



ANNUAL | 2021 | REPORT



CERTIFIED NATIVE CDFI, NON-PROFIT 501(C)(3)





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The background of the entire page is a close-up photograph of several feathers. The feathers are primarily white with intricate patterns of brown and tan spots and streaks. Some feathers have a more solid, iridescent brown or gold color. The lighting creates a soft, natural feel, highlighting the texture of the feather barbs.

## OUR MISSION

The Nimiipuu Fund facilitates financial independence by enhancing the personal and entrepreneurial capacity of the Nez Perce Reservation and surrounding communities. We promote economic growth while embracing our cultural values and traditions by providing tailored financial products and services.

## OUR VISION

A better financial life by advancing individual self-determination and self-sufficiency for every community member.

## Nimiipuu Fund

# A Letter from the Director



**JONELLE YEAROUT**  
Executive Director

Greetings and happy 2022! As I write to you, I'm reminded of the enormous challenges we've faced as a people over the last two years and the continued resiliency as we are working towards recovery. During the pandemic, Nimiipuu Fund assisted small businesses and individuals/families with recovery related to finances and stability. And, we continue to do so. Despite the challenges of the moment and those that lie ahead, I am optimistic and grateful for your trust in our CDFI.

To meet the increasing needs, our team at Nimiipuu Fund has grown. We welcome Natasha Edwards as Loan Officer, Sidryn Sam as Office Support Associate and Lauren Arthur as our AmeriCorps VISTA volunteer. Each is equipped with skill sets to increase our development services: financial education, coaching, and youth financial education, along with specialized training in home lending.

Together, we've built a strategy and we're executing it. Our mindset and our way of working are changing. We've become faster and more creative. We nurture new businesses by providing resources. We provide business planning to help businesses launch, grow, or readjust. I'm confident that regardless of the hurdles

that arise, our associates and our leadership team will step up and serve. They'll serve our customers and members; they'll partner with each other, and they'll serve the communities where they live. They'll help people save money and live a better life. And, as they do, they are building a new business model that is more resilient and more impactful for all our stakeholders.

As a growing loan fund serving the Nez Perce Reservation and our Tribal traditional homelands, we are designing a business that benefits all stakeholders. With the recent completion of our Market Study and Business Incubator Study, we are developing strategies to expand our products and services to meet your needs. These strategies are being developed with much thought based on data trends and your input. It is an exciting time for our CDFI in planning for 2023 and beyond.

2021 proved to be a year of learning. We have to adjust to changing economic conditions and seek opportunities to bring additional services in business technical assistance and continue our Covid response loan - Employee Loan. The business opportunities include a Small Business Administration Community Navigator Grant award with both Nez Perce Tribe and Nimiipuu Fund that allows for a dedicated business coach (Ty Domebo) and expanded professional services from Nimiipuu Fund. This assists in refining our processes with our lending strategy, helps us maintain products that are competitive and easy to access to help launch and grow businesses by providing access to capital.

I'm so proud of what we're accomplishing as a Native CDFI. We have dedicated staff and board leadership who are members of the communities we serve. We live our purpose. It's why we do what we do with our hearts and expertise.

**QECI' YEW YEW / THANK YOU**

## Nimiipuu Fund

# Where We Work

Nimiipuu Fund was established in 2013 by the Nez Perce Tribe to foster economic growth for the Nez Perce reservation and traditional areas of Idaho, Oregon, and Washington. By providing access to capital, financial, and entrepreneurial capacity building we create economic opportunities, advance entrepreneurial spirit, and preserve cultural values.

The Nimiipuu, or Nez Perce Tribe, held a large land base in the Pacific Northwest while traveling with seasons from buffalo hunting in the Great Plains to salmon fishing at Celilo Falls. 17 million acres in what is now Idaho, Oregon, Washington and Montana made up the Tribe's homeland. Today, the Nez Perce Indian Reservation consists of 750,000 acres, of which the Tribe or Tribal members own 13 percent. The Tribe, with an enrolled membership of about 3,500 (2011), is headquartered in Lapwai, Idaho. The land and natural resources management continues to be paramount for the Nez Perce.

