



Impact Story

Empowering Dreams: Flourish Wellness & Birth Co Shines Bright during National Women's Small Business Month

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October not only paints the world in hues of autumn but also serves as a celebration of resilience, innovation, and passion. It's National Women's Small Business Month, a time to recognize the remarkable achievements of women entrepreneurs who shape economies and communities. In the heart of Sioux Falls, South Dakota, two extraordinary women, Sarah Roe and Erin Vande Lune, stand out as beacons of inspiration through their thriving venture, Flourish Wellness & Birth Co. Their journey to success not only showcases their dedication but also highlights the crucial role played by Community Development Financial Institutions (CDFIs) like GROW South Dakota in supporting small businesses.

The story of Flourish Wellness & Birth Co is a testament to the vision and determination of its co-owners, Sarah Roe and Erin Vande Lune. As South Dakota's first midwife-owned, free-standing birth center, Flourish's vision is to create a safe place for women and families to be seen, known and heard. Flourish focuses to educate, equip, and empower their clients to have the tools and knowledge needed to be active participants in their healthcare. In November 2022, the business was featured on Keloland Living (Thompson, 2022), and in June 2023, Sioux Falls Business featured an article highlighting the success of its first year and business growth (Callison, Birth Center Will Move to Expanded Location, 2023).



Flourish Wellness & Birth Co on the KELOLAND Living set with Ashley Thompson

CDFIs like GROW South Dakota understand that access to capital is often the biggest hurdle for aspiring entrepreneurs, especially women. By providing financial resources, mentorship, and guidance, these institutions bridge the gap, ensuring that innovative ideas can blossom into thriving businesses. Flourish Wellness & Birth Co stands as a testament to what happens when passionate entrepreneurs receive the support they deserve.

As National Women's Small Business Month illuminates the achievements of women entrepreneurs nationwide, Flourish Wellness & Birth Co stands as a shining example of what can be accomplished with determination, vision, and the right support. Sarah Roe and Erin Vande Lune's story, intertwined with the vital role of CDFIs like GROW South Dakota, reminds us of the transformative power of women-led businesses. Their success not only enriches their lives but also strengthens the fabric of the community, leaving an indelible mark on the landscape of entrepreneurship. Here's to Flourish Wellness & Birth Co, a beacon of inspiration, and to the countless women entrepreneurs who continue to shape our world with their passion and innovation.

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