

NOTAH BEGAY III FOUNDATION

2014 ANNUAL REPORT

investing in
the health, LIVES
AND *potential*
of NATIVE
CHILDREN





MESSAGE FROM OUR FOUNDER

This past year witnessed a new evolution in the Notah Begay III Foundation's (NB3F) fight against Native American childhood obesity and type 2 diabetes and for Native children's health.

In Native American communities, younger and younger children are being diagnosed with the preventable diseases of childhood obesity and type 2 diabetes and are on a trajectory that could lead to shortened lifespan, kidney failure and dialysis, heart problems, nerve damage, blindness and even amputations.

We at NB3F are proving that this situation does not have to be the "new normal."

I'm very pleased to share with you in this annual report NB3F's exponential growth as a significant player in the field of Native American children's health.

Building on our successes and lessons learned in numerous Native communities, we launched the Native Strong: Healthy Kids, Healthy Futures program. Native Strong will build tribal communities to prevent childhood obesity and will support those communities with research, advocacy, communications and evaluation.

Native Strong represents the future for NB3F and for Native children. Through this program, NB3F offers the irreplaceable gift of health and helps Native American youth to reach their potential. Native Strong is already making a difference.

NB3F's Board of Directors, the staff and I thank you for sharing in our achievements. Together, we will continue to persevere until every Native American child has the chance to live a healthy and productive life.

A stylized, handwritten signature in black ink, appearing to read 'NB III' with a long, sweeping underline.

Notah Begay III
Founder
Navajo, San Felipe/Isleta Pueblos



MESSAGE FROM OUR EXECUTIVE DIRECTOR

When I look back at the past year (which seems to have completely flown by), I am amazed and heartened at the growth of the Notah Begay III Foundation (NB3F).

I'm very pleased to share our 2013-14 Annual Report which presents a retrospective look back and illustrates the basis for our future work. This period has been a time of transition during which we applied lessons learned, reinforced our tenets of perseverance, focus and a positive outlook, and broke new ground in the fight against the epidemics of Native American childhood obesity and type 2 diabetes.

2013-14 brought NB3F a critical mass of:

- Partnerships – with philanthropy, our peer nonprofit allies, federal government agencies and not least of all tribes – forged during the past year (and prior) that brought fresh ideas, abilities, networks and resources;
- Refinement of NB3F's community-based model developed at San Felipe Pueblo in New Mexico where strategies of community-based, culturally-appropriate nutrition education, access to healthy and affordable foods, physical activity, and community leadership development were proven to have a statistically significant and positive effect on the children served; and
- Tribal stakeholders' buy-in and call to action to urgently, comprehensively, and effectively address the issues of Native American childhood obesity and type 2 diabetes.

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NB3F responded, and in summer 2013 launched Native Strong: Healthy Kids, Healthy Futures. Native Strong is changing Native American communities’ ability to address the growing epidemic of childhood obesity and the prevalence of type 2 diabetes. Native Strong invests in Native programs that are too often passed over by mainstream philanthropy and recognizes tribal communities’ collective wisdom and existing assets.

Supported by the development of its infrastructure during the past year, Native Strong began to make grants to tribes and Native nonprofit organizations to develop plans for or to implement community-based programs to address access to healthy foods, nutrition education and increased physical fitness activities among Native children. Native Strong’s research and evaluation, policy work, fundraising and communications provide a backdrop of supporting services that will assist communities and the overall field of Native children’s health.

Never before has there been such a targeted yet strategic infusion of capacity building and financial support, putting into Native hands the ability address the cumulative effects of Native poverty and underdevelopment that drive today’s high rates of diabetes and obesity.

But even reflecting on our successes, I feel a sense of urgency. If we don’t act now, researchers predict that 50 percent of Native children will develop diabetes in their lifetime. The stakes couldn’t be higher.

So let’s take a moment to celebrate how far NB3F has come. And then let’s take another moment to consider that we still have a long way to go.

But knowing that NB3F has many allies by its side will help us to continue to thrive and be able to serve Native American communities as they need and deserve. We owe it to the children.



Crystal Echo Hawk
Executive Director
Kitkehaki Band of the Pawnee Nation of Oklahoma

2013-2014

Accomplishments and Highlights

- In summer 2013, launched Native Strong: Healthy Kids, Healthy Futures program, NB3F's cutting-edge approach to community-driven solutions to childhood obesity and type 2 diabetes. Through Native Strong, NB3F awarded 20 grants totaling \$584,430 to 19 tribes and Native nonprofit organizations in 7 states. Capacity building technical assistance ensured grantees have every chance for success. The finalized high level evaluation protocol will make the most of grantee data and models and secondary research, forming the basis for national communications and advocacy.
- Co-hosted with Blue Cross/Blue Shield of Minnesota and ClearWay Minnesota a January 2014 gathering, Exploring Collaboration in Minnesota for Native Health Equity, to identify current services, trends and gaps impacting the health of Native American children in Minnesota and brainstorm ways to strengthen the health outcomes for tribal communities.
- Presented Native Strong's inaugural Visiting and Learning Conference in May 2014 in New Mexico which brought together Native Strong grantees with health experts and NB3F's partners from across Indian Country to collectively explore how to better utilize communities' inherent knowledge, assets, and values to advance Native health. A summary of the findings is at: <http://www.nb3foundation.org/wordpress/wp-content/uploads/2014/08/May-2014-Native-Strong-Grantee-Conference.pdf>.
- Announced NB3F's unprecedented partnership with Indian Health Service and The First Lady's 'Let's Move Indian Country' to collaborate on activities aimed at preventing Native childhood obesity and share best practices in implementation of community-based activities.
- Raised the profile of Native childhood obesity at the Clinton Foundation's Health Matters Conference and the Institute of Medicine's Roundtable on Obesity Solutions.
- Built the capacity of the San Felipe Pueblo (New Mexico) tribe and community to assume ownership of NB3F-established programs that have created a real change for children's and families' health.
- Hosted the sixth annual NB3 Challenge golf tournament that raised both \$600,000 in funds and national awareness of the epidemic of Native childhood obesity.
- Co-presented the inaugural Rio Grande Charity Slam golf tournament in Albuquerque, New Mexico in June 2014.
- Accepted the 2014 Robert Wood Johnson Foundation's Steve Patterson Legacy Award for Excellence in Sports Philanthropy.