*Pete Wilson with Nez Perce Tourism*





**Current Nez Perce Reservation**  
1863 Treaty



**Land Ceded to the United States**  
1855 Treaty



**Columbia Basin**

# Providing Support to Achieve Your Financial Goals



PHOTO © JENNIFER RAPOZA

Stacia Morfin with Nez Perce Tourism

Nimiipuu Fund focuses on responsible lending and smart financial services with Native focused training and counseling to build the financial capacity of the Nez Perce people and provide support toward their financial goals. Our goal is to create informed borrowers and consumers while our services emphasize debt reduction.

## Business, Personal & Employee Loans

At Nimiipuu Fund, we provide general business loans for startup or existing businesses. Our goal is to provide flexible debt capital for your startup or business expansion to increase our resiliency for Tribal private sector growth.

Our Personal Loans are available to individuals in our target market designed to assist individual financial status. Employee loans are available for Nez Perce Tribal Government and Tribal Entity employees to help with debt consolidation or other needs. We have seen the need to help Tribal members and employees remove themselves from the difficult cycle of high interest Payday loan institutions and debt accumulation. With the Employee Loan Program we

will, with Tribal Payroll Departments, set up a reasonable pay-back plan through payroll deduction.

Visit our website, [www.nimiipuufund.org](http://www.nimiipuufund.org), to learn more and to easily apply for our lending programs through our streamlined online applications.

## Asset Building Support Services

Nimiipuu Fund offers training and counseling to build the financial capacity of the Nez Perce people while providing support toward their financial goals. Our goal is to create informed borrowers and consumers while our services emphasize debt reduction.

## Financial Education

We use proven financial education programs that serve Native American communities throughout the United States. This customized training fits our community needs by helping clients better understand their financial options for overall financial well-being. We offer a variety of tools such as classes, workshops and one-on-one coaching.



Lulu Henry at the Native Artist Holiday Popup



Sip 'n Paint hors d'oeuvres by Chef Timena Shebala



Green Machine Ice Cream, Anna Lawrence



Business Loan for Red's Salon & Barbershop

Nimiipuu Fund believes that our coalition of asset building trainers are here to assist with training and development services for the youth of our community. As part of our mission, we provide a variety of services and activities to build financial health.

Nimiipuu Fund provides a variety of services and activities to build financial health for individuals and families. We have a network of partners that conduct training sessions or can meet with you regarding your unique financial situation. We are here to help you!

## Business Coaching

Nimiipuu Fund offers many different business classes to assist with developing the entrepreneurship spirit. From creating a business plan, to marketing your business, we have the experts to help guide you successfully on your business journey.

## Want to learn more about how Nimiipuu Fund's products and services can help you?

Connect with us at Nimiipuu Fund for more information and to start achieving your financial goals: (208) 621-3729; [www.nimiipuufund.org](http://www.nimiipuufund.org).



Idaho Women's Business Center Kickoff Event with Nez Perce Tribal E-Commerce Jo Ann Kauffman, KAI ICCU



Team Merrill Lynch, Stokers Division Winner at the 2021 Nimiipuu Fund Golf Fundraiser

# Enriching Native Entrepreneurs



Jonelle Yearout, Nimiipuu Fund Executive Director, at the Idaho Connect Community Navigators Event by IWBC

## Growing Native Small Businesses

Oweesta has been awarded one of eight Tier-1 national grants of \$5 million as part of the U.S. Small Business Administration (SBA) Community Navigator Pilot Program aimed at reaching small businesses for stronger economic recovery efforts.

Acting as a “hub,” Oweesta will serve as a centralized, lead organization and leverage with Nimiipuu Fund, Native CDFI, as a “spoke” to provide training and peer-to-peer learning opportunities. Through this model, government resources will be more effectively distributed to reach small business owners and entrepreneurs. Research shows that the amount of Native-owned business is scarce in today’s market due to structural barriers Native businesses and entrepreneurs face in business ownership and creation. Rooted within the communities, Native CDFIs are instrumental in reaching underserved Native communities and providing culturally relevant, economic development services.

The grant provides access to additional business management training and technical assistance, including business planning, financial statement preparation, and marketing assistance.

## Fueling Native Economic Development



Nimiipuu Fund was the recipient of Northwest Area Foundations Fueling Economic Development Business Lending Capital grant in 2019 for \$100,000

in lending capital for business lending needs of our CDFI target market. Outcomes included self-determined economic development evidenced creating 10 jobs, increased revenue generated by businesses, credit scores, leverage created by lending capital, and a total of \$52,059 and loans made during the period of grant award.

