

Blk Women in Excellence – 2024 High-Impact Community Report

Financial Support at a Glance

Blk Women in Excellence (BWIE) is dedicated to creating transformative impacts through fiscal responsibility and transparency. The summary below outlines our financial contributions, event participation, and measurable impact from 2023 to September 2024.

Through our targeted programs and initiatives, BWIE has empowered Black women entrepreneurs across Nova Scotia and beyond, significantly driving economic development, fostering community engagement, and supporting business growth.

Event Participation & Attendance Summary for 2023

- Christmas Pop-Up Market

Attendance: 100+

Businesses Present: 44

- Apple Blossom

Attendance: 3000+

Businesses Present: 30

- Pitch Practice Day

Attendance: 27

Businesses Present: 14

- Official Pitch Competition Day*

Attendance: -

Businesses Present: 14

- Celebrating Black History Month**

Attendance: 28

- Scotiabank Showcase (Black Female-Owned Businesses)**

Attendance: 28

Event Participation & Attendance Summary for 2024

- SheLeads Summit
Attendance: 70
- Business Board Night
Attendance: 25
- Cruise into BWIE – Pop-Up Market
Attendance: 600
Businesses Present: 44
- Sisterhood Across Continents (Online Panel)
Attendance: 67
- Pitch Practice Day
Attendance: 39
- Canadian International Women of Excellence Event
Attendance: 20
Businesses Present: 17
- Blossom with BWIE
Attendance: 5000+
Businesses Present: 44

Event Participation & Attendance Summary for 2023-2024

- Crown and Connect Bi-Monthly Networking Event
Attendance: 77
Businesses & Organizations Present: 77

Financial Contributions from Our Supporters in 2023 and 2024

Our sponsors and supporters are pivotal in helping us deliver high-impact programs that uplift Black women entrepreneurs. Here's a breakdown of financial contributions:

- BWIE's 2nd Annual Pitch Competition
Supporter: Atlantic Canada Opportunities Agency
Cash Amount: \$94,300

- RISE Helps (Ontario)
Cash Amount: \$5,000
- Starbucks
In-Kind Amount: \$1,000
- Pattison Outdoor Advertising
In-Kind Amount: \$5,000
- 7 Virtues Perfume
In-Kind Amount: \$2,500
- Tribe Network
Cash Amount: \$10,000

2023/2024 Impact Report

Empowering Entrepreneurs: Programs & Initiatives

16-Week Ignite Program

- Participants: 72 Black women entrepreneurs (2023-2024)
- Overview: BWIE's flagship program, the 16-Week Ignite Program, provided tailored mentorship, strategic business training, and resource access for aspiring and established Black women entrepreneurs. This program has contributed to the launch of numerous successful businesses.

Fix Her Crown Mentorship Initiative

- Participants: 56 women (2023-2024)
- Overview: This initiative empowers Black women by providing mentorship and guidance through personal and professional development.

Laptop Lending Program

- Laptops Distributed: 34
- Overview: Our Laptop Lending Program ensured Black women entrepreneurs have the digital tools they need to participate in today's economy, especially during COVID-19 recovery efforts.

Coaching Calls

- Sessions Held: 1,092 (2023-2024)
- Overview: These one-on-one coaching calls allowed entrepreneurs to access tailored advice, helping them navigate challenges and scale their businesses.

Entrepreneurship in the Making (NSCC Partnership)

- Participants**: 10 (2024)
- Overview: This collaboration with the Nova Scotia Community College provided entrepreneurial training, with a specific focus on Black and African Nova Scotians.

Event Highlights & Community Engagement

- Christmas Pop-Up Market (2023)
Attendance**: 100+
Businesses Present: 44
- Blossom with BWIE(2023)
Attendance: 3000+
Businesses Present: 30
- SheLeads Summit (2024)
Attendance: 70
- Cruise into BWIE – Pop-Up Market (2024)
Attendance: 600
Businesses Present: 44
- Crown and Connect Bi-Monthly Networking Event (2023-2024)
Attendance: 77
Businesses Present: 77

Economic Impact: Supporting Black Women Entrepreneurs

BWIE's commitment to economic empowerment is evident in the data and results achieved through our programs and initiatives:

- Business Startups: 72 new Black women-owned businesses launched through BWIE's programs.
- Job Creation: Over 80 jobs were created or sustained through BWIE's initiatives, contributing to local economic growth.
- Revenue Growth: Over 60% of BWIE program participants reported increased revenue after participating in our programs.
- Community Impact: BWIE's events attracted thousands of attendees, providing vital visibility and market opportunities for Black women-owned businesses across Nova Scotia and beyond.

What's Next?

As BWIE looks ahead, we are transitioning from a traditional not-for-profit model into a dynamic social enterprise. This evolution strengthens our mission to empower Black women entrepreneurs while ensuring long-term sustainability and increasing our impact. Our future goals and initiatives include:

1. Revenue-Generating Programs and Services

Developing paid programs, mentorships, and coaching services to reinvest in our mission. These services will cater to Black women entrepreneurs at every stage of their business journey, ensuring scalability and sustainability.

2. Micro-Loan and Investment Programs

Expanding our financial support for Black women entrepreneurs through partnerships like the INOVA Credit Union Micro-Loan Program. By offering more investment opportunities and financial literacy programs, we will empower our members to grow sustainable businesses.

3. Creating Social Impact Ventures

Launching new ventures through strategic collaborations that address both social issues and drive profits. These initiatives will create sustainable business opportunities for our members and lasting community impact.

4. Membership Models with Added Value

Implementing tiered membership options with premium services, including exclusive networking opportunities, workshops, and business resources, to foster a self-sustaining ecosystem.

5. Innovation and Digital Expansion

Expanding BWIE's reach across Canada by leveraging digital platforms for wider access to our programs, coaching, and resources. Our goal is to use technology to deliver more impactful education, training, and community-building initiatives.

6. Partnerships for Broader Reach

Continuing to build strategic partnerships with financial institutions, government agencies, and corporations to create more opportunities for Black women entrepreneurs. These partnerships will support job creation, investment opportunities, and greater inclusion in the Canadian economy.

7. Research and Advocacy

Using BWIE's platform to advocate for systemic changes that improve access to capital, resources, and opportunities for Black women entrepreneurs. We will continue research efforts to identify barriers and propose solutions to advance equity in entrepreneurship.

We Value Community Feedback

Here's what our community says about BWIE:

> "BWIE has been a game-changer for my business. The support I received through the Pitch Competition and the 16-Week Ignite Program gave me the confidence and tools I needed to take my business to the next level."

> – Rachel T., BWIE Program Participant

> "Crown and Connect helped me build valuable relationships with other entrepreneurs and professionals. The networking opportunities are invaluable."

> –Jessica M., Event Attendee

Contact Us*

Blk Women in Excellence

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Together, we can continue to empower Black women entrepreneurs to thrive!