



# Investing — In People and Place



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# Mission, Vision & Values



## Vision

We amplify our Haida, Tlingit, and Tsimshian ancestral imperative to ensure Southeast Alaska thrives for future generations.

## Mission

We are a driver of a regenerative economy across Southeast Alaska so communities can forge futures grounded in this uniquely Indigenous place.

## Our Values



**Balance**  
**Reciprocity**  
**Native Knowledge**  
**Indigenous Stewardship**

**Progress over Perfection**  
**Learning at the Speed of Trust**  
**Equity**  
**Abundance**



# Our Journey



## 2015 Loan Fund Growth

Expanded loan fund to \$1 million to support more local entrepreneurs.

## 2021 Seacoast Trust

Launched the Seacoast Trust to align capital with Indigenous values and environmental stewardship.

## 2012 Founded

Spruce Root was established by Sealaska to support sustainable economic development in Southeast Alaska.

## 2018 SSP Partnership

Formalized the Sustainable Southeast Partnership to strengthen regional collaboration.

## 2024 Strategic Plan

Developed new 5-year strategic plan to guide future growth and impact.



# Strategic Plan

2025-2030

## Indigenous-led Economic Innovation

Utilize Indigenous Knowledge and drive innovation to address economic challenges in Southeast Alaska.

## Strengthen Regional Partnerships

Build relationships and networks to support collaboration.

## Catalyzing Sustainable Investment

Attract investment to support sustainable and innovative economic growth in the region

## Accountability in Action

Commit to transparency and accountability



Spruce Root is governed by a 100% Indigenous-led Board of Directors committed to ensuring Southeast Alaska thrives for future generations.

## Board of Directors



**Leslie Isaacs**  
Board Chair



**Rob Allen**  
Board Member



**Anthony Malott**  
Treasurer



**Láaganaay  
Tsiits Git'anee**  
Member



**Joe Nelson**  
Secretary



**Debra O'Gara**  
Member



**Sarah Dybdahl**  
Member



**Barbara Blake**  
Member



## ● Spruce Root Staff

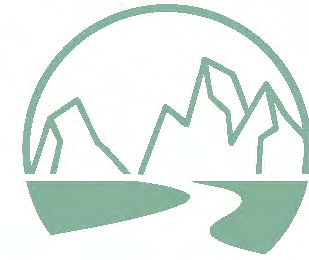
The organization employs professionals throughout Southeast Alaska who deliver technical assistance, financial wellness programming, business coaching, and community development support to 18 communities across the region.

Spruce Root catalyzes Southeast Alaska's regenerative economy through integrated lending, business support, and community partnership programs.



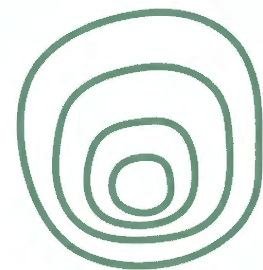
## Loan Services

Investing in our Region



## Business & Client Services

Supporting Success



## Sustainable Southeast Partnership

Our Region is Woven



## Seacoast Trust

Localized Investment Model

# CDFI & Loan Services



Through innovative financing, strong partnerships, and mission-aligned capital, we supported entrepreneurs across Southeast Alaska while deepening our investment in inclusive, regenerative development.



**Small Business Lending**



**Expert Support**



**Community Impact**

# Business and Client Services

## Small Business, Big Impacts



1

**Business Competition:** Path to Prosperity Business Competition - intensive training, mentorship, and networking for Southeast Alaska entrepreneurs

2

**Resilience Circles** Year-long holistic program supporting Indigenous entrepreneurs through business skills, personal healing, and leadership growth rooted in culture and wellness

3

**Business Coaching** One-on-one coaching providing 250+ hours of personalized support in business planning, marketing, operations, and problem-solving

4

**Financial Wellness** Workshops and individualized coaching on budgeting, credit building, and financial planning across Southeast Alaska communities and with youth

5

**Group Workshops** - career coaching, work readiness training, and technical education supporting Southeast Alaskans' career goals

# Resilience Circles



## A year-long business accelerator for Indigenous entrepreneurs

Resilience Circles is an innovative program working to ensure that money, expertise, leadership, and opportunity grows in SE Alaskan villages. We support Alaska Native entrepreneurs in their journey to culturally meaningful careers within successful Native-led businesses.