→ PURPOSE *longevity* ENDURANCE ↻

strength

MOTIVATION @

teamwork

↑ WELLNESS
prevention



NATIVE STRONG: HEALTHY KIDS, HEALTHY FUTURES

This year represented a pivotal turning point for NB3F's programs. We moved beyond proving our direct service model at San Felipe Pueblo in New Mexico. The Johns Hopkins Center for American Indian Health served as an evaluation partner in this community-based program that emphasized physical activity, nutrition education and healthy foods access as a remedy for Native childhood obesity.

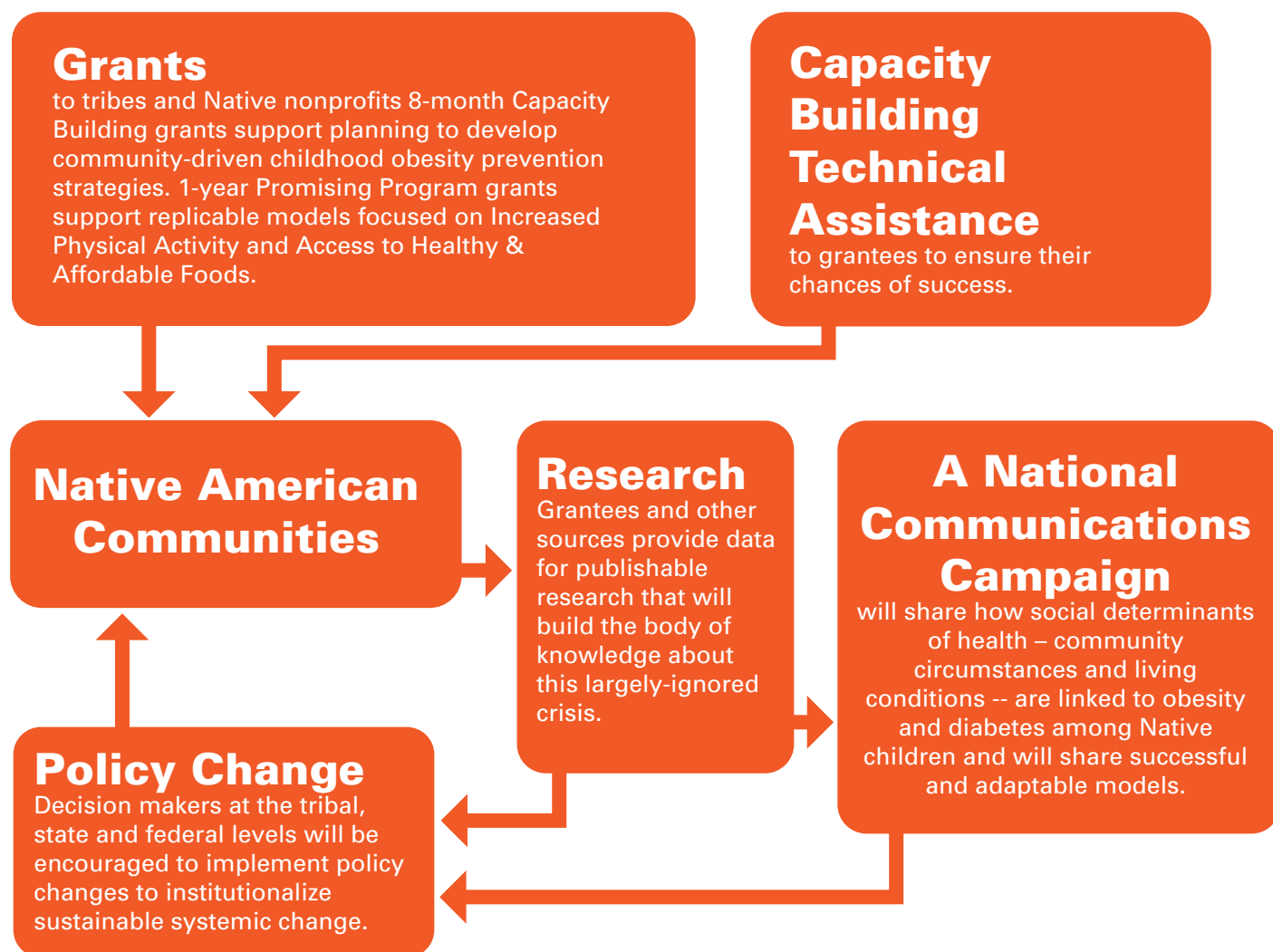
Building on San Felipe's evidence and the learning culled from NB3F's grantees around the United States, NB3F launched the Native Strong: Healthy Kids, Healthy Futures program in summer 2013 with the help and investments of our partners Robert Wood Johnson Foundation, W.K. Kellogg Foundation, Shakopee Mdewakanton Sioux Community, Wal-Mart Foundation, and others. Native Strong provides a targeted platform for community-based grants, building grantees' capacity, capturing the data from their programs to create a body of research, and sharing the models and data with allies through a national communications campaign to facilitate policy change at the tribal, state and/or national levels.

