

SEQUOYAH FUND
LENDING AND TRAINING FOR BUSINESS OWNERS

ᏍᏏᏉᏯ ᏚᏈᏍᏏᏉᏯ

2021 Annual Report
&
2022 Calendar

Back in 2020, we were all hoping 2021 would be a better year. In many ways, it was. In many other ways, we still have a long way to go before life gets back to “normal.” As we look forward to 2022, I’d like to focus on “normal.” Specifically, I think we should focus on how things will never be what they once were. There will be no “new normal,” at least not for a while. Instead, we can expect “no normal” to be the norm. At the risk of sounding like I’m going in circles, here’s what I mean:

The COVID-19 pandemic has been an “epochal event” - an event so significant and powerful that it leaves an indelible mark on history, and ushers in a new era of time. The last pandemic of similar impact was the “Spanish Flu” (which most historians now believe actually began at Ft. Riley in Kansas...or New York...the jury is still out). It took years for things to settle into what we would eventually know as normal.

Just as the bubonic plague ushered in an age of artistic and scientific exploration that became “normal,” other pandemic events first brought panic and uncertainty, then discovery and innovation that ultimately became what generations to follow would call “normal.” In 1918, not only was there an influenza pandemic, but a world war, as well. The estimated 50 million flu-related deaths (3% of the world’s population) may be a gross underestimate, as a worldwide system of tracking such deaths didn’t exist. This cataclysmic combination of events ushered in some innovations that would be easy to believe have just “always been around.”

The pandemic drew more women to colleges and universities as nurses were in high demand. It wasn’t the norm for women to seek higher education in those days, and today women make up 59.5% of all college students. There are many medical practices today that were born of the 1918 flu, but one innovation that may hit closest to home was the introduction of the single-use facial tissue (i.e. Kleenex).

It took a while for the economy to find its footing again, but even that eventually became the “Roaring 20s.” The creativity and innovation of that period led to things we still count as normal today, including automatic traffic lights, frozen foods, Band-Aids, water skis, the electric blender, the vacuum cleaner, and television. All of these very familiar and normal things were once just cool things that emerged after a period of several rotten years.

As for those rotten years, historians are still mystified as to how our collective memory recalls the events. World War 1 is recalled as a singular event, while the influenza pandemic is recalled as a series of individual tragedies. Who knows? In a hundred years, we may look back on COVID not as a single historical event, but as a brief and targeted tragedy that affected family and friends. Our descendants may not recognize it for the global play we’re all watching as it unfolds. What they WILL remember are the inventions, innovations, and creativity we employed as a way to move out of - and far beyond - this period.

While they may have no collective recollection of the pandemic itself, they will know of the family business that provides for their family that was started or expanded. They’ll know of the way Cherokee and all of western North Carolina pulled through a tough time with grit and determination. What can we expect as we move forward into a post-pandemic economy? Here are some of my crystal-ball predictions:

Supply chain shortages are real, but they will be used as an excuse for businesses not committed to excellence, and businesses not fully committed to serving their customers. Many companies have already found ways to deal with this issue, and the ones that do will come out ahead.

The “Great Resignation” should be a wake-up call for small business owners, primarily as a call to be a better boss. Good people don’t leave bad companies - they leave bad bosses. Some businesses are fully staffed, and others are not. Ever wonder why? Rather than using a labor shortage as an excuse, use it as an opportunity to attract and recruit the best, then create a place where they can’t wait to go every morning.

Businesses that lead with caution will fall behind those leading with boldness. The economy is ready for small businesses willing to take bold actions to do something new and different. Companies that succeed will have a good grasp of both their numbers and their customers’ needs and wants. You can slice the steak thinner to keep your prices the same and maintain your profit margins, but do your customers want thinner steaks? Would they be willing to pay more to maintain a thicker steak?

Author and consultant, Tom Peters, once said, “You can become distinct, or you can become EXTinct.” COVID has, unfortunately, been an extinction event for many small businesses. Those that seek distinction and relentlessly pursue the customer’s best interests will survive and thrive. In a world of dinosaurs, the lowly cockroach is easily overlooked, but we don’t have dinosaurs anymore, do we?

