This year has proven pivotal in our fight for the health of Native American children. Native American children are often overlooked in national discussions concerning childhood obesity and type 2 diabetes, even though they are the most affected among their peers. This reality is changing, thanks in part to leaders like the Robert Wood Johnson Foundation, the W.K. Kellogg Foundation and tribal entities, such as Oneida Indian Nation, that have recognized the lack of Native voices in efforts to combat childhood obesity and type 2 diabetes and are committing key resources to address this.

Additionally, tribal communities, like my home community of San Felipe Pueblo, are confronting these diseases with a multifaceted game plan that encompass community-led physical activity and nutrition programming that enable the sharing of best practices with others throughout Indian Country. These communities are at the heart of NB3F’s work and growth. Tribal communities are the driving force behind sustainable change in the health of our children, and the belief that they deserve to be healthy and have access to resources that will support healthy lifestyles that are the key to turning the tide in this fight. We have had the opportunity to see the amazing changes that are a product of people who believe in providing healthy futures for the children who are the culture-keepers for all of our Native communities.

With continued support from partners – tribal, nonprofit organizations, public and private entities, policymakers and individuals – we will tackle these epidemics. NB3F operates with the knowledge that each tribal community is unique, but as Native Americans we have one goal and one future: to ensure the generations after us are healthy and undeterred by the current health challenges facing them, and to equip Native American children with the tools to overcome these diseases.

I am humbled by the support of our extraordinary partners and the inroads that are being made in our fight against childhood obesity and type 2 diabetes for our Native American children. Thank you for your help and I hope you continue along this path with us!

Notah Begay III
Founder
NB3F experienced unprecedented growth within our organization and programs during FY 2013. Our partners have committed key resources to ensure that the great work that began, and continues, in San Felipe Pueblo can expand to tribal communities throughout Indian Country.

While current national reports indicate a decline in childhood obesity, the opposite is true for Native American children. Our children require the basic necessities of healthy food and active lifestyles, along with the education that promotes these efforts community-wide, no matter where they are in Indian Country. At NB3F we keep in mind that our work is not finished until childhood obesity and type 2 diabetes are things of the past for all Native American children. Beating these epidemics is our goal in order to give generations of Native American children after us the ability to live healthy lives that enable them to continue the culture and traditions of our tribes.

Through convenings with tribal leaders, community members, public health experts and other stakeholders we have a better understanding of some of the barriers to healthy lifestyles in Native American communities. These barriers range from lack of access to healthy food and safe spaces for physical activity to awareness within tribal communities and nationally of the severe and disproportionate impacts these diseases are having on Native American children.

As the only Native nonprofit addressing these diseases with strategic grant making, research, advocacy, evidence-based physical activity and nutrition programming, NB3F is committed to ongoing support of tribal communities in creating sustainable programs that produce long-term change.

We are grateful for all who are joining us in making health for our children a priority.

Crystal Echo Hawk
Executive Director

“One out of two Native American children are expected to develop type 2 diabetes in their lifetime.”
From July 2012 through June 2013, NB3F served more than 4,600 Native American
children and families in four states with NB3F programming.

Since its inception in 2005, NB3F has served more than 17,000 Native American children
and families through programs and grantmaking in 13 states.

A Johns Hopkins Center for American Indian Health evaluation showed a statistically
significant decline in average BMI (body mass index) among some San Felipe Pueblo
children involved in physical activity programming.

NB3 Soccer League participants experienced increases in self-esteem, peer leadership
and knowledge around nutrition and healthy choices in the Native American children
participating in NB3F programs.

NB3F published a nationally distributed white paper on the impact of childhood obesity
and type 2 diabetes on Native American children resulting from unprecedented research,
public education, and dialogue concerning next steps in New Mexico and nationwide.

NB3F was the recipient of the Robert Wood Johnson Foundation’s 2012 Steve Patterson
Award for Excellence in Sports Philanthropy.

NB3F’s founder, Notah Begay III, received the Golf Writers Association of America’s
prestigious Charlie Bartlett Award for unselfish contributions to the betterment of society.

