



RAVEN INDIGENOUS CAPITAL PARTNERS IMPACT SNAPSHOT

Spring 2020



RAVEN INDIGENOUS
CAPITAL PARTNERS

A woman with brown hair and glasses, wearing a red shirt, is holding a black pen to her chin and looking thoughtfully to the side. The background is a blurred office setting with a window and some shelves. The text is overlaid on the lower left of the image.

**WE'RE INDIGENOUS AND
WE INVEST IN INNOVATIVE,
SCALABLE, PURPOSE-DRIVEN
INDIGENOUS ENTERPRISES**

Raven Indigenous Capital Partners

OUR PURPOSE IS TO FACILITATE THE FLOW OF CAPITAL THROUGH IMPACT INVESTING AND TO SUPPORT THE ONGOING REVITALIZATION OF THE INDIGENOUS ECONOMY IN CANADA.

We build relationships with investors and Indigenous social entrepreneurs to drive positive outcomes. We seek to address pressing social, economic, and environmental challenges, by supporting Indigenous innovators.

As an Indigenous intermediary, we honour the Seven Sacred Teachings and we operate from the perspective of an Indigenous worldview. We follow traditional Indigenous protocols, we work for the well-being of people and the planet, and we acknowledge our responsibility to the next seven generations.

The journey of Raven Indigenous Capital Partners is a story. We honour storytelling as a valid way to share our impact, and we believe stories are medicine. In doing so, we practice ceremonial protocols including smudging and gift-giving, and placing relationships, respect and reciprocity at the heart of our work. This Impact Snapshot shares some of these stories, drawn from key interviews with RICP investors, Indigenous entrepreneurs and the social finance ecosystem in Canada. While hearing these stories we were also able to understand some strategic important alignments to the United Nations Sustainable Development Goals, the United Nations Declaration on the Rights of Indigenous Peoples and additional metrics.

This is our story so far.

We are grateful to several individuals for sharing their time and stories with us in developing this impact snapshot, including:

JEFF WARD, *CEO*,
Animikii

LAWRENCE LEWIS, *CEO*
One Feather Technologies

JENN HARPER, *Founder and CEO*,
CheekBone Beauty

BOBBIE RACETTE, *CEO*,
Virtual Gurus

MJ SINHA, *Senior Investment Manager*,
Catherine Donnelly Foundation

MARCEL LAUZIÈRE, *Executive Director*,
Lawson Foundation

MICHELE YOUNG-CROOK, *CEO*,
National Aboriginal Trust Officers Association
(NATOA)

JORY COHEN, *Senior Investment Manager*,
Inspirit Foundation

HEATHER CONRADI, *Senior Investment Manager*,
Vancity Credit Union

MATT MCGRATH, *Impact Investment Manager*,
Vancity Credit Union

STEPHEN HUDDART, *President and CEO*,
McConnell Foundation

LAUREN DOBELL, *Executive Director*,
National Impact Investment Practitioners table
(NIIPT)

MARK SEVESTRE, *Co-Founder*,
National Aboriginal Trust Officers Association
(NATOA)

Indigenous Entrepreneurs

MADE INVESTMENTS IN 5 PURPOSE-DRIVEN INDIGENOUS-LED ENTERPRISES ACROSS DIVERSE GEOGRAPHIES AND SECTORS. WE ARE PROUD TO SHARE THAT TWO OF THESE ARE LED BY POWERFUL WOMEN.

RICP invests in them so that they can have a greater impact in their communities, whether that's towards Indigenous child welfare, strengthening democratic systems, or providing culturally appropriate technology solutions.

CONFIDENCE

"Our new relationship with Raven put us on the map with the broader business community, including other investors, entrepreneurs, and social innovation organizations."

JEFF WARD, Animikii

"It built my confidence and validated the work I did, having someone believe in you is a great feeling."

JENN HARPER, Virtual Gurus



VISIBILITY & COMMUNITY

"RICP has created an entrepreneur centred community that includes experts and other business leaders going through the same transition. The promise and vision of this ecosystem made me want to say yes to the deal! They validated and increased our brand recognition in the Canadian impact business space."

JEFF WARD, Animikii

INDIGENOUS FOCUSED

"Technology has caught up with the way Indigenous Peoples live and do business, allowing us to replicate the "Indigenoussness" of the way we interact. RICP and their team align and understand, endorse, and encourage it."

LAWRENCE LEWIS, One Feather Technologies





"RICP is a full package partner - we can accelerate more quickly because they get the Indigenous narrative in ways that others don't and only serve people that do. They've lifted us up in a truly Indigenous spirit."

