



2021 ANNUAL REPORT



MESSAGE FROM NOTAH BEGAY III FOUNDER

This past year our team and board has been focused on making patient and strategic decisions that will continue to move us towards our vision that all children live healthy, happy and fulfilled lives.

Though we could not go into many communities due to the ongoing pandemic, our NB3FIT team was dedicated to making critical connections with Native American youth by offering virtual programming opportunities to those in community lock-downs and in-person programs to families who were comfortable with attending.

Native youth have emerged stronger and are eager to get active, get involved and take part in their journey to create healthier lives, families and communities.

I am pleased to share with you in this report how NB3 Foundation has adapted and continues to innovate in order to provide a constant beacon of health and hope for Native youth to live healthy, active lives.



MESSAGE FROM JON DRISKELL COO/ACTING CEO

Reflecting on 2021, the Notah Begay III (NB3) Foundation stayed true to our commitment to Native youth despite the continued uncertainty of the ongoing pandemic. Our team adapted to the “new normal” of remote work, remembering to take ourselves off mute most of the time and striving to support Native youth and communities through innovative new approaches in response to the constantly changing health and safety conditions.

As you will see in the stories documented in this report, NB3 Foundation staff worked relentlessly in 2021 on behalf of the communities we serve. Highlights include:

- NB3FIT coaches and youth participants smiling with joy behind their masks when we returned to in-person NB3FIT programming in the summer.
- Our inaugural NB3FIT Youth Golf Team competed at a high level at tournaments throughout the region while also completing service projects in their

communities and our cross-country team again competed in the national championships in Kentucky.

- The Community Empowerment team awarded \$1 million dollars in grants to support collective impact projects supporting Native youth health across the country and shared resources and technical support to community partners on a monthly basis.
- The Evaluation and Research experts completed an Indigenous Evaluation Toolkit to support Native youth serving organizations seeking to ground evaluation practices in the values and priorities of their communities.

We look forward to the ambitious programs and events planned for 2022. As we continue to push forward to create safe, healthy spaces for Native youth and communities to thrive we are grateful for your support that makes our work possible.



YEAR IN REVIEW

FEBRUARY

- Ryan Arkie joins NB3 Foundation
- Chobani Youth Hunger Summit
- Active Schools Campaign, 8 schools
- Get Active Youth Campaign
- Released Water Road Map resource

MARCH

- Indigenous Evaluation presentation for Federation of State Humanities Council
- Jennie Holmes joins NB3 Foundation

APRIL

- NB3FIT first ever elite junior golf team announcement
- NB3 Foundation Participates in Healthy Native Youth panel, *Native Youth Identity*

MAY

- Collective Impact Community Partners announced
- Demetrius interview by Raving Consulting, *Behind the Scenes: Making the Connection Between Your Dollar and the Youth It Helps*
- Presentation, *Increase Healthy Beverage Consumption and Reduce Sugar-Sweetened Beverages: A Community Roadmap, Nutrition & Obesity Policy Research & Evaluation Network*

JUNE

- NB3FIT hosts youth programming in person after a year off due to covid restrictions

JULY

- NB3FIT hosts first ever running camp
- NB3 Foundation partners with Richardson-Zah relief fund to deliver Nike shoes to Navajo Nation youth

AUGUST

- Native Youth Golf Championship
- NB3 Foundation selected as beneficiary of San Manuel Golf Tournament
- PNM supports NB3FIT programs with \$10,000

SEPTEMBER

- Presentation of the *Keeping Track: A Toolkit for Indigenous Youth Program Evaluation*, Healthy Native Youth Project, Northwest Tribal Epidemiology Center, Northwest Portland Area Indian Health Board

NOVEMBER

- NB3FIT Week
- Zero to 60 Challenge
- NB3FIT Community XC Race
- NB3FIT XC at USATF NM State Meet

DECEMBER

- Vaccine Event
- NB3FIT XC to Nationals





NB3FIT

NB3FIT is a direct 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.

2021 was a year of adjustment, change and adaptation for NB3FIT programs. With many of our Tribal communities in lock-down

we were not able to go into communities and provide in-person programs for youth, so we adapted. NB3FIT provided virtual programs for those who could not leave their communities and hosted in-person COVID-safe programs for those who were able to make the drive into Albuquerque. The youth and coaches alike were excited and a bit nervous at first, but with time came more confidence and flexibility. Overall, the youth and coaches displayed resilience and proved that they could overcome obstacles and challenges to provide quality programs for Native youth.



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 national grantmaking program called "Community Empowerment," is designed to provide Native American communities, tribes and Native-led organizations with the tools, information and inspiration to create sustainable change in their own communities that benefit their children's health. The 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.