The annual NB3 Challenge golf event has allowed the NB3F to leverage support of PGA
and LPGA players to raise awareness about the severity of health issues facing Native
American children. Since 2008 the event has raised more than $4.5 million.
Steve Patterson Award for Excellence in Sports Philanthropy

Notah Begay III Foundation: 2012 Recipient

The Notah Begay III Foundation and founder Notah Begay III were honored by the Robert Wood Johnson Foundation as a 2012 recipient of the Steve Patterson Award for Excellence in Philanthropy.

The award is given to those in the sports world who are improving lives by leveraging the unique influence of sports.

RWJF established the award in 2005 in memory of Steve Patterson, the UCLA basketball star, NBA player, and college coach who became known for his belief in and practice of using the power of sports philanthropy to make a difference. Patterson died of cancer in July 2004 at the age of 56.

“I’m thankful that I can use my public platform to raise more awareness of Native American health issues and the need to address them,” said Notah Begay III, founder of the NB3F. “Sports can play a transformative role in the life of a young person, and we’re pleased that this award will help highlight our mission to fight childhood obesity and type 2 diabetes.”

This award recognized NB3F’s efforts to provide sports, nutritional, health, and community development programming that incorporates local cultures and traditions for Native American children, who receive less than 1 percent of foundation funding in the United States.

Honored by the recognition from RWJF, NB3F is motivated to continue to develop and share programs that implement sport to reduce childhood obesity and type 2 diabetes among Native American children.

NB3F joins the likes of the U.S. Soccer Foundation, Red Sox Foundation, Steve Nash Foundation, San Francisco Giants Community Fund, as well as a number of other athletes and sports organization taking the lead in improving communities through action and service.

“Sports can play a transformative role in the life of a young person, and we’re pleased that this award will help highlight our mission to fight childhood obesity and type 2 diabetes.”

Notah Begay III
Multi-Faceted Approach Excels in Native American Communities

To NB3F the slogan Live Healthy Live Native means more than “eating right and exercising.” To Live Healthy Live Native is to recognize the value of culture and tradition in developing and supporting sustainable change in the health of Native American children through community driven programs centered around physical activity, healthy nutrition curriculum and youth leadership.

The statistic that one out of two Native American children will develop type 2 diabetes is daunting, but the resiliency and determination of tribal communities is as strong as ever. NB3F strives to support tribal communities taking the lead in the fight against type 2 diabetes and childhood obesity.

NB3F’s signature programming involves physical activity that utilizes innovative methods to maximize the impact of exercise, while simultaneously incorporating healthy nutrition curriculum. Key to the success of this programming is the focus on culturally appropriate and customizable components which allow tribal communities to determine and accommodate their unique needs.

NB3F is proud to partner with Native American children, families and communities who are changing what it means to Live Health. Live Native.
San Felipe Pueblo, located in New Mexico, is a community that is instrumental in changing the face of health among Native American children. NB3F’s program framework in San Felipe is based on three pillars to encourage long-term change: Physical Activity, Nutrition and Community Engagement.

**Physical Activity**
Through innovative physical activity programs like soccer and fun runs, NB3F incorporates healthy nutrition education for children and their families in San Felipe Pueblo. In 2012-2013 more than 1,000 community members participated in physical activity programs hosted by NB3F.

**Nutrition**
Nutrition programming encompasses the enhancement of food systems that includes strategies to promote the availability of affordable healthy food and teaches essential strategies for making healthy food and beverage choices. The program model includes bringing a healthy food distributor to the Pueblo, implementing a healthy lifestyle intervention program for adults, and facilitating cooking demonstrations where Native families and children learn more about nutrition and healthy cooking habits. These program efforts are geared toward impacting entire families and shifting mindsets toward healthier cooking.

**Community Engagement**
Through community engagement, members of San Felipe Pueblo are able to own the process of creating a healthier community. This occurs through strategies that support youth leadership development and a community advisory board that contributes to NB3F health-related programs that encourage community change.

The NB3F Community Advisory Council, an 18-member board, developed a community action plan that includes a variety of community-led activities. The board provides advice and guidance to all NB3F programming implemented at the San Felipe Pueblo.

