



20



NEW MEXICO
COMMUNITY CAPITAL

YEARS OF IMPACT

Letter From Leadership

WELCOME / REFLECTION

Twenty years ago, a group of visionary community leaders gathered to talk about building an organization that utilized patient capital and capacity building to support underrepresented small business owners who wanted to grow in a sustainable way. At the time this was a relatively newer strategy for the state. As NMCC moves into its third decade of existence, we haven't swayed much from that mission. The only difference is the hyperfocus placed on community, and the authentic, hard-working people and businesses we're continually inspired by every single day.

In October 2024, 20 years after our inception, NMCC officially opened the new Resilience Hub, a gathering space for community, events, healing, and wellness. It is an honor to share some of the accomplishments of this organization, seeded first in New Mexico, and now spread out across the country. None of this could have been achieved without the support of the entrepreneurs themselves, NMCC's hard working boards over the years, our funders, incredible team, and of course the vision put forth by a small group of founders in 2004 that saw the need for specialized investment and technical assistance in our beautiful state.

I feel fortunate to be able to lead NMCC at this time. Our organization represents a legacy of hard work, compassionate support, and a deep belief and commitment to the entrepreneurial and small business ownership path. May we continue to serve our communities and offer a vibrant, dynamic space that offers learning, growth and opportunity for those we serve.

A stylized, handwritten signature of the name 'liz' in a lowercase, cursive font.



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Board Members | October 2024

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HISTORY



MISSION & VISION

Mission Statement: New Mexico Community Capital's mission is to activate life changing opportunities with Indigenous communities to achieve economic sovereignty.

Vision Statement: New Mexico Community Capital bridges access to knowledge, technology, space, people, and capital for Indigenous communities through economic and community development.

VALUES

CULTURAL PLACEKEEPING

The process of revitalizing existing community spaces to be representative of the identity and history of the area. We actively care for Indigenous social and cultural knowledge, resources, and wellbeing.

INTERSECTIONAL + INCLUSIVE

We lead initiatives that are rooted in kinship and are representative of Indigenous values of respect, inclusivity, and interconnectedness.

COLLABORATION

We come together as a community to build and practice reciprocal relationships to learn, support, and share knowledge and resources.

INDIGENOUS METHODOLOGIES

We utilize Indigenous ways of knowing and values to co-create spaces that facilitate Indigenous responsibility for the land and culture.

RESILIENCE

We lead with regenerative practices to build the capacity of all people and communities to adapt and thrive.

SOVEREIGNTY

We nurture the ability of Indigenous communities and nations to have individual and collective agency to support and lead economic development and wellbeing.





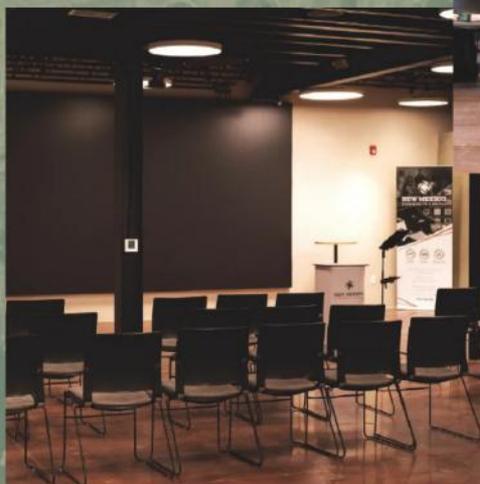




Resilience Hub

by New Mexico
Community Capital

NMCC's new 4,000 sq ft Resilience Hub is a catalyst to the revitalization of downtown Albuquerque to showcase Indigenous arts, markets and culture, provide expanded entrepreneurial training and co-working space, and offer access to state-of-the-art event space for the community, nonprofits and corporate entities.





