



Project Bawaajigan

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An online platform that empowers
Indigenous businesses

A large, abstract blue watercolor splash graphic on the left side of the slide, transitioning from dark blue to light blue and white.

Agenda

1 About Us

2 The Problem

3 Our Solution

Bawaajigan

(Bah-WAUH-djee-gun)

- dream or vision



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Our Team

**Marketing
Director**



Carissa

*Grade 12 @ St.
Robert CHS*

**Lead Graphic
Designer**



Shonni

*Grade 9 @ D'Arcy
McGee HS*

Chief of R&D



Anson

*First year @
University of
Toronto*

**Communications
Executive**



Ezio

*Grade 10 @
Alexander
Mackenzie HS*



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**Educate. Empower.
Connect.**



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Over **150,000** Indigenous children were forced to attend Residential Schools between 1870s and 1990s.

Today, around **80,000** living Survivors and thousands more children, grandchildren and great grandchildren are affected by the past experiences.



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In 2015, **81.9%** of First Nations on-reserve were in the bottom half of the income distribution, in contrast to **49.2%** of the overall Canadian population.

(Source: National Indigenous Economic Development Board)

35.4% of Indigenous women received their main source of income from government transfers.

(Source: National Indigenous Economic Development Board)

Issues commonly faced by Indigenous Businesses

1

Financing

2

Lower income and
education levels

3

**Live in rural and
remote areas**

4

Lack of infrastructure
and internet



Authentic Reconciliation begins with

AWARENESS & EMPATHY

We believe that **ALL** people have a role to play in this reconciliation.



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Our Model



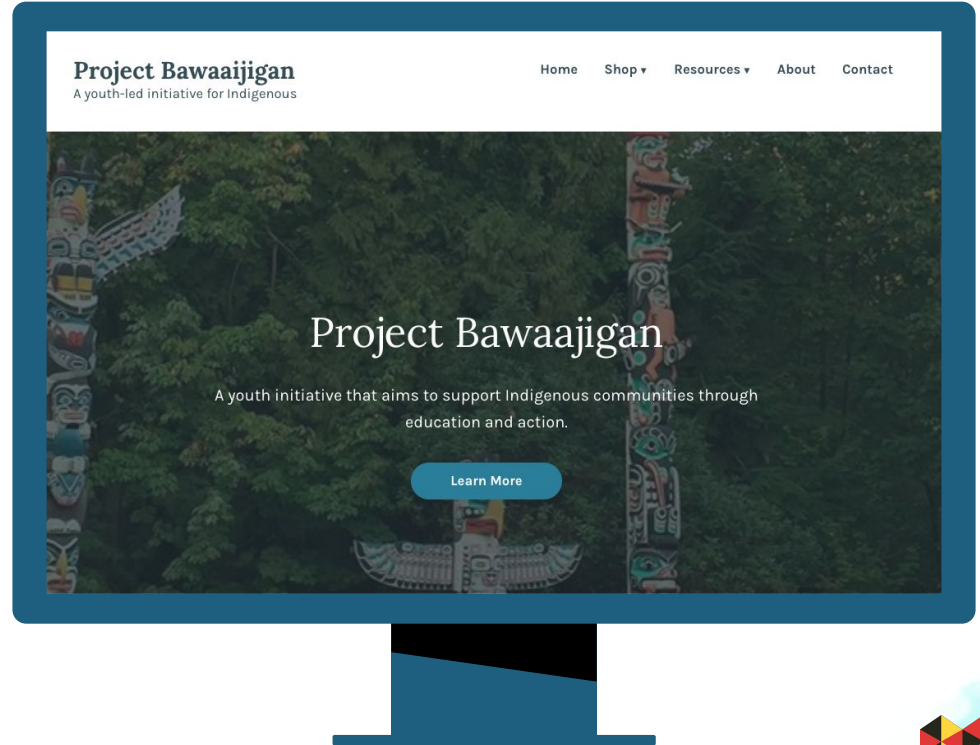
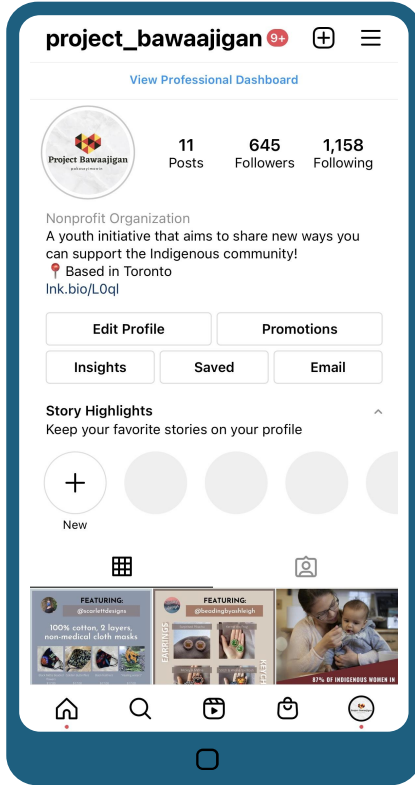
Educate General Public

