



nations creations

OVERVIEW

- **Our Story**
- **Changing the landscape**
- **The Artists**
- **Impact on community**
- **Growth**
- **Moving forward**



BRITISH
COLUMBIA

Supported by the Province of British Columbia

OUR STORY

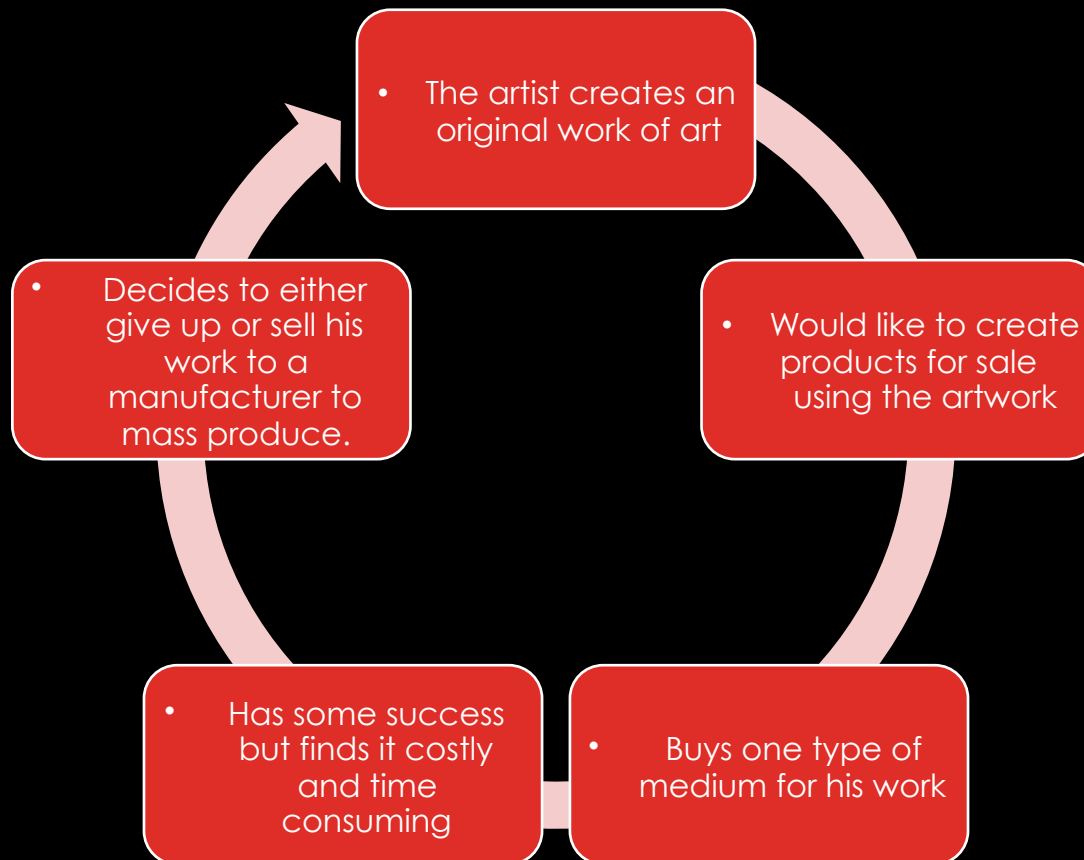
It all started with trying to find products for our gift shop...



Affordability?

What does "affordable" thinking do to our artisans?

CHANGING THE LANDSCAPE



CHANGING THE LANDSCAPE

- Indigenous Artists Typically

- Get one time fee for art
- Have no further control of their artwork and how it is handled.
- Designs are mass produced overseas without further compensation

- How it should be

- Artists are paid ongoing royalties
- Royalties need to be higher than typical 5% - 10%
- Keep control and ownership intellectual property

NATIONS CREATIONS

• Produce the products

- Produce locally to keep control of intellectual property and create jobs.

• Call for Indigenous Artists

- Have local indigenous artists submit applications including samples of work.
- Artists that are selected sign a royalty agreement that pays them 25% of wholesale costs quarterly on all products sold bearing their designs.