Go make 2022 great!

Russ



Sequoyah Fund staff, L to R: Melanie Johnson, Faith Long, Dorian Walkingstick, Hope Huskey, Russ Seagle

FINANCIALS

THE SEQUOYAH FUND, INC. Statement of Financial Position: December 31, 2020

ASSETS

2020

2019

CURRENT ASSETS:

Cash and Equivalents	\$ 4,380,137	\$ 2,796,329
Other Receivables	123,408	346,997
Loans Receivable, Current Portion	755,147	775,600
Other Current Assets	2,750	2,750

TOTAL CURRENT ASSETS	<u>5,261,442</u>	<u>3,921,676</u>
----------------------	------------------	------------------

Investments	519,697	
Property & Equipment	6,496	10,999
Intangible Assets	6,549	8,005
Loans Receivable, Net of Current Portion	3,799,927	4,089,181

TOTAL ASSETS	<u><u>9,594,111</u></u>	<u><u>8,029,861</u></u>
--------------	-------------------------	-------------------------

LIABILITIES & NET ASSETS

CURRENT LIABILITIES

Current Maturities of Notes Payable	88,289	40,410
Accounts Payable	9,440	23,966
Agency Liabilities	55,431	
Payroll Liabilities	114,644	71,307

TOTAL CURRENT LIABILITIES	<u>267,804</u>	<u>135,683</u>
---------------------------	----------------	----------------

Notes Payable, Net of Current Maturities	<u>772,905</u>	<u>795,194</u>
--	----------------	----------------

TOTAL LIABILITIES	<u>1,040,709</u>	<u>930,877</u>
-------------------	------------------	----------------

NET ASSETS

Without Donor Restrictions	5,697,888	5,374,442
With Donor Restrictions	<u>2,855,514</u>	<u>1,724,542</u>

TOTAL NET ASSETS	<u>8,553,402</u>	<u>7,098,984</u>
------------------	------------------	------------------

TOTAL LIABILITIES & NET ASSETS	<u><u>9,594,111</u></u>	<u><u>8,029,861</u></u>
--------------------------------	-------------------------	-------------------------





SMART GOALS

SPECIFIC

S

What exactly are you trying to achieve?

MEASURABLE

M

How will you know when you've achieved it?

ACHIEVABLE

A

Is it genuinely possible to achieve it?

RELEVANT

R

Does it contribute to your life?

TIMED

T

When do you want to achieve it?

Work on your financial goals in the brand new Credit Builder loan program. Starting January 2022, this program will guide participants through goal setting, budgeting, credit building and repair, decision making, basic investing, and more! Sign-up or learn more at sequoyahfund.org



January

ᎠᏪᏍᏗ

u-no-lv-ta-ni

SUNDAY ᎠᎵᎠᏪᏍᏗᏅᏍᏗ u-na-do-da-gwa-sgv-i	MONDAY ᎠᎵᎠᏪᏍᏗᎠᎵᎠᏪᏍᏗ u-na-do-da-qwo-nv-hi	TUESDAY ᎠᎵᎠᏪᏍᏗᏅᏍᏗ ta-li-ne-i-ga	WEDNESDAY ᎠᎵᎠᏪᏍᏗᏅᏍᏗ tso-i-ne-i-ga	THURSDAY ᎠᎵᎠᏪᏍᏗᏅᏍᏗ nvh-gi-ne-i-ga	FRIDAY ᎠᎵᎠᏪᏍᏗᏅᏍᏗ tsun-gi-lo-sdi	SATURDAY ᎠᎵᎠᏪᏍᏗᏅᏍᏗ u-na-do-da-gwi-de-ni
--	---	--	--	--	--	--

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Authentically Cherokee

The Authentically Cherokee program continues to represent EBCI artists online and assist with marketing and business development.

To learn more about the program or purchase authentic EBCI art online visit: authenticallycherokee.com



Pottery by Mary Thompson, photographed by Bear Allison





General Grant of Traditional Hands Jewelry and Art showcased his entrepreneur skills as he pivoted during COVID and started making hand sanitizer. **Cherokee Hand Sanitizer** is available at: <https://cherokeehandsanitizer.com/>. His handcrafted native jewelry is available at: <https://www.traditionalhands.com/>.



