

THE *Rooted*™
COLLABORATIVE

GROWTH REPORT

DECEMBER 2020

THEROOTEDCOLLABORTIVE.COM



Letter from the *Founder*

At the top of 2020 I had big goals (and high hopes) for the Rooted Collaborative. I wanted to grow our membership & team so we could better serve our members and expand both our global footprint and programmatic offerings.

Enter Global Pandemic -- which I have renamed the Zombie Apocalypse.

COVID-19 had other plans for us here at The Rooted Collaborative. On a personal note, I was in the first wave of folks in the U.S. to get it and friends...it was terrible. I am still dealing with the after effects of being sick for 8 weeks. This was a HARD lesson in a few things. How to:

- *Not ignore your body and the health warning signals it's sending off.*
- *Not work through illness. After the first 2.5 weeks where I couldn't really move, think or do I worked tired, sick and with a low grade fever for 6 more weeks. At the top of the list of "never again" is doing any of that.*
- *Rely on your team. It's a gift to work alongside talented professionals who have your back and best interests in mind.*
- *Say NO. I physically could not do everything that I wanted to do and it was tough to say "I can't"*

This year, I also lost my stepdad to this virus. Although he lived a full life and got to spend his best years with my mom (and help raise my brother and me); it was heartbreaking to know he transitioned alone in a room without family. Death in any form is cruel but this felt especially wicked. My brother and I have rallied around my mom, Dawn, and although my family is already close; this has brought us closer. Grief isn't linear and for anyone who's experienced this kind of loss you know that grief is love with nowhere to go.

The #queenager is growing up. At 15, she's a bright, happy, well adjusted soul figuring out who she is and how she wants to show up in the world. You've watched her grow as Kishshana & Co. has grown. We will blink again and she'll be off to college. Teenagers are forgotten ones in this pandemic sandwiched between the children struggling with homeschooling and adults struggling to live. This summer, she joined my company as a summer intern. It felt better than any of my other achievements to be able to hire my kiddo for her first job. Her shiny working papers were signed by her parents (me) AND her employer (also...ME).





We've learned together, discovered together, had hard conversations together and **tread new ground together.**

The team at Kishshana & Co. grew to 2 full time employees, 3 part time employees and 5 contractors. I have the privilege of leading a company of black women -- bright, creative, get sh*t done humans who go above and beyond to ensure our clients receive stellar service and who make sure we take care of ourselves (and each other). They are so fly! You'll meet some of them in this year's end review.

From January through to December, I hit the road and then the digital streets - *call me DigiKish* - talking with thousands of people about living well and leading well, fundraising and philanthropy, diversity, equity, access, and inclusion and talent management. Moving to a virtual environment was a seamless pivot as I've been in your homes (and inboxes) for the last 5 years. I even did my first **Tedx Talk - I'm Not Your Superwoman** - and it was a surreal experience. [Check it out!](#) Share it! I'd love to know what you think.

The Rooted Collaborative, a women-focused and led global community for black, indigenous, and women of color leaders, entrepreneurs, advocates, and artists who are redefining the look of philanthropy and fundraising, through our eyes flourished. We produced two virtual conferences; The Rooted Collaborative PopUP Wellness Conference + [The Rooted Retreat: UpRooted](#). Over 450 people across those two events experienced their first "stay at home" retreat with us complete with curated retreat gift boxes and best in class speakers, teachers, and healers. Our 2021 offering, **The Rooted Retreat: Evergreen** is gonna knock your SOCKS OFF!

In the U.S., social justice and facing the deep-seated racism in this country ruled the year. From George Floyd to Breonna Taylor, it was impossible to ignore the battle-worn cry of black people from the boardroom to the

street. We'd had enough and challenged the status quo with relentless vigor. My company has always been focused on equity; it's the foundation of our leadership practice. If you call yourself an ally in this work, I encourage you to step boldly toward being a co-conspirator in 2021.