Native Strong's theory of change is: "Native American communities have the inherent power and innovation through tribal sovereignty to make real community changes that sustain culture, language and community health."

Native Strong works with rural tribal communities as well as urban Native-led organizations in the Upper Midwest (Minnesota and Wisconsin), Southwest (Arizona and New Mexico), Southern Plains (Oklahoma and Texas) and other states on an ad hoc basis.

How Native Strong Works

Native American communities are the hub around which all program activities center. NB3F trusts the communities to identify the best way to serve their Native children and families. Our asset-based approach gives the communities the tools necessary to succeed in addressing childhood obesity and type 2 diabetes in a culturally-relevant and -appropriate manner.



MAJOR ACCOMPLISHMENTS:

By the Numbers

- 20 Native Strong grants made (10 Capacity Building and 10 Promising Program) totaling \$584,430 to 19 tribes and Native nonprofit organizations in 7 states.
- 9 grants totaling \$245,677 made in the Southwest (Arizona and New Mexico).
- 5 grants totaling \$160,000 made in the Upper Midwest (Wisconsin and Minnesota).
- 4 grants totaling \$118,745 made in the Southern Plains (Oklahoma).
- 2 grants totaling \$60,000 made in other states (California and South Dakota).
- 144 applications received with requests totaling \$4,460,000.
- 2 reports published summarizing learning and recommendations from Native Strong grantees and other allies.



PROMISING PROGRAM GRANTEE PROFILE



Little Earth of United Tribes MINNEAPOLIS, MINNESOTA

"The physical exercise and stuff from the YDC (Youth Development Center) has helped me in school. I've had to have good grades – 'cause you have to have good grades to play on the Little Earth teams - so that's made me study more...Joining the YDC activities has been fun...I've felt more active. I have more energy and feel like doing more activity. I've learned some stuff about eating - I try to not eat that much bad stuff...I feel much – like...more athletic. Confident."

– 15-year-old participant

Supported by a Native Strong Promising Program grant of \$40,000, over 125 Native youth aged 5 – 18 are benefiting from daily physical fitness offerings, Native American dance and drumming, and winter and summer "Olympic" events featuring traditional sports plus Native cultural games.

Monthly "Progress Powwow" celebrations focused on health bring families together.

Nutrition education is offered throughout, including the importance of a healthy diet, portion control and reading food nutrition labels.



Chickasaw Nation Get Fresh! ADA, OKLAHOMA

"So I can do cartwheels when I'm 50!"

– student participant on why it is important to grow up healthy and strong

Thanks to a Native Strong Promising Program grant of \$40,000, the Chickasaw Nation's Eagle Adventure After-School Program is launching an after-school program that will offer gardening, walking/running clubs, hands-on healthy food preparation and physical activities that will incorporate the Chickasaw language, cultural games and traditions. Over 200 children aged 5-9 will participate.

In addition, teachers, food service personnel and administrators are considering policy changes supporting healthy food and beverage options on the school campus, including snacks offered in classroom and after-school environments, vending machines, school stores and other school fundraising efforts.



The Star School FLAGSTAFF, ARIZONA

"You can imagine how fun it is to watch little Kindergarten and 1st and 2nd grade kids all eager to run together. It makes everyone smile and think of how if they are so enthusiastic and so small, the rest of us should have no problem getting excited about running... or at least walking."

– STAR School administrator on the Pee Wee running club

With a Native Strong grant of \$39,760, over 90 students in grades 1 - 8 are learning hands-on gardening skills at the school's garden. In addition to caretaking the vegetables and plants, the students are using the fresh fruits and vegetables grown on site in healthy recipes in their home economics classes. The students are now armed with knowledge to help influence their families' grocery buying and eating habits. The graduating class of 8th graders requested a graduation banquet menu that reflected some of the healthy recipes they learned about in class.

All students at the STAR school participate in an average of 40 minutes per day of organized physical activity.

During summer 2014, more than 20 overweight and non-active students learned about healthy foods and went on chaperoned camping trips during a 3-week Wellness Camp. The majority demonstrated a marked increase in health-related knowledge.

A running club established for children ages 5 to 8 is continuing the ancient Navajo practice of running to greet the dawn every morning.

The school wellness policy now includes the expectation that each class will conduct a project that either plants and cares for a garden or greenhouse, or that demonstrates a weekly physical activity promoting healthy living.



NATIVE STRONG GRANTS

TO FIGHT CHILDHOOD OBESITY AND TYPE 2 DIABETES FOR NATIVE CHILDREN: BREAKDOWN BY REGIONS AND STATES

SOUTHWEST

Arizona

TOTAL GRANTS: \$39,760

The STAR School, Flagstaff, Arizona, \$39,760 –Utilizing an existing greenhouse, the STAR School will grow fresh fruits and vegetables that will then be used for home economic classes to teach healthy eating as well as participate in afterschool cross-country programming.

New Mexico

TOTAL GRANTS: \$205,917

First Nations Community Health Source, Albuquerque, New Mexico, \$20,000-The Healthy Futures project will complete a community health assessment and identify viable and realistic community-driven obesity prevention strategies to better understand the root causes of childhood obesity and type 2 diabetes in the urban Indian community of Albuquerque.

The Pueblo of Jemez, New Mexico, \$20,000 - This project will conduct a community food source survey and coordinate a community-wide stakeholder group to actively identify and address health disparity issue through strategic planning.

Pueblo of Picuris, New Mexico, \$10,320- The goal of this project is to identify and understand the lifestyles of Picuris youth that contribute to childhood obesity and type 2 diabetes and to ultimately implement strategies for prevention. Information will be collected through home visit surveys with families, and results shared through community meetings in order to engage parents in the prevention process.

