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XXcelerate Fund Rebrands to Reflect New Strategic Plan and Mission

A new theory of change rooted in addressing systemic inequities women face in growing their businesses is at the heart of new programs and a new look

Portland, OR (November 15, 2022) – The nonprofit XXcelerate and XXcelerate Fund have rebranded to Xcelerate Women. Following an extensive strategic planning process, Xcelerate has a new mission, vision and values that serve to deepen its impact for women business owners seeking growth in Oregon. Women continue to face unprecedented barriers to access the resources they need to grow their businesses. While our first iteration focused on the ever-important barrier of access to capital, it was clear that to begin the challenging work of addressing deep social and cultural systemic oppression for women and those that identify with gender bias in the economy, Xcelerate would need to face the root causes of these inequities.

Xcelerate continues to be growth-oriented, focusing on supporting women who have a strategy to grow their businesses beyond themselves; creating generational wealth, jobs for our communities, flexible and women-centered workplaces and more sustainable models of business. Xcelerate has always been a transformative community that envisions a world where women have equitable access to business ownership as a means to attain economic freedom. In the face of a pandemic that had a disproportionate effect on women and recent political decisions that continue to challenge women's agency, Xcelerate will shepherd a charge to shift social and cultural norms to value the diverse ways women show up in business. We will collectively illustrate what changing the face of success in business can look like - inclusive, authentic and sustainable. We believe this is the pathway to future thriving economies and vibrant communities for generations to come in Oregon.

In this context, Xcelerate provides supportive services to accelerate women business owners via coaching, mentorship groups, and growth mindset & education. We are a hub of resources, a role model, a platform for networking and creating connections for women, we are an advocate for gender equity in the state's economic development, we are a navigator, and we are here to disrupt conventional systems and narratives that do not serve women and how they want to show up in the economy and in business.

Join Xcelerate in celebrating this milestone and support by contributing in any way you can to support the continued development of women business owners across Oregon. We seek Board Members, Donors, Investors, Ambassadors and Mentors. Inquire within on how to support this mission - your time, talent and treasure are critical to elevating and accelerating the meaningful growth and access to resources women in our region desire.