As the national spotlight moves to another issue of the day, I will remind you that every single day that I wake up -- I.A.M.A.BLACK.WOMAN. To support the work I do and benefit from the transformation we offer through this work means to stand firmly with me when it gets rough and to stand up to injustice even when no one is looking.

Our year at The Rooted Collaborative wouldn't be a year at all without you. Our stakeholders -- nonprofit organizations, tech companies, search firms, foundations, consultants and career professionals looking to grow make this ride the best! We've learned together, discovered together, had hard conversations together and tread new ground together. I think you'd agree that despite the whirling dervish of a year we've had, we are leaving this year a little better than we found it.

I'm proud to share this Growth Report on The Rooted Collaborative with you. Let me know what you think and how we can partner in the new year.

With Gratitude,

♥♥ Kishshana



The Faith of A Mustard Seed Has Taken Root

About the Rooted Collaborative

The ROOTED Collaborative is a global community focused on the growth and development of women leaders of color in the social impact sector, providing targeted wellness, financial legacy building, personal and professional development opportunities for members.

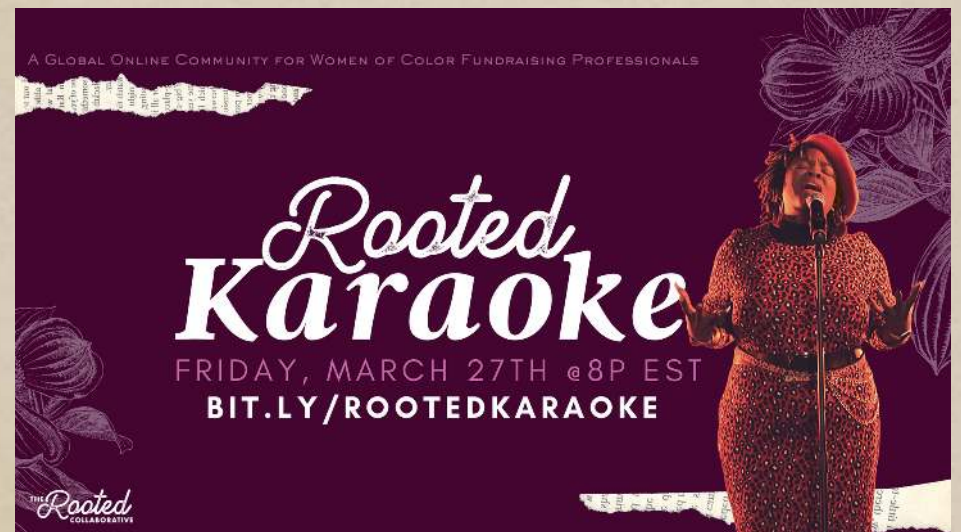
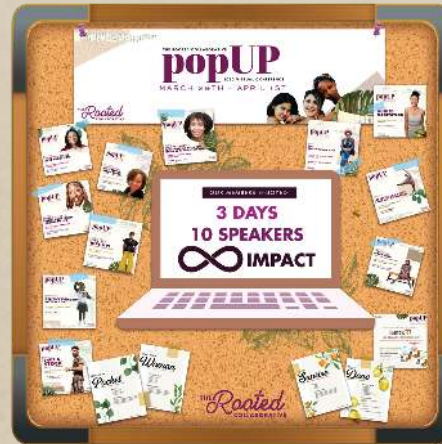
We believe all women are leaders and create space to amplify voices that are traditionally excluded by creating substantive content, brand-building opportunities, raising funds to provide personal and professional development, and creating lasting relationships between seasoned and emerging social sector professionals.

We are a growing global online community representing 16 countries and counting. Our superpower is in attracting best-in-class talent and connecting them with other professionals and brands that are committed to supporting the growth and development of women of color, with a focus on Black and Brown women.

The Rooted Collaborative Team

The Rooted Collaborative Team is a collective of amazing women of color with decades of experience in the social impact and social good space, specializing in fundraising, talent development, organizational management, and wellness. We are headquartered in New York and have a national team with team members across the country.