Pueblo of Santa Ana, New Mexico, \$20,000-This project will build on current community evaluation around obesity by expanding the scope to include youth. Assessments will be conducted through surveys and interviews with Santa Ana youth and adults. Results will be shared with the community in a variety of formats including digital storytelling, community events, and finalized reports to tribal leadership and departments.

The Pueblo of Santa Ana, Santa Ana Pueblo, New Mexico, \$40,000 – The project aims to expand the already successful 75210 curriculum, a wellness program designed to teach participants the key factors in staying healthy, including increasing opportunities for physical activity among Santa Ana youth.

**TOTAL
GRANTS:
\$39,760**

**TOTAL
GRANTS:
\$205,917**

Navajo Nation, "COPE", New Mexico, \$20,000-In partnership with Navajo Nation leadership, local community health representatives, New Mexico Farm to Table and others, this project will use community-based participatory methods to map the Navajo food system in order to develop strategies to increase access to healthy food for families in Navajo Nation.

Santo Domingo Pueblo, New Mexico, \$35,596.72 –The Kewa Health Outreach Program will implement the Centers for Disease Control's (CDC's) Eagle Books, Coyote, and Turtle's Dream novels to deliver important healthy lifestyle and diabetes prevention messages. Youth will also gather native wild plants and fruits along existing trails, plant a "three sisters" garden, participate in several physical activity programs.

Zuni Pueblo, New Mexico, \$40,000 – "Healthy, Active Zuni". The project will build upon ZYEP's successful sports programs by introducing new baseball, dance, and taekwondo programs, providing year-round activities. This project will also emphasize integrated nutrition education through sports and local community gardens.

learning

motivation

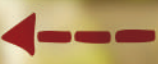


NUTRITION

TRAINING



challenges



good habits



UPPER MIDWEST

Minnesota

TOTAL GRANTS: \$100,000



**TOTAL
GRANTS:
\$100,000**

The White Earth Reservation, Naytahwaush, Minnesota, \$40,000 –Support for the White Earth Reservation to provide the TRAIL youth program to all seven of their Boys & Girls Club sites. The program teaches diabetes prevention through Native-inspired healthy living and physical activity lessons.

Little Earth of United Tribes, Minneapolis, Minnesota, \$40,000 – Support to expand programming by adding a year-round nutrition education component and increasing access to physical activity to the urban Indian population of Little Earth.

Indian Health Board, Minneapolis, MN, \$20,000- The goal of this project is to partner with existing community-based programs to engage American Indian youth in investigating root causes of childhood obesity and type 2 diabetes in the community. Utilizing the Plan-Do-Study-Act (PDSA) model, youth will be engaged and trained to create and implement a health assessment and develop an action plan to share their findings with the community.

Wisconsin

TOTAL GRANTS: \$60,000



**TOTAL
GRANTS:
\$60,000**

Oneida Tribe of Indians of Wisconsin, Oneida, Wisconsin, \$40,000 –Monthly healthy nutrition and wellness education will help Oneida youth understand how to make healthy eating and lifestyle choices, in addition to opportunities for youth to participate in basketball, lacrosse, and golf programming.

Red Cliff Reservation, Wisconsin, \$20,000 - This project will perform a community needs assessment related to the prevention of childhood diabetes and access to healthy food. A culturally- appropriate assessment tool will be created to gather information on community member's needs, opinions, and knowledge regarding childhood diabetes, risk factors, and prevention. An assessment of current food sources will also be administered. A community prevention and intervention plan will be a result of this project.

SOUTHERN PLAINS

Oklahoma

TOTAL GRANTS: \$118,745

Cheyenne & Arapaho Tribes, Concho, Oklahoma, \$40,000 – “Buffalo Cooking with Groceries/Commods”. The project will utilize funding to expand its existing grocery store tours to include cooking classes.

The Chickasaw Nation, Ada, Oklahoma, \$40,000 – “Eagle Adventure After School: A Culturally Relevant Primary Prevention Program for Type 2 Diabetes and Obesity in Indian Country”.

Citizen Potawatomi Nation, Oklahoma, \$18,745-This project seeks to develop a strategic plan to combat childhood obesity and type 2 diabetes at the community level. Activities include creating a youth wellness council, developing needs assessment tools, and hosting community meetings to inform the project.

Ponca Tribe of Oklahoma, \$20,000- The White Eagle Health Center will begin an assessment with an initial survey with 1,200+ Native American youth in the Ponca City School District. Information will also be collected through in-home interviews as well as a food system assessment. The results will be utilized to create a community-based strategic implementation plan to address the root causes of childhood obesity and type 2 diabetes of Ponca youth.

ADDITIONAL STATES

TOTAL GRANTS: \$60,000

California

Inter-Tribal Sports, Temecula, CA, \$20,000- ITS will partner with the Native and health care communities to develop a comment-based approach to combat obesity and type 2 diabetes. This will include convening community leaders and medical professionals, leading regional talking circles with community members, and collecting surveys throughout the communities. An outcome of the project will be a community-driven action plan to address childhood obesity and type 2 diabetes.

South Dakota

Cheyenne River Youth Project, Eagle Butte, South Dakota, \$40,000 –This project aims to increase overall wellness in the Cheyenne River Sioux Tribe by increasing access to facilities, fitness programming, education, equipment and support to youth and their families. Diabetes education will be including in programming, along with the creation of a youth garden.

**TOTAL
GRANTS:
\$118,745**



**TOTAL
GRANTS:
\$60,000**





Partnership Profile

THE INDIAN HEALTH SERVICE

The Indian Health Service (IHS) is lending its muscle to NB3F and Native Strong, pledging to share best practices of community-based activities addressing childhood obesity in Indian Country through a Memorandum of Understanding signed in November 2013. In addition, IHS is working with the Native Strong team to deliver aggregate data sets from our focus regions to help inform our research.

