

Financial Empowerment

EDUCATE-UPLIFT-EMPOWER



Presented by the
Founder & President
of the
Melanated Pearl Corporation



Together We Rise

Crystal Perry

"FINANCIAL EMPOWERMENT"

Because we know how important it is for you to succeed, we are bringing you an educational series to support you in all areas of your finances and creating a path towards generational wealth!

February 2, 2022

12:00pm - 1:00pm

Register at OTRlearning.com

Grab your lunch or a snack and join us!





Mission Statement:

Our mission is to educate,
uplift, and empower women,
with a particular focus on

Black Women.

Website: www.melanatedpearl.org

We aim to establish and grow our community of PEARL girls



(Passionate – Engaged – Activist -Restisting -Limits)

by providing captivating and relatable content that educates, uplifts, and empowers Black women to **feel confident and inspired** so they can take control of their personal, professional, and financial future.

Educate

Educate: meaning we create a safe space to share knowledge.

We teach, instruct, educate, train, discipline, or school; to cause one to acquire knowledge or skill.



Uplift

We purposely uplift and support PEARL girls in and around our community. **Uplift** is to raise something upwards, or to buoy **someone** mentally, spiritually or emotionally.

When you tilt **someone's** chin up and force them to raise their head, this is an example of when you **uplift**.



Empower

Melanated Pearl Corp celebrates the melanin and minds of Black females and encourages Black Women to be authentic.

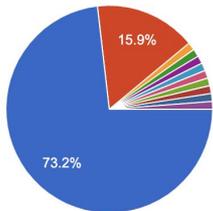
We empower meaning; to give power or authority to; authorize, to exist in ones one skin and on your own terms.

Melanated PEARL Corp captures and celebrates the stories of our target audience.

We seek to provide virtual and in-person opportunities to connect with Black females across multiple social media platforms. The content we produce helps connects our donors with the needs in the community.

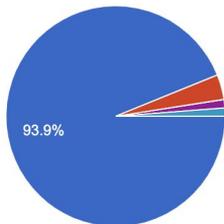
Do you live in Clayton County?

82 responses



Demographics

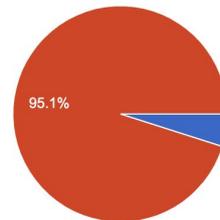
82 responses



- Black - African American
- White - Non Hispanic
- Hispanic - Latino
- Native American
- Bi-racial- Mixed Race
- Asian

Gender

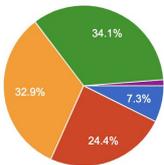
82 responses



- Male
- Female

Whats Your Age Range?

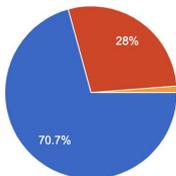
82 responses



- 18-25
- 25-33
- 34-43
- 44-64
- 65 and older

Do you have children?

82 responses

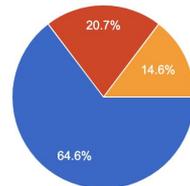


- Yes
- No
- My daughter and her 3 children

Mother of PEARL: Nov-Jan 2022 DATA

What type of assistance do you need? You must have income to qualify for assistance. Partial income is considered (social security, disability benefits, etc)

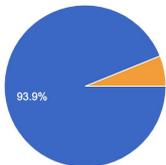
82 responses



- Rental Assistance
- Transitional Housing Assistance (Homeless or Moving) - You must be pre-approved
- Eviction Prevention (This means you have a Eviction Notice and Court Date)

Are you willing to complete a financial literacy course?

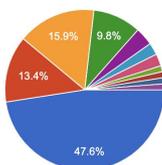
82 responses



- Yes
- No
- Maybe

Employment Status

82 responses



- Employed - Full Time
- Employed - Part-Time
- Unemployed
- Self Employed - Business Owner
- Other
- Social Security Disability Insurance
- Social security
- Social Security disability

▲ 1/2 ▼

Mother of PEARL Transitional Housing - Eviction Prevention - Rental Assistance



Melanated PEARL Corp presents



The Oyster Shell

PURPOSE: Too many organizations in the South Metro Atlanta / Southern Crescent, many with similar missions, are working and seeking funding in isolation from one another.

The Oyster Shell seeks to address negative economic impacts in the Southern Crescent caused by the public health emergency by implementing a Collaborative Community Collective Impact Initiative. Collective impact describes an intentional way of working together and sharing information for the purpose of solving a complex problem.

