

Program Impact 2021, by the Numbers



Cover photo:
RueShunda Jim
Zuni, AIEF scholar

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Championing hope for a brighter future in remote and underserved Tribal communities

Our Mission: Serving immediate needs, supporting long-term solutions

Our Vision: Strong, self-sufficient Native American communities

Intro & Background

As one of the largest Native-led and Native-serving charities in the U.S., PWNA partners with programs across hundreds of tribal communities to support their self-determined goals and priorities. We focus on the most rural, geographically isolated and resource-poor reservations with the highest need in the U.S.

For any community partner's focus (nutrition, education, health, etc.), our overarching goals are to help improve the impact of their programs and develop local leaders who can drive social change for their tribes.

Our tribal partners bring to the table many strengths to support the process. For more than 30 years, they have inspired us through their resilience and commitment to positive change. The severities created by western colonization and formation of the reservation system, broken treaty promises and racial marginalization to food insecurity, education barriers and the digital divide will never stop their tireless efforts to bring hope, relief and sustainable gains to their people and tribal communities. They are resourceful, innovative, and determined beyond measure to create the good, and with your support, we are collaborating every day to change lives together.

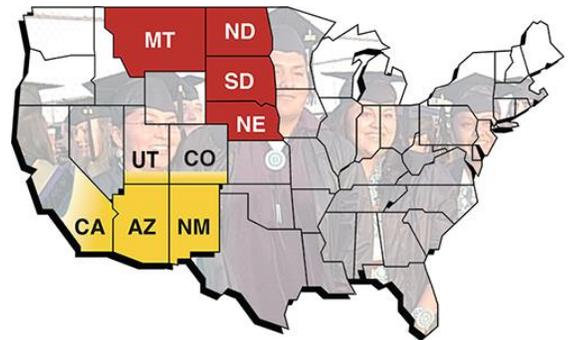
Working together, we achieve high impact through a dual approach: addressing immediate needs by providing food, water, school supplies and other critical materials, and supporting higher education and community-led projects to sustainably address symptoms of poverty and contribute to self-sufficiency and social equity. Looking ahead to future generations, PWNA also strives to help others become NativeAware and provoke meaningful conversations among today's younger workforce. Supporters like you are among the few who understand and care.

Thank you for championing hope for a brighter future. We share with our Native partners, donors and collaborators the hope that lasting change will follow for Tribal communities, programs and citizens.



Joshua Arce, President & CEO

PWNA Service Area

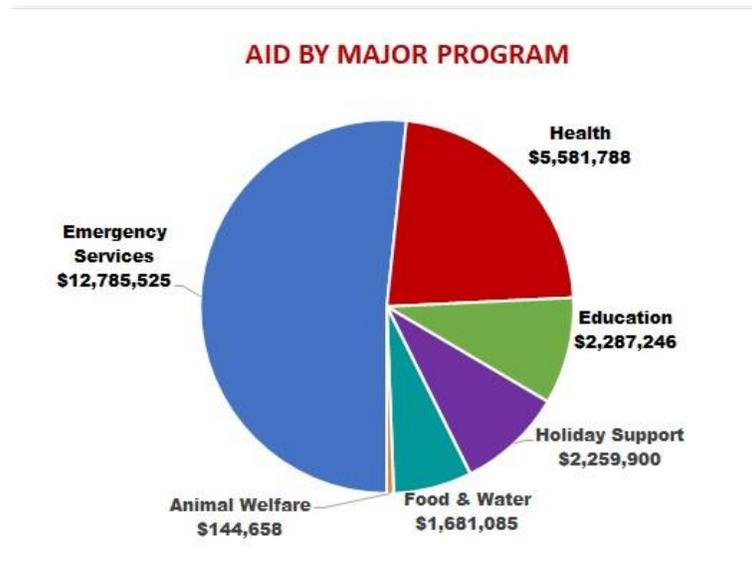


Serving 9 priority states, and scholars nationwide

Major Programs: Overview

Related PWNA Programs: NPRA, SWRA, AIEF, RAR, NRF, SNRF, SWIRC and NAA

- ▶ Year-round, PWNA helps its reservation-based partners address the issues in their communities that impact every facet of life. Together, we address six pillars of need and service: food and water, education, health, holiday support, animal welfare and emergency services (including disaster relief and disaster planning).



- ▶ PWNA maintains a fleet of trucks to distribute critical supplies and services to the reservations, and our delivery drivers traveled nearly 97,500 miles in 2021 alone. PWNA staff also traveled thousands of miles to support Tribal community distributions, training and other activities, working as a trusted partner and essential service amid the continuing pandemic.
- ▶ The “new normal” created many challenges for nonprofits in 2021. Ongoing supply chain issues have created shortages of food, water, and other household basics. The cost of essentials has increased, from food to transportation to staffing, and the ‘Great Resignation’ is making it difficult to fill open positions. For PWNA, whose sole purpose is improving quality of life for Native Americans, this means we are facing specific challenges that can threaten our programs. Despite these challenges, PWNA continued to deliver high impact in 2021 thanks to your support.