The collaboration was developed in support of the Let's Move! In Indian Country (LMIC) program, which is part of First Lady Michelle Obama's Let's Move! initiative. LMIC advances the work of tribal leaders and community members to improve the health of Native youth.

The LMIC Third Anniversary event in June 2014 at Zuni Pueblo in New Mexico profiled this healthy tribal community whose "Healthy, Active Zuni" project offers expanded year-round sports programs, integrated nutrition education and community gardens that are supported by Native Strong. The day concluded with youth soccer games co-hosted by the NB3F team.





RAISING THE PROFILE OF NATIVE CHILDHOOD OBESITY IN NATIONAL FORUMS

CLINTON FOUNDATION'S

Health Matters Conference

NB3F's Founder Notah Begay III was tapped for his expertise to participate in a panel discussion about closing health inequity and disparity gaps at the January 2014 Clinton Foundation's Health Matters: Activating Wellness in Every Generation Conference in La Quinta, California. Notah's remarks reached approximately 400 thought-leaders attending from the fields of business, healthcare, entertainment, community development and sports and countless others through live web-streaming. This annual conference showcases what leaders from across sectors – business, technology, sports and philanthropy – are doing to contribute to the health and wellness of people throughout the United States.

INSTITUTE OF MEDICINE'S

Roundtable on Obesity Solutions

In fall 2013, NB3F was invited to be a part of the Institute of Medicine's Roundtable on Obesity Solutions. This prestigious vehicle engages nationally-recognized leadership from philanthropy, business, health, nonprofits, government and academia to solve the obesity crisis. Through quarterly meetings, public workshops, background papers and innovative collaborations, the Roundtable fosters an ongoing dialogue on critical and emerging issues in obesity prevention, treatment, and weight maintenance. A critical theme is the focus on health equity and strategies that address structural inequities affecting many people of color, including Native communities (e.g., lack of access to healthy food and physical activity opportunities). The roundtable discussions are providing NB3F with a critical venue for working across sectors and an opportunity for national, regional and state initiatives to be inclusive of tribal communities.





SAN FELIPE PUEBLO PLACE-BASED PROGRAM

NB3F's many years of partnership with San Felipe Pueblo in New Mexico has been a springboard to the development of Native Strong. At San Felipe, NB3F pioneered and proved the efficacy of its multi-faceted approach – increased physical activity, nutrition education/access to healthy foods, youth leadership development and community engagement – in the fight against childhood obesity and type 2 diabetes. During 2014, NB3F ushered in a new era of transitioning to the community the ownership of programming as significant grants from the W.K. Kellogg Foundation, the U.S. Department of Health and Human Service's Administration for Native Americans and others drew to a close.



Physical Activity

After-school and summer soccer programming reached hundreds of local youth aged 4-14, netting statistically significant gains in health and health knowledge. This programming also involved 10 San Felipe Pueblo young people as "Health Champions" and role models. Community events were infused with physical fitness and nutrition education to encourage healthy living at all ages as a way of life.

Nutrition Education + Access to Healthy Foods

The Mobile Grocery (MoGro) healthy foods distributor helped about 60% of San Felipe survey respondents to make positive changes in their diet. NB3F's monthly newsletter, "Cooking Healthy" house parties, healthy cooking demonstrations, and other NB3F-hosted activities and events encouraged San Felipe residents toward health-conscious diets. The young Health Champions were integral to many of these components, developed a community-wide social movement focused around health, and planned a summer 2013 Youth Health Summit that attracted more than 300 community members.

Community Engagement

The buy-in and commitment from all levels of tribal leadership, tribal programs, elders, youth and general community members is a testament to the dedication of San Felipe to its children's health. The Community Advisory Board ensured that program elements were relevant to community needs. NB3F's partnerships with the San Felipe Elementary School, the San Felipe Health and Wellness Department, and Systems of Care Programs were essential as the community assumes responsibility for the program in the future as NB3F transitions focus to Native Strong.

San Felipe Pueblo
Participant Profile

KAUTCHDOT QUIVER

At age 7, Kautchdot Quiver is already a two-year veteran of NB3F's soccer program at San Felipe Pueblo.

Instilled with the love of her family and with a strong commitment to her community, Kautchdot knows that her health is critical to her future plans to be an artist, singer, school principal, teacher or librarian. Her connection to her culture is part of her everyday life; "Kautchdot" is Keres (the Native language of San Felipe Pueblo) for "It's raining."

Soccer is her favorite sport because, "You get to get a lot of exercise, you get to kick it around and all these fun things to do, activities, the goals." Her favorite position is being "a goalie and next is running with the people and trying to get the ball."

Her advice to her parents is that they can be healthy "by eating the right stuff, eating fruits and vegetables, drinking water, running some, doing some exercise, riding your bike." Her advice for her friends is a little different: "Eat the right food, do a lot of exercise, go outside and play, go for bike rides, do sports, and drink water."





2014 HEALTH CHAMPIONS

Ten Health Champions aged 16-23 helped to lead the fight against childhood obesity by directing youth-focused activities, health promotion events, nutrition education outreach and more. In so doing, they became leaders, gave back to their community and learned the value of teamwork.

As one participant stated, "The health internship program has educated me a lot about how big of a problem obesity is in Native Americans and NB3F is doing a great job of making a change in their home community and also in other communities. I have learned a lot from this program and would like to take everything I've learned and try to make a difference in my community right now while I am young. I want to be a positive young role model to the younger generation in my community."