We are excited to partner with amazing organizations, companies, and individuals who believe that black and brown women are worth the investment to make this sector stronger, brighter, faster, and innovative. Contact us [HERE](#) to learn more and partner with us.



1500

WOMEN ENGAGED GLOBALLY

600+

ACTIVE FACEBOOK MEMBERS

450+

CONFERENCE ATTENDEES IN YEAR 1

31+

WOMEN PROMOTED TO NEW ROLES IN 2020 DURING A PANDEMIC

11%

OF MEMBERS HOLD THE CFRE DESIGNATION

12

NEWLY PUBLISHED WRITERS AND 4 AUTHORS

2

LIFE AND CAREER COACHES IN RESIDENCE

1

MAJOR FAMILY FOUNDATION INVESTED IN OUR GROWTH

1

DEDICATED COMMUNITY MANAGER

2020 IMPACT HIGHLIGHTS

The Rooted Collaborative

2020 GROWTH REPORT

Our Seeds Took Root

In 2019, our focus was on defining our program model, our areas of focus, and our growth strategy. We launched a FB group and curated conversations at conferences around the world with panels focused on the state of being a professional in philanthropy and the social sector. An alarming theme emerged. Women were so focused on surviving in their careers that they put their health at risk; either by working to burnout levels of exhaustion or ignoring their health concerns to focus on “the work”.

2018



Mustard Seed Faith

In 2018, I know I needed to create a space for black women in the social sector. But in my travels, women from other ethnic backgrounds would say “you’re not leaving me behind”. So we set out to be truly inclusive and that meant our values, practices, word choices...darn near everything had to take in account both women across the diaspora and our sisters from other ethnic backgrounds.

It’s a tall order to not pay lip service to both elevating and centering the voices of black, indigenous and women of color. The Rooted Collaborative is an outgrowth of that intentional work and as we grow, we invite you to grow with us.

2019



2020



Growing Wherever We are Planted

For 2020 we planned to do 3 pop-up events slated to augment major international fundraising and nonprofit conferences.

We were excited to produce The Rooted Retreat: convening black and brown women in the social sector from around the world in Philadelphia, Pa. for 3 days of wellness, learning, and community building. We anticipated a huge uptick in our membership and began to implement our plan to relaunch a paid membership platform; The RC Lounge.

But COVID-19 had other plans.

To respond to the crisis, we planned a PopUP Virtual Conference held March 29- April 1, 2020, focused on wellness and self-care to prepare our members to weather the storm coming. It was a huge success, bringing together over 100 women nightly for speakers, wellness activities, and “disaster preparedness”. This first virtual offering (and the first in the sector focused on women of color) proved that “we were on the right track”.

Our Marquee offering, The Rooted Retreat needed a virtual makeover. We reimagined it as UpRooted: A Stay At Home Retreat for the ages. Hosted online July 22-24, 2020, we are proud to share that our conference had over 350 ppl in its first year! Our sold-out allyship track and overall conference design, including our stay at home retreat boxes, became the blueprint for dozens of major conferences and convenings in 2020. Often imitated but never duplicated; our results speak for themselves.

The Rooted Collaborative

2020 GROWTH REPORT

What do you get when you mix great speakers and original ideas with a fantastic vibrant community? The perfect cocktail for The RC Lounge; our premium membership for women.

At the Rooted Collaborative, we focus on providing a premium experience for our members and we are relentless in ensuring that black and brown women in the social grow together while prioritizing the care and feeding of their whole selves. We believe that through this work, we will develop and support women of color who will have the right tools in their toolbox to lead this sector into a new age. We partner with dynamic organizations to ensure that no matter where in the world our members are, they have a local home base they love and a crew who holds space for them.

In 2021 we will convene again for **The Rooted Retreat: Evergreen** because we are changing lives and are here to stay!

