



2024ANNUAL
REPORT



Notah Begay III Founder



This year the Notah Begay III (NB3) Foundation proudly celebrates 20 years of impact, growth and commitment to Native youth health! When we first began this journey we could not have imagined how far our work would reach, becoming a powerful voice for Native youth and community health. This progress has been made possible by the unwavering support of our youth, donors, staff and community partners, who have supported our vision and worked alongside us in this mission. Without your support, I would have never envisioned the foundation as it stands today. This is my life's work and is something that brings me joy, inspiration and challenges me to make greater strides for the generations to come.

For the past twenty years, NB3 Foundation has been driven by the challenges and ever-changing needs of our youth and communities. Our relationships with Native youth and communities continue to help us understand and strengthen our impact. Together, since 2005 we have:

Invested over \$10 million in over 143 Native-led organizations, tribes and communities in 20 states;

Developed an Indigenous Health Model and Indigenous Evaluation Toolkit accessible to Native communities around the nation supporting numerous communities in their evaluation journeys;

Supported and served over 85,000 Native youth;

Looking at these amazing accomplishments, we know that the work for Native youth health is still critically important.

On behalf of the NB3 Foundation Board and Staff, THANK YOU for the past 20 years of support. I humbly ask for your continued support for the next 20 years!

A man with curly brown hair, wearing a light-colored striped button-down shirt, stands with his arms crossed on a green golf course. In the background, there are lush green trees and a range of rugged mountains under a clear blue sky with a few wispy clouds. The lower portion of the image is overlaid with a semi-transparent teal geometric pattern.

Jon Driskell

President + CEO

Greetings friends, supporters and family of the NB3 Foundation,

Thank you for following our journey of the last 20 years! This annual report is a small glimpse into the work that we do on behalf of Native youth and families. I am honored to lead a dedicated team committed to advancing our mission to ensure Native children achieve their full potential by advancing cultures of Native American community health.

As you read the message from our founder, I hope you are as inspired as I am by what our team has been able to accomplish over the last two decades. I also want to highlight the amazing progress that has been made in the past year. We continue to provide affordable programs led by coaches and officials from the very communities we serve. Through this, we are not only supporting individual youth but also helping to build a broader sense of unity by bringing together youth from different tribal communities to form empowered teams. We are listening to youth and building programs that are sustainable, safe and relevant to their needs.

As we look ahead to the next 20 years of impact, I invite you to stand with us in this important work. Support the NB3 Foundation by sharing our story, bringing your children to programs, and attending our community events and fundraisers. Your partnership and belief in our mission are essential to our continued success. Thank you again for your unwavering support.



Community Empowerment

The NB3 Foundation invests in community-driven, culturally rooted programs that promote physical activity, healthy nutrition, youth development and cultural connections. The foundation's Community Empowerment department is designed to provide Native American communities, tribes and Native-led organizations with the tools, information and inspiration to create sustain able change in their communities to benefit their children's health. NB3 Foundation confidently believes that all communities have the inherent knowledge, values and assets to address their own challenges and successes and to develop strategies to ensure their children and communities are healthy.

The department focuses on three key areas: Grantmaking, Youth Council and Community Engagement. Through Grantmaking, it supports Native-led initiatives by providing funding and resources to Native-led organizations and tribal communities. This includes projects such as the Water First! Cohorts, which emphasize Policy, Systems, and Environmental change, as well as capacity-building efforts, promising programs, and Strengthening Community Knowledge, also known as technical assistance. These projects align with our four core areas: physical activity, healthy nutrition, youth leadership and cultural connections. Established in 2023, the Youth Council focuses on developing youth leadership and empowering Native youth to drive health initiatives in their communities. Its first year centered on laying the foundation for the council and providing resources to enhance personal leadership development. Through Community Engagement, we foster relationships and facilitate collaborative efforts to increase awareness and inspire action on issues impacting Native children's health. Together, these three focus areas work to create lasting, community-driven change.



Youth Spotlight

NB3 Foundation Youth Council at UNITY

The NB3 Foundation Youth Council had the incredible opportunity of attending the United National Indian Tribal Youth Inc. (UNITY) National Conference in Portland, Oregon this summer.