Empower Indigenous Artisans

Connect Cultures



Online Platform



FEATURING:
@scarlettdesigns

100% cotton, 2 layers,
non-medical cloth masks



Black Moby Beaded Flowers \$17.50 Golden Butterflies \$17.00 Black feathers \$17.00 "Healing waters" \$17.00

SCARLETTDESIGNS.COM

FEATURING:
@beadingbyashleigh

EARRINGS



Surprised Pikachu Kermi the Frog

KEYCHAINS



Mickey & Minnie Stitch & Winnie the Pooh



84% OF LONE PARENTS ARE INDIGENOUS WOMEN

#COLONIALISM


Anishnawbe Health Foundation

An Indigenous-led registered charity that works to:

- Support the health and wellness of the Urban Indigenous Community in Toronto
- Support the preservation and reclamation of Indigenous traditional healing practices

Started in 1984
225 Queen St E, Toronto, ON M5A 1S4

Help overcome barriers like homelessness, poverty, trauma, abuse and addiction



https://supportanishnawbe.ca



87% OF INDIGENOUS WOMEN IN TORONTO FELL BELOW THE BEFORE TAX LOW-INCOME-CUT-OFF (LICO)

*2018 Our Health Counts Toronto Survey by Well Living House

How YOU can help

- Donate online at www.supportanishnawbe.ca
- Sign up for their e-newsletter at www.supportanishnawbe.ca
- Follow them on social media
 - www.facebook.com/anishnawbe.ca
 - www.twitter.com/anishnawbe

Anishnawbe Health Foundation



21% OF INDIGENOUS BIRTHS ARE PRE-TERM.

ALMOST 3X THAT OF NON-INDIGENOUS CHILDREN.

©2018 Our Health Counts Toronto Survey by Well Living House

Due to **colonization**, the Indigenous community has been particularly vulnerable during the **pandemic**:

BEFORE → NOW

1/4 Indigenous adults did not have enough to eat		30% increase in food insecurity
-15% of the homeless population were Indigenous		More people living in tents (no washrooms and exposed to fire hazards)
Mental health and addictions were ongoing issues		Issues worsened due to isolation and lack of free wifi

Anishnawbe Health Foundation

mission

Did you know that in 2015, 81.9% of First Nations on-reserve were in the bottom half of the income distribution, in contrast to 49.2% of the overall Canadian population?

(Source: National Indigenous Economic Development Board)

Our goal is to bring awareness to various Indigenous issues and to also reduce the stark economic injustices. Using our platform, we will share our favourite Indigenous businesses we believe you should support!



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about us

we are a group of non-indigenous friends who have come together to make a difference in the Indigenous community

Meet our Partners



*Legacy of Hope
Foundation*



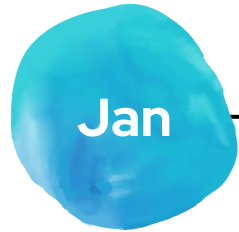
Anishnawbe Health Foundation



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Our Timeline



Jan

Outreach

Partner with organizations



Feb

Launch

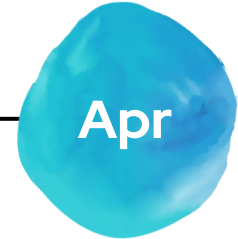
Launch Instagram and website



Mar

Promote

Drive traffic to platforms



Apr

Support

Improve and build out brand



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Required Resources

Monthly Cost

**Website
Premium Plan**

\$10

**Social Media
Campaigns**

\$50

Promotions

\$50



How will we measure impact?

Following

2000

of Artisans

100

of Sales

Traffic







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What are people saying?