A HUGE Thank you to all 21 of this year's Retreat Sponsors listed below. With your support, we were able to launch a successful virtual conference with over 350+ attendees, 40+ speakers/session leaders, 5 keynotes, 1 allyship track, and make it possible for 114 women to attend for free. A special shoutout to **Bloomerang** as the official conference sponsor for believing in the vision before it was a thing! Check out our sponsors below and show them some love.

Our Core Values

Authenticity: We believe in the importance of leveraging your personal passion and purpose in the work you do and honoring who you are as a part of what you do each day.

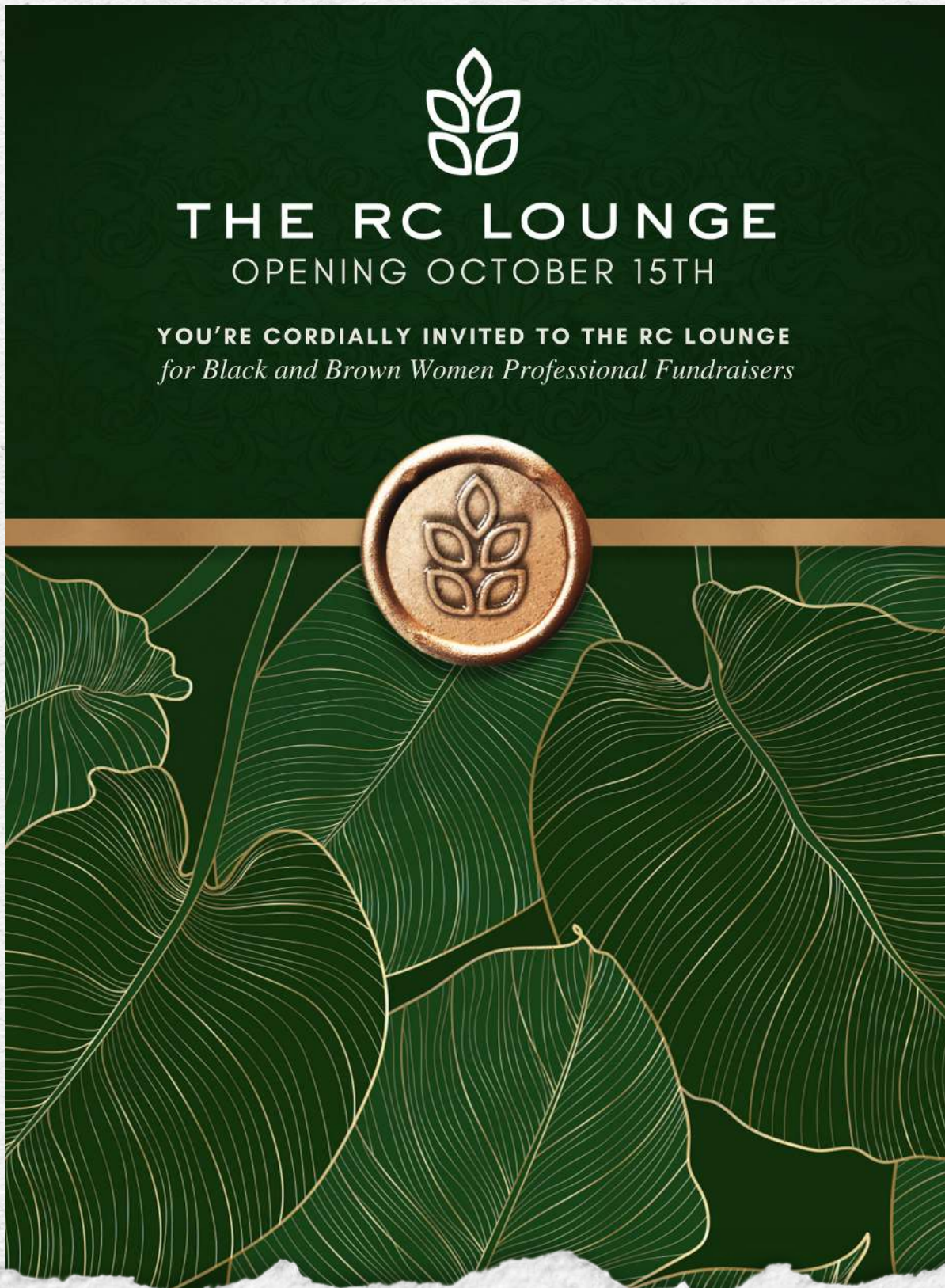
Leadership by Example: We believe that organizational leaders are a catalyst for impact and charge our community members with modeling best practices of strong leadership and management to better support our organizations and those who look to use as examples of leadership in the work. We strive to live the values we support others in embodying.