Robin Lambert, Indian Ink Tattoo

COVID has brought about much uncertainty in the small business community. Funding remains available but understandably our local businesses are cautious about new debt. We are, however, seeing new businesses spring up slowly, and our established businesses making the transition to a COVID economy. In 2022 we will roll out a new online learning program called Tactix for small business growth. To learn more visit sequoyahfund.org. Sequoyah Fund remains committed to small business development, lending, and training.



Business Lending

2021 Business Lending

24 Small Business Loans
\$525,650.00

Loan Servicing
8 Business Loans
\$1,789,590

Historical Business Lending

581 loans
\$22,185,461.97



Indigenous wonder woman line shown at the Kananegsi Fashion Show. Created and sewn by Sabrina Arch, drawn by Robin Lambert, graphic design by Hope Huskey



L to R: Sofia Bradley, ElizaJane Bradley, Aubree Bradley. Photographed by Bear Allison

May

DhoDEA a-ni-sgv-dii



SUNDAY O'ƏVLİƏET u-na-do-da-gwa-sgv-i
MONDAY O'ƏVL'V'Q'A u-na-do-da-qwo-nv-hi
TUESDAY WPATS ta-li-nc-i-ga
WEDNESDAY KTATS tso-i-nc-i-ga
THURSDAY O'YATS nvh-gi-nc-i-ga
FRIDAY dhYGƏA tsun-gi-lo-sdi
SATURDAY O'ƏVL'P'Sh u-na-do-da-gwi-de-ni

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

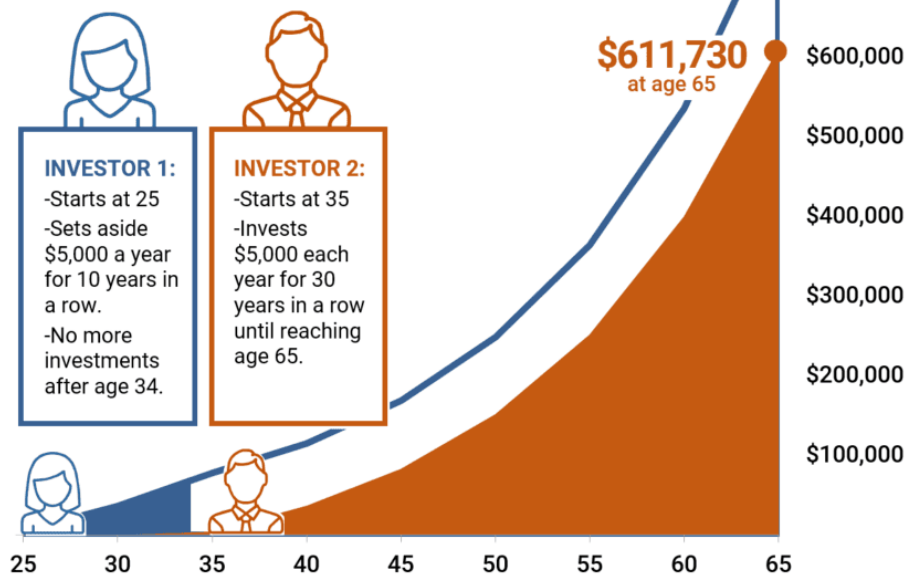


L to R: Ashleigh Stephens, Sabrina Arch and models, progress picture of custom gold mocassins made by Sabrina Arch, progress picture of skirt construction



COMPOUND INTEREST: WHO WILL EARN MORE?

This example shows how the earlier a person takes advantage of compound interest, the more time that money has to grow.



NOTES: Assumes an 8 percent interest rate, compounded annually. Balances shown are approximate.
SOURCE: Author's calculations.

FEDERAL RESERVE BANK of ST. LOUIS

START SAVING NOW!: Experts agree that having a savings account is the most important financial step you can make. You want to save for emergencies, the future, and for big purchases. You should be saving on your own but also contributing to a retirement account (if your employer matches try to match the max!).