 **rlorenxo** This is so brilliant, let me know how I can help!!!! 
5d 1 like Reply

 **authenticallyrooted** So happy to follow along and learn ✨💜 
3d 1 like Reply

 **step_one_official** 🙏❤️ 
1w 1 like Reply


 **know.show.grow** Woww, I had no idea! 🙏💜 
6d 1 like Reply


 **girlsgotreasons** How awesome 🙌 
6d 1 like Reply

Of course! It is amazing what all of you are starting for the indigenous community, I had to share! And it's great that you are all so young, and trying to educate others and make a difference in the indigenous community! :)) ❤️❤️



Awe thank you! If you ever feel you want to share any of my posts, feel free to do so! :) Even with other indigenous creators, it's great to share their work on your story as well. It helps create friendships with others!







our.resilient.inner.voices Love this! 🙌 
6d 1 like Reply

 **beadingbyashleigh** This is amazing wow! ❤️❤️ 
6d 2 likes Reply

 **supportanishnawbe** Thank you @project_bawaajigan for your support 🙌 
1w 1 like Reply

 **know.show.grow** Wow amazing statistics! 🙌🙌 
6d 1 like Reply

 **keepearthx** 🙏 Thank you so much for sharing this information. Things need to change! 
5d 1 like Reply

 **lyv731** Amazing !!!! ❤️ 
6d 2 likes Reply



Many Indigenous women are raising their child/children alone.

What are ways we can support these hard-working mothers?



n_c_008 Someone we can talk to especially now with covid...a break from the kids...even if it's an hour, kid free, food hampers which include milk and pampers

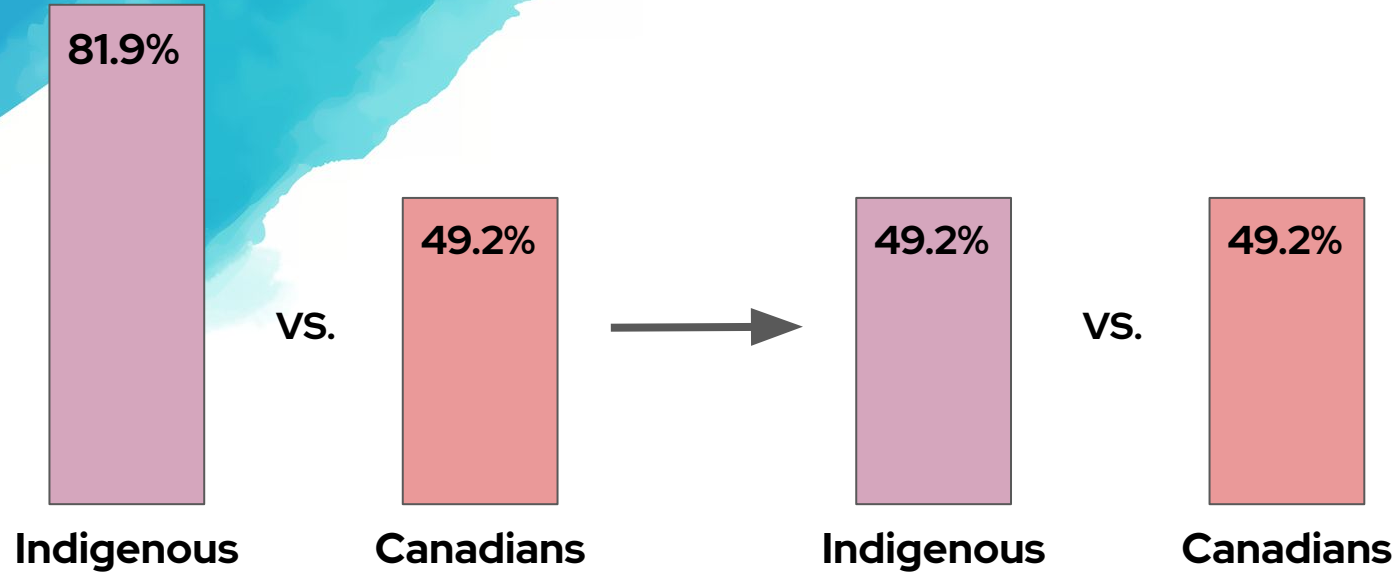
1w 3 likes Reply



clairetuckanow More support, more low cost or free programs for the children, priority low income housing, AFFORDABLE child care so mothers can have a chance to work or go to school

6d 1 like Reply

If we solve this...



Thank You!

*To learn more, please visit
projectbawaajigan.wordpress.com
or @project_bawaajigan!*

Do you have any
questions?

- ★ projectbawaajigan@gmail.com
- ★ 647-296-2884

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