• Manufacture items and bring to market

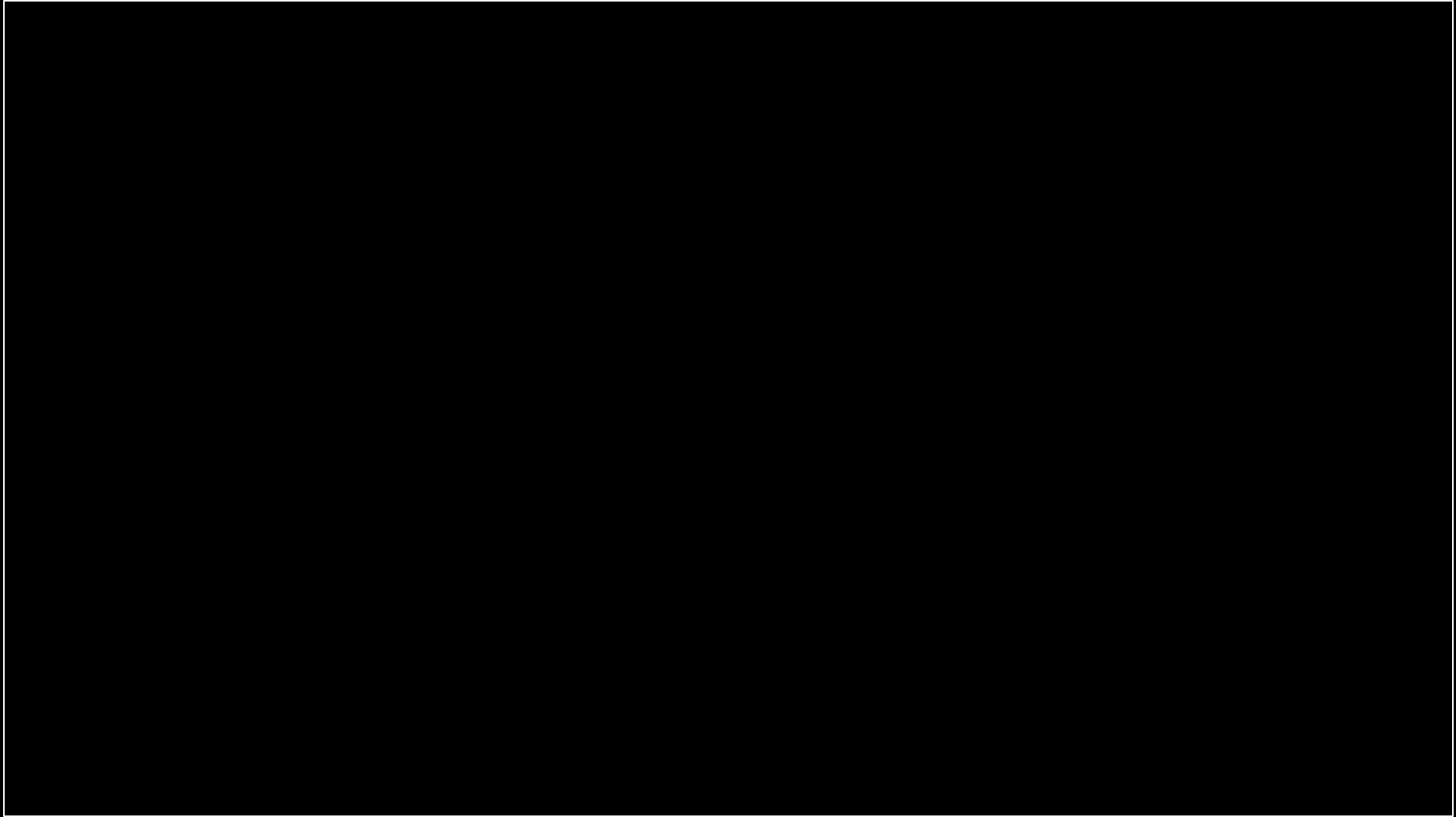
- Manufacture items commonly found in souvenir shops that would typically be sent over seas and mass produced.
- Advertise and market to retailers – wholesale items to market.

THE ARTISTS





MEET THE ARTISTS



COMMUNITY IMPACT

Arts and Culture is what Nations Creations supports and promotes here are a few things we have done over the past year.

- Platinum sponsor for Aboriginal Arts & Culture day in Abbotsford
 - Kariton Gallery showcased some artists works in partnership with Nations Creations.
- Chilliwack Arts Council adopted the Canada 150 design, by Stó:lō Artist Jason Roberts, as the design for promoting and celebrating Canada day in Chilliwack. Bringing more focus on our social enterprise and the change that needs to happen.



COMMUNITY IMPACT

- Supporting the Skowkale longhouse rebuild. An estimated \$1.2 million dollar project for the community.
- Supporting the Stó:lō Youth Mentorship program.

