A close-up, slightly low-angle shot of a young Black woman with her hair in braids, wearing large, dark-rimmed glasses and a bright pink lip. She is smiling warmly, looking down at a white ceramic cup she is holding with both hands. The cup contains a light-colored beverage topped with a dusting of purple powder. She is wearing a yellow t-shirt with a vibrant floral pattern in blue, red, and green, and a grey and white patterned cardigan. The background is a blurred indoor setting, possibly a cafe or office, with another person visible in the distance.

THE HOMESTEADISTA

PITCH DECK

We're the marginalized woman's secret weapon
for thriving within the urban environmental justice
movement making leadership, participation, and
representation accessible, intersectional, personal,
inclusive, and uplifting.

In the process, we make better cities too!

- THE HOMESTEADISTA

WWW.THEHOMESTEADISTA.COM/

PROBLEM



LEADERSHIP INEQUITY

THE HOMESTEADISTA understands that for historically disenfranchised women and girls, social disparities are deeply intersectional and interconnected with all areas of their lives - from health or economic vitality. Systemic bias within the environmental justice movement's leadership, media, outreach standards and practices manifest in skewed planning, implementation, and outcomes. Marginalized women are under-represented at imaging front lines, lack influence in organizational development, and their power is diminished at the policy-making table. The rippling effect leaves millions of women and girls in the US alone at a disadvantage and keeps the possibility of real environmental justice at arm's length for us all.

SOLUTION

A woman with dark hair, wearing a red hijab and a light pink sweater, is looking thoughtfully to the side. She is holding the edge of her hijab with her right hand. The background is a soft, out-of-focus grey.

NARRATIVE-RICH MEDIA + NETWORKS

Our organization spotlights Black, Latinx, Asian, immigrant women and/or women from lower-income communities (primarily whom we serve within “marginalized” frameworks) who are actively making strides in reclaiming and transforming their cities; be it through designing or using culturally-responsive products and services, or participating in organized community-led reform. Our re-imagined leadership pathways unite current change-makers with aspiring ones, neglected beneficiaries, and supportive allies elevating the dialogue and practices within the environmental justice movement. We provide alternative spaces and opportunities for support and guidance their historically privileged counterparts regularly receive.

ABOUT US

The Homesteadista is a social impact non-profit organization leveraging the connectivity and intimacy of narrative-centered media and networking platforms to re-imagine leadership ecosystems, so that marginalized women and girls can thrive as innovative pioneers, vital partners, and valued participants within an intersectional and interconnected urban environmental justice movement.

The Homesteadista originally began as a blog. Similar to most wellness and sustainability blogs, it was a bit self-referential and indulgent. and consistent with the popular albeit exclusive environmental justice narrative which silos it's focused on recycling and zero waste, biking to work, micro-gardening, and characterizes young white women or liberal middle aged white men leading progressive "community-based" projects and organizations. The content and context of the site evolved and iterated into a significant and proactive dig deeper into the matrix of gaps and exclusion.

Positioned as initiators of important conversations, we courageously confront issues of food deserts, toxic waste in neighborhoods, unsafe schools and public spaces, community displacement, district discrimination, domestic abuse, sexual assault, poor health, and social service access and work together to define and implement solutions.

GREEN BOOK


LEADERSHIP NETWORKING DIRECTORY



Home Horizontal Scroll

THE HOMESTEADISTA


Discover
What do they have in common?





ENGLAND
Nyanyika Banda
Chef/Caterer

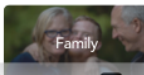
[Read more](#)

Explore
What do they have in common? This text is just an example

Youth

Entrepreneurship

Education

Family

Profile



ENGLAND
Nyanyika Banda
Chef/Caterer

www.marthasdaughterrestaurant.net

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[Read full article on magazine](#)

Connections

UNITED STATES
Linda Shuie
Chef/Cooking Instructor




Category List


THE HOMESTEADISTA

Entrepreneurship
What do they have in common?