“Northwest Area Foundation is a longtime supporter of Nimiipuu Fund, and this includes business capital support through the Federal Home Loan Bank collaboration. Our partnership with Nimiipuu Fund started almost a decade ago when the organization was forming. We’ve found it incredible to witness Nimiipuu Fund’s growth and to know that its business development activities are building sovereign economies, supporting cultural wisdom and values, and advancing economic justice.” -Northwest Area Foundation

The Northwest Area Foundation’s mission is to support grantees that advance equity for Native Americans, communities of color, immigrants and refugees and people in rural communities, allowing them to thrive on their own terms. Native-led groups are its focus with 40 percent of annual grant dollars awarded to this sector.

## Nimiipuu Fund’s Small Business Marketing Opportunities

Nimiipuu Fund has hired marketing and business coach Roxanne Best. She facilitates as a professional mentor who supports, educates and motivates business owners while providing recommendations for a company’s vision, growth and goals. Effective business coaches provide motivation but also implement and prioritize strategies to help businesses grow.

Nimiipuu Fund has partnered with Unleashed Marketing + Design to bring design and marketing expertise to our Tribal entrepreneurs. They offer logo design and branding, marketing materials, website development, and digital marketing with nearly 40 years of combined award-winning design experience in the marketing and creative field.

**Want to learn more about how Nimiipuu Fund can help with your business journey?** Connect with Nimiipuu Fund for more information and to start achieving your business goals: (208) 621-3729; [www.nimiipuufund.org](http://www.nimiipuufund.org).



*Roger Amerman's traditional beadwork.*

# Entrepreneur Spotlight



## **Renita "Red" Wheeler**

(pictured left with her daughter) has been in the beauty industry for over 20 years and opened a small beauty salon on Main Street in Lapwai, Idaho in 2011. Her shop was closed in 2018 as the space was no longer available for commercial use. Red resumed

services from the living room of her home and limited house calls throughout 2020. In 2021, Red approached Nimiipuu Fund to help finish an outbuilding at their home for dedicated business space to reopen Red's Salon & Barbershop. The Wheeler's closed a loan with Nimiipuu Fund in August 2021. Since that time, they finished the building and opened services. Their daughter also obtained licensing to assist with and enhance services at the salon.



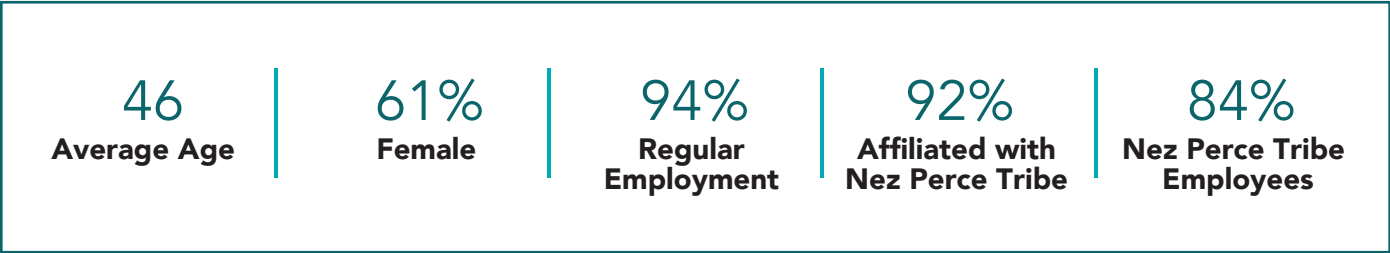
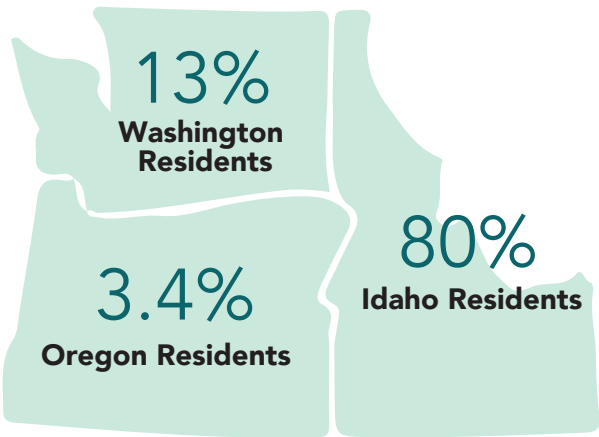
**Roger Amerman** (pictured left), a Choctaw Tribal member and nationally renowned Native Artist, was hit hard by the COVID-19 pandemic. He lost revenue from speaking engagements and art exhibits of his work.

