

# THE R.A.R.E. COLLECTIVE

RARE. ROOTED. RADIANT

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**HEY SIS, HEY!**

Welcome to The RARE Collective.

This is your official invitation into our Home!

We've been doing the grassroots work for years and now, we're turning it into a full ecosystem for impact.

**The RARE Collective** was born from the blueprint of The RARE Place Inc.

a nonprofit that has:

- Trained over 700 adults through entrepreneurship, life skills, and legacy work.
- Taught over 300 students through our RARE Jewels in-school program
- Created DIY repair and renovation training for over 125 women ready to use tools literally and figuratively.
- Launched a DIY summer camp for girls 12–17 to as an intro to skilled trades, community, and purpose.
- Held one of the largest MWBE conferences in Buffalo, serving over 200 diverse businesses.

***We don't just build programs.  
We build people.***

## Why We Built *THE RARE COLLECTIVE*

I'm not here to sell you anything.  
**I'm here to tell you the truth!**

We built this thing called **The RARE Collective** not out of perfection, but out of pain.  
Not out of applause, **but out of assignment.**

Not because everything was in place, *but because we knew what was missing.*  
And the truth is... you've probably been through some things that make you side-eye every new "movement" that pops up.

I get it. Because I've been there too.  
I've **poured** into places that left me empty.  
**I've helped build things I couldn't stay a part of.**  
I've smiled in photos while breaking behind the scenes.  
But what I learned, and what I'm living, is this:

**PURPOSE DOESN'T  
ERASE THE PAIN.  
IT TRANSFORMS IT.**

*But this time,  
We're not just teaching.*

**We're healing.  
We're restoring.  
We're doing the work on us,  
so the next chapter doesn't repeat the last one.**

**Because, Let's get real!**  
Many of us are rebuilding while still bleeding.  
We've been the strong friend, the fixer, the visionary, the glue, all at once.

So this isn't just another membership.  
This is a place for the woman who's tired of being everyone's solution but her own.  
This is for the woman becoming, even while she's unsure, even while she's scared.  
And she is getting her chance to build herself, but also others, WHOLLY!

**"WHAT WOULD IT LOOK  
LIKE IF I BUILT  
WITHOUT SHRINKING?"**

*Write it down. Speak it aloud. Or just sit with it!*

## What We've Built, So Far

**The RARE Collective isn't an idea, we're already living it.**  
Powered by The RARE Place Inc., our structure is built to be replicable,  
measurable, and deeply rooted in growth at every level.  
We don't gather for inspiration, we gather for elevation.  
**Here's what we've already established:**

### THE HOUSE SYSTEM: LOCAL IMPACT, NATIONAL STANDARDS

*Each House is grounded in a city or region and reflects the collective energy of the women inside it.*

*Some may lean into entrepreneurship, others into healing, advocacy, or leadership, but every House is focused on growth.*

- *Each House includes women from all levels of involvement.*
- *Houses are led by a Branch-tier leader known as the Lady of the House, with a core team for support.*
- *Members engage in monthly sessions, mentorship, collaboration, and programming specific to their House's focus area.*

***This structure allows us to support our members locally, while remaining connected nationally.***

### OUR TIERS OF MEMBERSHIP

***Membership is designed around level of involvement:***

- ***Seed*** — *Least engaged. Learning, observing, finding their place.*
- ***Rooted*** — *Attending events, accessing resources, becoming more active.*
- ***Bloom*** — *Strategic partners fueling the mission and outcomes.*
- ***Branch*** — *House leaders who mentor, guide, and build the organization from within.*

***We don't gatekeep. We grow together, from Seed to Branch.***

## What's Next?

**Because we've been intentional from day one.**

**We've created programs and gatherings including:**

- **Peculiar People Talks**
- **DIY workshops for women**
- **Training collaborations with local partners**
- **House crowning ceremonies and tier onboarding**