The remainder of this report outlines 2021 impact and aid delivered by PWNA in collaboration with our tribal partners across nine priority states – and nationwide with college partners for our AIEF scholars.

Major Program: Emergency Services

Related PWNA Programs: NPRA, SWRA, AIEF, RAR, NRF, SNRF, SWIRC and NAA

- ▶ **Situational Impact:** In a time of increasing natural disasters such as floods, forest fires, blizzards and tornadoes, it is critical that we equip Native communities to prepare for and respond to these events and continue to serve as a rapid first responder for the reservations. Winter warmth is always a priority for Native American Elders too. 90,000 Native Americans are homeless and 40% of Native Americans live in sub-standard, overcrowded housing. In addition, many communities face acute or chronic contaminated water issues.
- ▶ **Program Purpose:** To provide winter warmth, seasonal services and critical supplies for reservation Elders, communities and shelters, and to support tribal readiness to respond when disasters strike.



News coverage of disasters on the reservation is limited, and outside aid is slow to come.

- ▶ **PWNA Impact:** Although Americans grew tired of COVID-19 news in 2021, the pandemic continued to cause requests for COVID relief, with 34 partners on 17 reservations reaching out to PWNA for emergency supplies. We responded with nearly 909,000 lbs. of staple foods, bottled water, hygiene kits, diapers, blankets, PPE and other essentials, aiding about 51,350 Native Americans, thanks to support from the Center for Disaster Philanthropy and numerous other COVID relief funders. Additionally, PWNA delivered:
 - Supplies for 7,440 residents at shelters for the aged, homeless, disabled and abused
 - Winter fuel for about 549 Cheyenne River, Yankton, Mescalero Apache and Navajo Elders
 - Winter and summer emergency kits for about 2,335 Elders across 8 reservations in the Northern Plains and Southwest, providing blankets, batteries, candles, water, nonperishable food and other items helpful during winter storms, and/or water, sunscreen, bug spray, fire extinguishers and other items helpful during summer heat, storms and outages

Group training for emergency preparedness was more hampered in 2021 due to continuing restrictions, but with the support of Margaret A. Cargill Philanthropies, Boeing, the Melba Bayers Meyer Charitable Trust and previously trained Emergency Managers who mobilized to help their communities, we reached 194 people focused on CERT (community emergency response team) and online training in six tribal communities.

Major Program: Food & Water

Related PWNA Programs: NPRA, SWRA, NRF, SNRF, SWIRC and NAA

- ▶ **Situational Impact:** With food insecurity and food hardship now higher nationwide, many Americans are realizing for the first time what Native Americans have been up against all along. Low food security – defined as insufficient food quality or variety for dietary health – has impacted reservations for decades, fueling high rates of nutrition-related diseases such as diabetes and obesity when families must turn to less expensive but fatty and high-carbohydrate foods. Food hardship – the inability to afford enough food for yourself and your family – has increased in families with children, according to a 2018 study by the Food & Action Center. The food hardship rate is 23% for Native families (compared to 16-19% nationwide). Another common hardship is contaminated drinking water.
- ▶ **Program Purpose:** To ease food insecurity by increasing local food supply for Native American Elders, children and families, and supporting food sovereignty through gardening and local access to healthy foods on the reservations we serve.

The food hardship rate is 23% for Native families, versus 16-19% for families nationwide.

- ▶ **PWNA Impact:** In 2021, PWNA continued food and water deliveries for immediate relief, aiding about 40,455 people through:
 - Food pantry boxes that helped about 9,100 people
 - Staple foods that helped senior centers/soup kitchens feed hot meals to about 12,948 Elders
 - Emergency food boxes and produce for about 5,915 people, thanks to the Center for Disaster Philanthropy and other donors
 - 454 bags of breakfast food for Elders
 - Holiday meals (Thanksgiving, Christmas) for about 12,052 people
 - Additional food and water provided through our COVID relief shipments



Taking a long-term view of food sovereignty and capacity building, PWNA continues as facilitator of the Arizona Food Network working toward tribal food solutions statewide. Our VP of Programs continues to hold a seat on the Arizona Food & Agriculture Policy Committee, and we continue to support the Intertribal Food Sovereignty Collaboration sponsored by Newman's Own Foundation. Read more about Newman's Own and our T3 nutrition training under the Health section.