Participant Profile

COREY DOUMA

Corey Douma first learned the art form and sport that is the game of golf through NB3F's Junior Golf Program at Laguna Pueblo (where he is from) when he was 11. Discovering a talent and passion, Corey progressed to play at Laguna-Acoma High School and to attend New Mexico State University's Pro Golf Management School.

Golf and NB3F have continued to be a part of Corey's life, helping him to share his excitement and golf skills as intern for two years with NB3F's Challenge golf tournament and then graduating as a golf coach through Up2Us Coach Across America.





Junior Golf Program

Life lessons, leadership skills, values of integrity, respect and perseverance – and an emphasis on diabetes prevention education – are all part of NB3F's Junior Golf Program. During the past year, over 400 Native youth in the greater Albuquerque area, Laguna Pueblo, Gallup, and the rural Navajo community of To'Hajiilee participated in the program.

The First Tee

Starting a partnership in 2014 with The First Tee, the first step was to train all our coaches in Level 1 so that we could implement it into the NB3F Junior Golf Program. The new partnership that has been created with The First Tee will allow us to grow the game in different Native communities by teaching life lessons and leadership skills through golf. Allowing us to teach more to them just the game of golf but also help Native youth see their full potential as positive members of their communities.







PATTERSON / AWARD
EXCELLENCE IN SPORTS PHILANTHROPY
ROBERT WOOD JOHNSON FOUNDATION

2014 STEVE PATTERSON LEGACY AWARD

for Excellence in Sports Philanthropy

NB3F and our Founder, Notah Begay III, were bestowed the Steve Patterson Legacy Award for Excellence in Sports Philanthropy by the Robert Wood Johnson Foundation (RWJF) in honor of the Award's 10th anniversary.

The recognition came due to NB3F's ability to use our receipt of the 2012 Steve Patterson Award as a platform for growth, raising visibility and funds to address the epidemics of childhood obesity and type 2 diabetes impacting Native American children. With Native American causes receiving less than 1% of philanthropic funding, public acknowledgment such as this is both humbling and gratifying.

Only one other sports philanthropy organization, the Philadelphia Eagles Youth Partnership, was selected from among the 18 considered.

RWJF established the Patterson Award as a flagship program in 2005 after three-time NCAA basketball champion and six-year NBA veteran Steve Patterson lost his battle with cancer at the age of 56. The award in his name is a tribute to his legacy and is presented annually to an individual athlete or coach, professional team and sports philanthropic organization positively impacting their communities.



Funding Partner HIGHLIGHTS

NB3F has been honored to be recognized by some of the country's most prestigious and generous philanthropic institutions and tribes whose support helped to bring our organization to a new realm of strategy and national reach. Grants from these organizations provided leadership, prompting others to join NB3F in empowering Native American communities.

Among those to whom we are particularly grateful are:

- The Robert Wood Johnson Foundation (RWJF) whose commitment helped to plan and launch Native Strong's first two years.
- The W.K. Kellogg Foundation whose two-year grant helped to fulfill the promise of Native Strong.
- The Shakopee Mdewakanton Sioux Community in Prior Lake, Minnesota whose two-year donation established the tribe as Native Strong's Leadership Partner in the Upper Midwest region.
- The Wal-Mart Foundation whose gift demonstrates its overall commitment to alleviating hunger in America and promoting healthy diets.
- The Oneida Indian Nation of New York whose support of the NB3 Challenge fundraiser has generated more than \$4 million and helped NB3F to engage more than 15,000 Native youth with soccer, golf, health and wellness programs.

In September 2013, Notah Begay III and fellow PGA TOUR pro Rickie Fowler presented the first Oneida Indian Nation Health Champion for Native Children Award for the Tribe's ongoing efforts to elevate the public health concerns facing Native American youth and drive increased investment in combating these issues.



"I have the privilege of representing the Oneida people, and we all believe strongly in the need to empower our young people to become future Native leaders. The public health concerns facing our youth are dire, and we need to continue be a voice for these issues, ensuring that our future generations lead long, healthy and productive lives."

RAY HALBRITTER
ONEIDA NATION REPRESENTATIVE

PARTNER TESTIMONIALS



"The importance of NB3F's Native Strong: Healthy Kids, Healthy Futures program to tackle childhood obesity in Native American communities is important to the W.K. Kellogg Foundation's work in New Mexico. We are proud to partner with our peer funders, like the Robert Wood Johnson Foundation, and invest in effective, community-driven solutions that can then be catalyzed to leverage systems and policy change to ensure all children can realize their full potential in school, work and life."

JESSICA COLOMA
PROGRAM OFFICER
W.K. KELLOGG FOUNDATION



Robert Wood Johnson Foundation


"It's become clear in recent years that this work needs to happen now to ensure that Native American children grow into the leaders their communities need."

JASMINE HALL RATLIFF
PROGRAM OFFICER
ROBERT WOOD JOHNSON FOUNDATION



"The Shakopee Mdewakanton Sioux Community is committed to fostering the health and education of American Indian children. We appreciate the work of the Notah Begay III Foundation, which is making such a positive contribution to our children's lives."

CHARLIE VIG
CHAIRMAN
SHAKOPEE MDEWAKANTON SIOUX
COMMUNITY



“HAVING WATCHED NB3F GO FROM A CHARITABLE FOUNDATION THAT BUILDS GOLF AND SOCCER PROGRAMS” TO AN ORGANIZATION THAT IS A KEY PLAYER IN RAISING AND FUNNELING RESOURCES TO EXISTING, DIFFERENCE-MAKING TRIBAL PROGRAMS ON NATIVE AMERICAN RESERVATIONS, I CAN ONLY APPLAUD AND SAY THAT IS A VERY EFFICIENT AND POWERFUL STRATEGY. “

DENNIS CONRAD
NB3F DONOR & FRIEND

Individual Donor Profile

DENNIS AND BECKY CONRAD

Dennis and Becky Conrad, founders of Raving Consulting, have a commitment to NB3F that is both strategic and personal.