INDIGENIZED BUSINESS & TECHNICAL ASSISTANCE



NMCC returned to the foundational skills needed by Indigenous communities and developed an iterative curriculum adapted and updated according to the prominence of technology for business owners as well as responding to the needs of the communities we serve. The TA programs and courses included in this curriculum include Native Entrepreneur In Residence, Financial & Business Basics, Digital Marketing & Business Basics, and currently, Business & Marketing Essentials.



46

NIER Graduates



265

Jobs Created



1,416

Stipends
paid since 2014
total of

\$1,488,495



\$58,032

Software
provided since 2020



540

Chromebooks
provided since 2020
total value of

\$188,710



\$55,696

Business Tool Kits
provided since
2020

BUSINESS & MARKETING ESSENTIALS



Empowering Indigenous entrepreneurs across Indian Country, our Business & Marketing Essentials (BME) program provides a dynamic launchpad for turning dreams into reality. Through hands-on learning, participants gain the skills and confidence to build thriving businesses and achieve financial success. From crafting compelling pitch decks to mastering financial forecasting, BME fosters a vibrant community of innovators, supported by expert mentors and driven by a shared vision of economic prosperity.

Our Business & Marketing Essentials program successfully expanded its reach in 2024, making positive impacts in Traverse City, Michigan; Oklahoma City; the Pueblo of Pojoaque; and Ysleta del Sur Pueblo in El Paso, Texas. The program's effectiveness is evident in the requests received to offer the class again in both Michigan and El Paso.



Enoch & Manassah
Endwarrior
Reclaim Designs

Daris Padilla
Lightning And Fire
Jewelry

Tina Archuleta
Itality Plant Based Foods

Cleo Otero
Cleo's Blue Corn Kitchen

Jennifer Powless
Shinymoon Creations



Cleo Otero - Cleo's Blue Corn Kitchen

Ya'teeh, I am a Dine'/Hopi matriarch from Torreon, NM. I am also the owner and operator of Cleo's Blue Corn Kitchen. I began my journey as an entrepreneur doing pop-up sales and small catering. It was definitely challenging to make ends meet when I didn't have access to capital and business knowledge.



NMCC impacted my business through the Business & Marketing Essentials course, individual consultations, referrals, panel discussions, microloans, grants and capital to upgrade equipment, catering bookings, and the Health is Wealth cohort. The challenges are still there, but so much more manageable.

You have to invest your time, energy and commitment to be successful. I recommend New Mexico Community Capital to grow your business, whether you're in ideation or looking to grow. The support is there.

Jennifer Powless - Shinymoon Creations

Over the past six years, my relationship with New Mexico Community Capital (NMCC) has been a true blessing. Their unwavering support and belief in me—both as a person and as a business owner—have profoundly impacted my life. As an Indigenous woman-owned business, navigating the entrepreneurial journey can be daunting. Yet, I've always known I would find a way. NMCC has been the guiding force that helped me turn that determination into reality, especially when traditional financial institutions wouldn't support me.



The mentorship and the invaluable classes they offer have transformed me into a more confident and goal-oriented business owner. NMCC's dedication extends beyond just me; they have also provided my children with resources and guidance to grow their businesses, fostering a family legacy of entrepreneurship.

In 2024, my children and I worked together to present a fashion show at the grand opening of the Resilience Hub. It was an incredible experience that showcased not only our creativity, but also the impact of NMCC's support in making such moments possible. Yaw^ko NMCC!



Enoch Endwarrior - Reclaim Designs

Since I first started the NEIR program, NMCC has been a place that has given me support with my business, even giving my family and I an opportunity to express ourselves artistically, through a fashion show that was created for their Resilience Hub opening. NMCC gives me the ability to grow from their education and financial support by offering amazing opportunities that align with my business and mission.



Daris Padilla - Lightning And Fire Jewelry

NMCC has been a huge help since I first took their Financial & Business Basics course in 2020. Since then I have taken their digital marketing course and participated in multiple First Friday and Railyards Markets. NMCC has given me lots of guidance over the years, especially when applying for funding and perfecting my business pitch. I am very grateful to the organization and the community they have built over the years. I would not be as successful as I am today if it wasn't for them.