Diversity, Equity, and Inclusion (DEI) is in our DNA: We believe in the importance of applying diversity, equity, and inclusion work to fundraising and within the organizations we serve. As a part of our commitment to diversity, equity, and inclusion, we are also specifically committed to gender equality (including pay equity) and racial justice and we actively work to counter white supremacy and white dominant cultural norms.

Collaboration: We believe in the principle of collaboration and recognize the value and importance of mentorship and partnership in community development initiatives and the broader social impact movements, globally.

Let the people you serve lead you: As leaders in social impact, we acknowledge the importance of centering strategy development and approach on the communities we serve, ensuring that we define impact collaboratively with the communities we hope to positively impact through fundraising, philanthropy, and our growing footprint into other aspects of work in the sector.





Highlights

GLOWING AS WE GROW



Ever GREEN

2021 ROOTED COLLABORATIVE RETREAT

Your brand has roots. *Plant them with us.*

INSPIRATION. AFFIRMATION. VALIDATION. ENCOURAGEMENT. ELEVATION.

The Rooted Retreat: EverGreen is a curated 2.5-day experience for black and brown female social sector professionals from around the world.

This year, our 2nd annual “stay at home” retreat happens July 21-23, 2021 online. We know that focusing on positive self-care and wellness practices is critical for women of color globally who are experiencing outsized pressure to perform at work.

We bring together experts in fundraising, management + leadership, negotiating, wealth creation, mental health.

Why should your brand partner with The Rooted Collaborative?

- Face-to-face interactions with talented professionals and decision-makers at storied institutions.
- Develop relationships and test new ideas for your brand virtually or through our “stay at home” experience
- Direct access to some of the most influential leaders in the sector.
- Curated activations that go beyond the “vendor row”
- Women aged 25 - 60, with advanced degrees and professional

2021 DIGITAL PARTNERSHIP OPPORTUNITIES

Our returning sponsors will tell you that we don't believe in “off the shelf” sponsorship and are committed to creating experiences for our attendees and your brand that delight the senses and leave a lasting, actionable impression.

Online doesn't mean invisible!

Talk to us about digital activation during the Rooted Retreat; Evergreen as well as year-round opportunities with the Rooted Collaborative.





What's Next for

'21

WORD OF THE YEAR:

Cultivate

cul·ti·vate /'kəltə,vāt/

1 to loosen or break up the soil

When we planted the seeds of the Rooted Collaborative in 2018, we didn't know how long it would take to take root. 2020 tried to harden our soil. Our programming had fits and starts. Our founder took ill with COVID. Planning for our in person retreat came to a screeching halt and women had tons of options from newly formed affinity groups extolling their benefits which meant we couldn't just build it... "they" wouldn't just come. But when you cultivate something you break up the status quo... what is to make space for beautiful things to grow. We are headed into 2021 cultivating our members, our community, healthy partnerships and opportunities to provide a premium experience worthy of the women we serve.

Here's a peek! >>>



2020 tried to take us out and yet with **YOUR** help we rallied and **surTHRIVED** despite the chaos and uncertainty.

GROW OUR MEMBERSHIP + OUR TEAM

This year our goal is simple. Make The Rooted Collaborative available and accessible to 3,000 women in the social sector globally. To do that we are growing our RC team to include a community manager, program & partnerships manager and event coordinator. We will be unveiling amazing global partnerships with organizations and brands whose values align with ours.

