

# REBEL NELL

## CASE STUDY

If you purchase Rebel Nell jewelry or corporate gifts, you create paid jobs, skills training, and economic mobility for women transitioning out of shelters in Detroit while receiving beautifully crafted, values aligned products.

### Overview

Rebel Nell partners with corporations, institutions, and individuals seeking meaningful products with measurable social impact. Founded in Detroit, the company thoughtfully repurposes meaningful materials into high-quality, circular gifts that combine sustainability, design excellence, and social impact. By integrating workforce development and material reuse into its core operations, Rebel Nell aligns purchasing with economic mobility and environmental responsibility.

### Some of Our Customers

- Rocket Companies
- Rocket Mortgage Classic
- Ford Motor Company Fund
- Albion College
- DTE
- Strategic Staffing Solutions
- Techtown Detroit
- NFL Draft 2024
- Detroit Lions
- Detroit Pistons
- Detroit Redwings
- Avalon Healing Centers



### Innovation in Action

Rebel Nell partners with corporations that want their gifts to make a difference. Their custom corporate and promotional items are crafted from reclaimed graffiti and designed to empower women overcoming barriers to employment. Rebel Nell manages large scale custom gifting programs for Fortune 500 companies, universities, and professional sports teams, bringing both creative excellence and operational reliability to every collaboration. As a certified women owned and Planet First Verified Social Enterprise, Rebel Nell helps companies align their purchasing with their values. Each partnership transforms gifting into measurable community investment and sustainable impact.

### What's Next

Rebel Nell continues to expand its corporate partnerships and custom gifting programs while advancing economic mobility for women through its core business operations.



### What and How to Buy

Rebel Nell offers handcrafted jewelry and custom corporate gifting programs that combine design, sustainability, and measurable social impact.

### Products and Services Include:

- Handmade jewelry made from reclaimed graffiti
- Custom and branded corporate gifts
- Workshops and team engagement experiences
- Bulk and event gifting

### How to Engage:

Begin with a consultation to define your gifting or collaboration goals. Rebel Nell designs custom collections or experiences, oversees production, and ensures on time delivery for corporate and event programs.

### Impact Snapshot

- **Women Employed:** 41
- **Graduates into the Traditional Workforce:** 97%
- **Increase in monthly household income:** \$3,000
- **Material reused and upcycled:** 3,868 lbs

### The Model

**Revenue Model:** Fully self funded through product sales and corporate partnerships. Impact is generated directly through core business operations by creating employment and advancement pathways for women transitioning out of shelters.

**Workforce Partnerships:** Rebel Nell collaborates with Coalition on Temporary Shelter (COTS) and Teach. Empower. Achieve. (T.E.A.) to provide supportive housing connections, financial literacy programming, coaching, and wraparound services that reinforce long term success.

### Learn More

Website: [www.rebelnell.com](http://www.rebelnell.com)

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