of a group of women my mom's age who dance hula and play music worldwide, sharing aloha, picked up a pillow, petting it, and said it reminded her of a piko pā'ole (pronounced pee-ko pah-lay). She weaves hats and popale. When you start the weaving you have to do it in a certain way; starting with the piko (the centre) and then weave out, with your mana and mahano, thoughts, experience, and inspiration.

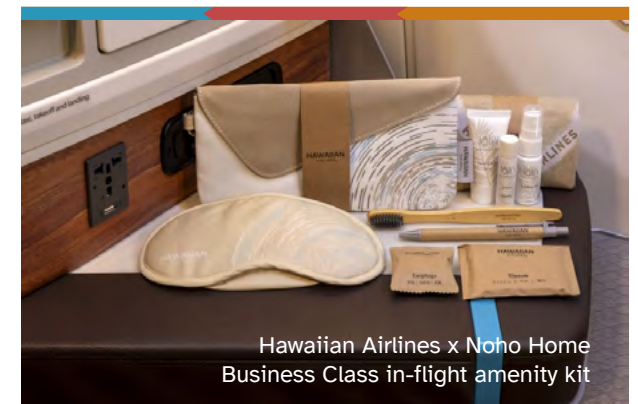


## Iolani Palace Donation

"The donation supported not only The Friends of Iolani Palace, but the preservation of Hawaiian culture and history at large — a preservation only made possible through networks of community."

"We rely on the support of individuals and community partners, who understand the importance of preserving our history for future generations," said Paula Akana, executive director of The Friends of Iolani Palace.

<https://www.hawaiinewsnow.com/2023/06/12/iolani-palace-receives-generous-donation-home-decor-business-support-preservation/>



## Collaboration with Hawaiian Airlines

Something that we've had in the works for quite some time, but we were finally able to realize is I did a collaboration with Hawaiian Airlines. I designed all the seat covers for their aircrafts, and in exchange I got to design a retail collection.

A portion of proceeds is being donated to a fund that I created with the Hawaii Community Foundation for the purpose of mental health initiatives.

We did the initial funding for it. As we sell products, we will continue to grow that but it's very early. We just established it in November and there's \$10,000 in the fund now because that was our initial entry. We look forward to see that executed and making a determination of who our partners will be that we find who are doing the good work in the community.

<https://newsroom.hawaiianairlines.com/releases/hawaiian-airlines-to-debut-new-amenity-kits-and-soft-goods-by-hawaii-lifestyle-brand-noho-home>

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|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>Canada has a shameful history of providing housing to Indigenous people on reserve, building the cheapest housing with the cheapest materials with no relation to the local climate, resulting in housing riddled with mould and falling apart, and a multitude of illnesses for our people after living in these houses for a generation. In a male-dominated industry with 12% women, there's a lack of heart that goes into building housing for Indigenous People.</p> <p>As a woman-owned, proudly Indigenous construction company, NUQO is committed to setting the bar and changing the conversation around Indigenous housing. NUQO is a Aboriginal Certified Business and certified B-Corp.</p> <p>NUQO believes that Indigenous folks deserve safe, dignified, and culturally appropriate housing that serves their health, culture, autonomy, and freedom. NUQO Modular designs housing as if it were for our grandmother or aunt and brings the heart and intention of building homes that radiate warmth and gentleness, like a cocoon or warm hug.</p> |                                                                                                                                                                                                                                                                                                                                                          |
| What           | <p><b>Indigenous People have a sense of home through quality, safe, dignified, holistic, culturally designed and appropriate housing.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p><b>UNDRIP Article 21(1)</b></p> <p>Indigenous peoples have the right, without discrimination, to the improvement of their economic and social conditions, including, inter alia, in the areas of education, employment, vocational training and retraining, housing, sanitation, health and social security. (Health, culture, autonomy, freedom)</p> |
| Who            | <p>Indigenous Families, women and children; Indigenous single men, Elders, aged out of care, recently out of prison or treatment.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                          |
| How Much Scale | <p>Serving 100% Indigenous residents:</p> <p>2 properties / 27 units for Squamish Nation and 55 units in Capilano.</p> <p>Spaces for on-reserve daycare, early childhood educators, and managers: Squamish daycare and housing (Reserve and Valley).</p> <p>\$200 per unit towards Indigenous artists.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <p><b>UN SDGs</b></p> <div>   </div>                                                                                                                                              |
| Depth          | <p>Measured through stories</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                          |