Youth leadership programming focused on media and public speaking workshops and the new Health Champions Internship program. The internship program fostered the professional growth of youth interested in giving back to the community and provided the opportunity for the youth to gain skills to further their educational career, enter the workforce and become leaders in health advocacy for tribal communities.
SAN FELIPE PLACE-BASED RESULTS & POTENTIAL NATIONAL IMPACT

Results from the Fall 2012 evaluation of the San Felipe Pueblo NB3 Soccer programming are encouraging and shed light on future directions. The statistically significant changes in self-esteem, peer leadership attitudes, health knowledge, and health outcomes such as reduced waist circumference and BMI z-scores are extremely promising findings for the San Felipe Place-Based programs and may be early predictors of reduced rates of obesity and diabetes as participating children age. Additionally, these unprecedented results provide guidance to NB3F and the direction needed for physical activity and healthy nutrition programming not only in San Felipe Pueblo, but throughout Indian Country.

SPOTLIGHT:

Autumn Quiver

Autumn Quiver has participated at every level in the NB3F Soccer program: player, community coach, referee, volunteer – the ONLY person in the San Felipe community to do so. She is now an employee of NB3F and our first-ever Coach Across America intern.

From player to employee, Autumn has seen many changes at NB3F but says one thing has remained constant. “NB3F has made a really positive change in the community for kids and for parents. In the beginning, kids didn’t know how to eat healthy but now, they eat fruit and they’re telling their parents to eat healthy. Through NB3F, the kids are the ones making the change.”

Her family is also strongly connected to NB3F Soccer. Her brothers—Alex, Towa and Albert— are all coaches in the program, and several of her nieces and nephews are participants in the NB3F Soccer League.
SAN FELIPE SOCCER SPOTLIGHT:
Christian Lovato

Christian Lovato started with the NB3F soccer program in the spring of 2013. Christian had never played soccer but quickly became a mainstay at the community soccer field. Christian frequently came early to practice or on off-days to play with coaches and other NB3F players. He says his favorite part of the program was playing with NB3F coaches before practice since otherwise, he’d be “staying inside on the couch.” He says the program helped him to get outside more and also helped him to “run faster and dribble better.” In addition to his newfound soccer skills, Christian also took away new knowledge around nutrition, including lessons about daily physical activity and fruits and vegetables.

FEATURED PARTNER:
Vision Fulfilled with Support from the W.K. Kellogg Foundation

The W. K. Kellogg Foundation prioritizes increasing access to food, health and well-being in diverse communities in New Mexico, which makes it a perfect partner for NB3F and the San Felipe Place-Based Program.

“A key belief at the Kellogg Foundation is that solutions to most challenges communities face can be found within the community. Our partnership with NB3F is an example of how communities can create sustainable and meaningful change for children and families,” said Jessica Coloma, Kellogg Foundation program officer.

Through this partnership, NB3F has engaged in community-wide initiatives with San Felipe Pueblo community members guiding the processes so that culturally appropriate programming reflects their unique needs while operating within the community’s traditional values system.

These programs have reached nearly every member of San Felipe Pueblo; there has been statistically significant reductions in the body mass index (BMI) of program participants; improved self-esteem among female participants and an overall better understanding of nutrition and physical activity and the roles they play in combatting type2 diabetes and childhood obesity.

“Because of the W.K. Kellogg Foundation’s support, we have been able to implement community-based participatory programming that addresses the nutrition and physical activity needs of children and families who live in San Felipe Pueblo,” said Kristyn Yepa, Chief Health and Wellness Programs Officer for NB3F. “It is this type of partnership that creates the possibility of sustainable change in the fight against type 2 diabetes and childhood obesity in Native communities.”
NB3F KEEPS IT MOVING

NB3F operates under the belief that without physical activity the fight against type 2 diabetes and childhood obesity is insurmountable. Along with access to nutrition education and healthy food, NB3F hosts clinics and supports programs aimed at providing safe places for physical activity throughout Indian Country.

Junior Golf

Golf is a family affair at NB3F that had Notah Begay Jr. directing golf programs for 150 youth from the Greater Albuquerque area, as well as Laguna Pueblo and To’hajilee, a Navajo Nation tribal community.

