MEET CHLOE!

Chloe B. McKenzie is a celebrated researcher, wealth justice activist, and Founder of BlackFem, a leading nonprofit organization that partners with the nation’s most forward-thinking governmental bodies to make opportunities to build wealth more fair and equal for Black women.

Chloe’s groundbreaking research on *financial trauma* reimagines wealth-building opportunities for Black women and addresses key areas of influence – cultural institutions, education systems, policymaking, and families. Her research, work, and impact have been featured in Forbes, British Vogue, Black Enterprise, and on MSNBC. Her work has also been used by major academic and financial institutions like Georgetown University’s Law Center on Poverty and Inequality, The Hope Center at Temple University, Ashoka, and Goldman Sachs’ One Million Black Women Initiative.
BLACK WOMEN ARE EFFECTIVE WEALTH GENERATORS.

The economic imperatives thrust upon them ensure that they are effective wealth generators for others and not themselves.
According to Chloe B. McKenzie's research,

Financial trauma has the largest influence on a person's wealth-building capability.
At BlackFem,

We partner with the nation’s most forward-thinking governmental bodies, community organizations, and activists to reimagine wealth-building opportunities for Black women.
Our range of research-backed training and advisory will help solve for the root causes of financial inequity.

To do that, we take a bespoke, holistic approach, identifying where discrimination and financial trauma embedded in policy, education, cultural and familial systems can be eliminated and prevented in the future.
Trainings

We offer (biweekly, monthly, or quarterly) trainings to our partners so that their institutions can become centers for healing financial trauma. This looks like helping them reshape their institutional practices and activities to ensure we are maximizing Black women and girls’ wealth-building capability. We build city-based collectives to work with and train policymakers to ensure they can write policies that are accountable to the principles of wealth justice and place Black women’s financial trauma in context.

Programs

We help our partners implement direct service programs (or enhance their existing direct service programs) that teach core financial concepts and, more importantly, ways to navigate an economic system that structurally positions Black women to experience financial trauma.

Curriculum

We also license our renowned wealth justice curriculum to our education, direct-service, and family partners.

HOW WE DO IT

Our curriculum, trainings, and programs help make progress against the root causes of financial inequity in our target communities. Our interventions either work directly with Black women and their communities to improve their wealth building capability, or undo bias in the systems around them by reshaping local institutions and policies.

Training example

with congressional policymakers

Program example

with students of our higher ed partners
Shoulder-to-shoulder with trusted leaders in our partner communities to enact change. We listen to their local experience, then provide our support, expertise, and third-party perspective to identify opportunities for mitigating discrimination and financial trauma throughout all systems at work in the community.
We supercharge our partners’ efforts with our expertise and research-backed methods to undo and heal financial trauma. Building them up as a vital pillar of the community, and supplying resources that challenge and change its unique issues.

A Closer Look at Atlanta

Some of our Atlanta Partners:
- **Culture** – Big Bethel AME Church, Advance The Lives, Small Businesses, and VC firms
- **Education** – Clark Atlanta University, Morehouse, Spelman College, Atlanta Metro Tech, Atlanta Water Boys, Harvard Debate Prep, Beyond 12, Atlanta Public Schools
- **Policy** – Mayor’s Office of Equity and Inclusion
- **Families** through our direct service partners

The Work We Are Doing:
- **Programming workshops** in collaboration with all of our partners
- **Training** policymakers
- **Providing curriculum** to the education systems in the city
OUR GOAL:

Advance Wealth Justice at Scale
These are the current cities that we operate in & the cities that are wait listed with launch years of 2022, 2023, and 2024.

Current Cities
- NYC
- Rochester
- East Orange
- Newark
- Chicago
- Dixmoor
- Riverdale
- Detroit
- Flint
- Boston
- Springfield
- D.C.
- PG County
- Compton
- Los Angeles
- Atlanta
- Richmond
- Delaware
- Miami
- Houston ISD
- Philadelphia
- Indianapolis

2023 Cities
- Houston
- Montgomery
- Charlotte
- Denver
- Evanston
- Jacksonville
- Louisville
- Durham
- San Antonio
- Watts
- Baton Rouge

2024 Cities
- Wilmington
- Shreveport
- Asheville
- Columbia
- Miami
- Augusta
- Inglewood
- Bowling Green
- Lexington
- Lafayette
- High Point
- Austin
- El Paso
- Fort Forth
- Athens

Total Number of Cities
- Current Cities: 22
- Current & Wait List Cities: 60
It is unsurprising that the most financially traumatized regions are seeking our help. It is our goal to advance wealth justice at scale by prioritizing the cities most in need. These cities have already committed to the model, but we need funding to begin operations.

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- El Paso
- Fort Worth
- Athens

**2022 Cities**
- Birmingham
- Baltimore
- Ferguson
- New Orleans
- Little Rock
- Raleigh
- Charleston
- Dallas
- Savannah
- St. Louis
- Jackson
- Compton
Scaling strategy: Our intervention plans are to reach approximately 3 Million Black women across 60 cities within the next three years.

Education Systems (K12 & Higher Ed): 
- Total People Reached Annually:
  - 2022: 34, 16, 8.4M
  - 2023: 46, 46, 16M
  - 2024: 60, 120, 3M

Cities: 
- 2022: 34
- 2023: 46
- 2024: 60
To achieve scale, BlackFem plans to on-board new capabilities.

- Secure funding for 2022 cities
- Intervention design 2023 cities
- Launch fellowship program
- Conduct first phase of longitudinal impact study
- Evaluation study
- Intervention design 2024 cities
- Intervention design 2025 cities
- Launch in 2022 cities
- Launch in 2023 cities
- Launch in 2024 cities
- Maintenance & update to Equiddie
- Maintenance & update to Equiddie
- Launch in 2023 cities
- Maintenance & update to Equiddie
- Launch in 2023 cities
- Maintenance & update to Equiddie
- Launch in 2024 cities
Learning Management System
Equiddie® redefines our understanding and emotional connection to money and our worth as people, starting a collective healing process that undoes generations of violent, systemic financial trauma and lack of access to quality financial education. Equiddie® is used for members of every pillar: education (K-12 & higher ed.), policymakers, cultural partners, and families. All of our content gets driven through this platform.

Monitoring & Evaluation System
Equiddie® is the key driver in us being able to determine if we’re actually healing financial trauma, we use it as our monitoring & evaluation system.

Material Wealth Building System
This is the platform that our partners like MoCaFi or other bank partners would partner with to provide access to bank accounts.

Equiddie™ is Research-Backed
Equiddie® is backed by cutting edge research conducted by Chloe B. McKenzie on financial trauma, financial abuse, and financial shame.

*Note: The images provided above are for the education pillar, since that is of interest. However, our platform is for our entire model (education, cultural partners, families, & policymakers).