Throughout the conference, our youth actively engaged in various workshops focused on leadership, cultural preservation and community empowerment. They also had the opportunity to network with peers from other youth councils across the country, exchanging ideas and building lasting connections.



NB3FIT

NB3FIT is a youth leadership and development program that serves Native American and tribal communities in New Mexico. Through the platform of sport, NB3FIT provides direct programming designed to get children active, healthy and self-assured. Through curriculum-based programming, we teach healthy nutrition, leadership skills and self-efficacy so youth can make healthy lifestyle choices.

2024 Highlights

- 1,200 youth served through year-round programming
 - Fall 97
 - Spring 287
 - Winter 185
 - Summer 636
- Hosted various sports and health camps in communities such as: Cochiti Elementary School, San Felipe Pueblo, Santa Ana Golf Club, Pueblo of Jemez, Tamaya Wellness Center/Santa Ana Pueblo, Nambe Pueblo, and Albuquerque Academy
- Partnered with Nike and US Sports Camp for the Nike N7 Diamond Experience for the Choctaw Nation in Durant, OK



Evaluation and Research

The NB3 Foundation's evaluation and research methodology integrates Indigenous knowledge that is respectful of, and inherent to Native communities' lived experiences and expertise. The Indigenous Health Model (IHM) signifies learning from practices that have been passed down from generations (traditional knowledge); and incorporates new learnings that are acquired by doing (revealed knowledge). The IHM is an organic system that needs minimal explanation in Native communities because it is a lived experience. The IHM methodology generates balance between all the elements of wellbeing and allows Native communities to exercise their own truth of wellness. The elements of wellbeing are imbedded in place, specifically where people eat, pray and play. This perspective is not new to Native communities as they continue to reclaim, reconnect, and remember those knowledge systems. When communities are the architects of their own evaluations, then measures and outcomes are locally owned and matter to the community. Evaluation includes honoring community stories as a critical way to keep track of both successes and challenges.

NB3 Foundation's Research and Evaluation Department welcomes two new team members that bring significant and diverse expertise to elevate the work



Carleigh West (they/any) joins NB3 Foundation from West Virginia's Northern Panhandle in the Appalachian region. They are a recent graduate of West Virginia University, earning a bachelor's degree in political science and a master's in communication studies with a focus on theory and research. Before joining the NB3 Foundation, Carleigh worked as a teacher with West Virginia Public Schools, served as an AmeriCorps member, and currently participates as a steering committee member for the Stay Together Appalachian Youth (STAY) Project.

Carleigh was drawn to NB3 Foundation's work due to the significant overlap in health challenges between their home region of Appalachia and Native Nations across the country. They recognize shared struggles, including high rates of obesity, heart disease, cancer, sugar-sweetened beverage consumption, and limited access to clean water. However, they also see these challenges as opportunities for solidarity and mutual learning. Carleigh is eager to contribute their knowledge to the Evaluation and Research Department while growing as a student of Indigenous Evaluation and Research. They are committed to working together in joy and solidarity to challenge the systemic issues that impact community health.

Looking ahead, Carleigh aims to emphasize community-based, youth-driven research and evaluation. They believe in engaging youth and community members to address the issues most important to them, respecting local expertise, and celebrating the knowledge that communities have cultivated. By doing so, they hope to break the cycle of extractive research that has historically impacted Native communities and instead foster collaborative, impactful scholarship.



Allen M. Mathende was born in Mutare, Zimbabwe. He began his career as a system administrator in the banking sector before transitioning to community work. To achieve his goal of working directly with communities, he pursued a Ph.D. in Education with a focus on Program Planning and Evaluation at Tennessee Tech University. He graduated in 2021, laying a strong foundation for his long-held aspiration to engage in roles that have a direct impact on communities.

Working in the Evaluation and Research Department has given Allen a profound sense of purpose—one he has always envisioned: collaborating with individuals who are dedicated to improving the lives of others. Conducting a scoping review on promoting alternatives to sugar-sweetened beverages opened his eyes to the exploitative nature of capitalist-driven marketing. He realized how targeted advertising disproportionately affects minority groups and became passionate about empowering these communities to make informed choices for themselves.