\$500,000

During the onset of the pandemic Invest Clayton, the Development Authority of Clayton County gave out \$500,000.00 in grants to our business community as well as our non-profit community. This was a start but does not begin to fund the needs of the community. **We are seeking a \$500,000 investment in Black female led nonprofits located in the Southern Crescent for 2022 and 2023.**

Accordingly, the CCCII will bring together, and fund as ONE, individual Black female-owned organizations to help address economic harms to workers, households, small businesses, communities, and impacted industries in the metropolitan Atlanta area.



Crystal Perry
Founder, President
Melanated PEARL Corp

The Oyster Shell

Meet the Steering Committee



Sukari Scott-Johnson
M.P.A
Chairperson at Clayton
County Democratic Party



Gaétane Borders,
Ed.S.
President & CEO,
Peas In Their Pods, Inc.



Tammary Scott
Owner & CEO,
B'Mari Event and Art
Studio



Regina DeLoach,
Chair of Invest Clayton
Chair - Invest Clayton



Trina Kolawole,
Co-Owner
The Best of Clayton
County



The problem

Grant applications give the illusion of fairness and objectivity. In reality, organizations have different levels of capacity for grant writing. Some organizations have whole teams of grant writers, while others, especially those led by women and the grassroots ones serving and led by marginalized communities, have a **part-time** nonprofit leader who too often **struggles to write proposals while simultaneously delivering services.**

As part of the grant writing process, too much of the nonprofit leader's time is spent translating the exact same information from one grant application to another, and often discourages organizations from completing the grant writing process.



Additionally, a report published in 2020 by Echoing Green and Bridgespan indicated that Black-led organizations remain underfunded compared to organizations led by white people.

- The study found that the revenues of Black-led organizations are, on average, **24 percent smaller than those of their white-led counterparts**, and also that organizations led by Black women consistently receive less funding than those led by Black men or white women.



The solution

The OysterShell:

A multi-year Collaborative Community Collective Impact Initiative that offers a unified approach to strengthening individual organizations' fundraising efforts.

The goals of the Initiative are twofold:

- giving them significant amounts of training and funding with trust and
- intentionally doing that for nonprofits led by Black women,

that improve the lives of economically vulnerable women and girls in Clayton, DeKalb, Fulton, and South Metro Atlanta counties.

This collaborative collective impact initiative offers a guided approach to strengthen an organization's fundraising efforts, engage their board in strategy development, and will offer opportunities to have more thoughtful conversations about moving forward during uncertainty.



Program Goals:

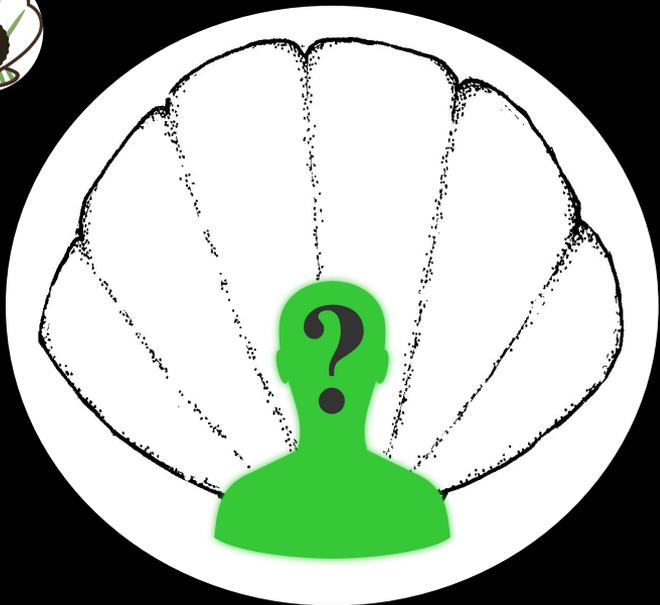
1. Melanated Pearl Corporation will **engage up to 40 nonprofits** in the Oystershell Collaborative Collect Impact Finding Initiative **over two years** to increase positive impact for women and families in the Southern Crescent.
2. The Oystershell Collaborative Collect Impact Finding Initiative will engage up to **50 corporations** and small businesses in a **\$500,000 Community Match Program** over two years to continue funding to support the work of Black female lead nonprofit after 2024.

