

ACTIVATING BLACK
CAPTIAL



BLACK PERSPECTIVES SPOTLIGHT

POWERED BY



She
Syndicate



My Learning Journey...

Joey was one of my first conversations outside of my own professional circle about this (up until that point) mostly private professional interest in, and possible market need for, building the ecosystem that surrounds would-be Black impact investors and philanthropists. I knew of Joey's involvement and local ecosystem-building roles with both the target populations I hoped to serve--unlocking resources for the talented diverse network of social entrepreneurs here in Atlanta, as well as collaborations with the Black creative community of wealth in town. As such, when he enthusiastically leaned into the conversation with me, I could tell I'd piqued his curiosity around the possible power of investing INTO the Black influencer community (as opposed to coming with an 'ask'). That was incredibly encouraging. You can have an idea, but when someone more knowledgeable about your target market validates that inkling of yours, it's incredibly empowering and spurred me to continue on this exploration in earnest. I look forward to future creative brainstorm conversations with Joey about how savvy social capital models could support more 'upstream' players here in town, in addition to the swell of support for entrepreneurs and innovators.



Joey Womack
Amplify 4 Good & Goodie Nation
Atlanta, GA

BLACK PERSPECTIVES

POWERED BY  She
Syndicate

Before speaking with Adrienne, I hadn't considered existing financial institutions, and more specifically Community Development Financial Institutions (CDFIs) and Minority Depository Institutions, that surround the Black community, and instead was focused more on social circles and trusted peer networks. She expanded my context of analysis to include these existing financial players, as they are in fact an important part of activating capital for social impact and have existing relationships with the Black community. I subsequently broadened the complexity of my learning journey to begin to map the industry to include not just 'bottom-up' support (for lack of a better way to express beginning in the investor's shoes) but also 'top-down' limitations (the interplay among institutions and gaps in financial services provided to meet investors' needs). Interestingly, I learned about the tension between CDFIs' clear community-impact value proposition and the inherent operational limitations in their service/product offerings to attract high-net-worth clientele. It left me sitting with the question about where the reach of these mission-aligned financial institutions and wealth managers could be stretched for the purpose of better activating Black wealth here in Atlanta and beyond. What insights these existing trusted financial pillars could provide as I consider how I could contribute toward empowering a more diverse impact investor populous. I greatly appreciate Adrienne's trust, respect, and support early on in my journey in sharing her perspective with me and introducing me along to ever-more relevant sounding boards to really kick off this exploration.



Adrienne White
VP Strategy, Citizens Trust Bank
Atlanta, GA

BLACK PERSPECTIVES

Gerry reminded me to keep my focus on reading the market's readiness--the market in my case, meeting Black wealth holders where they are and not trying to move people/organizations/institutions from A to Z in one swoop. Though I may 'know' this, I can sometimes overlook it as possibility and goals of impact can creep in and cloud my mind in this exploration process. In his work with institutional impact investors, he has experienced the gap between talking about interest in social and environmental impact, compared to walking the walk and actually moving capital. So he stressed the importance for me to have patience for that embodiment process, which in some ways can be a slow evolutionary process for a market. I appreciate his offer to serve as a continued sounding board for me, helping to catch blindspots when my eager intentions creep in and miss meeting a community where it is, and to help reflect gaps in my market analysis as I explore where I can uniquely serve to foster an empowered diverse impact investor community. It's personally empowering to know I have thought partners willing to sit squarely in areas of my own personal blindspots to enrich my analyses and help ground me as I go.



Gerry Evelyn
Managing Director,
Artesian Capital Management
Brooklyn, NY

BLACK PERSPECTIVES

POWERED BY  She
Syndicate

Lori has been, and continues to be, an incredibly encouraging, generous, and empowering thought partner who resonates with my intention, helps check my blindspots in communication, thereby guiding my exploration. Lori leads The COO Team, a strategic operations agency that helps organizations build the strategies and systems they need to be more sustainable and scalable. She lives in Richmond, VA with her husband and two daughters. In our conversations, she draws from her own experience supporting high-net-worth circles of women connecting to their purpose, and also recognizes the trust-building power of radical transparency. An important part of this learning journey is refining my question--the guiding North Star of my market exploration. Tightening my question has helped me unlock more effective and focused conversations and has been empowering to my search for market opportunities and gaps where I could contribute. Lori has generously listened to me speak about my interests and attempts at pursuing them (for hours), and helped me refine a key target customer question: *Where are you convening with your financial peers? And are those peers White or POC?* She has pushed me to hone my articulation of what I'm looking for in partners/target audience and reflected my lost opportunity in building trust because I wasn't leading with what I bring to the table. I was coming with the presumption speaking about what gaps I *thought* my audience had, rather than what I know for sure, which is what I can contribute. To come with a clear and transparent articulation of MY assets, before asking a new community to trust me enough to share about the personal topic of their financial empowerment journey. Lori's continued input has taught me the importance of my approach and a laser-focused guiding question.