# A Visionary Framework



Participants are nominated by fellow community members and participate in four in-person gatherings for trainings in business tools, financial wellness, and network building, all while immersed in cultural mentorship and collective healing support.



Immersive retreats ground a communal healing journey



Support from local advisors and elders focuses on culture and wellbeing



Personalized technical assistance increases business performance

# The Sustainable Southeast Partnership

- A cross-sector network strengthening Southeast Alaska
- Community-led planning, facilitation, and systems change
- Aligning partners around shared regional priorities
- Powered by Spruce Root as backbone organization



# Transformative Scenarios Planning

A structured, creative planning tool that facilitates a conversation about the future of our region.

**Output:** A set of four scenarios that tell plausible, clear, relevant, and challenging stories about how the future could unfold.

Each scenario lays out regional power structures, economic drivers, and the state of public and social infrastructure.



# The Scenarios



## **Bull Kelp**

### **geesh**

In this scenario, the trajectory of the region is shaped by external forces, the ebbs and flows of power, and priorities beyond the control of local communities. Just as bull kelp can quickly dominate a marine ecosystem and crowd out other more delicate species, this future sees outside wealth and power increasingly influencing the region. Bull kelp also provides important nutrients and habitat, and these waves of external influence may similarly bring certain benefits, but at the risk of undermining the region's cultural foundation and regenerative relationship with the land.



## **Spruce**

### **shéiyi**

This scenario envisions a future where the region's economy and culture are heavily dependent on and shaped by the seasonal tourism industry, which, much like the spruce tree, has a distinct cycle of growth, dormancy, and renewal. The scenario explores how this reliance on a cyclical, external industry could both benefit and challenge the region over time. Just as the spruce tree is central to the ecology and livelihoods of Southeast Alaska, the tourism sector becomes a dominant force—sometimes helping to sustain communities, other times leaving them vulnerable when the industry inevitably wanes.



## **Blueberries**

### **kanat'á**

In this scenario, Southeast Alaska experiences a significant influx of climate migrants who bring new ideas, cultures, and economic opportunities to the region. Similar to how blueberries are not exclusively native to Southeast but are important in many cultures around the world and used in various ways, this future depicts the region adapting and evolving as it absorbs an infusion of new people and perspectives. While not originally "from" the region, the new residents become a vital part of the landscape, for better or worse.



## **Devil's Club**

### **S'áxt'**

This scenario describes a future where Indigenous sovereignty, values, and self-determination become increasingly central to how the land and resources of Southeast Alaska are managed and used. Like the prickly but medicinally valuable Devil's club, self-determination for Native communities is centered in this scenario, and is met with resistance or discomfort from some non-Native interests. The Devil's club is a metaphor for the region reclaiming its Indigenous identity and worldview, even if that process is challenging and painful at times.



# Seacoast Trust

## Investing for Generations

An Indigenous-led investment vehicle building long-term financial sovereignty for Southeast Alaska - funding the SSP in perpetuity.