## NUQO | Impact Overview



### NUQO OVERVIEW

Words from Rory Richards, CEO

#### 2023 impact highlights

- » Completed and occupied 2 buildings with 27 units in Squamish Nation and 55 in Capilano
- » Partnered with an Indigenous housing developer
- » Advocated for industry change and shared impact
- » NUQO's new partnership with Natural Pod featured in the Vancouver Sun and The Tyee and the opening of Eskekexwi7ch tkla Sp'akw'us Place highlighted in The Squamish Chief.

*"I've never had a building change my life so drastically."* — *Richard, Resident, Squamish Nation*

(details on following page)

*"Raven is thrilled to support the next phase of NUQO's growth and development as it expands its offerings of innovative, sustainable, and culturally grounded modular spaces in the housing, child-care and education sectors."* —*Stephen Nairne, Board Member*

#### How impact creates commercial value

What we set out to do really happened, and it was not easy to get there; people said that the cedar walls were too expensive or would expand, contract, or pop off the walls, the dimmable lights did not meet the minimum standard, or were necessary, the arts table was a safety hazard — and of these were things that we fought for and insisted on. To see our residents connect with those exact things was cathartic and healing for me. After all the project partners were so dismissive and annoyed at our insistence of these things — it worked.

#### Impact looking forward in 2024

- » Complete a childcare project with staff housing to demonstrate value to the broader sector
- » Expand housing projects in Sechelt, Squamish, Surrey, and Langford
- » Refine culturally appropriate designs that promote well-being
- » Strengthen our Indigenous team and organizational culture
- » Advocate for changes in government funding and policies to better support Indigenous-led housing and childcare initiatives



### Residents share that the buildings provide safe, spirit-nourishing spaces

(see full video @<https://youtu.be/J8-1Qh2LmFs>)

*“To have a secure home to come to every day is really healing in many ways. The art took my breath away. The company was meticulous with the amount of care that they put into the building. I’ve never had a building change my life so drastically.”*

—Richard, Resident, Estítkw Place

*“When I first saw this building, I thought, this seems like a safe space. It makes me feel like I have stability and can keep moving forward. When I first saw that you could dim all the lights, I was so grateful, ... it will always feel like a spacious warm hug, the scent of the cedar everywhere. Being in this building brings a lot of pride to my spirit.”*

—Monica, Resident, Estítkw Place

*“When I first came here, I couldn’t believe that this was actually going to be my home. It feels like home when I see the cedar wood and the Native designs that represent who I am, ... it feels like this could be my forever home. I have a future now. My brothers and I were all in shelters, and it’s this home that’s connected us and helped us to be a family. ... [Rory] is a good role model for me.”*

—Tanya, Resident, Estítkw Place

### Half of what NUQO does is build housing; the other half is advocating

*The resistance to building with care is 100% the remnants of colonialism that we are trying to eradicate, and we need to push back and say “we want more than the minimum and here’s why.”*

Last year we toured dozens of people — chiefs of council, senior officials in government, funders — in our new buildings. The message that we got was, “This is what we need to be building and if it costs a little more, it’s worth it.” It was incredibly emotional and inspiring because they had never seen Indigenous housing to that standard. It made them say, “We want NUQO to build the next housing project.”

We have been able to use our first project as a platform to show what we can do, but also to attract like-minded people in their sectors that want quality and nuance and care put into their design and build.

#### NUQO leverages success to create new childcare and mixed-use housing/ childcare projects

We brought childcare partners who said, “This is the attention that we want paid to child care.”

What we’re doing is becoming the new norm in workforce housing and childcare. And we’re the ones that pioneered it. So that’s pretty cool.