Major Program: Education

Related PWNA Programs: AIEF

- ▶ **Situational Impact:** Education is a cornerstone of economic mobility – it can only be achieved through racial and social equity. About 45,000 Native American students, or 7%, attend federal reservation schools operated by the Bureau of Indian Education (BIE), two-thirds of which are in PWNA’s service area. Always understaffed and underfunded, only 53% of students on average are graduating BIE high schools often due to lack of the basics like school supplies and clothing. The extended need for distance learning is leaving many Native students to access Wi-Fi in parking lots or on rooftops. Today, 16% of Native Americans hold a college degree (compared to 40% of whites), and 65% of all new jobs since 2010 require post-secondary education or training beyond high school, including technology and soft skills in the workplace.



- ▶ **Program Purpose:** To increase resources for Native American education, support access and retention of Native students from pre-kindergarten through college and support professional development for emerging leaders.

Education is a cornerstone of economic mobility – it can only be achieved through racial and social equity.



- ▶ **PWNA Impact:** In 2021, PWNA continued impacting education on all fronts, reaching K-12 students, college students and professionals through leadership training, as follows:
 - School supplies for about 15,753 students at 66 partner schools
 - Literacy supplies for about 3,620 children on 9 reservations
 - About 1,900 pairs of TOMS shoes distributed to Native students for school enhancement (and another 4,020 included in our school supply backpacks)
 - \$167,666 awarded in undergraduate and graduate scholarships
 - Laptops awarded to numerous first-year students, with support of the Walmart Foundation
 - Mentoring of AIEF scholars by the PepsiCo RISE Native American employee resource group
 - Due to the pandemic, no new leadership training cohorts were launched in 2021, but our 149 prior graduates continued to make positive strides for their 40 collective tribes.

With an eye to career readiness, PWNA in collaboration with Google was proud to launch the Grow with Google Indigenous Career Readiness Program with a \$1 million investment to train 10,000 students at more than 50 native-serving organizations by 2025. This initiative expanded our education services to include vocational trade school scholarships and digital training.

Major Program: Health

Related PWNA Programs: NPRA, SWRA, NRF, SNRF, SWIRC and NAA

- ▶ **Situational Impact:** A legacy of healthcare disparities and high disease rates persists across Native America, yet medical care is limited to the Indian Health Service (I.H.S.). These federal clinics are notoriously understaffed, underfunded and too far away. Only 500 clinics serve the 574 federally recognized tribes (less than 1 per reservation), and lack of transportation is an issue for many residents. Despite CARES Act funding, I.H.S. remains ill-situated to respond to a healthcare crisis, and overcrowded housing fuels the spread of COVID-19. Health and wellness partners often take the lead on preventative health care, as well as efforts to improve Native food security and long-term food access.
- ▶ **Program Purpose:** To support preventative care, essential services and health education initiatives of reservation programs serving tribal citizens, and to help them motivate involvement in healthy lifestyles and community service.

Only 500 I.H.S. clinics serve the 574 federally recognized tribes (less than 1 per reservation).



- ▶ **PWNA Impact:** PWNA supported healthy lifestyles for about 56,359 people, continued capacity building services, and aided community investment projects, as follows:
 - Supplies for about 279 partners who supported COVID-19 check ins, quarantines, elderly needs, pre- and post-natal care, parenting, the homebound and others unable to access services
 - Hygiene and infant supplies to motivate 56,266 people for health screening or education
 - Supplies to assist 31 partners who conducted (pre-pandemic) community events focused on youth development, language and culture preservation, reaching 7,077 participants
 - Continued building capacity by launching four Train-the-Trainer (T3) cohorts, including Native chefs teaching healthy meal prep with ancestral and locally available foods, reaching 55 professionals who prepare meals for Elders and can impact the diets of 330 people, with support of Newman's Own Foundation (NOF) and Feeding America (FA)
 - Facilitated 9 STRIVE advisory committee meetings, a virtual Indigenous foodways forum with 26 Native farmers, producers, ranchers and food as medicine practitioners sharing knowledge and skills, with NOF and FA support
 - Hosted a Youth Leadership Summit connecting healthy food to culture and food as medicine for 12 youth in the Northern Plains, with support of Margaret A. Cargill Philanthropies

Major Program: Animal Welfare

Related PWNA Programs: RAR

- ▶ **Situational Impact:** Today, poverty is the norm for many reservation communities, including households without running water, electricity, internet or adequate food and healthcare. This means reservation pets suffer a similar fate as the means to properly care for them just isn't there, leaving them to suffer homelessness, untreated disease and injury. Animal welfare and the problems created from overpopulated and stray animals are immense for some areas, including disease, animal bites, rabies and other safety concerns. The dumping of unwanted animals near reservation borders by non-tribal citizens only worsens overpopulation. So passionate about these animals, our program partners sometimes pay out of pocket for rescue and rehab to give them a fighting chance.
- ▶ **Program Purpose:** To support programs concerned with animal welfare and related human health risk in remote, underserved tribal communities.