Roger reached out to Nimiipuu Fund in hopes of acquiring a loan to acquire antique beads to support his business as a Native artist. Together Roger and Nimiipuu Fund identified "the next steps" to finance his request to get Roger ready for upcoming art exhibits in 2020 and 2021. Roger was able to purchase artist materials and showcase his art at Whitman College and the Josephy Center in Oregon.

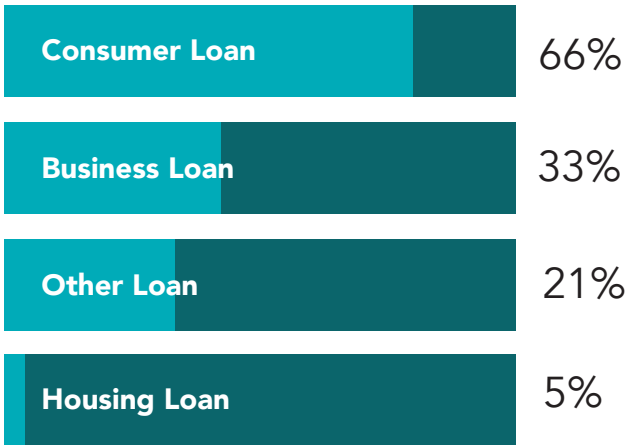
# Responding to Consumer Needs

Market Analysis: A Community Snapshot by Oweesta Corporation for Nimiipuu Fund, October 2021

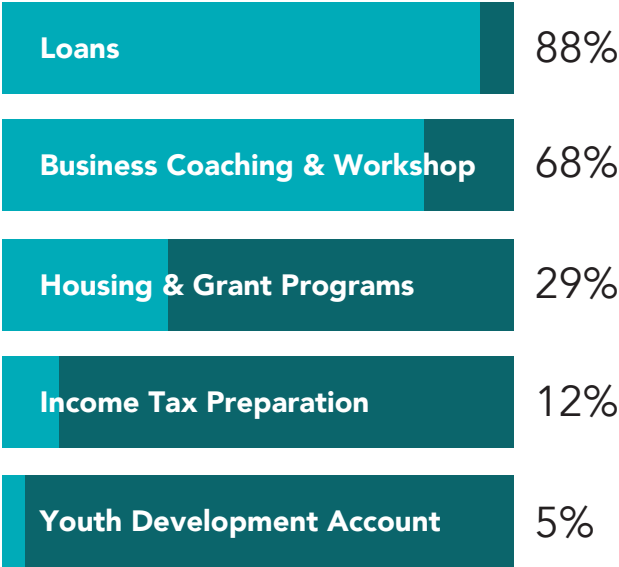
2021 embarked another year of navigating COVID-19 hardship and finding unique ways to respond to consumer interest and needs. The results and top recommendations from the survey included a mixed response to access to capital with a concern over credit scores, predatory lenders and pandemic impacts. Participants showed an entrepreneurial desire to start a business with the need for business environment support and expanded business services. Uniquely, we discovered the need for housing and home repair on the rise along with the desire for a local bank credit union and youth and elder financial education. Our clients come from our home state of Idaho and reached across the United States from coast to coast.



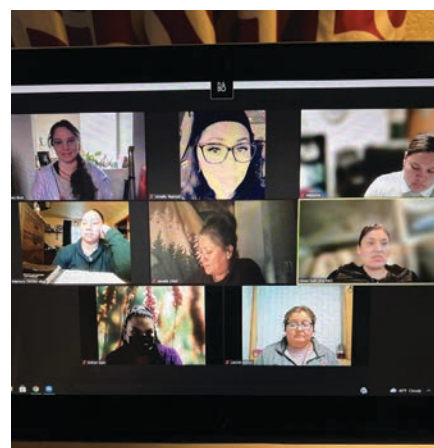
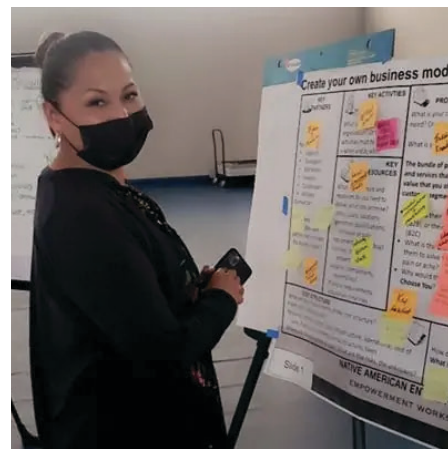
## Loan Type Interest