**We're building something foundational, not just inspirational.**

## OUR CORE INITIATIVES

**This isn't a one-time workshop.**  
***It's a full ecosystem for leadership, healing, and growth.***

**Here's who we show up for:**

### **Formerly Incarcerated Black women.**

Ready to rebuild. Ready to lead. You deserve more than reentry, you *deserve ownership.*

### **Black Girls & Young Adults**

We're giving the next generation access to trades, life skills, mentorship, and leadership, *before the world tries to write them off.*

### **Black Women in Leadership**

You've carried it all. Now it's time to lead with support. This is *your space to rise without compromise.*

### **Survivors of Domestic Violence & Their Families**

Healing doesn't have to be lonely. *We create safety, opportunity, and economic pathways for you and your loved ones.*

### **Black women Facing Homelessness or Housing Insecurity**

You are more than your circumstances. We offer *skill-building, business development, and wraparound resources to support your next chapter.*

### **Black women Seed-Stage, and beyond, Entrepreneurs**

Got a vision? Let's make it real. We *help you scale, get certified, and win contracts, with coaching, capital access, and community.*

**We've seen Black women show up in  
grief, in transition, in joy, and in  
power.**

***And we're just getting started!***



# "Before the Collective, there was the calling"

-Talía Johnson - Huff, Founder of The RARE Place, INC.

## The Blueprint of TRPI!

When you hear about Black women, too often the story is  
rooted in struggle, conflict, or survival.

We're painted as fighters, but  
rarely as architects  
of legacy.

So when someone dares to rewrite that narrative,  
not just for herself, but for others you  
don't *ignore it*.

*You spotlight it.*

*The RARE Collective* didn't start in 2025. It started back in  
2014, in the heart of a Black woman wearing  
steel-toe boots and a hard hat.

Talia Johnson Huff was managing multi-million-dollar  
construction projects across New York State,  
often the only Black woman in the room.

She didn't see anyone who  
looked like her.

She didn't see access.

She didn't see equity.

So, she decided  
to build it.

She began creating something else, something for the ones  
overlooked by the system:  
formerly incarcerated individuals,  
young girls needing guidance,  
women leading in silence,  
and entrepreneurs  
without support.

That something became The RARE Place Inc., a nonprofit  
that poured into the underserved communities  
through hands-on training, healing,  
entrepreneurship, and real  
economic pathways.

The RARE Collective is the evolution of that work.  
*It's not new*—it's the structure behind  
a decade of purpose.

*It's the blueprint for legacy.*

And it all started with a  
woman who refused  
to build alone.

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**Coming Soon!**  
**Follow Our**  
**Social Media**  
**@RarelycollectedMedia**



## *The Crowning Ceremonies*

# Saturdays @ 1 PM

Visit [JOINRARE.ORG](https://joinrare.org) to sign up to attend.

## Discover This Week

### *Peculiar People Talks*

Expect real conversations on healing, leadership, legacy, and the stuff most people won't say out loud.

*These monthly virtual talks are where truth and growth meet.*

### *Opportunities to Lead + Pour Back*

As the Collective grows, so will the need for House Contributors, mentors, facilitators, and strategic partners. You'll have opportunities to lead inside your House and across the organization.

### *Transparency & Follow-Through*

This isn't a secret society. You'll receive clear communications, consistent updates, and real ways to get involved, every step of the way.

## RARE JOURNAL

Set aside 5 minutes each week to check in with your RARE Journal. This isn't homework, it's heartwork. ***Because when the dust settles, you deserve to remember how far you've come.***

[In Your Membership Portal](#)



## WE WANT TO HEAR FROM YOU.

This Collective was built with you in mind, but it's being shaped by you in real time.

Have a thought, idea, or "this would make it even better" moment?

***Drop it. We're listening.***

Whether it's about programming, your House experience, or something you wish existed, your feedback fuels the future of **The RARE Collective**.



Submit your thoughts at [JoinRare.org](https://JoinRare.org) and fill out form on **"CONTACT NOW"** Page.

Because around here, leadership isn't just top-down. It's collective. And your voice? It belongs at the table.