Program Objectives

- Develop Local nonprofit Leaders
 - Work with nonprofit leaders to create a shared vision to address community issues.
 - Host Monthly PD sessions to build skill and capacity
- Implement Programming and Distribute Funding to Maximize nonprofit Program Impact
 - Manage and monitor any subaward(s)
- Monitor nonprofit Programs and Services
 - Collect, collate, and submit timely performance data
- Evaluate nonprofit
 - Ensure project and fiscal accountability
- Report nonprofit service impact
 - Monthly Updates from nonprofit leaders

Program Outcomes

- Achieve systemic change- By reallocating the time, energy, and resources nonprofit leaders spend writing and searching grants processes into meaningful services and strategic planning and fundraising efforts. Strengthen Collaboration among South Crescent nonprofits
- Build and strengthen community leadership by building sustaining relationships between nonprofits and the business community

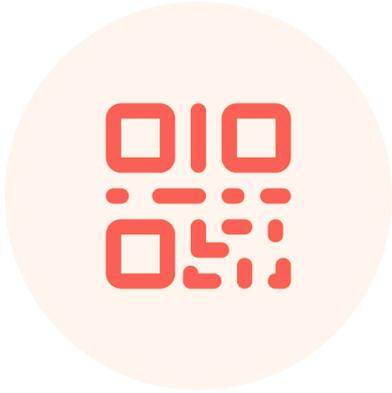


—Who should
apply?

Approved **OysterShell Collective Organizations** must meet 6 out of 8 the following criteria:

1. Show Proof of nonprofit status
2. Have been established 2 or more years [up to 3 NEW nonprofits may apply for subgrants and receive training]
3. Black or Person of Color Owned
4. Female Owned
5. Have an operating budget under \$200,000 per year
6. Located in the Clayton County and or the Southern Crescent serving communities with LOW Child wellbeing Index
7. Offer Services that Target: Economic Stability, Education, Technology Access, Financial Literacy & Credit Repair, Housing or Home Insecurity, Homeless, Health & Wellbeing and or Mental Healthcare
8. Demonstration or Proof of Services provided throughout the pandemic [Number served 2020-2021]

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**Join at slido.com
#778356**

① Start presenting to display the joining instructions on this slide.

What is Financial Empowerment?

Financial empowerment is the **feeling of being in control of your own financial situation.**



When you feel this kind of empowerment, you feel that you control your financial situation and not the other way around.

<https://www.youtube.com/watch?v=yeVx1C73o8k>

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**How would you RATE your
current financial situation**

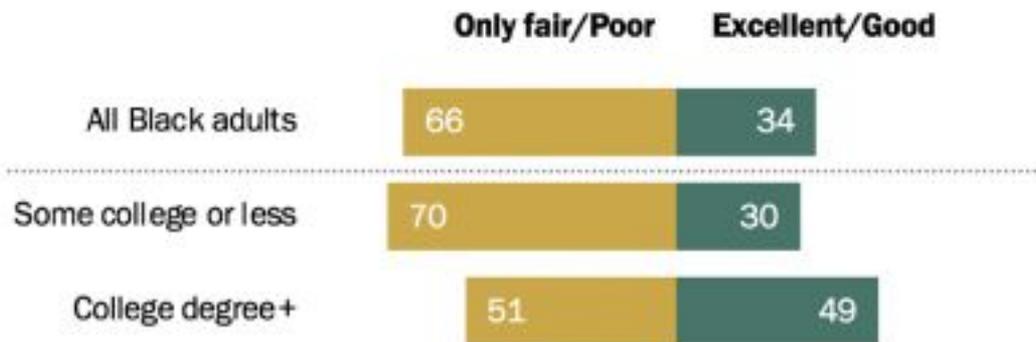
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How would your
RATE your current
financial situation?

Majority of Black Americans rate their personal financial situation as only fair or poor, but assessments vary widely by educational attainment