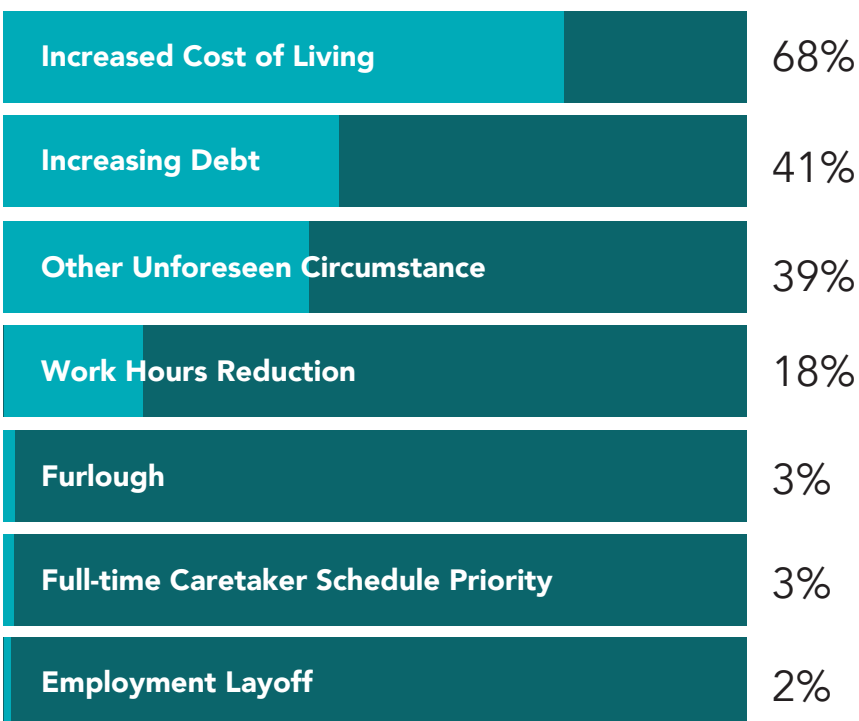
## Service Interest



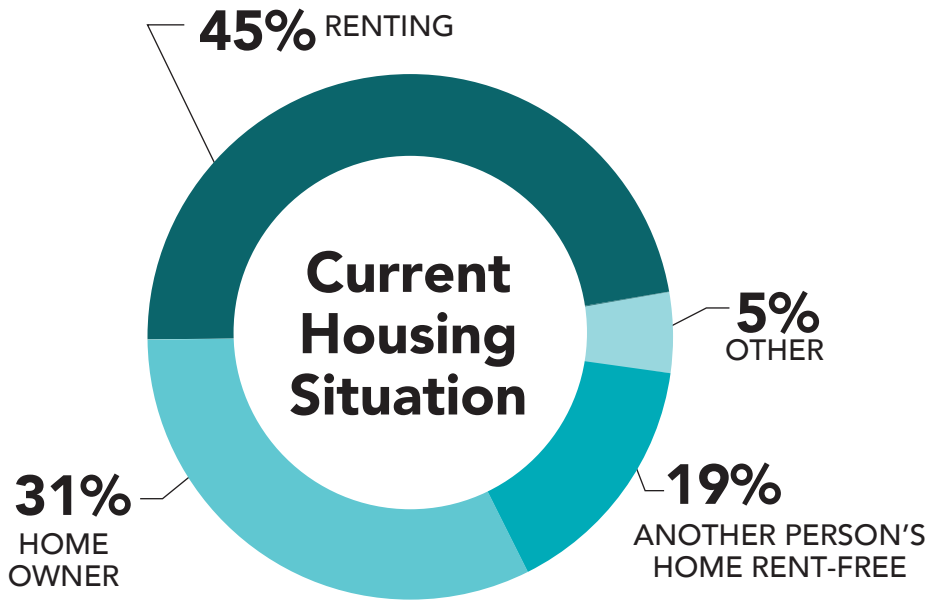
## Covid-19 Small Business Impacts



## Individual & Small Business Covid-19 Financial Hardships



# 2021 Market Analysis



Housing Indicator Statement from Market Analysis Study:  
A Community Snapshot by Oweesta Corporation for Nimiipuu Fund, October 2021