This program is dear to our hearts, it fosters self esteem and well being for at risk youth. Through our Orange T-shirt campaign, that recognized remembrance and reconciliation for residential schools, we were able to raise over \$5,000 for that program.



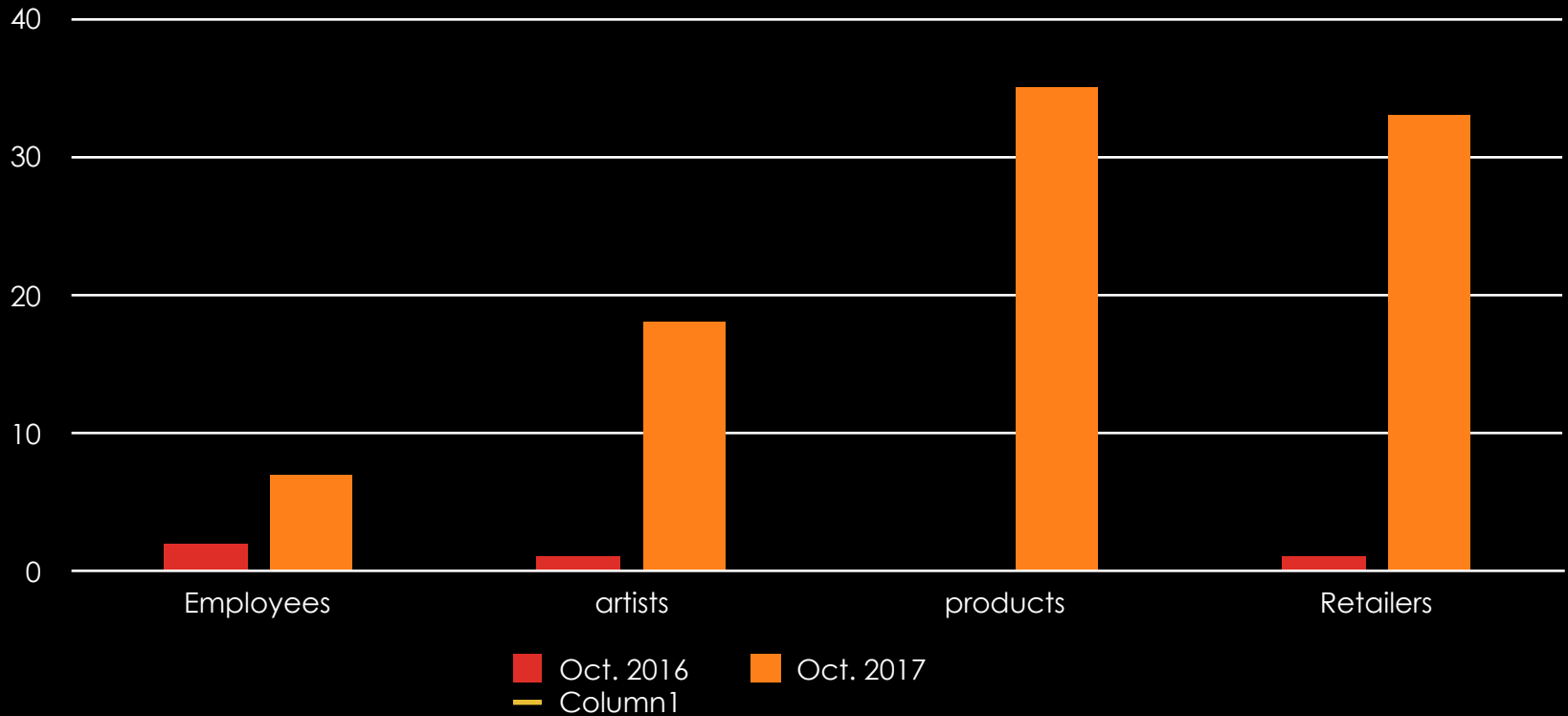
COMMUNITY IMPACT

Jared Deck's artwork Eagle Mother was loved by everyone. Both the Prime Minister Justin Trudeau and the Honourable Dr. Hedy Fry wore our T-shirts in parliament that day which brought both media and public attention to our message.



GROWTH

Oct. 2016 - 2017



BUILDING BLOCKS

Nations Creations is a
Certified BUY SOCIAL CANADA
Verified Social Enterprise



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MOVING FORWARD

Through promoting our business model with the “Artists First” message, we plan to not only grow our business but also inspire others to grow and give back in their own communities.

A hand holding a piece of white chalk is visible in the bottom right corner of the image, positioned as if about to write on the blackboard. The chalk is held between the thumb and index finger.

Questions