Working as a trusted partner with Indian Country since 1998, Raving Consulting brings its expertise in marketing to the gaming industry, including tribes. Knowing that there is no issue more important than the health and well-being of Native American youth, the Conrads chose to work with NB3F because of our sterling reputation and broad outreach. Both Raving Consulting and NB3F intend to “Make a Difference.”

Fatefully and perhaps ironically, after committing to be a strategic partner and industry health champion for NB3F, at the age of 61 Dennis was diagnosed with type 2 diabetes. With changes in lifestyle and diet, he is now on a path toward better health.

For NB3F, Raving has created a variety of innovative fundraising mechanisms that leverage its marketing expertise, and reach its network of nearly 5,000 gaming executives, approximately half of whom work in or serve the Indian gaming industry.

Vehicles include a Founding Industry Partner Program, “donations as admission” to Raving Insider Parties at tradeshows, a hole-in-one contest at the NB3F Oklahoma Tribal Challenge, and a fee-for-participation a scavenger hunt in Las Vegas during the Casino Marketing Conference.

Raving’s goal with NB3F is to raise \$1,000,000 over the ensuing years through these and various other creative fundraisers in development.

Dennis has been particularly moved and inspired by “Listening to the passion and caring of Notah Begay III as he talks about his Foundation’s work and mission. Frankly, that is all anyone who cares about Native Americans needs to hear to be totally hooked on the critical work Notah is making happen on behalf of Native people.”



THANK YOU
DONORS!



Gary Woodland, Bo Van Pelt, Ricky Fowler & Notah Begay III

THE 2013 NB3 CHALLENGE

With the support of devoted sponsors and talented athletes, the sixth annual NB3F Challenge golf tournament raised an amazing \$600,000 in support of NB3F's mission.

The August 2013 event, hosted at the Oneida Nation of New York's Turning Stone Resort Casino, featured a combined, best-ball format.

With a score of 21-under par, Team USA – Notah Begay III, Rickie Fowler, Gary Woodland and Bo Van Pelt – outperformed Team International – which included Lee Westwood, Charl Schwartzel, Henrik Stenson and Nicolas Colsaerts – and Team Asia – comprised of K.J. Choi, John Huh, James Hahn and Charlie Wi.

A SPECIAL THANKS TO EACH OF THE INCREDIBLE PLAYERS AND OUR GENEROUS SPONSORS. THOSE AT THE \$5,000 AND UP LEVEL WERE:

Akin Gump, Strauss, Hauer & Feld LLP
Art Gardenswartz
Avendra LLC
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Southern Wine and Spirits
Tulsa Community Foundation
Wheels Up

**TODAY WE PLAYED FOR A REASON
GREATER THAN OUR LOVE OF
SPORT. WE PUT OUR COMPETITIVE
SPIRITS TOWARD THE POSITIVE
GOAL OF HELPING NOTAH AND
HIS FOUNDATION ADDRESS THE
FACT THAT ONE-IN-TWO NATIVE
AMERICAN CHILDREN WILL BE
DIAGNOSED WITH TYPE 2 DIABETES
IN THEIR LIFETIME.
– RICKIE FOWLER, PGA TOUR**





RIO GRANDE *Charity Slam*

RIO GRANDE CHARITY SLAM

Santa Ana Golf Club provided the scenic backdrop for the inaugural Rio Grande Charity Slam golf tournament co-hosted by NB3F and the Jewish Community Center (JCC) of Greater Albuquerque in June 2014.

Besides Notah Begay III, celebrities including Lobo and Chicago Bear Brian Urlacher, "Breaking Bad" star Steven Michael Quezada, Lobo, NBA player Kenny Thomas, PGA Legend and NBC Golf lead analyst Johnny Miller, Lobo Basketball player Clayton Shields, University of New Mexico Head Basketball Coach Craig Neal, and Dallas Cowboy Cheerleader Veronica Lind lent their passion, expertise and names to the event.

Thanks to Title Sponsor Consolidated Solar Technologies and other sponsors as well as the tournament's 180 players, the event netted \$74,000 toward NB3F's and JCC's programs.

In addition, a free golf instructional clinic introduced 130 young people aged 7-14 to the game, many for the first time.



Sponsors



2013-14 NB3F

Supporters

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Isleta Business Corporation
Laguna Development Corporation
Native American Contractors Association
Native Resource Development
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NB3 Consulting, LLC
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Pueblo of Isleta
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Sandia Resort & Casino
Santa Ana Golf Club
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Saskatchewan Indian Gaming Authority
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Mission Fish, PayPal Giving Fund
Presbyterian Healthcare Foundation
Robert Wood Johnson Foundation
Tulsa Community Foundation
United Way of Central New Mexico
US Soccer Foundation
W. K. Kellogg Foundation
Wal-Mart Foundation
Wells Fargo Foundation

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U.S. Department of Health and
Human Services/Administration for
Native Americans, an office of the
Administration for Children and Families

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Anonymous Donor
Pamela Albin
Aimee Albright
Jeff Allen
Kevin Allis
Raul J. Anaya
Keith Anderson
Jennifer Badish
Alvina Begay
Stephanie Birdwell
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FINANCIALS