LAWRENCE LEWIS, CEO, One Feather Technologies



"It was important to us that RICP and Animikii's values are aligned in the Seven Sacred Teachings."

JEFF WARD
CEO,
Animikii



"Half of one percent of women who own businesses get funded - RCIP is changing that."

JENN HARPER
Founder and CEO,
CheekBone Beauty



"The cards are stacked against Indigenous Entrepreneurs in many ways and RICP and more mentorship like RICPs is needed."

BOBBI RACETTE
Virtual Gurus

Raven Impact Measurement Framework



SDG 12

**SUSTAINABLE
PRODUCTION &
CONSUMPTION**



SDG 2

**JOBS/ECONOMIC
GROWTH**

UN DRIP Article 17:
Employment



SDG 5

**GENDER EQUALITY,
EMPOWER WOMEN/
GIRLS**

UN DRIP Article 22



SDG 8

**EMPLOYEE JOB
CREATION**

UN DRIP Article 17 & 21



SDG 3, 8 & 12

**INDIGENOUS CLIENTS
WITH ACCESS TO
IMPROVED GOODS &
SERVICES**

UN DRIP Articles 5, 11 & 23



SDG 3, 8 & 17

**VOLUNTEER HOURS /
DOLLARS CONTRIBUTED
TO INDIGENOUS
PEOPLES**

UN DRIP Article 21



SDG 8

**INVESTMENT
CAPITAL AVAILABLE
TO INDIGENOUS
ENTREPRENEURS**

UN DRIP Article 39



IMPACT TARGETS



ACHIEVEMENTS



#INDIGENOUS JOBS CREATED/RETAINED

🎯 60 | 🏆 14

GENDER EQUALITY (MGMT/BOARD)

🎯 40% | 🏆 33%/33%



#INDIGENOUS JOBS CREATED/RETAINED

🎯 40 | 🏆 11

GENDER EQUALITY (MGMT/BOARD)

🎯 40% | 🏆 33%/0%



#INDIGENOUS JOBS CREATED/RETAINED

🎯 10 | 🏆 2

GENDER EQUALITY (MGMT/BOARD)

🎯 40% | 🏆 100%/33%



#INDIGENOUS JOBS CREATED/RETAINED

🎯 400 | 🏆 14

GENDER EQUALITY (MGMT/BOARD)

🎯 40% | 🏆 67%/50%



#INDIGENOUS JOBS CREATED/RETAINED

🎯 400 | 🏆 42

GENDER EQUALITY (MGMT/BOARD)

🎯 40% | 🏆 25%/0%

Raven Indigenous Impact Fund Metrics

PORTFOLIO COMPANY	KEY METRICS	IMPACT TARGETS	ACHIEVEMENT
ANIMIKII	#Indigenous Jobs Created / Retained	60	14
	#Indigenous Clients (Digital Media)	140	80
	#Indigenous Clients (Data Sovereignty)	100	0
	#Hours Training / Upskilling	100 hours	122 hours
	# Volunteer Hours / Dollars Donated to Indigenous Youth	400 / \$10,000	476 / \$17,000
	Gender Equality (Mgmt / Board)	40%	33% / 33%
	Broad-Based ESOP	100% employees	100% employees

PORTFOLIO COMPANY	KEY METRICS	IMPACT TARGETS	ACHIEVEMENT
ONE FEATHER	#Indigenous Jobs Created/Retained	40	11
	#Indigenous Indigenous Clients (Digital Elections)	340	189
	#Individual Indigenous Clients	200,000	N/A
	# Dollars Donated to One Feather Foundation	3% Gross Revenue	3% Gross Revenue
	Gender Equality (Mgmt / Board)	40%	33% / 0%

PORTFOLIO COMPANY	KEY METRICS	IMPACT TARGETS	ACHIEVEMENT
CHEEKBONE BEAUTY	#Indigenous Jobs Created/Retained	10	2
	Shift to Sustainable Ingredients / Packaging	100%	100%
	Systemic Change / Indigenous Women	10 events/year	100%
	#Indigenous Clients	10,000	270 (estimate)
	Gender Equality (Mgmt / Board)	40%	100% / 33%
	# Dollars Donated to FNFCS	1% Gross Revenue	1% Gross Revenue