NB3F’s golf program is more than learning the fundamentals of the game. Notah Jr. works to instill an understanding among program participants that they must carry the principles they learn on the course into other parts of their lives. Respect, responsibility, discipline and etiquette are a priority outside of golf to ensure success on the course.

Soccer

Soccer is one of the core building blocks for NB3F in its efforts to reduce childhood obesity among Native American children. In 2012 and 2013, NB3F soccer impacted nearly 900 children and 120 adults in four states through soccer camps and clinics.

The camps and clinics that are offered outside of San Felipe serve as an introduction to NB3F’s holistic programming efforts to other tribal communities. The camps and clinics are facilitated by NB3F staff and incorporate nutrition curriculum utilized in all NB3F programming.

Clinics throughout Indian Country

To date, NB3F has held soccer and junior golf clinics in New Mexico, Arizona, New York, California, Oklahoma and South Dakota. These clinics included participants from more than 60 different tribes.
FY 2013 marked the deepening of a relationship with the Robert Wood Johnson Foundation (RWJF) to support Native communities throughout Indian Country.

“We’re starting to see signs of progress in the national effort to reverse the childhood obesity epidemic, but this progress is not happening among Native children,” said Jasmine Hall-Ratliff, program officer for RWJF. “Our support of NB3F aims to give a voice to these children and highlight the realities facing their communities, so we can ensure that all children are able to lead healthy lives.”

NB3F’s work funded by RWJF is focused on building a national center to conduct strategic grant making, capacity building, research, and mapping and advocacy efforts to prevent type 2 diabetes and childhood obesity in Indian Country.

“With half of Native American children expected to develop type 2 diabetes, we must address major health inequities among our children now,” said Crystal Echo Hawk, NB3F Executive Director. “The Robert Wood Johnson Foundation has taken a big step towards making sure our children are not overlooked.”

GAME CHANGING SUPPORTER
The Robert Wood Johnson Foundation

Accompanying the work of San Felipe Place-Based programming, NB3F hosted a series of convenings that resulted in a nationally distributed white paper titled Turning the Tide for Native American Children: Combatting Childhood Obesity and Type 2 Diabetes in New Mexico. The highlighted research and evidence were drawn from more than 255 key stakeholders from tribal communities, policymakers, as well as public, private and governmental representatives in New Mexico and throughout the United States. The Robert Wood Johnson Foundation and PNM Resources were instrumental in this large-scale effort to better understand type 2 diabetes in Native communities and the disproportionate impact it has on children. This work has provided a basis for a national initiative, Native Strong: Healthy Kids, Healthy Futures.
The NB3 Challenge is the largest event of its kind in the country benefiting Native American children’s health and wellness. This marked the fifth annual event at Oneida Indian Nation’s Turning Stone Resort Casino, taking place August 29, 2012 and resulting in nearly $500,000 in proceeds that furthered the fight against type 2 diabetes and childhood obesity among Native American children.

A new East meets West format highlighted premier players from the PGA and LPGA, with the West team claiming victory. The West team included Notah Begay III, Tiger Woods, Rickie Fowler, Gary Woodland, Cristie Kerr and Lexi Thompson, who bested the East team of K.J. Choi, Se Ri Pak, Yani Tseng, Y.E. Yang, Danny Lee and Charlie Wi with an 8 to 6 final score.

The success of the NB3 Challenge is owed to the elite athletes, Oneida Indian Nation, our newest major sponsor Amerind Risk Management, dedicated fans and other sponsors who support Notah Begay III and NB3F in bringing attention to type 2 diabetes and childhood obesity among Native children. Their support ensures additional action is taken in preventing these devastating epidemics.
“Consistency and prioritization in addressing childhood obesity and type 2 diabetes is essential to making a significant impact.”

THANK YOU!