Looking ahead, Allen hopes to see the Evaluation and Research Department expand its presence at national conferences and develop influential blogs that advocate for health equity and well-being for all community members. The future holds great promise—if value is distributed equitably, society can move closer to achieving true equality. By working together, we can each play a role in shaping a more just and inclusive world.





Native Youth Golf Championship

The NB3 Foundation's Native Youth Golf Championship made its return to the Santa Ana Golf Club July 21-23, 2024. Over 60 Native youth golfers competed in this year's event with seven Native youth ages 9-17 securing their spots to play in the NB3 Junior Golf Championship in November. In its fifth year, the Native Youth Golf Championship continues to be a popular event amongst Native youth across the country.

Second place finisher in the 16-18 age division, Zachary BlueEyes (Navajo Nation), replaced Talan Gover and competed in the NB3 Junior Golf Championship for the third time.

Other repeat champions include Beans Factor, Harlow Gregory, Wyatt Basford, Preston Ross and Emma Cunningham.

Join us for the 2025 Native Youth Golf Championship July 20-22, at the Santa Ana Golf Club, Santa Ana Pueblo, New Mexico



2024 Winners

Braxton Thomas, Cherokee Nation, 10-11 years old

Santana Parraz, Navajo Nation, 10-11 years old

Harlow Gregory, Choctaw Nation, 12-13 years old

Wyatt Basford, Cherokee Nation, 12-13 years old

Emma Cunningham, Oneida Nation, 14-15 years old

Preston Ross, Navajo Nation, 14-15 years old

Beans Factor, Seminole, Chickasaw, Choctaw 16-18 years old

Talan Gover, Navajo Nation, Pawnee, Choctaw 16-18 years old





Over 100 guests from Native youth serving organizations across the country attended the 2024 NB3 Foundation's Healthy Kids! Healthy Futures! Conference June 16-18, 2024 at Sandia Resort & Resort in Albuquerque, NM. This year's attendees participated in sessions focused on how to effectively engage youth voice in their work and spaces.

This year's theme Hear Me, Hear Us: Engaging Youth Voice to Build Healthier Communities brought in leaders and organizations who have been successful collaborating with youth to reach community health goals.

The conference started with an opening session hosted by Native youth leaders from across the state. Devyn Kahze (Pueblo of Laguna), Jasmine Mitchell (Diné), Chenoa

Scippio (Santa Clara Pueblo, Diné) and Derek Capitan (Laguna Pueblo, Diné) facilitated a session on how organizations and communities can build meaningful relationships with the youth they serve.

Following the opening session, attendees attended learning and networking sessions hosted by presenters including: Positive Coaching Alliance, Great Lakes Inter-Tribal Council, Elevate Navajo, Native Strength Revolution, Nurture Cultivate, Zuni Youth Enrichment Project, Bill Coriz Kewa educator, The BEN Initiative, Tumbleweed Nutrition and Ho'ala 'Aina Kupono.

We'd like to thank our event sponsors BlueCross BlueShield of New Mexico and Raving for helping make the event a success.





New Mexico Grande Slam

The Notah Begay III New Mexico Grande Slam golf event is more than just a tournament; it's a key fundraiser supporting the NB3 Foundation and other nonprofits dedicated to improving the lives of youth across New Mexico. Each year, the event raises essential funds to provide tools, resources and programs that empower children to live healthier lives.

This year, the NB3 Foundation is proud to partner with the National Dance Institute of New Mexico (NDI). A portion of the funds raised were donated to NDI to support their mission to bring dance and creative expression to youth, helping them build self-esteem, discipline and confidence.

A heartfelt thank you to all our generous sponsors whose support makes this event possible. Your contributions are key to delivering resources and creating meaningful change in New Mexico's communities. By raising funds for organizations that support youth, we're helping shape a healthier future for the next generation.



2024 Nonprofit Partner:
National Dance Institute of New Mexico

Thank you Sponsors!