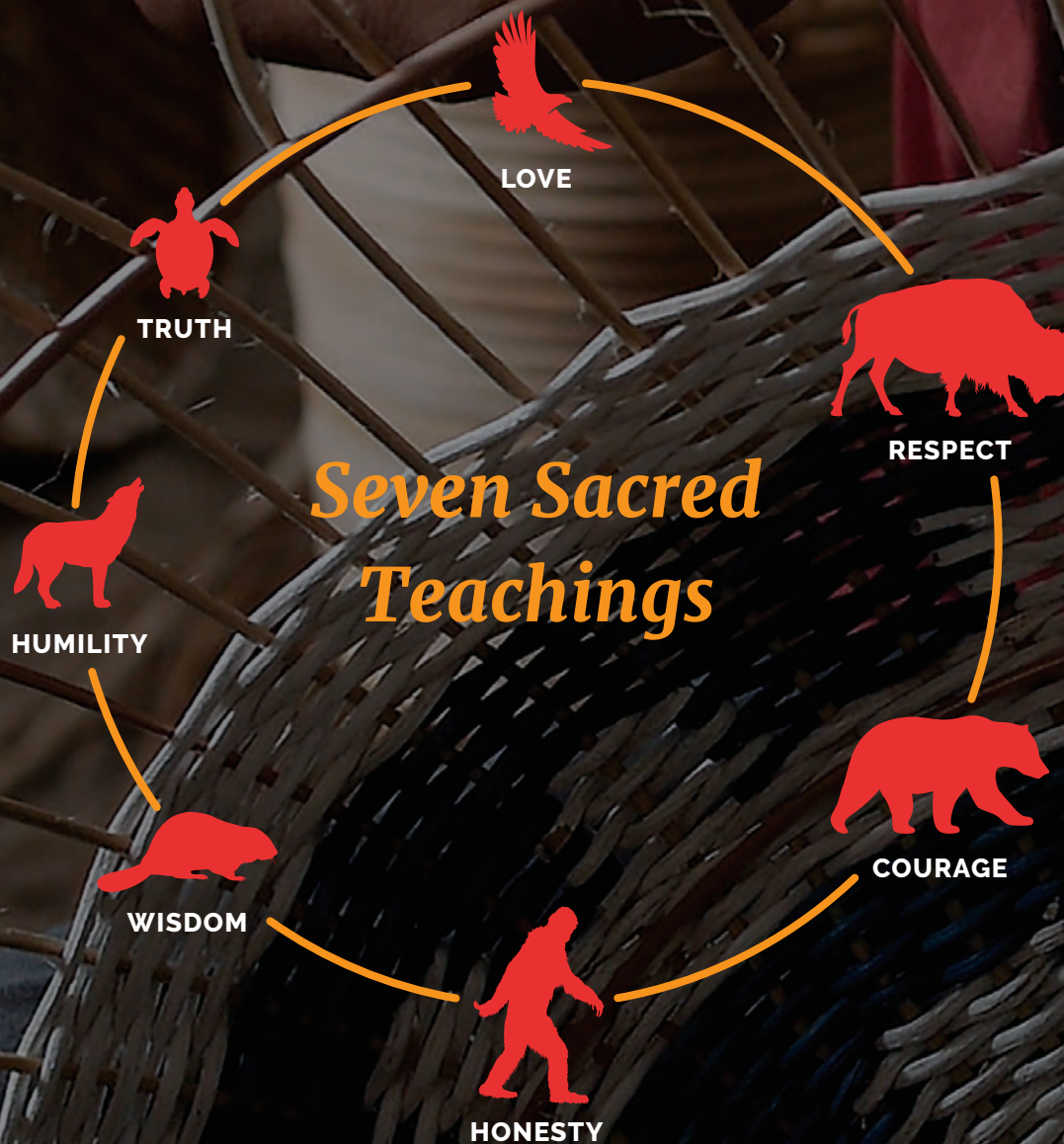
PORTFOLIO COMPANY	KEY METRICS	IMPACT TARGETS	ACHIEVEMENT
VIRTUAL GURUS	#Indigenous Jobs Created/Retained	400	14
	Gender Equality (Mgmt/Board)	40%	67% / 50%
	#Indigenous VAs Training/ Upskilling via VG Academy)	250	N/A
	Indigenous Ownership	51%	51%

PORTFOLIO COMPANY	KEY METRICS	IMPACT TARGETS	ACHIEVEMENT
PLATO TESTING	#Indigenous Jobs Created/Retained	400	42
	# of Software Testing Courses Delivered	40	11
	Indigenous Ownership	51%	17.50%
	Introduction of Broad-Based ESOP	100% employees	100% employees
	Gender Equality (Mgmt / Board)	40%	25% / 0%



Seven Sacred Teachings

OUR WORK IS ANCHORED IN AN INDIGENOUS WORLDVIEW, WHICH MEANS THAT ALL THINGS ARE RELATED, CONNECTED AND RESPECTED: EVERY BEING HAS A PURPOSE AND PLACE WITHIN THE SACRED CIRCLE. AN INDIGENOUS WORLDVIEW HONORS THE SEVEN NATURAL LAWS: LOVE, RESPECT, COURAGE, HONESTY, WISDOM, HUMILITY, AND TRUTH.