% of Black adults who say their own personal financial situation is in ___ shape

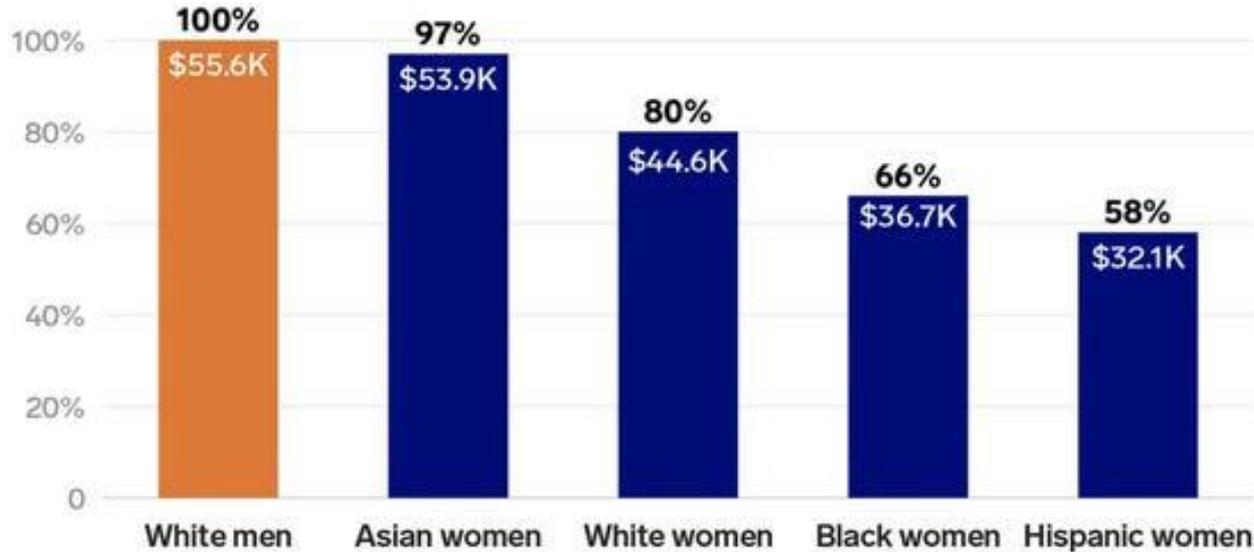


Note: Share of respondents who did not offer an answer not shown. Black adults include those who only report being one race and are not Hispanic. "Some college or less" includes those with an associate degree, those who attended college but did not obtain a degree, those who have a high school diploma or its equivalent and those who did not complete high school. "College degree+" includes those who have a bachelor's or advanced degree.
Source: Survey of U.S. adults conducted Jan. 19-24, 2021.

PEW RESEARCH CENTER

Overall, black and Hispanic women face the biggest pay gap when compared to white men

Women's annual earnings compared to white men's



Note: Data shows median earnings for full-time, year-round civilian employees 16 and over in 2018.

Source: US Census Bureau, "2018 American Community Survey"

BUSINESS INSIDER



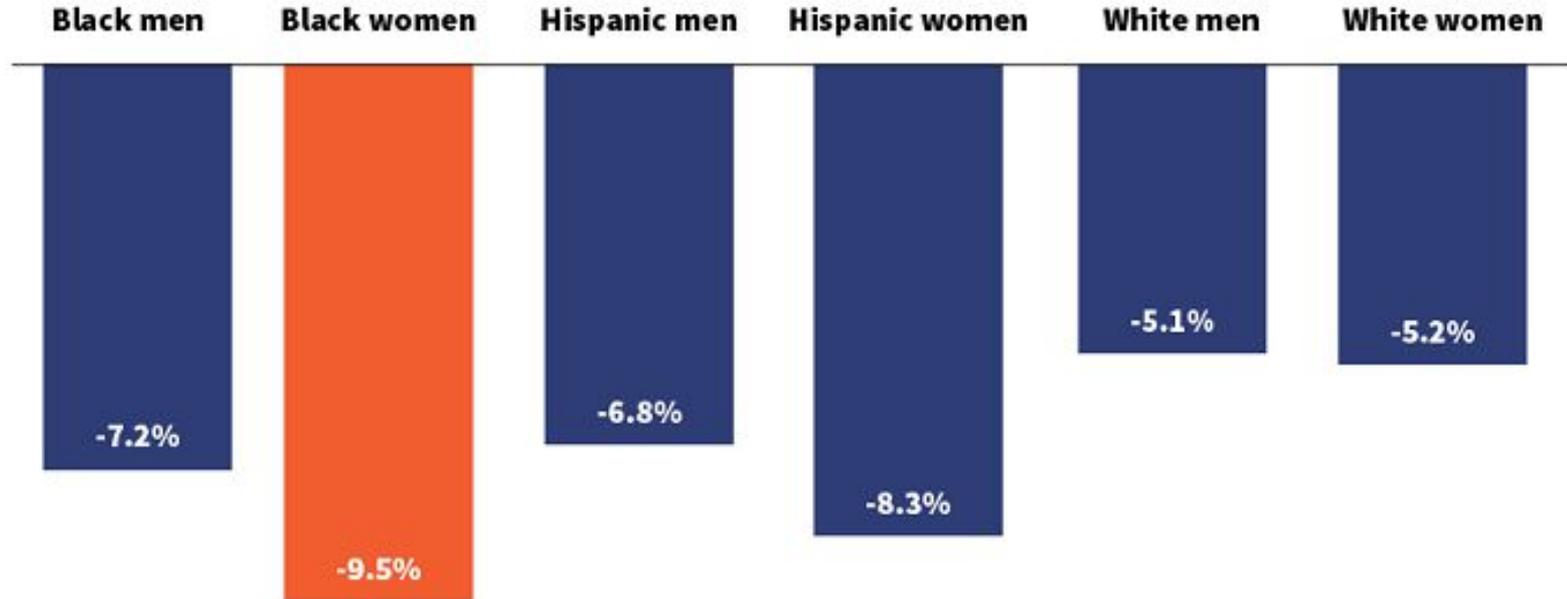
How would your
RATE income?