## Looking Ahead

Based on the impact data collected from our clients, our team is focusing on the next steps we can take to better serve our clients' needs. This includes:

- 1 Expanding the business loan ceiling to meet the average requested loan amount.
- 2 Exploring home loans to allow those who are renting to begin building equity and grow their financial independence.
- 3 Exploring home improvement loans to help clients increase energy efficiency and save money on their utility bills.

As our team looks ahead and continues to form strategic goals for the future, we will continue to utilize this information to make informed data-driven decisions to grow our services for the benefit of our clients.



# 3rd Annual GOLF SCRAMBLE

AUGUST 11, 2022  
RED WOLF GOLF CLUB

"Nimiipuu Fund and the staff have always treated me with respect and kindness. They gave me hope that it was possible to grow my business and provided necessary funding. Through my loan with Nimiipuu Fund I was able to acquire the proper equipment to help my business expand. I could not have done all this without the help of Nimiipuu Fund!"

**Valerie Albert**  
Thunder Valley Art & Craft

RESERVE YOUR SPOT  
OR BECOME A SPONSOR

[www.nimiipuufund.org](http://www.nimiipuufund.org)



**MERRILL**  
A BANK OF AMERICA COMPANY  
LARSON-KIRKPATRICK GROUP  
PRIVATE WEALTH MANAGEMENT



## GENERAL AMERICORPS VISTA GUIDELINES

### AGE

18+ Years Old (No Upper Age Limit)

### ELIGIBILITY

No Prior Service Necessary

### DURATION

12 Months

### LOCATION

Your Choice (United States)

### LIVING

### ALLOWANCE

Yes (Amount Based on Location)

### ED AWARD

\$6,195 or \$1,800 Cash Stipend

Professional Development Training

### NON-COMPETITIVE ELIGIBILITY (NCE)

AmeriCorps VISTA is the only AmeriCorps program where you can earn federal non-competitive eligibility, giving you an edge in the federal hiring process.

# Go Where You're Needed

## GIVE BACK, EARN MONEY FOR SCHOOL AND STRENGTHEN COMMUNITIES



LAUREN ARTHUR

AmeriCorps  
VISTA Volunteer

Are you interested in volunteering? What about giving back to your community, gaining a leg up in the workforce, and meeting like-minded people? AmeriCorp Volunteer in Service to America (VISTA) is a program that teaches you unique skills, earn income towards your education or student loan, and instills a newer and greater appreciation for your community.

I joined the Nimiipuu Fund team in April 2021 extended my services through September 2022. In that time, I've attended many virtual meetings for Financial Education, coaching and business, grant classes, assimilation

exercise Spending Frenzy, and so forth. Attaining a minor in Publishing Arts has helped broaden my understanding of marketing. I helped with the quarterly newsletter. Being included in these virtual classes keeps that understanding intact so it is readily available to use. I have helped with events within the community and put on through Nimiipuu Fund, such as the Sip n' Paint Women Who Wine event with artist Helen Goodteacher, and the 2nd Annual Nimiipuu Fund Golf Scramble at the Redwolf Golf Club to name a couple. Information gathered was for the market survey.

While I still have much to learn as far as financial goals and credit building, I know that I've made one improvement in deciding to do something about it. I might be at a standstill as far as my education after grad-school goes but maybe post grad school is an option at some point to deepen my understanding and success with grant writing.

So, if you are contemplating whether AmeriCorp VISTA is right for you, keep in mind it is a great first step for those looking to get experience before joining the workforce and give back to your community. It is also ideal for anyone seeking to become a part of a program with a strong alumni network that will support you long after your service term is done.

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To learn more about becoming an AmeriCorps VISTA member you can contact Dr. Renee Hott, Nez Perce Tribe's Site Supervisor for the Wapaayatat Project at [reneeh@nezperce.org](mailto:reneeh@nezperce.org).