RICP IS HELPING TO ADVANCE THE INDIGENOUS IMPACT INVESTING ECOSYSTEM IN CANADA.

We provide access to private investment that is needed to fund and scale up innovative, scalable, purpose-driven Indigenous enterprises and we are helping to change the perception of risk and bias about investing in Indigenous entrepreneurs. We work across the ecosystem space - with investors, governments and other organizations - to help build awareness, new tools and an enabling infrastructure for Indigenous entrepreneurs to find innovative ways of addressing social and environmental issues.



"RICP is showing us how to invest in Indigenous Peoples and how we can weave through these difficult times. I think Indigenous people are very resilient, and if these entrepreneurs are going to make it through tough situations [like COVID-19] it's because RICP is valuing trust and investing in them, and making them feel empowered. They are trying to make a change and elevate Indigenous people - give them all the doors and windows that they possibly can, and this isn't going unnoticed".

MICHELLE YOUNG-CROOK, NATOA

"RICP is leapfrogging conventional approaches to impact investment in Indigenous communities. As a ground-breaker in this space, it has an exceptional opportunity to illustrate both how much untapped potential there is, and better ways of doing things. RICP highlights the importance of partnerships, ceremony, and mindfulness about objectives in the social innovation space, and illustrates important new ways of thinking within the broader ecosystem."

LAUREN DOBELL,

National Impact Investment Practitioners table





"RICP has alerted foundations and other impact investors to the fact that reconciliation involves economics, and that we have an opportunity and an obligation to contribute. RICP is making a significant contribution to economic thinking that integrates human, ecological, and social values with seven-generation thinking."

STEPHEN HUDDART, McConnell Foundation



Investors

FOR INVESTORS, RICP OFFERS A NEW OPPORTUNITY TO INVEST IN INNOVATIVE, SCALABLE, PURPOSE-DRIVEN INDIGENOUS ENTERPRISES THAT BENEFIT INDIGENOUS COMMUNITIES DIRECTLY.

These new pathways are building critical relationships in Indigenous communities while helping to grow a large base of Indigenous entrepreneurs and enterprises that are investment ready. Investment opportunities - ranging from 250k - 2m - also offers a combination of technical and managerial assistance to support a new generation of Innovative, scalable, purpose-driven Indigenous enterprises.

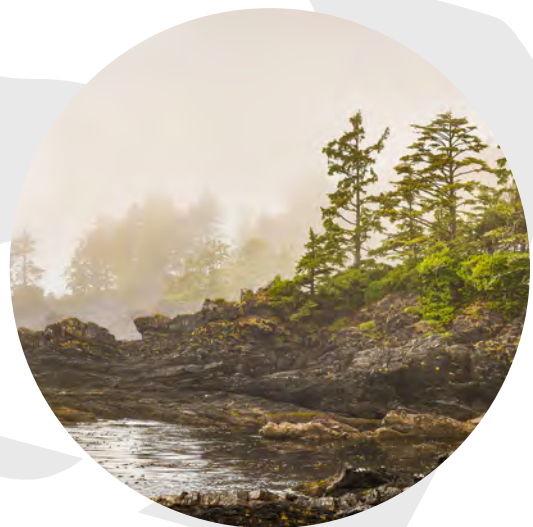


"Working with RICP and doing our due diligence has increased my awareness of the breadth and depth of the entrepreneurial activity within the Indigenous community and their exposure to different industries."

MATTHEW MCGRATH, Vancity Credit Union

"When this investment opportunity came up, from an impact perspective, it aligned with my values of making capital more democratic. It was a privilege to be able to support the work that they are doing."

MJ SINHA, NATOA



Investors



"RICP has been the trailblazer in Indigenous Social Finance. They have allowed traditional investors like ourselves to feel comfortable in the space. They have legitimized and mainstreamed Indigenous impact investing.