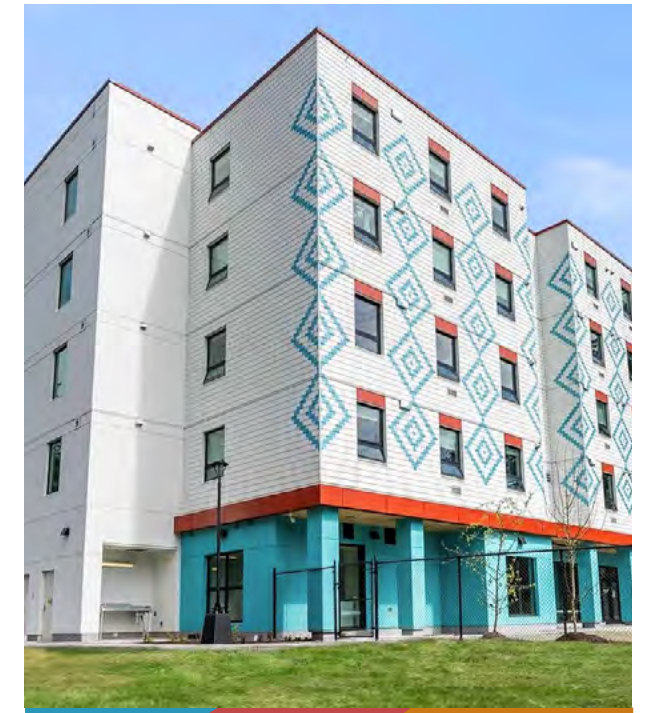


### Providing homes closes the loop for Indigenous staff, creating closure

Recently, we had a staff team-building experience, and one of our Indigenous staffers [shared that she had] spent a lot of time in foster care when she was a child. She shared in our teen group about what it meant for them working at NUQO. She was brought up in horrible housing situations with disrepair, infestations, and everything. And it really affected her self-esteem. She said that the work that she’s able to do with NUQO and giving, designing, and building the types of homes we are for Indigenous folks, she says it’s really giving her closure. She feels a healing and a closure in herself. It was such a powerful moment. I hope a lot more people on this journey get that sense of closure into this process.

#### Words from a Knowledge Keeper

We have a Knowledge Keeper we work with, Len Pierre, who teaches cultural safety and other things and worked for First Nations Health Authority. We did a workshop with him at our office and, on a break, gave him a tour of the building. When we reconvened he said, “I get what you do now. You have captured what I teach in a physical building.”



The housing is for Nation members, with priority given to vulnerable women and children experiencing or at risk of homelessness, in addition to Elders, people with disabilities, and vulnerable LGBTQ2SIA+ members.

### Message to investors

*“Raven is thrilled to support the next phase of NUQO’s growth and development as it expands its offerings of innovative, sustainable, and culturally grounded modular spaces in the housing, child-care and education sectors.” —Devon Krainer, Investment Associate at Raven*

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>RaceRocks is a woman-led and Indigenous-owned training modernization company dedicated to creating a world of limitless learning. Its focus is on supporting science, technology, engineering, arts, and math (STEAM) careers, which leads to increased opportunities to increase the Indigenous defence supply chain.</p> <p>RaceRocks is a trusted partner with a decade-long history of delivering quality immersive training products and decision-making tools for aerospace and defence clients. They diligently work on building capacity in STEAM in the Indigenous economy. By creating relationships with Indigenous businesses and communities, RaceRocks develops capacity. This includes:</p> <ul style="list-style-type: none"><li>» Kishkayhta: a paid co-op, internship, and new graduate program starting in 2024 that provides Indigenous learners with hands-on experience in the technology field to equip them with the necessary skills to excel in the industry.</li><li>» Indigenous Mariner Training: is a program revitalizing the connection between Indigenous communities and their maritime heritage through advanced marine safety and stewardship training.</li></ul> <p>Racerocks is a training modernization company changing the face of STEAM, defence, and aerospace sectors.</p> |                                                                                                                                                                                                                                                                                                                                                                                               |
| What           | <b>Indigenous and non-Indigenous people are empowered to discover who they are, make their own place, and increase opportunities for their communities.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>UNDRIP Article 24(2)</b> <p>Indigenous individuals have an equal right to the enjoyment of the highest attainable standard of physical and mental health. States shall take the necessary steps with a view to achieving progressively the full realization of this right.</p><br><b>UN SDGs</b> <div><div>8 DECENT WORK AND ECONOMIC GROWTH</div><div>10 REDUCED INEQUALITIES</div></div> |
| Who            | Indigenous and non-Indigenous People in STEAM, in defence, and within organizations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                               |
| How Much Scale | <p>2 Indigenous interns (goal of four in 2024)</p> <p>Where possible, hire Indigenous peoples for open positions.</p> <p>Hired graduates beginning in 2025</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                               |
| Depth          | Stories shared by interns and hired employees.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                               |