TIPS FOR SAVING MONEY

USE AN AUTOMATED TOOL: Use an app that takes the work out of saving. Digit and Qapital both automatically transfer small amounts from your checking account to a separate savings account to help with saving.



PREP FOR GROCERY SHOPPING:

- Make a grocery list to avoid impulse buying
- Use coupons & loyalty programs to maximize saving— check out: Ibotta, Receipt Hog, Checkout 51, and Fetch rewards.
- Keep a running tally of how much money is in your cart.
- Think before you buy in bulk— especially when it comes to perishable items.
- Ignore eye-level items, these are the most expensive, splurge items.

CALL YOUR UTILITY & SERVICE PROVIDERS TO MAKE SURE YOU ARE GETTING THE LOWEST PRICE: Check to see if you can bundle your cable and internet for a discount. Cable & satellite companies are also notorious for offering incentive deals. Call annually to make sure you are getting the best price.

MONITOR YOUR ELECTRIC BILL:

- Take advantage of free energy audits (if provided by your provider)
- Turn your thermostat up/down when you aren't home
- Use hot water sparingly— wash clothes in cold water, take faster showers, turn down your hot water heater.
- Use ceiling fans— reverse the direction in the winter to push warm air down

KEEP UP WITH YOUR MONTHLY SUBSCRIPTIONS & ADD-ONS: Make a list of all your subscription services and their costs. Then consider how often you use them and whether they are necessary. Cancel any you don't use. Do the same with add-ons to your accounts— things like cell phone insurance, ring tones, ad-free viewing/listening, etc.

TRACK YOUR SPENDING: Keep track of your monthly cash flow — your income minus your expenditures. Try a budget app that tracks your spending. Mint, YNAB, and PocketGuard all link to your bank accounts and cards to help make spending tracking easier.



June



de-ha-lu-yi

SUNDAY

ዕግጊጊጊ

u-na-do-da-gwa-sgv-i

MONDAY

ዕግጊጊጊጊ

u-na-do-da-qwo-nv-hi

TUESDAY

ወገገገገ

ta-li-ne-i-ga

WEDNESDAY

ክገገገ

tso-i-ne-i-ga

THURSDAY

ዕጎጎጎጎ

nvh-gi-ne-i-ga

FRIDAY

ድጎጎጎጎ

tsun-gi-lo-sdi

SATURDAY

ዕግጊጊጊጊ

u-na-do-da-gwi-de-ni

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Home Rehabilitation Lending

Our home rehabilitation loans continue to be one of our most popular and impactful programs. For 2021 we increased the max loan amount to \$25,000!

2021 home rehab lending
31 loans \$519,201.98

Home rehab lending to date
144 loans. \$2,256,621.36

Willie began renovating his home in 2019 with the help of Sequoyah Fund's housing rehab loan program. He has utilized the program several times and has completed renovations on his converted living room, kitchen, and dining room. Next up he plans to renovate his den!

Willie's modern aesthetic has also inspired him to create more than custom rooms. After 2021's Kanasegji Fashion Show, Willie decided to turn his Uktana design into a small business. He received a microloan from Sequoyah Fund to purchase inventory and now sells his design on t-shirts, sweatshirts, pillows, and water bottles.

July

ᏅᏍᏏᏗᏍᏔᏅ gu-ye-qwo-ni



Above: William Maney in his home in Cherokee, NC.
Uktena design created by William Maney, graphic design by Justin Reed

SUNDAY ᏅᏍᏏᏗᏍᏔᏅ u-na-do-da-gwa-sgv-i	MONDAY ᏅᏍᏏᏗᏍᏔᏅ u-na-do-da-qwo-nv-hi	TUESDAY ᏅᏍᏏᏗᏍᏔᏅ ta-li-ne-i-ga	WEDNESDAY ᏅᏍᏏᏗᏍᏔᏅ tso-i-ne-i-ga	THURSDAY ᏅᏍᏏᏗᏍᏔᏅ nvh-gi-ne-i-ga	FRIDAY ᏅᏍᏏᏗᏍᏔᏅ tsun-gi-lo-sdi	SATURDAY ᏅᏍᏏᏗᏍᏔᏅ u-na-do-da-gwi-de-ni
---	---	-------------------------------------	---------------------------------------	---------------------------------------	-------------------------------------	---