Critical to NB3F’s progress in preventing type 2 diabetes and childhood obesity are our donors, partners and volunteers. The financial support and active participation in raising awareness our donors contribute allow NB3F to continue its unique work that enables NB3F to support tribes in building their own sustainable prevention programs for Native American children. On behalf of the Board of Directors, staff and impacted communities, we are grateful and humbled by the amount of support we continue to receive and the number of partners and individuals who truly believe in a future for Native American children where they can Live Healthy. Live Native.
**2013 NB3F SUPPORTERS**

**Tribes**
- Agua Caliente Band of Cahuilla Indians
- Coquille Indian Tribe
- Cree Regional Authority
- Hyatt Regency Tamaya Resort & Spa
- Laguna Development Corporation
- Morongo Band of Mission Indians
- Navajo Engineering and Construction Authority
- Oneida Indian Nation
- Pala Band of Mission Indians
- Pascua Yaqui Tribe DBA Casino del Sol
- Pechanga Band of Luiseno Indians
- Poarch Band of Creek Indians
- Pueblo of Tesuque
- Sac and Fox Nation
- Sandia Resort & Casino

Santa Ana Golf Corporation
Santa Ana Star Casino Tamaya Enterprises, Inc.
SMSC Business Council
Shakopee Mdewakanton Sioux Community
Spokane Tribe of Indians
Swinomish Indian Tribal Community
The Gun Lake Tribe

**Corporations**
- Akin Gump, Strauss, Hauer & Feld LLP
- AMERIND Risk Management
- Anuskewicz & McCabe PC
- Aon Risk Solutions
- Arviso Construction Company
- Avendra LLC
- Big Rock Casino
- Blue Stone Strategy Group
- Blue Cross and Blue Shield of New Mexico
- CHA Consulting, Inc.
- Ethridge Tire Center West, Inc.
- Goldman, Sachs & Co.
- Hot Yoga of Birmingham LLC
- Indian Pueblo Marketing Inc
- JP Sports + Entertainment LLC
- Landscapes Unlimited
- Lewis and Roca LLP
- Little and Associates, Inc.
- McKinley Mine Chevron Mining Inc
- McKinney & Associates CPAs LLC
- Native American Contractors Association
- Native Resource Development Co, Inc
- Native Wholesale Supply Company
- New Mexico Firm, LLC

New Mexico Gas Company
PA Edwards
PNMR Services Corporation
Pueblo Insurance Agency
REDW, LLC
Road Runner Waste Service, Inc.
Rush Enterprises
Saturn Originals Golf
Sloan and Company
Stellar Consulting LLC
The Mahoney Group
The Setter Group
Thomas Plumbing & Heating
Tsay Construction and Services
VGM Resorts & Gaming

**Foundations**
- W. K. Kellogg Foundation
- Women’s Golf Association
- AON Foundation
- Atlanta St. Patrick’s Day Foundation Inc.
- Cal South Soccer Foundation
- Con Alma Health Foundation
- Earl M. and Margery C. Chapman Foundation
- First Nations Development Institute
- General Mills Foundation
- HRMA of New Mexico
- Innogive Foundation
- The Kubly Family Foundation
- McCune Foundation
- Mission Fish, PayPal Giving Fund
- National Christian Foundation
- New Mexico Robert Wood Johnson Foundation
- The Heywood Trust
- United States Soccer Federation Foundation, Inc.
The Wireless Zone Foundation for Giving, Inc.

Government
Administration for Children and Families: Administration for Native Americans