Official Partners:
Santa Ana Golf Club, FanDuel, Dickson Golf

Grande Partners:
San Manuel Band of Mission Indians, Noel/Gutierrez/Throckmorton/Gibbons

Platinum Partners:
SLOTCO, InnoNative Consulting, Pueblo of Sandia, Jim Eddy/ Dennis Conrad

NB3 Foundation Champions:
AMERIND, Arthur J Gallagher, New Mexico Gas Company, Isleta Resort & Casino, PNM, Power Products Southwest, George Hiller Jr., Singleton Schreiber

Together, we go Grande for the kids of New Mexico!





Traditions Run

The second annual Traditions Run was held on October 26, 2024 at the San Felipe Pueblo in New Mexico. A total of 283 youth participated in the FREE event. The Traditions Race was created to give all youth runners the opportunity to participate in a competitive race despite experience, club affiliation or cost barriers. Traditions Race is a community event that draws many supporters to cheer on the youth as they tackle the challenging course.

Thank you to our partners, sponsors and volunteers that made this event possible!

2024 Partners:

Pueblo of San Felipe - Office of the Governor, Health & Wellness Department, CHR Program, Fitness Center, Department of Natural Resources and Public Improvement Authority

NB3FIT DAY

NB3FIT Day, held at North Domingo Baca Park in Albuquerque, NM, brought together over 70 Native youth and families for a day of fun, fitness and celebration in honor of Native American Heritage Month. This free event, is part of our ongoing commitment to providing events for the community, focused on promoting healthy, active lifestyles for Native youth and their families.

The event featured a variety of activities designed to get participants moving, from obstacle courses, rock climbing wall and tennis, all aimed at getting families and community moving together. It was an opportunity for families to connect, have fun and prioritize health while celebrating Native heritage.

A special thanks goes out to our incredible partners, City of Albuquerque, San Felipe Project Venture, Indigenous Farm Hub and US Tennis Association, whose support helped make this event a success. Their presence and contributions highlight the importance of collaboration in creating healthier communities for Native families.



Donor Spotlight - AMERIND

Led by Chief Executive Officer, Derek Valdo (Pueblo of Acoma), AMERIND is a Tribally-owned organization of Tribes that provides affordable and sustainable commercial and residential insurance for Native communities and businesses. AMERIND has been a longstanding partner of the Notah Begay III (NB3) Foundation and has generously pledged \$500,000 to the foundation's endowment fund. A recognizable name at Foundation events, AMERIND has been a top-level sponsor of our annual NB3 New Mexico Grande Slam golf tournament that raises funds for NB3 Foundation and New Mexico youth focused nonprofits. In addition to supporting our events and programs through sponsorships, AMERIND's CEO Derek Valdo serves as chairman of the NB3 Foundation Board of Directors.

On top of providing critical commercial and residential insurance solutions for Indian Country, AMERIND supports many community programs, Native American advocacy groups, and has established the Family Emergency Fund. They host an annual golf tournament "Protecting Tribal Families Golf Fundraiser" that supports the Family Emergency Fund and other Native-led nonprofit organizations. AMERIND also has a scholarship program for American Indians, Alaska Native and Native Hawaiians striving to advance their academic careers.

The NB3 Foundation is deeply appreciative of the support that AMERIND has provided over the years. Thank you, Mr. Valdo and AMERIND!



FINANCIAL (Year Ended June 30)

Consolidated Statements of Financial Position

ASSETS

	2024 TOTAL	2023 TOTAL
Cash and cash equivalents	\$ 1,457,400	\$ 3,810,163
Investments at fair value	10,663,598	7,035,409
Receivables	16,500	1,584,078
Other assets	604,495	681,831
	<u>12,741,993</u>	<u>13,111,481</u>

LIABILITIES & NET ASSETS

Total Liabilities	<u>\$ 555,818</u>	<u>\$ 437,609</u>
Net Assets:		
Without donor restrictions undesignated	9,992,874	8,447,157
Board designated reserve	2,015,955	1,767,890
Net investment in property & equipment	<u>33,311</u>	<u>51,055</u>
	<u>12,042,140</u>	<u>10,266,102</u>
Without donor restrictions		
Restricted for purpose	<u>144,035</u>	<u>2,407,770</u>
Total net assets	<u>12,186,175</u>	<u>12,673,872</u>
Total liabilities and net assets	<u>\$ 12,741,993</u>	<u>\$ 13,111,481</u>