Shyla Sheppard (Three Affiliated Tribes) was the first entrepreneur to go through NMCC's Native Entrepreneur in Residence (NEIR), a six-month incubator and accelerator program. She previously worked at NMCC as a fund analyst starting in 2005, joining founders Jarratt Applewhite and Tom Keleher as a member of the investment fund and exiting in 2013 as an Associate Director.

"Over time, we recognized that NMCC was uniquely positioned to add value. With our non-profit parent, we could offer technical assistance and access capital meant to support entrepreneurs in places that lacked institutional investment. As a pilot project, we pursued CDFI funding for a nano-fund aimed at Native-owned businesses. The investment I led was in a Native American woman-owned oilfield services company in North Dakota, where she was able to purchase her first semi-truck. Over time, she not only returned the capital, but we even experienced a small return. To this day, her business continues to thrive. My investment thesis was that often overlooked Native entrepreneurs had potential, but we would need to understand what they wanted to achieve and be flexible with the deal structure. From my perspective, this pilot was pivotal to bend the direction of NMCC to focus on Native businesses."

In mid-2013, Shyla decided to take the leap to start her own business. Rather than just leave NMCC, she transitioned out over the last quarter as a resource to the program while developing her business plan. In 2016, Shyla and her partner, Missy Begay, opened the first Indigenous-women owned brewery in the country, Bow and Arrow Brewery. They've since opened the Rambler Taproom in Farmington, NM.

Shyla Sheppard
Bow & Arrow Brewing Co.



AGRICULTURE WORK



NMCC developed and implemented agriculturally based programs to address the financial and business side of farming to help support Native farmers' passion for agriculture. The agriculture programs are a unique blend of peer-to-peer learning, the appropriate use of technology, and a respect for Indigenous and community values woven into the fabric of each class.





THE FUTURE IS INDIGENOUS WOMEN



2,429

Indigenous women
entrepreneurs served



480

Tribes reached



\$2,389,000

Total investments

The Future Is Indigenous Women (TFIIW) is a collaboration between Native Women Lead, NMCC and Roanhorse Consulting LLC, funded by the Equality Can't Wait Challenge. Indigenous women interested in entrepreneurship now have a culturally grounded and responsive space to come for equitable access to capital, business development resources, wealth creation resources, and financial and career opportunities to scale their businesses in community.