Schools
Santa Fe Public Schools

Individuals
Alan Torgerson
Alvina Begay
Andre Diddy
Benny Shendo
Bill Dow
Brandon Eagan
Brian & Barbara King
Brian Benko
Burton Warrington
Candace Shelton
Carleton Olmanson
Carol Gaspo
Charles RedCorn
Chris Ahmie
Chris Moquino
Chris Riierson
Chuck Fouginer
Clearlake John
Colleen Kareti
Crystal Echo Hawk
Cyanne Lujan
David Moore
David Peer
Derrek Weaver
Dustin Ritchey
Edward Richards
Emerson Vallo
Eric & Michelle Weinstein
Erik Stevens
Frances Kreigenhofer
Francilla Whiteskunk-Lucero
Frank & Bettye Chaves
Gary Lincoln
Glenn Styres
Grant Moise
Greg Walker
Guillermo Brown
Hank Mccabe
Hans Maentz
Harold Felipe
Jacqueline & Randy Woodcock
James Lindstrom
James & Mathilde Pericola
James Montoya
James Pappas
James Rivera
Jeffery Buell
Jeffery Stein
Jeri Redcorn
Jerry & Bonnie Freeland
Jim Engler
Joe Lyons
Joe Rettman
Joel Galassini
John & Sandra Kinsella
Kathy Goroipe
Katlin Okamoto
Keith Anderson
Keith Vaughan
Kim Zamarin
Kurt Huesman
Larry Rosenthal
Lee Rivera
Loren Farmer
Lucille Echo Hawk
Marc Marcelli
Mark Hahn
Mark Koester
Mark Steinberg
Melvin Rousseau
Michael Falcone
Michael McHugh
Mike Jennings
Mike Yrene
Moira RedCorn
Morris Hunter
Myron Vallo
Peou Lakana
Ray Begaye
Renita Young
Richard Sacher
Richard Schnieders
Richard Zimmerman
Robert Waggoner
Roger Martinez
Ryan Brophy
Sandra Bakun
Sean McCabe
Skip Sayer
Sonya Priestly & Art Gardenswartz
Stephen Vidmar
Susan Falcone
Thomas Teegarden
Tom Rojas
Travis Suazo
Vince Bryant
Walter Flook
Wendy Waters
William Kulby
Wilson & Brenda Pipestem
Yuen Rick

In-Kind
CDW
ELLE
First Impressions Inc.
Hanesbrands, Inc
ICON
Kabotie Consulting
Microsoft
Soleheim Cup
The PGA of America
Financials

Revenue
Total: $2,935,018

Expenditures
Total: $2,123,722

- Development: $264,007
- General + Administrative: $296,956
- Program Services: $1,562,759
NB3F Team

Board of Directors
Wilson Pipestem, (Otoe-Missouria/Osage) Chairman
Grant Moise, Vice Chairman
Chad McKinney, Treasurer
Moira RedCorn, (Osage/Caddo) Secretary
Notah Begay III, (San Felipe/Isleta Pueblos/Navajo) Founder & Board Member
James Meg gesto, (Onondaga Nation) Board Member
Alvina Begay, (Navajo) Board Member
Ryan Overturf, Board Member
Sean McCabe, (Navajo) Board Member

NB3F Staff
Crystal Echo Hawk, (Pawnee) Executive Director
John Ross, Deputy Director
Casey Winn Lozar, (Kootenai) Chief Marketing and Development Officer
Monica Stapleton, Chief Financial Officer
Olivia Roanhorse, (Navajo) Director of Native Strong
Kristyn Yepa, (Jemez Pueblo), Chief Health and Wellness Programs Officer
Clint Begay, (San Felipe/Isleta Pueblos/Navajo) San Felipe Community Relations/Junior Golf Program Manager
Stephanie Gabbert, Chief Program Officer - Physical Activity/Associate Director Native Strong
Michael Johnson, (Arikara/Hidatsa) Director of Individual Giving
Peou Lakhana, Director of Health and Wellness Programs
Shannon Adragna, Program Associate/Soccer Manager
Michelle Gutierrez, Program Officer
Meghann Dallin, MoGro Project Coordinator
Cyanne Lujan, (Sandia Pueblo) Operations Assistant
Abi Fain, (Choctaw Nation of Oklahoma) Development Associate
Simone Duran, (San Felipe Pueblo) NB3F Soccer League Coordinator
Notah Begay Jr., (Navajo) Senior Sports Program Consultant
Angelica Trancosa, (San Felipe Pueblo) N7/VISTA Volunteer
David Young Bear, (Santo Domingo Pueblo) AmeriCorps VISTA Volunteer
Autumn Quiver, (San Felipe Pueblo) Coach Across American Intern
Alex Quiver, (San Felipe Pueblo) Health Advocate
Beverly Valencia, (San Felipe Pueblo) Soccer Coach Across America
Corey Douma, (Laguna Pueblo) Junior Golf Coach Across America
Kevin Herrera, (Cochiti Pueblo) Junior Golf Coach Across America
Kim Garcia, (San Felipe Pueblo) Soccer Coach Across America
Marian Quinlan, CFRE Grantwriter Consultant
Sam Poarch, Accounting Consultant