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

in • dig • e • nous

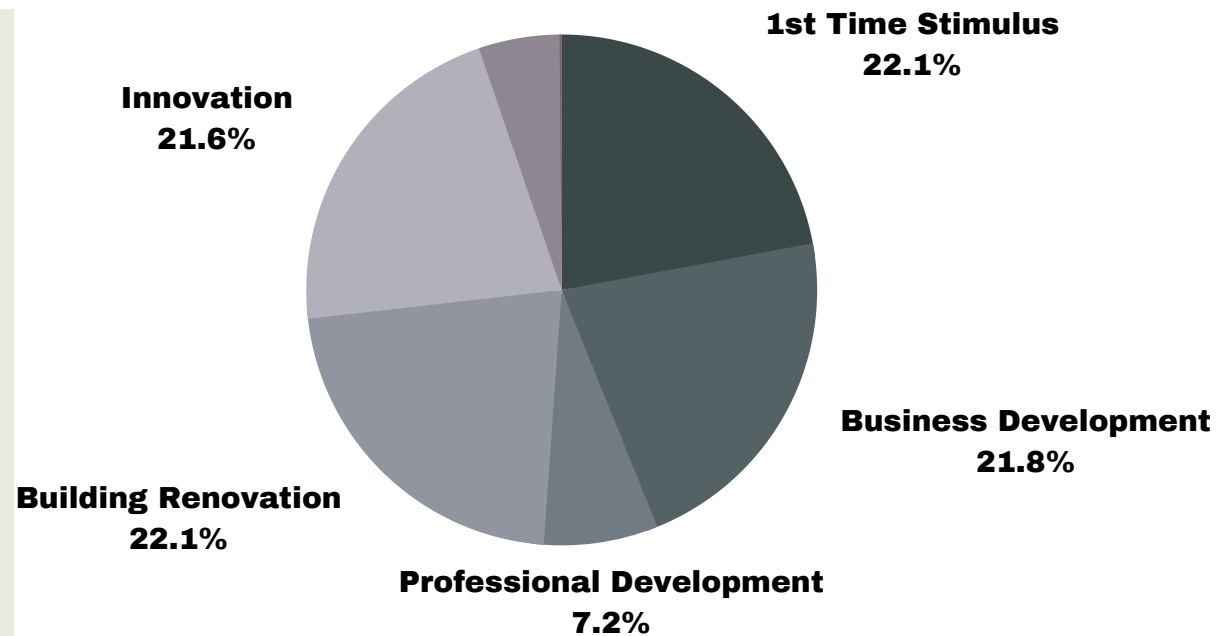


New signage at Indigenous Spa & Boutique purchased through ARPA funds for Building Renovation. Indigenous Spa & Boutique is owned by Jade Blankenship & Jensen Peone.

Small Business Stimulus

EBCI American Recovery Act funds were provided to Sequoyah Fund to assist enrolled member businesses in the 7-western counties. Those funds were used to assist small businesses with general business operations, building renovations and rehabilitation, innovation, professional development, high-interest debt relief, and workforce development & retention.

- 418 businesses assisted
- 84 businesses provided 1st-time stimulus funds
- 83 businesses enrolled in the ACCEL business development program to begin in February 2022
- 43 Commercial buildings to be renovated
- 41 Innovation grants used to create new products and provide new services to customers.