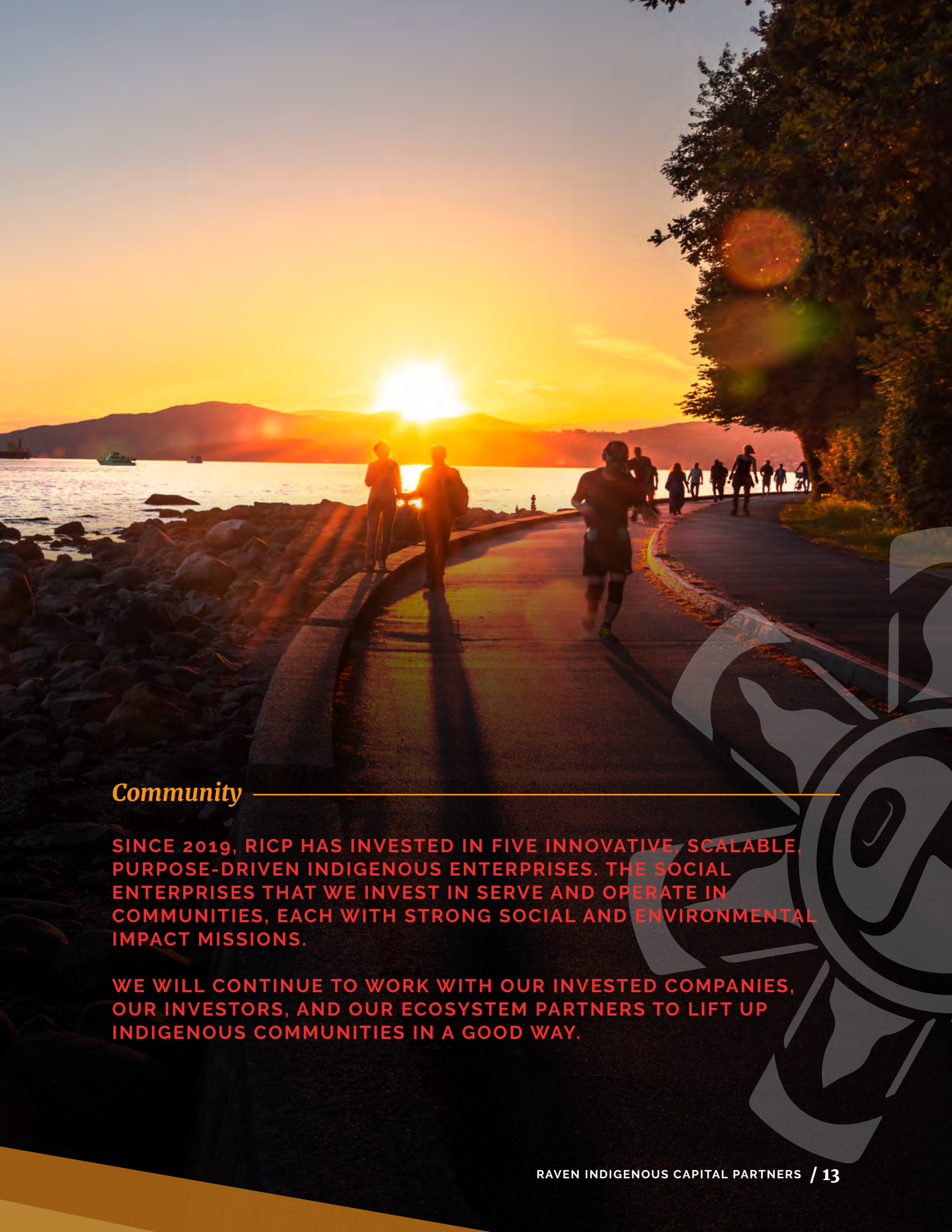
They have had a big impact on how we work with Indigenous partners; we've learned to listen more and to work differently. It has also created a focus for us in the Indigenous space that otherwise we would not have. RICP has given us an avenue to invest in support of Diabetes that wasn't there before. They are community-focused in a way that the financial industry is not.

MARCEL LAUZIÈRE, Lawson Foundation

"It's rewarding to see that a fund like this exists, where Inspirit can support such a meaningful impact. Our investment and relationship with RICP is an integral piece of moving forward with reconciliation work. We have increased our ties into reconciliation as a result of our interaction with RICP."

JORY COHEN, Inspirit Foundation





Community

SINCE 2019, RICP HAS INVESTED IN FIVE INNOVATIVE, SCALABLE, PURPOSE-DRIVEN INDIGENOUS ENTERPRISES. THE SOCIAL ENTERPRISES THAT WE INVEST IN SERVE AND OPERATE IN COMMUNITIES, EACH WITH STRONG SOCIAL AND ENVIRONMENTAL IMPACT MISSIONS.

WE WILL CONTINUE TO WORK WITH OUR INVESTED COMPANIES, OUR INVESTORS, AND OUR ECOSYSTEM PARTNERS TO LIFT UP INDIGENOUS COMMUNITIES IN A GOOD WAY.



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CAPITAL PARTNERS**

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