Native Business Coalition

In collaboration with Roanhorse Consulting LLC, Native Women Lead, New Mexico Community Capital, Change Labs, & Native Community Capital, it was our collective intent to understand and develop impactful solutions for native-owned small businesses.

Native-owned small businesses, in particular microbusinesses, are not immune to the devastation of the COVID-19 pandemic.

Here’s a snapshot of key findings of the recent survey in which 110 Native-owned businesses responded:

- **66%** identified as women/womxn/two-spirit
- **71.3%** advised their business is the sole source of income
- **80%+** By what percentage do you anticipate your sales will decrease during the COVID-19 pandemic? (not everyone answered this question)

What are the 3 biggest sources of personal stress to you as related to the COVID-19 pandemic?
- Paying home/business rent or mortgage
- Utilities (electricity, gas, phone, internet)
- Paying for groceries

Note: Noted between 80% - 100%

Ways you can support Native-owned businesses:

- Purchase from and hire Native-owned small businesses
- Promote Native-owned businesses online through social media
- Consider donating to organizations who support Native-owned business growth:
  - Roanhorse Consulting, LLC - roanhorseconsulting.com
  - Change Labs - nativestartup.org
  - Native Women Lead - nativewomenlead.org
  - Native Community Capital - nativecap.org
  - New Mexico Community Capital - nmccap.org

Please check out these ongoing resources that are specific to Native American businesses: [bit.ly/nativebiz]

Please join our Facebook group: [bit.ly/nativebizgroup]

Keep up with the latest news and to share in your networks