August

SGh ga-lo-ni

SUNDAY O'ƏVLİƏET u-na-do-da-gwa-sgv-i	MONDAY O'ƏVL'V'Ŏ'Ə u-na-do-da-qwo-nv-hi	TUESDAY WPATS ta-li-ne-i-ga	WEDNESDAY KTATS tso-i-ne-i-ga	THURSDAY O'YATS nvh-gi-ne-i-ga	FRIDAY dhYGƏƏ tsun-gi-lo-sdi	SATURDAY O'ƏVL'P'Sh u-na-do-da-gwi-de-ni
--	--	--	--	---	---	---

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



L to R: New product line, Oribe now offered at Visage Salon in Dillsboro owned by Julie Painter; new equipment and signage for Graybeard Metalsmithing, owner Alicia Wildcatt; Jody Bradley-Lipscomb owner of Legend Weavers Art, with her new travel art bag

Living Language
Cherokee Syllabary and Contemporary Art


Cherokee syllabary was invented and developed by a single person, Sequoyah (1797-1843), and adopted by the community within five years. A syllabary is a writing system in which each symbol represents a spoken syllable. The Cherokee syllabary represents the Cherokee people's intellectual and cultural achievement and also serves to reinforce cultural identity for Cherokee people. It was particularly important during the period before removal to the West. It was used as a tactic to counteract the United States government's policy of removal and to justify removal and land dispossession.

The United States government's forced assimilation of Cherokee people, including speakers and writers of the Cherokee language, was a significant event in history. A renewed effort to reestablish Cherokee language and culture is underway in the digital era. Many Cherokee artists are using their talents to create art from paintings and metalwork to contemporary Cherokee artists.


This exhibition is organized by the Asheville Area Cherokee Center, a non-profit organization. It is presented in partnership with the Eastern Band of Cherokee Indians. Special thanks to the Asheville Area Cherokee Center, Eastern Band of Cherokee Indians, and the Asheville Area Chamber of Commerce for their support of this exhibition. This project is in memory of Myron E. Cline.

ASHEVILLE AREA CHEROKEE CENTER



 Lousie & Butch Goings at an art show with their custom tablecloth provided by the Kanesgi program.



 Backstage at the Kanesgi Fashion Show



September

SPTᎠᎠ du-li-i-sdi

Working with EBCI artists is one of the top priorities for Sequoyah Fund. In 2021, 2 exhibits opened in WNC that featured EBCI artwork. Top left is artists exhibited in the "A Living Language" show hosted by the Museum of the Cherokee Indian and Asheville Art Museum. The exhibit features work showcasing the Cherokee syllabary. Bottom left is EBCI basket makers showcased at the Center for Craft's ᎠᎵᎠᎵ ᎠᎵᎠᎵ ᎠᎵᎠᎵ Weaving Across Time exhibit which highlights modern EBCI basket making. Bottom middle: EBCI artists at Dunbar Caves in Clarkesville, TN. This state park features cave drawings and etchings of Cherokee people. The trip included visits to Trail of Tears sites: Fort Collins, Blythe Ferry, & Port Royal. Participating artists are working on new pieces inspired by the cave. The pieces will be featured at the Dunbar Caves Visitor Center & Gift Shop.

SUNDAY ᎠᎵᎠᎵᎠᎵᎠᎵ u-na-do-da-gwa-sgv-i	MONDAY ᎠᎵᎠᎵᎠᎵᎠᎵ u-na-do-da-qwo-nv-hi	TUESDAY ᎠᎵᎠᎵᎠᎵᎠᎵ ta-li-ne-i-ga	WEDNESDAY ᎠᎵᎠᎵᎠᎵᎠᎵ tso-i-ne-i-ga	THURSDAY ᎠᎵᎠᎵᎠᎵᎠᎵ nvh-gi-ne-i-ga	FRIDAY ᎠᎵᎠᎵᎠᎵᎠᎵ tsun-gi-lo-sdi	SATURDAY ᎠᎵᎠᎵᎠᎵᎠᎵ u-na-do-da-gwi-de-ni
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



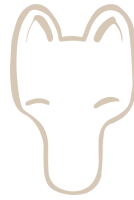
Above: EBCI baskets at the Weaving Across Time exhibit, Tara McCoy and her Sequoyah pot at "A Living Language" exhibit, Bear Allison with his new custom tablecloth, EBCI artists walking the Trail of Tears at Port Royal, TN.