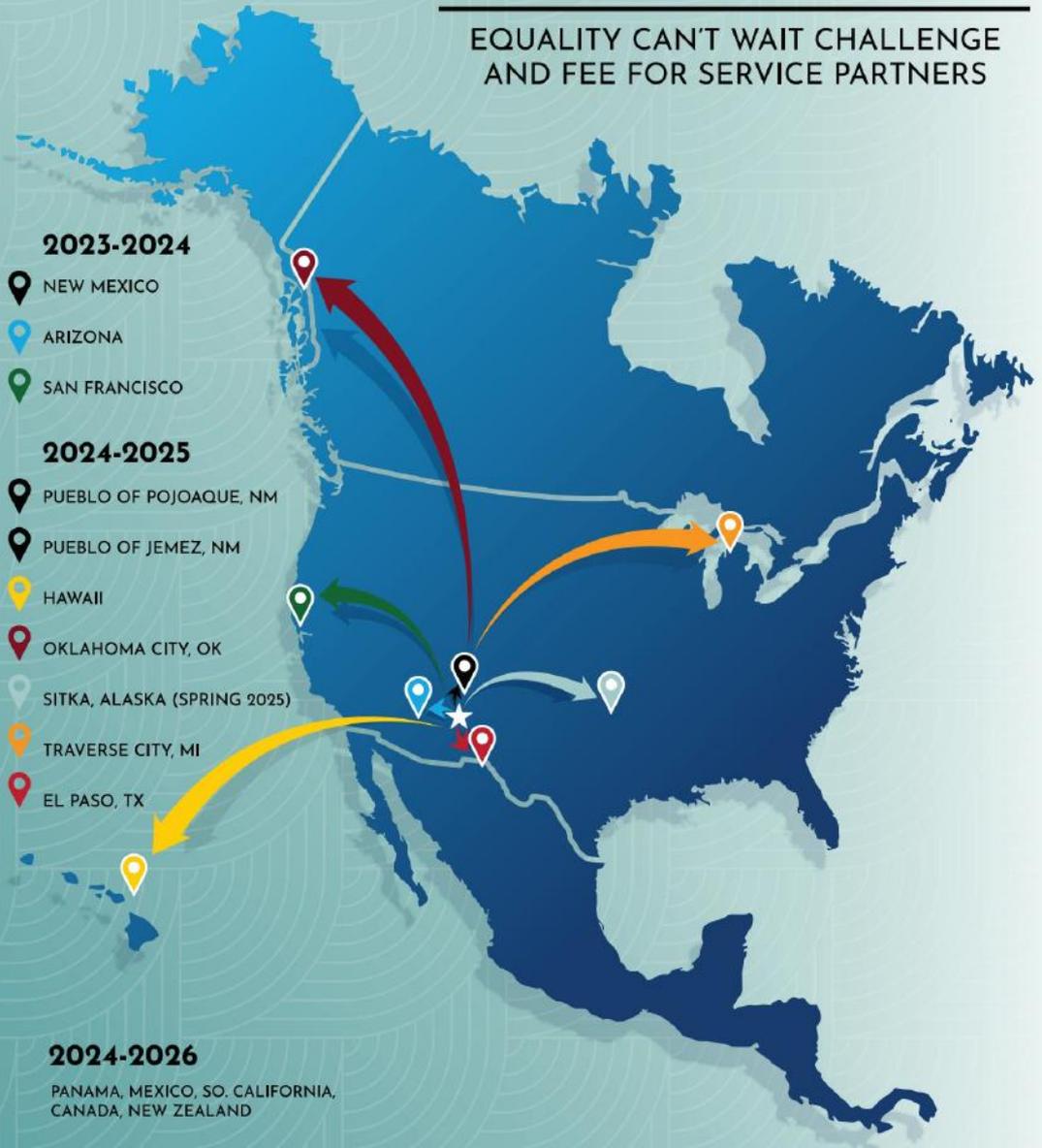
Since 2022, this work has helped Native women strengthen their business and finance acumen, broaden networks, and take key steps towards economic advancement and healing.

In January 2024, Roanhorse Consulting became the new home for the Rematriating Economies Apprenticeship (REA) that was designed and piloted with TFIIW support.

thefutureisindigenouswomen.com

Revitalizing Ancestral Trade Routes

EQUALITY CAN'T WAIT CHALLENGE
AND FEE FOR SERVICE PARTNERS



Complete intake via Salesforce and send introduction email describing NMCC and our Business & Marketing Essentials class.

Sign-up for 1 on 1 mentorship via email or community portal. Sign up for Slack and stay connected for more opportunities and events.



Accept, deny or put on waitlist. Review application, confirm address and contact information.

Receive business tool-kit, MSTRPLN, binder, Square Reader, Chromebook, ring light, bag and e-books.

Complete W-9, community agreement, pre-assessment and photo release. Create a shared folder and add curriculum resources



The IndigiExchange marketplace supports NMCC's entrepreneurs with selling, pricing, negotiating, and digital marketing. Contracts are negotiated to pay entrepreneurs up front to determine a fair price and profit margin. All sales are reinvested into buying more products with a percentage used to fund a small Native entrepreneur fund to support makers with micro grants that help support their business.

indigiexchange.com



97

Current and Past
featured Indigenous
Entrepreneurs



2,485

Items purchased from
74 entrepreneurs



\$34,167.66

Total Value
of Purchases



FISCAL SPONSOR SERVICE



Number of organizations supported over the years:

Fiscal Companies

27



Funds protected under management:

Total Funds Managed

\$8,564,425.91



Native-led Organizations:

96%

26 out of 27 companies

In 2015, it became clear through the implementation of the NEIR program that our community had a need for fiscal sponsorship. NMCC began to fiscally sponsor NEIR graduates looking to provide nonprofit services to the community. We saw this as a great service to offer because it allowed new and emerging charitable projects to accept tax-deductible donations before obtaining their own IRS designation, which can be a lengthy process.