Are you receiving
a FAIR wage?

Are you prepared for a LOSS of INCOME?



LOSS OF EMPLOYED WORKERS BY RACE AND SEX BETWEEN FEBRUARY AND DECEMBER 2020



Source: U.S. Census Bureau, Current Population Survey 2020

Note: Women ages 20 and over

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**Give one word to describe
your reaction to this data?**

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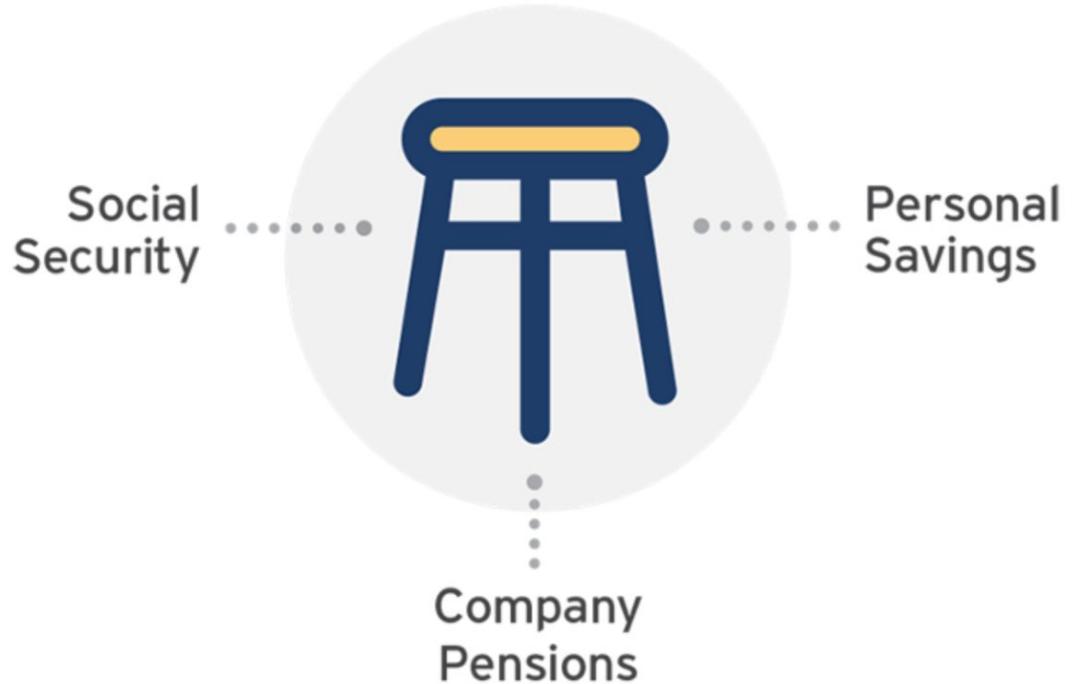
The Three-Legged Stool Theory



For years, financial experts used the analogy of a three-legged stool to demonstrate the primary sources that provide retirement income.

However, gone are the days when you can count on a pension from your employer. Plus, Social Security doesn't seem so "secure" anymore.

Altogether, these three "legs" used to represent a stable source of income, but not anymore. Simply put, it's up to you to fund your retirement!



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What is your credit score?