2021-22 Cherokee Royalty @ Kanasegi Fashion Show. photographed by Bear Allison

October

Shhꞑ du-nin-di



SUNDAY
O'ƏVLİƏET
u-na-do-da-gwa-sgv-i

MONDAY
O'ƏVL'V'ƏƏ
u-na-do-da-qwo-nv-hi

TUESDAY
WPATS
ta-li-ne-i-ga

WEDNESDAY
KTATS
tso-i-ne-i-ga

THURSDAY
O'YATS
nvh-gi-ne-i-ga

FRIDAY
dHYGƏƏ
tsun-gi-lo-sdi

SATURDAY
O'ƏVL'PSh
u-na-do-da-gwi-de-ni

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



Past Miss Cherokees at the 2021 Miss Cherokee reception event



Kananesgi Fashion Show

The 3rd annual Kananesgi Fashion Show was a virtual event. 15 local designers participated along with 2 Cherokee Nation guest designers. Over 60 looks were shown that included custom fabric and ribbon, handmade items, local jewelry, and more.

Approximately 600 people viewed the event resulting in over \$2,000 in sales for the first Fashion Show marketplace.

We were also able to utilize services from 9 small businesses.

Post-fashion show also saw the creation of 2 new businesses specializing in textiles and fashion!



Betty Maney collection, photographed by Bear Allison

ՕՐՔՐԹՎ ՕՒՅՆՆԹԵԻ

Ulihelisdi Unadetiysgv'i*







December

ᎠᎵᎠᎵ ᎠᎵᎠᎵ v-s-gi-yi

Our 2021 staff Christmas outing was spent in Helen, Ga. The town is modeled after a Bavarian-style village and features German restaurants, bakeries, and tourist shops. It is also the home of the Nacoochee Mound (seen below). The mound, located on private property, was completely excavated in 1915, uncovering human burials and artifacts.

Source: <https://www.georgiaencyclopedia.org/articles/history-archaeology/nacoochee-mound/>

SUNDAY ᎠᎵᎠᎵᎠᎵᎠᎵ u-na-do-da-gwa-sgv-i	MONDAY ᎠᎵᎠᎵᎠᎵᎠᎵ u-na-do-da-qwo-nv-hi	TUESDAY ᎠᎵᎠᎵᎠᎵᎠᎵ ta-li-ne-i-ga	WEDNESDAY ᎠᎵᎠᎵᎠᎵᎠᎵ tso-i-ne-i-ga	THURSDAY ᎠᎵᎠᎵᎠᎵᎠᎵ nvh-gi-ne-i-ga	FRIDAY ᎠᎵᎠᎵᎠᎵᎠᎵ tsun-gi-lo-sdi	SATURDAY ᎠᎵᎠᎵᎠᎵᎠᎵ u-na-do-da-gwi-de-ni
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

*Ulihelsdi Unadetiysgv'i- translation: To be happy (because) it was their birthday. June Stamper Smith explains this by saying "their birthday" refers to the Holy Trinity.

Source: Your Grandmother's Cherokee



Eastern Band of Cherokee Indians
Cherokee Preservation Foundation
CDFI Fund
Wells Fargo
USDA Rural Development Programs
Enterprise Development Center
EBCI Division of Commerce
EBCI Communications Department
EBCI Finance Department
Kituwah Academy
Cherokee Speakers Group
Museum of the Cherokee Indian
Cherokee Cooperative Extension & 4H
First Citizens Bank
USI Consulting Group
Cherokee Boys Club & Ray Kinsland Leadership Institute
Cherokee Central Schools & Chief Joyce Dugan Cultural Arts Center
The National Center for American Indian Enterprise Development
Southwestern Planning Commission
Southwestern Community College Small Business Center
Haywood Community College Small Business Center
Tri-County Community College Small Business Center

Center for Craft
NativeCDFI Network
USET
Oweesta
Mountain BizWorks
Nonprofit Pathways
Ravens Eye Media
Jackson County Arts Council
NC Arts Council
Walker Wilson Consulting
EBCI Royalty Board
Small Business Owners & Loan clients



top L to R: Faith repping Sequoyah Fund @ Cherokee Cooperative Extension event, Alicia Wildcat showcasing the "Land Back" ring she made, artist trip to Trail of Tears Memorial @ Blythe Ferry, Dorian closing a loan for Steven Watty