RACEROCKS

RACEROCKS OVERVIEW

Words from Anita Pawluk, President and CEO

2023 impact highlights

Leading Indigenous businesses in gaining access to government procurement funds

RaceRocks is the game changer around attracting Indigenous businesses and communities to the Indigenous Defense Supply Chain. We're out there, working with the right departments, associations, Indigenous communities and businesses to help make recommendations that will make it easier and less harmful to work with the federal government.

- Anita participated in board panels around procurement to build the Indigenous Defense Supply Chain and spread awareness of opportunities for Indigenous businesses.
- Connected with many Indigenous businesses either already in or interested in entering the defence sector.

Indigenous Paid Kishkayhta Program

In 2024, Indigenous interns joined the RaceRocks team, supporting growth in capacity and capability within the Indigenous defence supply chain. Launching on June 1, 2024, Kishkayhta (Michif (Métis) for knowledge/learning) is a paid co-op, internship, and new graduate program that will provide Indigenous learners with hands-on work experience in technology and equip them with the necessary skills to excel in the industry.

"Kishkayhta's launch will mark RaceRocks' first intern collaboration with Camosun College, who are dedicated to supporting Indigenous students and represents a new way to support Indigenous peoples pursuing STEAM careers," says Anita, adding that "Kishkayhta will reach Indigenous Peoples across Canada, removing barriers while supporting and uplifting Indigenous success in STEAM."

How impact creates commercial value

We need to grow the Indigenous supply chain to get the largest procurement. This ensures Indigenous economic reconciliation by supporting the Indigenous economy which in turn supports the Canadian economy; this is really a win-win. Today, I actively work on attracting Indigenous businesses to work with the federal government so that we can start to get our feet on the ground ... [and] build out our own companies to a size where together we can take over that procurement.

Impact looking forward in 2024

- The long-term goal is to create 300 meaningful jobs and build capacity. This includes continuing to create opportunities for Indigenous peoples.
- RaceRocks is launching a pilot program in 2024 in collaboration with CANDO. The program is focused on Marine Skills and Training for Indigenous Peoples as a revenue generator for nations that monitor wrecked and abandoned vessels along their coastline.

What does it mean to you to be part of an Indigenous community of changemakers?

Throughout my career, I struggled with my identity and what kind of leader I wanted to be. I often felt like something was missing and didn't know why. It wasn't till I connected with my Métis culture that I discovered this is quite common for Indigenous peoples. Bringing visibility to Indigenous peoples and businesses while highlighting the beauty of Indigenous cultures is an honour. Being able to share with other Indigenous entrepreneurs what our biggest obstacles are and by coming together, I realize that we are sharing a similar journey. Decolonizing the business world is not going to be easy. No one person can do it alone.

"Witnessing Anita's journey of cultural reclamation both in a personal and professional context has been a privilege. Under her leadership, RaceRocks has become an important and respected voice in advancing Indigenous procurement and Indigenous business excellence." —Paul Lacerte, Board Observer

### James Langevin has shared his story for the Raven Report

Job hunting as a student is often difficult. For me, over 200 applications were sent out, with less than 5% of them landing me an interview. Regardless of where you look, many companies are hesitant to accept anyone who is lacking in experience. RaceRocks, however, is progressive and provides the opportunity for students to develop their skills and grow. Not only this, RaceRocks also nurtures a healthy and positive mindset, built on encouraging others to do their best and strive for improvement. To be granted this opportunity to learn is my blessing, and being accepted into such a fantastic and supportive group after months of searching means the world to me. Not only do I get to grow as an individual, but I get to witness and contribute to the growth of an amazing company.