Lori Ruffin
The COO Team
Richmond, VA

BLACK PERSPECTIVES

I've learned from Dazia about sincere cross-racial sisterhood and what it really means to be a partner with someone to empower each other, as we explore where we have influence, privilege, and humanity (deep caring) that's not being expressed fully and for the highest good. We continue to push the edges of our own comfort zone in 'proximity' in cross-racial bridge building and she's a huge source of grounding for me, reflecting my blindspots in sisterhood and women's empowerment, and encouraging me to lean into possibly uncomfortable cross-racial conversations, as a White woman interested in and perceiving a dearth of support for Black wealth holders. This listening tour is really a journey of trust building across racial, cultural, and economic spectrums; Dazia is a grounding presence and social justice warrior sister along my path. She is a big part of strengthening my skills in intentional listening for my blindspots and where sincere intentions lead to blinders in my perceptions (humility), while also supporting me to still lean in and contribute my own creative ideas around market opportunities and partnerships (vulnerability and self-confidence). She's been here since the early stages when this Working Group topic was just a small inkling in private conversations around me, and she's been a sister alongside me as that inkling was validated by others, the market and continues to grow louder and clearer still.



Dazia Wallerson
NTL Institute, Leap Forward,
& LVED Clothing
Baltimore, MD

BLACK PERSPECTIVES

POWERED BY  She
Syndicate

Isa helped reflect a key invisible ingredient in this whole ecosystem--trust. If my intention is to understand the lay of the land of support, or lack thereof, for Black wealth holders interested in using their financial capital for social impact, then I needed to follow the strings of trust that surround any individual would-be investor. For a vulnerable issue like money, I needed to understand where trust already exists at the intersection of financial advice and Black communities. Begin with an individual: *From whom do they seek counsel about their wealth? And why do they go to those trusted sources of counsel?* Aligned with the advice of another colleague in this listening tour, tracing where trust as a currency already exists around Black wealth holders will be imperative to my ability to meet the market where it is (and mitigate how my own experiences as a White investor in the social impact industry could cloud my context). Secondly, she pushed me to make my case with quantitative data. I'm an investor; I know how to pitch. I need to back up the qualitative anecdotal support I'm finding through these informational interviews with hard data. Don't underestimate the power of trust and numbers, as I continue to explore where I can uniquely contribute to this ecosystem and seek to open new doors/partnerships (requiring trust building, of course) to facilitate that exploration. Since speaking with Isa, I have begun visually mapping (on an X-Y axis) the current impact investing industry to put more 'data' behind my industry exploration.



Isa Ellis
Gates Foundation
Seattle, WA

BLACK PERSPECTIVES

Patricia really impacted me with her generosity of listening, intellectual contribution, and openness. It reminded me of just HOW generous women in the social finance industry can be of each other's ideas and journeys. I spoke with her somewhat early in my exploration of this topic where I still felt a bit tentative about owning this interest, and so it was a surprising and empowering relief to have such a creative and enthusiastic conversation with her. I so appreciate the gift of her intense curiosity about me, my journey, my current interests, and how she can contribute to my continued exploration moving forward. From her own experiences working to create supportive ecosystems for more diverse social entrepreneurs and impact investors in the U.K., she introduced me to the Black philanthropic industry here in the U.S. and offered an open line of communication as I continue, as we share a particular intentional focus on the intersectionality between racial and gender lens investing. We speak often at SheSyndicate of the power of women investing in women, and I really felt just how joyful and empowering that is when Patricia welcomed me with generous listening, humor, insightful questions, creative ideas, and some Japanese language (a mutual connection for us) when first introduced.



Patricia Hamzahee
Integrity Capital & Extend
Ventures
London, UK

BLACK PERSPECTIVES

GET IN TOUCH

Email: cable.anna@gmail.com

Web: www.annacable.com/diverse-capital

BLACK PERSPECTIVES