UNITED STATES
Linda Shuie
Chef/Cooking Instructor




UNITED STATES
Jasmine Lopez
Yoga Instructor




UNITED STATES
Christine Johnson
CEO/Leader




UNITED STATES
Jean Chapman
Advisor



UNITED STATES
CC Maze
Marketing Agent



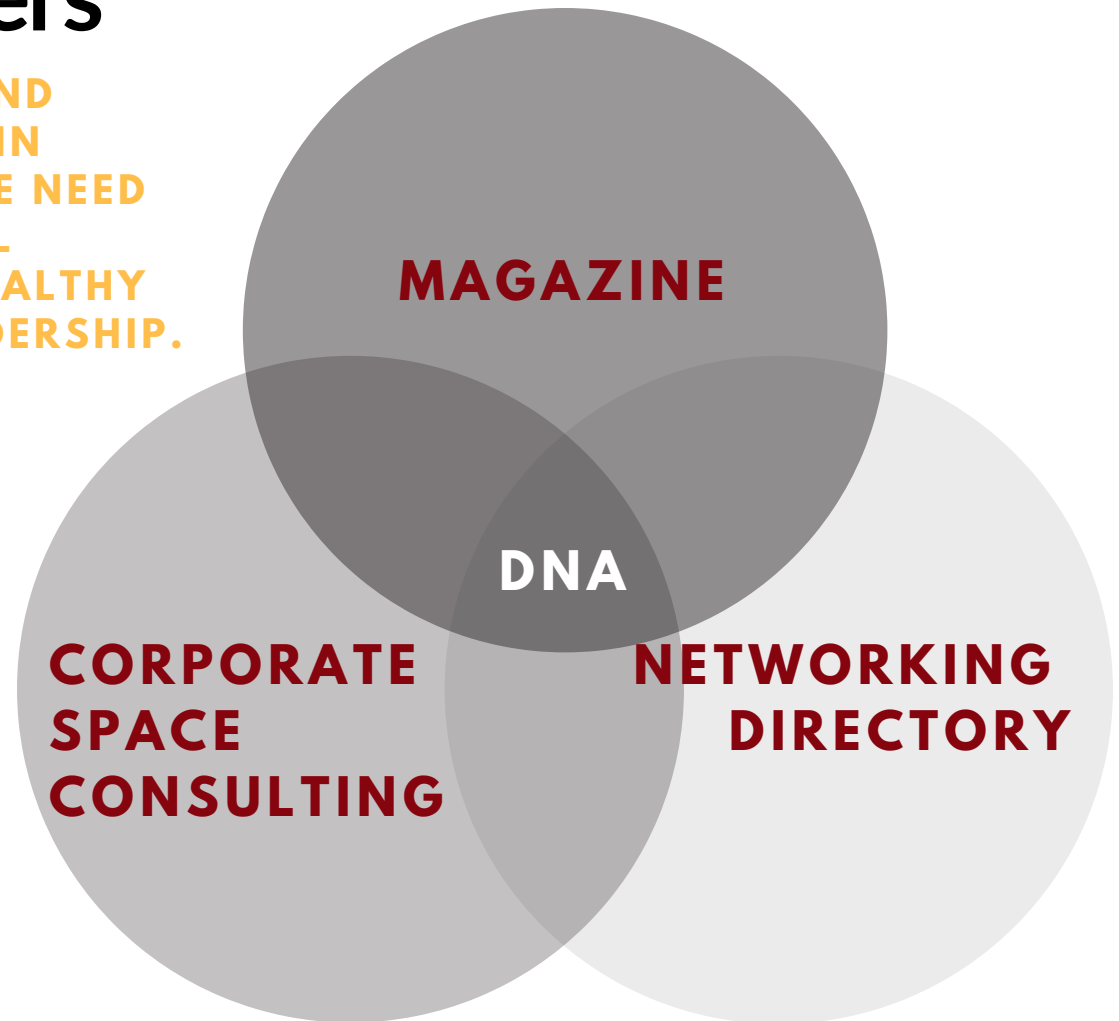
UNITED STATES
Candance Boyd
Chef/Cooking Instructor



Our mobile app directory takes visibility and connectivity to a new meaningful level, messaging the stories and experiences behind their initiatives and advocacy. The affordable listing member and subscriber fees allow for accessible participation. Partnering ally organizations and businesses may sponsor listing memberships, networking events, and collaborations.

