



Shakti Women

Supporting Birmingham's Female Economy



Supporting women to realise their economic potential.

About Shakti Women

Shakti Women was created to support today's woman to realise her full potential to set and reach her goals. We were established in 2006 out of a recognition that the average woman rarely makes dedicated time to focus on her own needs.

Women (much more so than men) face internal and external barriers alongside the pressures of juggling work, family and caring for others.

We are open to all but target BAME women, as these women often suffer additional deprivations, such as financial hardships, misogyny, racism and islamophobia.

We believe that women can be a driving force in shaping a better world. That's why our services are hell bent on breaking down barriers, creating opportunities and giving voice to women.

Our Vision

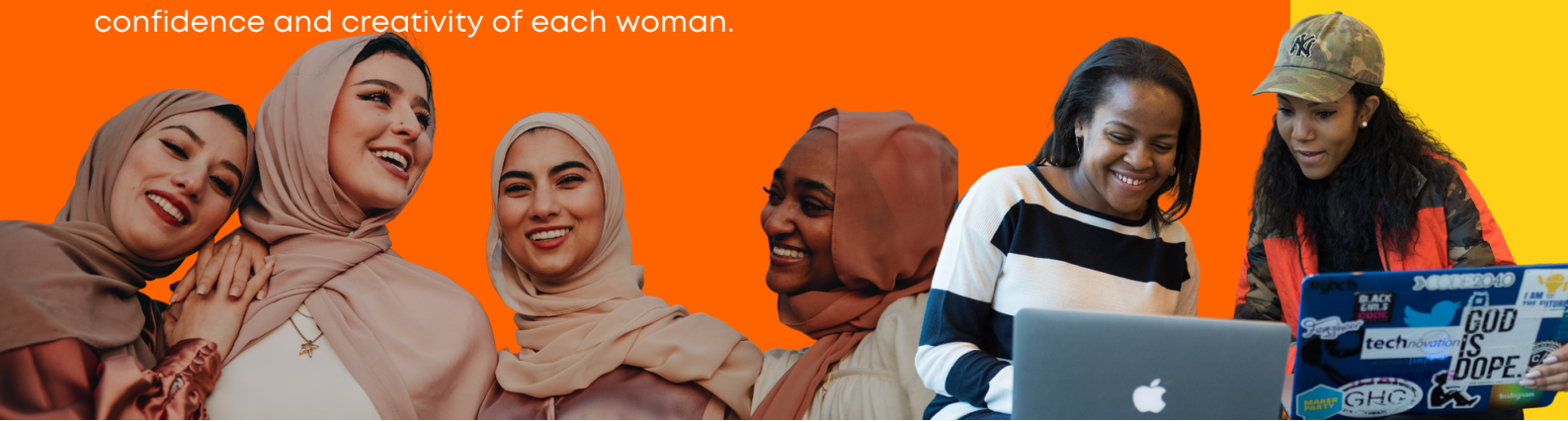
Imagine a world where all women have the power to author their own lives.

Our Values

- Respect yourself and treat your dreams with tenderness
- Respect the dreams of others
- Respect the beauty and diversity that is our world
- Respect our planet

Our Team

Our Team is 100% BAME with lived experiences of sexism, racism, disability, poverty and who regularly use their own experiences to create empowering, creative learning and spaces for growth. We are highly skilled in designing and delivering workshops and have a combined experience of over 100+ years of excellence. Each of us have the skills and passion, to uniquely draw out the power, confidence and creativity of each woman.



Our Financial Impact

BAME women often have limited financial networks, may be in debt and face barriers to lending institutions. In our best year we brought **1.2 million** into the sector.

Though the Black Female Entrepreneurs are on the rise, only 0.5% of start-ups will access venture capital (VC). In recent years estimate our support has levered in **£744,600** into the sector.

Reaching Communities

Through our networks, partners and social media we have helped black women who would otherwise be overlooked by a system that is already oversubscribed and under-resourced. More than 82% of Black British women have to go out of their way to find stories that reflect their experiences.

Research tell us, for women to succeed in business, having access to a role model increases their success and their chances of success in business. By immersing women on an entrepreneurial environment and by nurturing them with the knowledge and skills they need we are creating a fertile environment for them to grow.

Driving Social Change

Women are often the leader within thier families and communities. By upskilling, empowering and enriching women, we are developing communities. By giving women financial independance, the power to earn more, save more and grow more we are creating building blocks within the the local economy.

Bringing Women Together

Many of the women we serve and connect with have experienced situations that have left them isolated, depressed and vulnerable. We aim to reduce feelings of shame, guilt and abandonment by providing a community of mutual support and network where they can feel safe, nurtured, informed and valued. In these spaces they are able to share their lived experiences with others who are experiencing similar issues allowing them to build new bonds and relationships with people who see and understand them.

A safe space

The women we serve tell us repeatedly, "how at home they feel in the Shakti space". As black women in so many spaces we are the odd one out. Whether you are black, white or brown. The Shakti space, especially, 'The Woman's Room' has been described as "stepping into a warm bath/a space you never want to leave.



What we have done.

Imagine a woman who authors her own life.

Our Reach:

We have a following of 30,367 across all platforms

Online we have reach over 150,000 women through our inspiration and educational content.

Socials:

Instagram: 1,138

LinkedIn: 23,272

Facebook: 4,323

Twitter: 1,664

Whatsapp: 81

The Women2Women Consortium:

We host a network of 118 women-led or women-focused organisations in and around Birmingham and offer business, mentoring and marketing support. We have directly supported 71 organisations.

Through our Business Support we have directly supported 141 women through:

Bid Writing & Business Planning: 90 women

Social Enterprise Guide: 15 downloads

Mentoring: 24 women

Marketing: 12 women organisations

Women with employment:

Job Club: 54 women with CV, Covering Letter & Job Searching with 15 finding full time employment, 10 finding part-time employment.

Money Management workshops: 15 women

Money Management Podcast: 687 views

Provided 23 women with professional workspace in 'The Woman's Room'

Confidence Building: 70

Range of businesses we support:

- Domestic Violence
- Refugees & Asylum Seekers
- Counselling/Therapy
- Housing
- Saturday School
- Social Enterprise
- Kids Arts and Crafts

Pink Paper Research:

80 page document about facts and figures effecting women and girls in the UK with over 100 copies given to women organisations and 23 downloaded on our website.



What people have said.

Giving people a voice.

Case Study 1: Ashanti Anderson, ArtsyParty Kids CIC

My mum and I managed to secure a £12K grant following on from the last bid-writing training. I don't think I would have been able to secure the money without the bid-writing session.

Case Study 2: Emilie Belibi, Balewa Parents Corner

I have experienced a lack of support trying to setup my business. I came across Shakti Women through a friend and since only knowing them for 4 months I've registered my business, setup a bank account, created a 3 year business plan and applied for my first bid.

Case Study 3: Corrine Morgan, Jan Foundation (DV Charity)

Shakti has supported us financially for years. In recent years our founder had experienced health issues which meant a change in guard and restructuring. Shakti not only helped us secure over £25,000 but mentored me to step into the role as Director.