In 2021, we received a request from a philanthropic foundation to provide fiscal services to an organization they wanted to support. That conversation helped us to realize there was also a need in the funding community for a trusted entity to provide fiscal sponsorship.

Since then, we have established 27 fiscal sponsorship relationships. NMCC has managed over \$8.5 million for 18 funded sponsees since we began offering fiscal services.

Two of those organizations have received their own 501(c)(3) status.

While this is impressive, our biggest goal with the fiscal sponsorship service is to help create a financial backbone for the organizations we serve. This can help fill more of the gaps our community faces, beyond the programming NMCC provides.



Our team has been diligently conducting research and development on IndigiDAO, a decentralized autonomous organization (DAO) aimed at empowering Indigenous entrepreneurs through emerging technologies. We've taken a visionary and regenerative approach, prioritizing Indigenous perspectives in the development of this management information system platform. We are excited to continue our research funded by the Robert Wood Johnson Foundation and have secured funding from the 11th Hour Foundation to continue our work and create a toolkit for communities interested in creating democratic governed organizations.

A key highlight of our work has been a partnership with Onix, a leading Google Cloud consulting firm. Together, we're co-developing a Reciprocity/Resources dashboard on the Appsheets platform to track transactions and data within our programming. We're also exploring opportunities to host community-focused workshops and hackathons to introduce Indigenous communities to app development. Additionally, we're excited about the potential of no code applications as educational tools and are actively seeking partnerships with other technology service providers to expand our reach and impact. Through these initiatives, NMCC is committed to fostering a new generation of Indigenous tech leaders and innovators.

STRATEGIC PRIORITIES & FOCUS



1. ECONOMIC DEVELOPMENT

Create a thriving environment where local individuals and communities have access to opportunities for growth, wealth creation, and a better quality of life, while also connecting with the global economy.

- Technology & Innovation
- Economic Opportunity
- Access to Capital
- Education and Workforce Development
- Capacity Building

2. COMMUNITY DEVELOPMENT

Revitalize our community spaces to reflect the area's rich history and identity, while actively preserving and promoting Indigenous culture, knowledge, and well-being.

- Community Engagement and Consultation
- Community-Based Cultural Programs
- Equitable Access and Inclusivity
- Collaborative Partnerships



3. CULTURAL RESILIENCE

Empower individuals, communities, and Nations to adapt, innovate, and thrive despite challenges, while preserving their cultural identities, traditions, and values, strengthening their cultural resilience.

- Entrepreneurial Outreach and Programming
- Access to Financial Resources
- Mentorship & Coaching
- Storytelling & Networking
- Articulation and Empowerment
- Global Solidarity & Partnership
- Advocacy
- Generational Knowledge
- Community-Led Programming
- Indigenous Innovation & Adaptation
- Resilience





FUNDERS & DONORS

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Community Development Financial Institutions
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U.S. Department of Agriculture
Wells Fargo
Target Foundation
Native American Agricultural Fund
McCune Charitable Foundation
U.S. Minority Business Development Agency
U.S. Small Business Administration
Robert Wood Johnson Foundation
Ute Indian Tribe
NDN Collective Inc.
NoVo Foundation
Forest County Potawatomi Foundation
US Bank
Hearst Foundation
Messenger of Healing Winds
Rural Community Assistance Corporation
Shakopee Mdewakanton Sioux Community
State of New Mexico
Regional Development Corporation
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We give thanks to all of our board members who've contributed many volunteer hours over the years. Thank you for your service and dedication to our organization.

13 Years

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M. Gayle Watson

11 Years

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9 Years

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