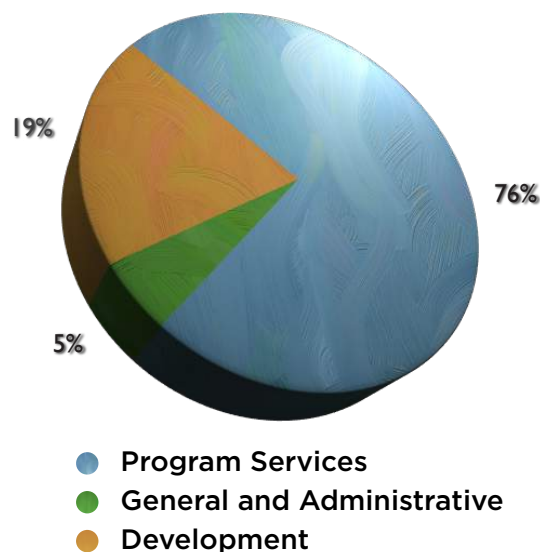
Consolidated Statements of Financial Position

	Year ended June 30	
	2014 total	2013 total
Assets		
Cash and cash equivalents	\$ 669,839	\$ 298,511
Investments at fair value	908,179	550,809
Receivables	162,558	584,442
Other assets	52,774	33,553
	1,793,350	1,467,315
Liabilities and net assets		
Total Liabilities	\$ 281,805	\$ 183,639
Net assets:		
Unrestricted	883,441	903,054
Temporarily restricted	628,105	380,622
Total net assets	1,511,546	1,283,676
	\$ 1,793,351	\$ 1,467,315

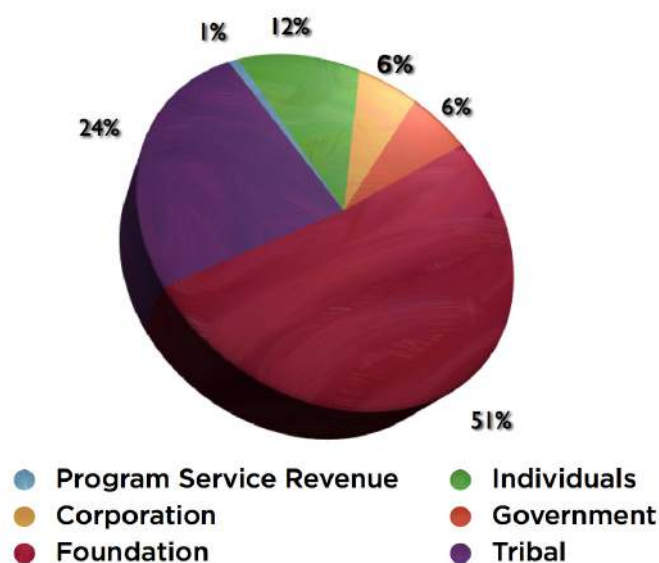
Consolidated Statements of Activities and Changes in Net Assets

	Year ended June 30	
	2014 total	2013 total
Revenues, Gains and Public Support		
Contributions	\$ 3,220,269	\$ 1,430,546
Special event revenue	83,370	1,311,464
Other income	148,214	193,008
Total revenues, gains and public support	3,451,853	2,935,018
Expenses		
Programs Services	\$ 2,365,798	\$ 1,562,052
Supporting Services:		
General and administrative	256,985	186,597
Fundraising	601,200	375,073
Total supporting services	858,185	561,670
Total expenses	3,223,983	2,123,722
Change in net Assets	227,870	811,296
Net Assets, Beginning of Year	1,283,676	472,380
Net Assets, End of Year	\$ 1,511,546	\$ 1,283,676

Expenses



Revenue



NB3F TEAM

Founder

Notah Begay III (Navajo, San Felipe/Isleta Pueblos)

Board of Directors

Wilson Pipestem (Otoe-Missouria/Osage), Chairman
Grant Moise, Vice Chairman
Dr. Moira RedCorn (Osage/Caddo), Secretary
Chad McKinney, Board Treasurer
Notah Begay III (Navajo, San Felipe/Isleta Pueblos)
Alvina Begay (Navajo), Board Member
Sean McCabe (Navajo), Board Member
James Meggesto (Onondaga Nation), Board Member
Cathleen “Cathy” Newby (Navajo), Board Member
Ryan Overturf, Board Member
Dan Boren, Board Member

NB3F Staff and Consultants

Crystal Echo Hawk (Pawnee), Executive Director
John Ross, Deputy Director
Monica Stapleton, Chief Financial Officer
Olivia Roanhorse (Navajo), Director, Native Strong: Healthy Kids, Healthy Futures
Peou Lakhana, Director of Health and Wellness
Clint Begay (San Felipe, Navajo, Isleta), Director of Junior Golf Program
Michael Johnson (Arikara/Hidatsa), Director of Development
Cyanne Lujan (Sandia Pueblo), Executive Assistant/Development Associate
Keilniyada Chee (Navajo), Finance & Administration Assistant
Renee R. Goldtooth (Navajo), Associate Director, Native Strong: Healthy Kids, Healthy Futures
Michelle Gutierrez, Program Officer, Native Strong: Healthy Kids, Healthy Futures
Ms. Dakotah Jim (Navajo), Program Associate, Native Strong: Healthy Kids, Healthy Futures
Simone Duran (San Felipe Pueblo), NB3F Soccer Coordinator
Corey Douma (Laguna Pueblo), Junior Golf Coach
Patrick Herrera (Cochiti Pueblo), Junior Golf Coach Across America
Lyle Tso (Navajo), Junior Golf Coach Across America
Notah Begay Jr. (Navajo), Senior Sports Consultant
Meghann Dallin, MoGro Project Coordinator
Marian Quinlan, CFRE, Consultant
Sam Poarch, Accounting Consultant
Autumn Quiver (San Felipe Pueblo), Consultant
Angelica Trancosa (San Felipe Pueblo), Consultant

Notah Begay III Foundation

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