Spay and neuter is the most important thing we can do to save cats and dogs from the suffering caused by overpopulation.

- ▶ **PWNA Impact:** In 2021, PWNA supported immediate and long-term community concerns related to animal welfare through:
 - \$46,300 in grants, enabling spay/neuter services for 498 animals and countering overpopulation and related community health risk on 10 reservations, including Cheyenne River, Omaha, Fort Peck, Lake Traverse reservations in the Northern Plains and the Cocopah, Colorado River, Navajo, Hopi, Zuni and White Mountain Apache reservations in the Southwest.
 - Nearly 17,700 pounds of supplies to assist RAR partners during rescue, rehab and placement of about 2,299 animals
 - 22 shipments of supplies to support animal welfare on 7 reservations

Major Program: Holiday Support

Related PWNA Programs: NPRA, SWRA, AIEF, NRF, SNRF, SWIRC and NAA

- ▶ **Situational Impact:** Native American Elders and children on the reservations PWNA assists are certainly aware of holidays celebrated across the U.S., but many families cannot afford holiday gifts or celebrations. Up to 61% of Native American children live in poverty or low-income households, many of them raised by grandparents on severely limited, fixed incomes such as social security. The lack of jobs creates impoverishment ranging from 15% to 54% across the hundreds of tribal communities PWNA serves.
- ▶ **Program Purpose:** To help our reservation partners spread community cheer, engagement and active involvement at times when families may be experiencing more disenfranchisement and seasonal stress.

Up to 61% of Native children live in poverty or low-income households, many of them raised by grandparents.



- ▶ **PWNA Impact:** After another difficult year in 2021, PWNA's holiday support brightened nearly 12,500 lives through:
 - Holiday stockings for approximately 7,973 delighted children
 - A socially distant visit from Santa with holiday stockings for 995 children
 - Holiday gift bags for approximately 3,448 Elders, filled with practical items such as blankets, gloves and hats, personal care items and/or fire extinguishers for immediate needs
 - Support for program partners who once again coordinated drive-through pickup and individual home deliveries of holiday stockings and gift bags, reaching Elders and children alike despite the pandemic

In addition to spreading cheer and meeting practical needs, PWNA partners also used these coordination activities to promote volunteerism and skill-building across 16 Northern Plains reservations and 14 Southwest reservations.

Major Program: Public Education & Awareness

PWNA and Related Programs: NPRA, SWRA, AIEF, RAR, NRF, SNRF, SWIRC and NAA

- ▶ **Situational Impact:** Social equity is about understanding the unique needs of the tribes, removing the barriers, and ensuring a pathway and a means to success. It is about inclusion in every form to interrupt the cycle of concentrated poverty that has existed for decades. Amidst the rich culture and unity of tribal communities, individual Americans seemed to quickly forget the spotlight that 2020 shined on the tribes or that their challenges with food insecurity, water shortages, overcrowded housing, inadequate healthcare, a digital divide and education barriers persist – and have for decades. Stereotypes and misconceptions also exist, fueling false speculation that Native Americans receive special government entitlements such as free housing, health care and education under the status of treaties.
- ▶ **Program Purpose:** To provide accurate information about life on the reservations, as well as PWNA programs and impact, while addressing persistent misconceptions that deter opportunity and racial and social justice for Native peoples.



Social equity is about understanding the unique needs of the tribes, removing the barriers and ensuring a pathway and a means to success.

- ▶ **PWNA Impact:** PWNA is committed to dispelling the public's misperceptions while generating a better understanding of reservation life and encouraging others toward inclusivity and support of the self-determined goals of the tribes. The 'new normal' for nonprofits, the ongoing pandemic impact and the longstanding social inequity will go unchecked unless there is a continued heightened awareness of conditions on the reservations and its impact on Native peoples. In 2021, PWNA helped by:
 - Reaching a potential reading, listening and viewing audience of about 552.3 million people with public education about current challenges and realities on the reservations – including the factors unique to tribes such as Navajo and others especially hard hit by COVID-19.
 - Supporting 62 news articles, 11 radio and TV airings, 4 press releases, social media engagement, fresh content on our website and timely original content on our blog.
 - Helping others become NativeAware and provoking meaningful conversations among today's younger workforce

To learn more, we invite you to read our [2021 Annual Report](#) or to contact us by email or phone.

Contact Us

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Founded in 1990, PWNA is one of the largest Native-led nonprofits offering solutions-oriented philanthropy in Tribal communities.

The most important thing PWNA provides is hope.