



# The Life Path of Data

From Raw Numbers to Effective Storytelling



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# Introductions



**Andrea Mader**  
*Sweetgrass Consulting*



**Heidi Cuny**  
*Cuny Communications*

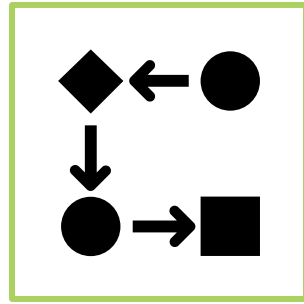


# Storytelling 101



**Audience**

+



**Quantitative  
Data**

+



**Qualitative  
Data**

=



**Change**

**PROBLEM**

**SOLUTION**



# Data Best Practices

1. Track a small set of core metrics consistently
2. Build one centralized tracking system
3. Collect stories, photos, and quotes continuously
4. Schedule quarterly data cleanup and review
5. Measure outcomes, not just lending activity



# Case Studies in Data

Practical applications for Native CDFIs

June 2-4, 2026



11<sup>th</sup> Annual Oweesta Native CDFI Capital Access Convening



Bangor, Maine

# Grants

## Mountain | Plains Coalition

*Build Back Better - \$45M*

- PPP Research
- Market Study
- Native CDFI Lending Data
- Public Data Sources
- Economic Multiplier Modeling

## Wind River Coalition

*Recompete - \$36M*

- Historic Events
- Public Data Sources
- Impact Data from Partners
- Harvard Growth Lab

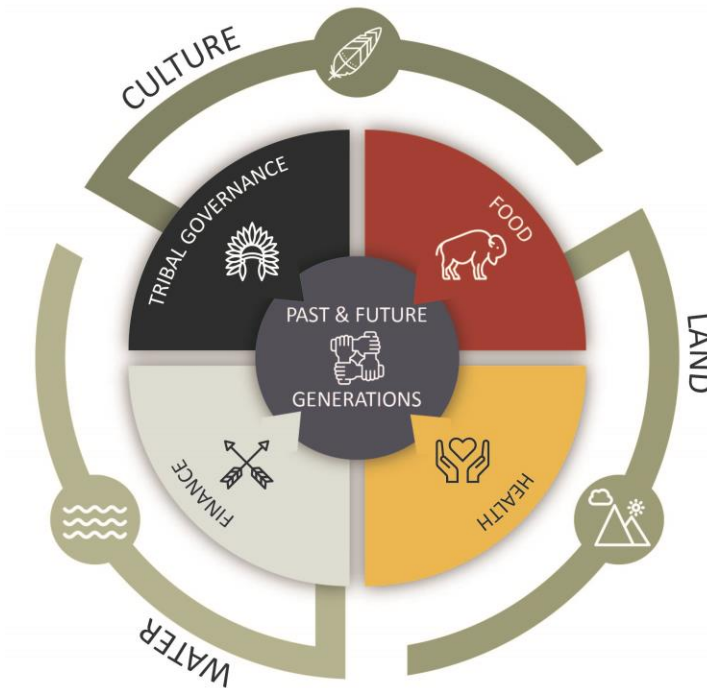


# Recompete Grant: Data → Story

## Raw Data

INDICATOR	UNITED STATES	WYOMING	FREMONT COUNTY	CENSUS TRACT 9401	FORT WASHAKIE	ETHETE	ARAPAHOE
% Indigenous Population	1.10%	2.40%	20.80%	81.20%	90.70%	90.60%	79.20%
Population Under 18	21.70%	22.30%	24.80%	29.60%	34.00%	35.40%	27.50%
Median Age	39	39.1	38.9	33.1	31.8	26.7	32.5
Average Family Size	3.11	2.91	3.35	4.52	4.79	5.61	4.35
Median Household Income	\$74,755	\$70,042	\$60,030	\$59,286	\$40,000	\$80,000	\$64,886
Poverty	12.60%	11.80%	13.90%	21.60%	27.10%	15.60%	18.80%
Bachelor's Degree or Higher	35.70%	29.60%	24.30%	12.70%	10.10%	9.50%	7.60%
Employment Rate	60.30%	62.50%	56.20%	45.80%	45.10%	45.00%	47.60%
Government Workers	14.30%	22.40%	29.20%	65.20%	72.90%	71.60%	56.30%
Homeownership Rate	65.20%	72.70%	70.70%	73.30%	61.90%	65.40%	69.70%
Median Housing Value	\$320,900	\$292,300	\$236,700	\$113,800	\$160,700	\$116,300	\$162,500
Disabled Population	13.40%	14.70%	14.70%	15.00%	12.70%	9.50%	15.20%
Without Health Care Coverage	8.00%	11.50%	19.40%	32.90%	34.10%	38.60%	35.60%

## Story



# Annual Reports

## NACDC Financial Services

- Primary Data from Salesforce
- Success Stories
- Multiplier Effect Ratios and Extrapolation



# Annual Report: Mix of Quantitative & Qualitative Data



## Financial Healing and Confidence Through Knowledge

At NACDC Financial Services, we meet people where they are. We offer tools like credit builder loans and trauma-informed coaching, to teach and empower. We create judgment-free spaces for learning, where progress is defined by each client's own goals. This approach is essential to combat generations of trauma, dispossession, and disempowerment. By building trust and offering support we are able to see real healing through successful financial planning, management, and investment.

Rising credit scores, debts paid off, and savings accounts opened are real evidence of financial self-determination that result in generational wealth building. Each lesson learned reinforces that Native people are not only capable of navigating financial systems, but of reshaping them. Together, we are creating cycles of prosperity that reflect the strength and values of our communities.

**SUCCESS STORY**

**Joleen Weatherwax**

"I would like to share with you the good things that have happened to me through the assistance of the NACDC program here on the Blackfeet Reservation.

I was able to purchase a vehicle. The vehicle is for going to and from my employment; it is good and safe transportation for transporting my 88-year-old mother to places of need and pleasure; it provides transportation for my children, grandchildren and great grandchildren when the need arises.

I was able to build my credit and now I am mostly current in my personal bills. It has taught me to be more aware of my credit score and my checking account. I have been able to start a savings account. The assistance from the NACDC not only assisted me in monetary assistance but also with financial literacy, it makes me more aware.

I am very, very much appreciative in the all that the NACDC has done for me and my whole family. Thank you."

— Joleen Weatherwax

Top right: Louis Still Smoking, Bottom right: Chanel Snow

2024 Annual Report | 15



# Internal Operational Efficiencies



Akiptan data to generate strategic plan then salesforce to collect data to report to strategic plan while also tying into staff performance metrics.



NACDC investing in more quantitative metrics resulted in a different audience of funders and in less time in reporting and data entry/cleaning efficiencies resulting in more money in the door - at a ratio of \$1:\$33 from 2022-2025.



Spruce Root in TA program tracking tied to a stronger Alaska Native specific experience and story of impact.



# More Questions



**Andrea Mader**

*Sweet Grass Consulting*

[andrea@sweetgrassconsulting.net](mailto:andrea@sweetgrassconsulting.net)

t

970-412-5836



**Heidi Cuny**

*Cuny Communications*

[heidi@cunycommunications.com](mailto:heidi@cunycommunications.com)

m

415-279-0185

Q & A



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