REVENUE

1 Foundation	58%
2 Corporation	22%
3 Individual	11%
4 Tribal	3%
5 Program Service Revenue	6%

Consolidated Statements of Activities and Changes in Net Assets

	2024 TOTAL	2023 TOTAL
REVENUES, GAINS, PUBLIC SUPPORT		
Grants/Contributions	\$ 1,049,726	\$ 4,411,588
Special event revenue	137,441	75,021
Other income	584,085	319,456
Total revenues, gains, public support	\$ 1,771,252	\$ 4,806,065
EXPENSES		
Program Services	\$ 1,629,391	\$ 1,858,658
Supporting Services:		
Administrative	311,831	222,980
Advancement	325,327	249,820
Total supporting services	637,158	472,800
Total expenses	2,266,549	2,331,458
Change in net Assets	(495,297)	2,474,607
Net Assets, Beginning of Year	12,673,872	10,199,265
Adjustment to Net Assets-Endowment Promise	7,600	
Net Assets, End of Year	\$ 12,186,175	\$ 12,673,872



EXPENSES

1	Program Service	72%
2	Advancement	14%
3	Finance & Administrative	14%

Donors:

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Ernest Shendo
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Sherela Waquie
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501CPA
AMERIND Risk Management
Arthur J Gallagher Risk Management Services
Avangrid Inc.
Big Mountain Catering
Blue Cross Blue Shield of New Mexico
First Nations Community Health Source Inc.
Genentech
Health Care Service Corporation
Kamama Consulting LLC
M3 Drive Locker LLC
MDS Investments LLC
Mille Lacs Corporate Ventures - SLOTCO
New Mexico Gas Company
Precision Pixel/Iona Bee
PNMR Services Corporation
Power Products Southwest
Progressive Insurance Fund
Raving Consulting Company
Ronald Blue Trust
Singleton Schreiber LLP
SLOT CO
Smith's Food and Drug
Square One Consultants
Wilson

Tribes:

Ho Chunk Nation
Isleta Resort & Casino
Laguna Development Corporation
Pueblo of Sandia
San Manuel Band of Mission Indians
Tamaya Enterprise Inc.
Tesuque Casino/Pueblo of Tesuque

In-Kind:

Bettye Chaves
Bison Star Naturals
Bow and Arrow Brewing Company
Ciara Gutierrez
Dennis Conrad
Don Mickey Designs
Deanna and Samuel Duran
One World Rug Care
Palm's Trading Co.
Premier Distributing
Santa Ana Golf Club
Virginia Clark

Foundations:

Our Change Foundation
Ray Family Trust
Sandia Foundation
Santa Fe Community Foundation
The Seattle Foundation
Winky Foundation

Other

Northern New Mexico Men's Senior Golf Association
St. Ignatius College Preparatory

Founder

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Clint Begay (Diné/San Felipe/Isleta), Director of NB3FIT

Simone Duran (San Felipe), Director of Community Empowerment

Renée Goldtooth-Halwood (Diné), Director of Research and Evaluation

Cyanne Lujan (Sandia), Director of Advancement

Erma Trujillo (Cochiti), Director of Finance

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Brendon Ansera (San Felipe), NB3FIT Program Coordinator

Janeé Bates (San Felipe), NB3FIT Program Coordinator

Simona Casiquito (Jemez), NB3FIT Program Assistant

Tom Camacho, Grant Writer

Mia Freeland (Diné), NB3FIT Program Coordinator

Jennie Holmes (Sandia), NB3FIT Program & Evaluation Coordinator

Allen Mathende, Research and Evaluation Coordinator

Demitrius Payne (Laguna/Hopi), NB3FIT Program Coordinator

Jared Lesansee (Jemez/Zuni) Community Empowerment Coordinator

Autumn Quiver (San Felipe/Diné/Lakota Sioux), NB3FIT Program Coordinator

Sacha Smith (Southern Ute/Diné), Communications Specialist

Carleigh West, Research and Evaluation Coordinator



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