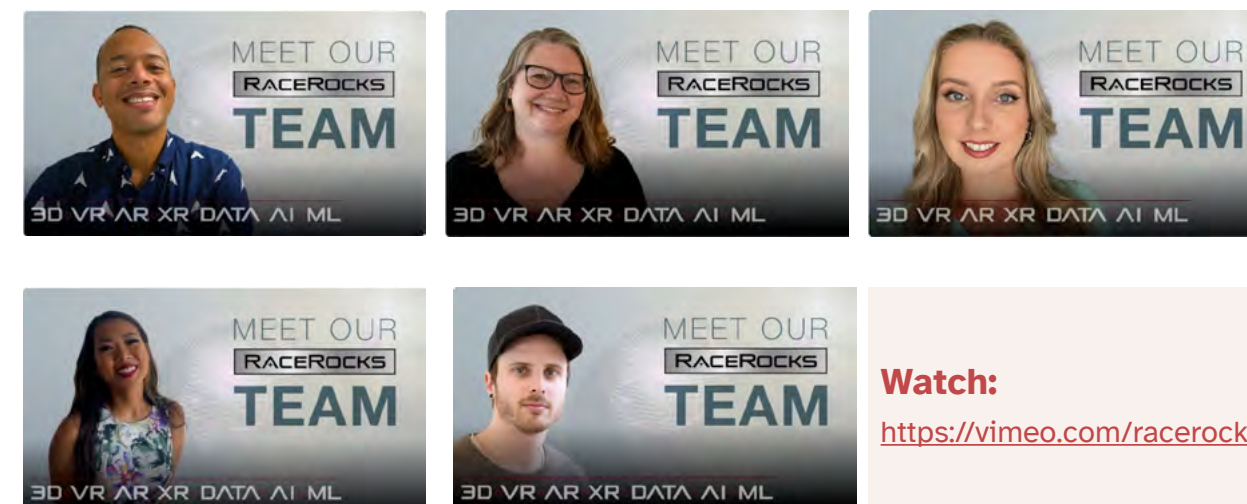
### Shaping a more harmonious and compassionate world

After a successful career in oil and gas, I was looking for something new. As an Indigenous intergenerational Survivor, I prioritized a new career journey where the foundation for success was based on respect and building trust. I'm thankful and honoured to say I've found that.

At RaceRocks, there is an entire ecosystem of support available, and by joining the team of RaceRockers, I've had the opportunity to build relationships with their partners, other Indigenous businesses, and the government to help us invest in our future Indigenous defence supply chain. I firmly believe that together, we can profoundly impact shaping a more harmonious and compassionate world. As we walk this path of reconciliation together, I am continually honoured to be a part of a team that remains committed to fostering a sense of togetherness.

*Shared by Melissa Lundy (Métis/She/Her)*

*Communications, Indigenous and Government Relations Specialist*



### Identifying the next cohort

A lot of time this year working with academia because we're finding that academia is our best sort of sort of funnel into finding Indigenous people that are actually doing education around steam.

So right now the success we've had is on the island here, starting small music and closing costs college or tapped into both of them and they already have identified the next cohort of potential Indigenous interns.

### Learn More

- » <https://ac-ada.ca/news/racerocks-secures-3-million-funding-round-led-by-raven-indigenous-capital-partners/>
- » <https://www.timescolonist.com/business/defence-aerospace-deals-propel-racerocks-3d-visual-effects-firm-4597644>

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|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis | <p>The growing scarcity of clean water poses a significant threat to communities worldwide. Overuse, inefficiency, and waste of water resources not only deplete local supplies but also contribute to increased energy consumption and climate change. By 2050, the number of people at risk of floods is projected to rise to 1.6 billion, while up to 3.2 billion could face severe water scarcity.</p> <p>Rainstick addresses the critical issue of water conservation and sustainable use through its water technology, which recycles shower water in real-time, drastically reducing water and energy consumption.</p> <p>Rainstick aims to provide a solution that not only conserves vital resources but also enhances water security for various communities, including those in drought-prone areas.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| What          | Water conservation and water security.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <p><b>UNDRIP Article 24</b></p> <p>“Indigenous peoples have the right to determine and develop priorities and strategies for exercising their right to development. In particular, indigenous peoples have the right to be actively involved in developing and determining health, housing and other economic and social programmes affecting them and, as far as possible, to administer such programmes through their own institutions.”</p> <p><b>UN SDGs</b></p> <div>   </div> |
| Who           | Mother Earth, Indigenous Communities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| How Much      | <p>50 active installs</p> <p>300 pre-orders</p> <p>Estimated 11,000 gallons of water savings per household.</p> <p>Example of \$800-\$1000 annual savings for one family.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Depth         | Community shares stories of benefit.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |



## RAINSTICK OVERVIEW

Conversations with Alisha McFetridge and Sean McFetridge

### 2023 impact highlights

We were able to save a family just over \$600 on an annual recurring basis. With 50 active projects with one installed Rainstick it comes to about 11,800 gallons of water savings — a swimming pool’s worth of water each year.

Recognized as a TIME Best Invention in 2023.

Launching Rainstick Lite (formerly Rainbox, a remote cabinet, and a variant of the main Rainstick product) expected in Fiscal Q4 (March–May)

We’re creating a new industry niche and are being seen as leaders for on-site water reuse When we started no one knew who we were, and now we’re invited to San Francisco and Washington with the EPA to discuss this new type of water reuse.

An off-grid community ordered a first pallet of Rainstick.

Went from pre-order to delivery in 2023, with our first large product run that sold out.

### Impact looking forward in 2024

We want to offer Rainstick at a discount to any individual, not based on volume. For Indigenous customers, we want to have a special program. We are looking at a funding program to offer a more substantial discount program to kickstart our involvement with some communities.

We’re working on a financing model where customers would pay a fee upfront for the Rainstick and then the difference annually for three years. In the end, they’re paying less than they would on their energy and water costs.

—Alisha, Rainstick

### How impact creates commercial value

We’re driving change in the industry. At trade shows, mature companies now know who we are — we’re not a small startup anymore. If I do nothing else, getting companies talking about premise scale water reuse and using water efficiently is super exciting to me. We would have made change, and the more commercially successful we are, the more we drive that change.

The products we make needed to have impact at their core. It’s not something we had to add on later. We’ve always known that water and energy savings are at the heart of the impacts we strive for.

If you ask our employees, why Rainstick? Why would you want to work for this crazy water company — they want to work for a company that has impact and want to truly make a difference and work for a company that will actually do what they say they will. We’ve been able to form a positive team alongside us to do more in the water conservation space.





### Being part of an Indigenous change maker community is an important role

*“For me, it’s about understanding the slow pace of change and what others are doing well so we can help. Many structures in our cities and countries are established through community relationships and people doing business together. We should have fantastic Indigenous entrepreneurs doing business and meeting economic objectives together. It’s necessary.”*

— Sean McFetridge

*“Being part of this community hasn’t always been my identity since I’m not an Indigenous founder myself, but I’m learning about Sean’s history and the broader Canadian and North American history. It’s important to be part of a like-minded community on a shared mission to make the world better and more aware of existing challenges and barriers, whether environmental, social, or systemic. We all have an important role in supporting the current and next generations in this work.”— Alisha McFetridge*

**A traditional 10-minute shower uses 100 litres (26 gallons) of water.**

RainStick uses less than 20 litres (5 gallons) while doubling your water flow.

### The more successful Rainstick is, the more they can drive change

*“Mature companies now know who we are—we’re not a small startup anymore.*

*Getting companies talking about the concept of large-scale water reuse and using water efficiently is super exciting to me. If we do this, we would have made change, and the more successful we are, the more we drive that change. It means our product is in more hands and having real impact. The fact that we’re recognized and companies are devising competing products to meet us shows our influence.”*

— Sean McFetridge



*Introducing the*  
**RAINSTICK SHOWER**  
**ORDER NOW**

**Why Choose the RainStick Shower?**

- Doubles water flow while using up to 80% less water and energy.
- Integrates seamlessly with smart home systems for optimal efficiency and ease of use.
- Available in stunning matte black and brushed nickel finishes to elevate your bathroom's aesthetics.
- Comes with a shower appliance, showerhead, handheld shower, and a 6-month supply of RainStick's cleaning product.
- Includes phone and email support for installation, ensuring a smooth setup.