Connecting + Communicating with our stakeholders

EDUCATION, REPRESENTATION AND
EQUITABLE PARTNERSHIP WORK IN
TANDEM WITH ARTICULATING THE NEED
AND IMPACT OF ENVIRONMENTAL
JUSTICE, CREATING SAFE AND HEALTHY
SPACES, AND REIMAGINING LEADERSHIP.



	THE HOMESTEADISTA		
	Mobile App Development Cost Breakdown		
Tasks	Description	Hours	Cost
Design			
Wireframes	Design navigation, user-flows, screens and desired elements on screen	8	\$360.00
App screen design	Design concrete mock ups to represent each view inside the app	12	\$540.00
Publishing designs	Create app logo and required mock ups to upload to App Store on app publishing	8	\$360.00
iOS native development			
Social login/sigup view	Login to the app functionality with social media with Google/ Facebook	16	\$720.00
User onboarding	New user tutorial to fill profile information and start using the app	20	\$900.00
Explore view	Category listing, global user search, category user seach	16	\$5,424.00
Profile view	Image upload support, edit user information, enable public profile, link to social media	18	\$810.00
User detail view	User details including social media, magazine article and related connections	16	\$720.00
Home view	Featured users display, featured categories	16	\$720.00
News view	Modal to show updates from server	12	\$540.00
API integration	Integration with back-end service endpoints and data consuming	35	\$1,575.00
Quality Assurance and Refinements iOS			
UI automated test	Testing interface functionality	20	\$900.00
Back-end Programing, Database and APIs			
Database design	Database structure design	10	\$450.00
API architecture design	Setting up the application's server-side framework (Ruby on Rails)	24	\$1,080.00
Image upload integration	Integration with 3th party service to support image upload	10	\$450.00
Category Model	Server side code for category model	10	\$450.00
User model	Server side code for user model	10	\$450.00
Admin dashboard	Administrator dashboard to overview app audience and usage. Ability to post news updates to app	20	\$900.00
Dashboard screen design	Design concrete dashboard navigation and user interfaces	10	\$450.00
Back-end unit testing	Testing the back-end code for performance and security	12	\$540.00
Deployment and Cloud			
API deployment to server	Deploy the server-side application to the server / cloud (Heroku)	8	\$360.00
App deployment to TestFlight/AppStore	Deploy the app to the App Store, including approval requirements	20	\$900.00
Documentation	Documentation of the functionality, user cases and deployment	8	\$360.00
	Cost per hour USD	45	

REIMAGINED



**YOUNG
AND
POWERFUL**


OUR COMPETITIVE ADVANTAGE

"THINK OF YOURSELF AS A HOST,
NOT AS A GUEST"

- Okwui Enwezor

Our short and long term goals are to create pathways and programs that will resonate powerfully; uniting all activists, allies and supporters, policymakers.

In our programming, we don't re-frame mainstream content into a culture-specific framework or view advocacy as perpetuating the image of marginalized folk as the victim. Instead, we look to non-celebrity women and girls in the midst of their change-making to gain insights about their path and strategies while learning how to adapt their best practices so that it's applicable to our lives. We take the subway or walk.



If you have inquiries or are in need
of clarification on any aspect of
corporate identity, please contact:

Founder/Director
Lisa Quattlebaum

lisakelly@thehomesteadista.com
703-640-4268
www.thehomesteadista.com

	Total Hours	339	
		Total USD	\$19,959.00