## Nimiipuu Fund

# Team and Board of Directors



**JONELLE YEAROUT**  
Executive Director



**GEORGE MOODY**  
Loan Officer



**NATASHA EDWARDS**  
Loan Officer



**SIDRYN SAM**  
Office Support



**ROXANNE BEST**  
Business Coach



**LAUREN ARTHUR**  
VISTA Member &  
Marketing Development  
Coordinator



**DELRAE KIPP**  
Director



**KIMBERLY PATE**  
Director



**KERMIT MANKILLER**  
Director



**HOWARD TEASLEY**  
Director



**QUINTIN ELLENWOOD**  
Director, NPTEC Treasurer

## Total Loans

FOR FISCAL YEAR 2021

147 LOANS  
\$355,706

## Total Loans

BY TYPE FROM 2016-2022

58 CREDIT BUILDER  
LOANS TOTALING

\$100,012

178 INDIVIDUAL  
CONSUMER LOANS

\$419,210

152 HOLIDAY LOANS

\$76,000

85 EMPLOYEE LOANS

\$407,195

1 SMALL BUSINESS  
EXISTING LOANS

\$75,714

4 SMALL BUSINESS  
START UP LOANS

\$20,854

1 BUSINESS  
PARTICIPATION LOAN

\$25,000

\$1,123,985

## Nimiipuu Fund

# Financials

FY2020 Revenue, Expenses, and Changes in Net Assets or Fund Balances as filed with 990 IRS Tax form.

### REVENUE

Contributions, Gifts, Grants & Smaller Amounts Received .....	\$914,966
Program Service Revenue .....	\$42,780
Other Revenue .....	\$23,896
<b>TOTAL REVENUE</b> .....	\$981,642

### EXPENSES

Salaries, Other Compensation, Employee Benefits .....	\$152,416
Other Expenses .....	\$547,737
<b>TOTAL EXPENSES</b> .....	\$700,153

### NET ASSETS OR FUND BALANCES

Revenue Less Expenses .....	\$281,489
Total Assets .....	\$1,089,866
Total Liabilities .....	\$97,479
Net Assets or Fund Balances at End of Year .....	\$992,387

## Strategic Goals 2020-2022

Nimiipuu Fund board and staff regularly check in on the status of meeting objectives and adjust if necessary. We are thrilled at the opportunity to build economic development for communities while providing excellent service and development to address financial need and security.

- ⊕ Improve Capital Access for the Nez Perce Community through Growing our Loan Fund
- ⊕ Create a Flourishing Entrepreneur and Business Lending Program
- ⊕ Build Institutional Capacity to Create a Platform for Organizational Growth
- ⊕ Passionately Steward our Resources through Financial Excellence



## Qeci'yew yew Thank You

We would like to thank the following organizations and funders for a great year and partnering with Nimiipuu Fund:

All Golf Sponsors, Donors & Volunteers  
City Service Valcon  
Coeur d'Alene Casino  
Edward Jones  
FSA Investment Group  
Idaho Central Credit Union  
Idaho Women's Business Center  
Innovia Foundation  
Kauffman and Associates  
LCCU (Lewis Clark Credit Union)  
Little Roots Learning Center  
Local Education Grant - Nez Perce Tribe  
Merrill - Larson-Kirkpatrick Group  
*Golf Scramble Major Sponsor*  
Merrill Lynch - Pierce, Fenner & Smith Incorporated  
Native Systems Inc.  
NDN Fund  
Nez Perce Express  
Nez Perce Tribal Enterprises *Golf Scramble Major Sponsor*  
Nez Perce Tribe  
Northwest Area Foundation  
Northwest Media/Inland Cellular  
Northwest Native Development Fund  
Northwest Native Lenders Network  
Oweesta Corporation  
Potlatch Fund  
RBC Wealth Management  
Randall and Hurley  
Redwinds  
Rogers Toyota  
Roxanne Best  
Sebly Consulting  
Seneca Direct  
USDA  
U.S. Treasury CDFI Fund  
Umpqua Bank



Nimiipuu Fund  
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Mon-Fri. 8:00 AM - 4:30 PM

**[www.nimiipuufund.org](http://www.nimiipuufund.org)**

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