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Avoid These Common Credit Mistakes



1. Not valuing your credit
2. Raising credit card limits
3. Not monitoring your credit history
4. Not monitoring your credit score
5. Not knowing your interest rate and fees

The Bad News About Compounding



Did you know if you made a **one-time \$3,000 credit card purchase** with an **18% interest rate with no new purchases** and made only the minimum payments, it would take at least **10 years to pay off** and you would end up paying more than **\$2,002 in interest charges?**

$$\begin{array}{ccc} \$3,000 & + & \$2,002 = \$5,002! \\ \text{Purchase} & & \text{Interest} \end{array}$$

Assumes 18% APR and a minimum payment of 3.5% of the balance or \$20 if more.

The Three Accounts You Need



To have a complete savings program, most people need three types of basic accounts.



**Emergency
Fund**



**Short-Term
Savings**



**Long-Term Savings/
Investments**

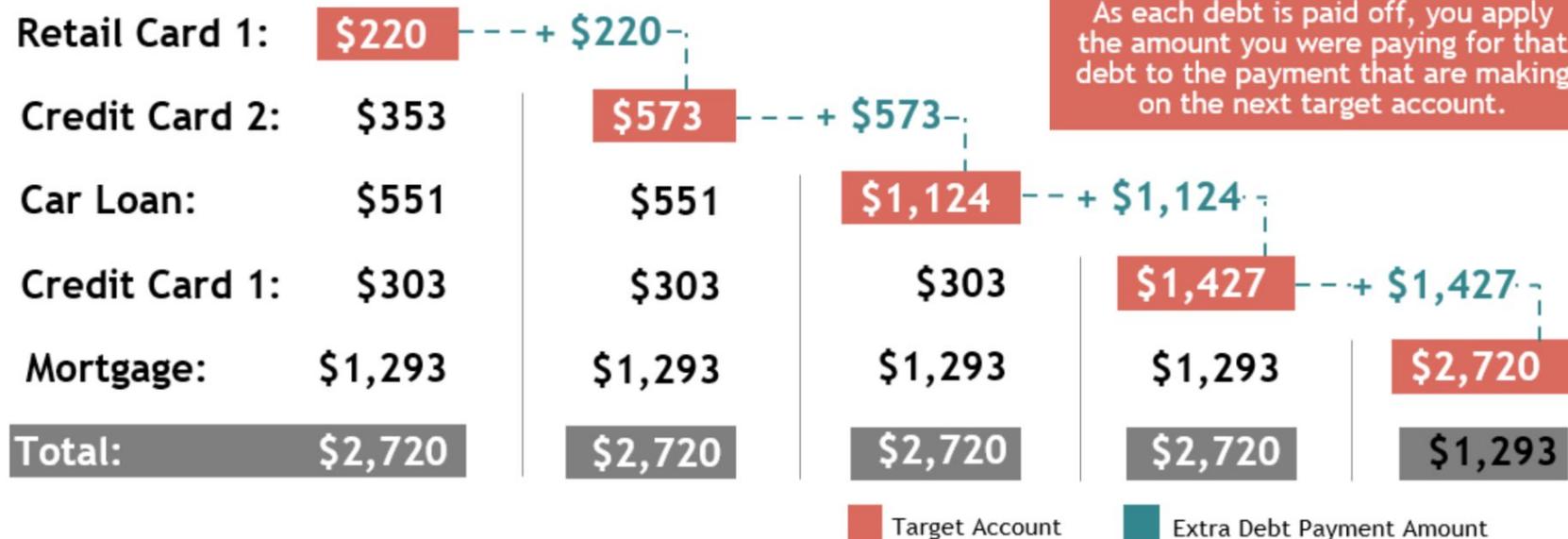


Start with your MONTHLY Expenses

What comes in? (Income)
What goes out? (Expenses)



The Debt Stacking Concept*



*The above example is for illustrative purposes only. The Debt Stacking concept assumes that: (1) you make consistent payments on all of your debts; (2) when you pay off the first debt in your plan, you add the payment you were making toward that debt to your existing payment on the next debt in your plan (therefore you make the same total monthly payment each month toward your debts); (3) you continue this process until you have paid off all of the debts in your plan. In the example above, when Retail Card 1 is paid off, the \$220 payment applied to Retail Card 1 is applied to Credit Card 2, accelerating its payment to \$573. After Credit Card 2 is paid off, the \$573 payment applied to Credit Card 2 is applied to Car Loan for a total payment of \$1,124. The process is then continued until all debts are paid off. Note that the total payment per month remains constant.



Contact

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