THE ROOTED RETREAT: EVERGREEN

When you think about Evergreens they are rooted firmly in the ground and don't bend to the will of the season. The Rooted Retreat: Evergreen '21 is a highly curated 2.5 day virtual retreat experience for women of color in the social sector from around the world sets down its roots as a best in class learning and community building opportunity for women AND an immersive and soul stirring experience for allies. We convene to share ideas, to learn, to build community and prepare our members for lasting successful careers in the sector.

CUSTOM LINE OF MERCHANDISE

You've asked and we heard you! Our community loves the apparel and home + office goods that support them as they seed, water and bloom in their personal and professional lives. We will expand our line of products to amplify our goal to ensure women focus on their whole selves in wellness, financial legacy building, personal and professional development.

SUPPORTING YOU THROUGH YOUR LIFE SEASONS

We tend to focus on our professional growth and ignore our personal growth until it's too late. But we are committed to putting "you" first and have two coaches in residence offering monthly coaching for RC Lounge members. Studies show that women who receive coaching advance more quickly in their careers and what better way to prepare our members for that advancement by ensuring they have what they need in their life toolkit.

Meet the Team



KISHSHANA PALMER, CEO

Kishshana is the CEO of Kishshana & Co. and the founder and brainchild behind this vibrant growing community. She is an unflinching advocate for black and brown women in every part of the globe and relentless in her pursuit to create a brave space for women to grow - personally and professionally.



TIFFANIE WOODS OPERATIONS MANAGER

Tiffanie is the woman who makes sure all the trains leave the station on time at Kishshana & Co. Part Project Manager, Part Executive Assistant, Wholly Amazing -- nothing gets done without Tiffanie's nod.



AILA CASTANE COMMUNITY MANAGER

Committed to wellness and the care and feeding of black and brown women, Aila ensures that the Rooted Collaborative is a growing thriving community. She's a member whisperer and is the plug for the speakers, teachers and healers that we bring to the Collaborative.



TIERARNY GRIFFIN - PURDIE CONTENT MANAGER + LEAD WRITER

Tierarny wields her writing pen to craft everything from social media content to proposals and everything in between. She's responsible for the Kishshanaverse brand voice; making sure that our words touch your spirit and kickstart you into action.



KATRINA MARTIN TECH INFRASTRUCTURE AND DEVELOPER

From websites to software and all things tech, Kartina ensures that our tech footprint...works.



ALICIA FITCH GRAPHIC DESIGNER

Alicia brings the vision of Kishshana & Co. and all our sub-brands to life with stunning graphics that tell a visual story of joy, fun, creativity, and excellence.



ROCHELLE SODIPO CREATIVE DIRECTOR

From 2017- today, Kishshana & Co's branding and visual identity has thrived under Rochelle's creative direction. Thought partner, branding coach and pixel pusher extraordinaire, Rochelle has made it possible for Kishshana & Co. to shine on and offline.

When you plant seeds they need time to rest in the soil. They need fertilizer and water. They need sunshine. And even with all that, all seeds will not grow out of the ground healthy and full. We can't tend to our garden if we are worn out, tired, broken, angry, wound tight, poor (in spirit), and wanting. There is no going back to "normal" because what you have sown in the then you will reap in the now.

Black women have stepped up (yet again) to be heard and THIS TIME we aren't putting the mic down. AND around the globe the voice of our women says -- "enough we are here for what we have worked for, toiled for it, suffered for it and died for it".

So let's take this thing from business as usual to blooming in EVERY field together, shall we? Here's how we can work together in 2021:

1
2
3
4
5

Join the Rooted Collaborative as a member and **#letslinkinthelounge**

Partner with the Rooted Collaborative on our 2021 Education

Programming Partner with the Rooted Collaborative to bring our community first experience to your organization or institution

Become a Sponsor of The Rooted Retreat: Evergreen Sponsor a Young Professional to Join the Rooted Collaborative

Join our Advisory Team: The Grove

Click [HERE](#) to contact our team and let's get to WORK...with Ease!