OFF-GRID DISTRIBUTION.

### 2 gallons per minute = 11,000 gallons per year

With a savings of two gallons per minute, Rainstick saves an estimated 11,000 gallons of water per year based on two 12 minute showers per day.

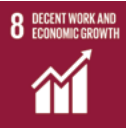
### \*Example of \$800-\$1000 annual savings for one family

Financial savings value range increases as amount must incorporate energy and water savings. Savings come from the avoidance of water use and hot water heating.

\*(assuming 0.17 cents per KWh)

*“Rainstick is developing a product that addresses one of our most critical challenges: clean water and water security. At the same time they are working to create opportunities for Native/Indigenous communities to access this product, which offers substantial mid-term cost savings.” —Sean McCormick, Board Member*



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|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Change Thesis  | <p>At Tribal Diagnostics, we recognize and address the profound health disparities facing American Indians and Alaska Natives, driven by our commitment to uplifting and improving the health outcomes within these communities. Acknowledging a life expectancy 5.5 years lower than the national average and the heightened prevalence of critical health issues — such as heart disease, cancer, accidental injuries, alcohol-related diseases, and diabetes — underscores the urgency of our mission.</p> <p>Our approach is rooted in understanding the multifaceted barriers to healthcare access, including economic adversity, educational gaps, and the discrimination prevalent in healthcare delivery. Tribal Diagnostics is a pivotal force in enhancing the wellbeing of American Indian and Alaska Native communities, ensuring they receive the quality care and respect our communities deserve.</p> <p>As a Native American-owned and operated laboratory, we are uniquely positioned to offer culturally sensitive, reliable, and affordable diagnostic services, with pricing transparently aligned with government rates. Approximately 75% of medical decisions rely on laboratory results, highlighting the critical role we play in the healthcare ecosystem.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| What           | <b>Native People experience transparency in pricing and process in a Native health services and testing company within trust relationship (where they are welcomed and given time and respect).</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>UNDRIP Article 24</b><br><br>#24(1): Indigenous peoples have the right to their traditional medicines and to maintain their health practices, including the conservation of their vital medicinal plants, animals and minerals. Indigenous individuals also have the right to access, without any discrimination, to all social and health services.<br><br>(2): Indigenous individuals have an equal right to the enjoyment of the highest attainable standard of physical and mental health. States shall take the necessary steps with a view to achieving progressively the full realization of this right. |
| Who            | Underserved communities and Native People across nine states, who experienced higher mortality rates at most ages and lower life expectancy at birth (NCHS, 2019).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| How Much Scale | 339 clinics and doctors' offices of which 23 are Native customers / Tribal partnerships.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Depth          | Stories and reviews of being seen as having cultural sensitivity / cultural integrity.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>UN SDGs</b><br><br>                                                                                                                                                                                                                                                                                                                                 |



TRIBAL DIAGNOSTICS OVERVIEW

Words from Cory Littlepage, CEO

2023 impact highlights

Played a major role in COVID-19 response efforts in Indian Country by providing supplies and resources to test over 600 tribal members and employees within 48 hours when another lab could not fulfill that need. This strengthened our relationship and credibility with IHS.

Signed a new contract with Iowa Nation in Q4 2023, partly due to other labs failing to properly service and bill the tribe as they deserved.

Expanded testing capabilities for infectious diseases, the opioid epidemic, cognitive care/ Alzheimer's, and women's health issues.

Partnered with RestoreU to develop clinically proven cognitive testing and reports using artificial intelligence to help physicians treat patients experiencing cognitive decline (see following page for press release).

Supported insurance companies paying for healthcare rather than the government to save tax dollars. The goal is to leverage private insurance where possible, allowing limited government healthcare funds to be stretched further and improve outcomes for more community members (see following page).

How impact creates commercial value

Tribal Diagnostic's commercial viability in the market is directly connected to impact.

We can make a difference in early detection and treatment of disease by creating high-quality, affordable tests. This approach improves health outcomes in any country.