**\$30.9M**

Current  
Portfolio  
Value (end of  
2025)

**\$100M**

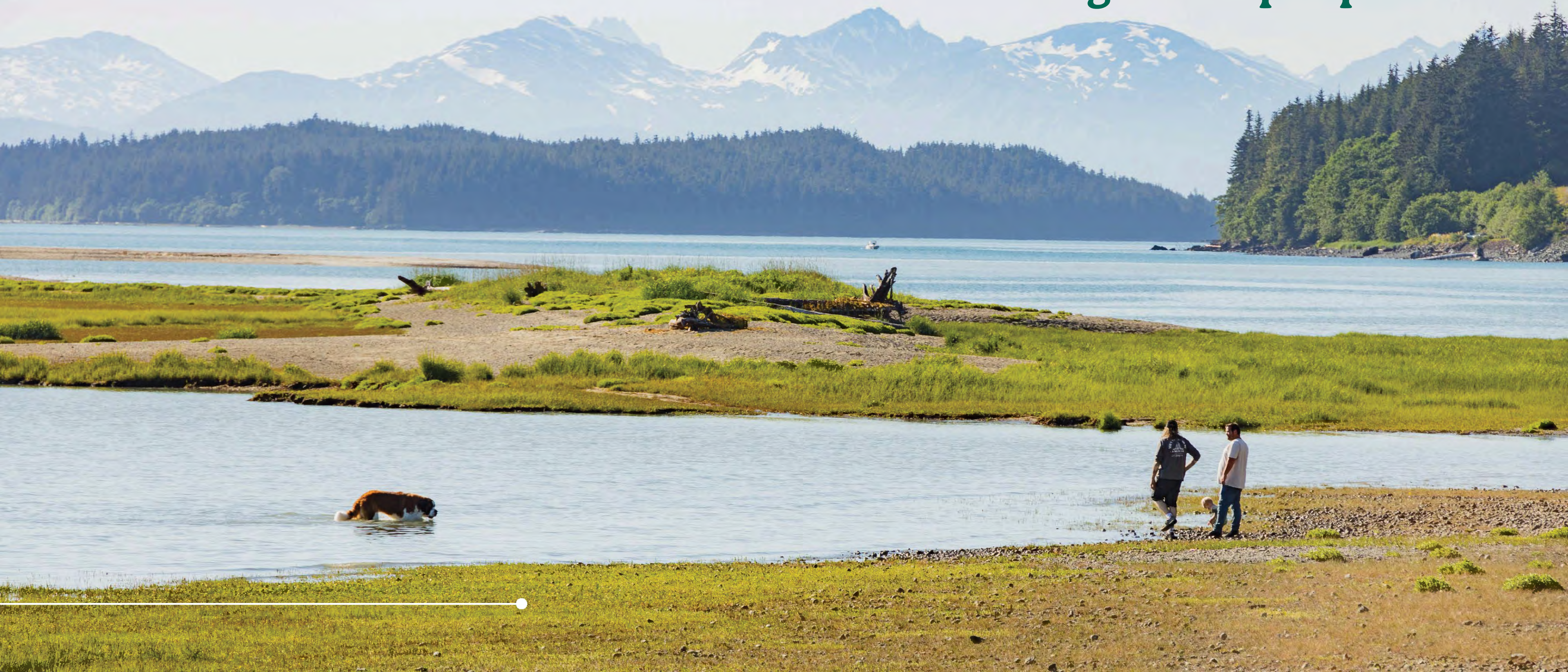
Ultimate  
Vision



**\$450K**

First-Ever  
Distribution  
in 2025  
Supporting  
Catalysts  
and  
Community  
Projects

**We are forging a path toward generational abundance  
rooted in the wisdom and values of our Indigenous peoples**





# Contact Us

*Join us in building a regenerative economy across Southeast Alaska*

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<b>Email</b>	<b><a href="mailto:alana@spruceroot.org">alana@spruceroot.org</a></b>
<b>Location</b>	<b>Juneau and Sitka, Alaska</b>



9:30



Donate

Get Started



## Investing in People and Place

Spruce Root is an Indigenous institution that provides all Southeast Alaskans with access to business development resources like loans, coaching, workshops and more. We catalyze local communities and empower small businesses.

Grow With Us



Spruce Root  
COMMUNITY DEVELOPMENT

# Gunalchéesh