Impact looking forward in 2024

Expand offerings in Indian Country to improve health outcomes.

Invest in technology, AI, and operational capabilities to scale and solidify infrastructure supporting the broader Native American community.

Expand partnerships and bid for contracts.

Build logistics infrastructure to reach 574 tribes across Indian Country, from California to Oklahoma to Alaska.

Focus on infectious diseases, opioid epidemic, cognitive care, women's health, and elder care.

*"Tribal Diagnostics is facing the Native community's health challenges head on. CEO Cory Littlepage continues to bring passion, dedication, and courage to his work in Native Health."*

*— Garry McBerryhill, Raven US Market Lead, Board Member*

## Tribal Diagnostics announces a partnership with uMETHOD Health to offer personalized care plans for Alzheimer's and dementia in Texas and Oklahoma

OKLAHOMA CITY, Oct. 17, 2023 /PRNewswire/

"There's extensive research ongoing around the use of artificial intelligence in healthcare. While we don't have a cure for Alzheimer's, there are key indicators, such as lifestyle and lab tests, where AI can provide data to healthcare physicians to help address cognitive decline. This press release, both globally and within Indian Country, is about our clinically proven tests that use AI to analyze dozens of lab results and generate a report for physicians. This report helps them make decisions about what patients can do at a tactical level to make a difference with cognitive decline. This type of personalized medicine, especially with the use of AI, will continue to improve over time." —Cory

### Excerpt from release:

Tribal Diagnostics' partnership with uMETHOD Health to offer RestoreU aims to make a real impact in their community, as countless adults in the U.S. and Tribal communities struggle with cognitive decline.

By providing comprehensive lab analysis in coordination with RestoreU, Tribal Diagnostics is helping affected individuals get on the right care path and slow the progression of Alzheimer's and dementia.

## Being an honest broker and respecting sovereignty

There has to be a commitment and cultural sensitivity.

## Respecting sovereignty and lack of trust in the healthcare system

One opportunity we identified is the respect for sovereignty and addressing the lack of trust in the healthcare system within Indigenous communities. We have culturally sensitive material tailored to each community, keep our contracts in tribal courts, and protect sovereignty. These practices are unique; on the outside, no one does this. For us, it's an easy decision and partnership that adds tremendous value to our tribal partners.

## Solving healthcare problems at the community level

I truly believe that the solution to our healthcare problems lies at the community level. If we can teach tribal entities to manage healthcare themselves or employ natives through internships, we can make a significant impact.

## Building trust through cost transparency

Building a trust relationship revolves around cost transparency. Whether we get the business or not, we can review spending patterns. We can identify if someone is taking advantage from a cost perspective and show communities how they can manage this themselves.

## Impact of outside companies on community resources

Every dollar taken by outside companies could be helping communities.



## Leveraging private insurance to optimize healthcare Funds for Indigenous communities

Imagine that Congress allocates \$6 billion to Health and Human Services, which then allocates that money to Indian Health Services. Indian Health Services has to manage that allocation, which is extremely hard to do within our Indigenous communities. There are insurance companies like Medicare, Medicaid, and United Healthcare that can cover the cost of healthcare for many Indigenous natives like myself. If we can use private insurance to pay for an individual's healthcare, it frees up the government dollars that can be used for something else.

Part of our unique value is being able to add value outside of the diagnostics component, knowing that there's a bigger picture here around healthcare.

## Early detection is a critical part of the solution that Tribal Diagnostics strives to provide to improve health outcomes in Indigenous communities

"I was with a Native woman who shared her story of being very sick for a long time. Unfortunately, she was in a health system that wasn't recognized as one of the strongest. Over time, they had no diagnosis, new diagnosis, and a couple of years later, they told her she had stage four breast cancer."

"To be in a scenario where we could detect that at stage one or stage two, how powerful is that? That's ultimately where we strive to be part of the solution—early detection."

## Offering guidance to tribes on saving money with lab testing while also educating them on doing some testing themselves helps build long-term trust

Tribes want to give more business to us on the laboratory side because of the cultural sensitivity component, the value we add, the cost savings, and ultimately because we do a really good job.



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