Early in 2021, Community Empowerment had to continue to innovate and adjust to the ongoing lockdowns in Tribal communities. One successful means of engagement was the first Get Active campaign targeting youth 12-18 who wanted to focus on personal health and wellness. This campaign gave the youth an opportunity to "come together" virtually

and participate in various activities that helped them take the lead of their own health and wellness. The weekly sessions were focused on one of the Foundation's four core areas: physical activity, healthy nutrition, youth development and cultural connections. Each of the participants received fit kits with at home workout tools and sample guides. They proved to themselves and each other that they are creative, resilient and determined to take charge of their own health journey.

In addition to the Get Active Campaign and the Active Schools Campaign, Community Empowerment began working with five community partners on a 22-month grant. These community partners are supported by NB3 Foundation with technical assistance, collaboration opportunities and inspiration to develop or further collective impact efforts that promote one or more of the Foundation's four core areas. These five community organizations will serve as backbone organizations initiating and deepening a collective strategy and strategic network that promotes Native youth health.

2021 ACTIVE SCHOOLS COMMUNITY

- Native American Community Academy, NM
- Dream Diné Charter School, NM
- Dził Dít'ooí School of Empowerment Action and Perseverance, NM
- Laguna Elementary School, NM
- Santa Fe Indian School, NM
- Mescalero Apache School, NM
- Cuba Independent School District, NM
- Vista Grande High School, NM

COMMUNITY EMPOWERMENT COHORT

- Aleutian Pribilof Islands Association, Inc., AK
- Community Outreach and Patient Empowerment, NM
- Great Lakes Inter-Tribal Council, WI
- Ho-Chunk Nation Youth Services, WI
- Hul Wicasa Wopasi, SD



EVALUATION & 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.

During 2021, the evaluation and research department continued to develop and pilot new ways to collect information that help show the changes taking place in the youth we serve. Gamified evaluation was implemented with NB3FIT program participants in the summer. The youth were asked to participate in fun activities while helping the team with data collection. The two methods implemented were the Rez Dog Confidence Likert scale and body mapping. With the Rez Dog Likert scale youth were asked a series of questions about courage or braveness and asked to stand near the "Rez Dog" that best represented their feelings toward the question. The Rez Dog illustrations showed varying levels of bravery from "not brave at all" to "very brave". The body mapping activity asked youth to draw an outline of their body. Youth were then asked a series of questions pertaining to their health and fitness. Youth then drew pictures or wrote words and phrases that best answered the questions asked.



NATIVE YOUTH GOLF CHAMPIONSHIP

51 Native youth golfers ages 8-18 competed in the second annual NB3 Foundation Native Youth Golf Championship at the Santa Ana Golf Club, Santa Ana Pueblo, NM. Four finalists qualified to play in the Notah Begay III Junior Golf National Championship at Kosati Pines at Coushatta in Kinder, LA in November.

Many tribal nations were represented at the event. The youth expressed their excitement and nervousness of being able to play in a unique event and to meet Notah Begay III.



NB3FIT YOUTH GOLF TEAM

In 2021, the NB3 Foundation introduced its first ever NB3FIT Youth Golf Team. The team consisted of 14 elite Native youth golfers from ages 12-18 from across New Mexico. The team was formed to provide an opportunity for youth Native golfers to pursue their passion for excellence in golf, contribute to their communities, and serve as positive role models to their peers.

Each year the Foundation accepts applications for Native youth golfers interested in joining the team. In addition to practicing and playing golf, the NB3FIT Youth Golf Team, members will develop a community service plan.

"Many of our youth face several barriers when pursuing elite competition in golf. We hope to bridge the gap by providing skills training, equipment, tournament opportunities and youth development through mentorship and community service."





NB3FIT COMMUNITY XC RACE

In 2021, the NB3 Foundation was excited and nervous to host an in-person NB3FIT Community XC Race. The pandemic was still ongoing and as the weather began to get cooler, the numbers of cases began to surge. This was even more motivation for the NB3 Foundation team to host a safe event that also uplifted the spirits of many of our Native youth and families who had been hunkered down in their respective communities. In addition to the in-person event, the virtual option

was offered again for those who felt more comfortable participating from afar and for those who wanted to participate but could not travel to the event.

The 5K, 3K and Family 1K events drew about 100 participants from all ages and all levels of fitness. It was a beautiful day filled with laughter and excitement for those who were attending an in-person event for the first time.



DONOR SPOTLIGHT **CARLOS & AUDREY MARTINEZ**

Carlos and Audrey Martinez have been friends and donors to the NB3 Foundation for over 10 years. In 2015 Audrey was invited to join the NB3 Board of Directors where she continues her service.

Audrey has sought out Native American organizations whose mission and services are consistent with her own values and priorities. She has found the mission of NB3 to advance growth and development of children in a healthy environment to be the right fit with her vision. This partnership continues to provide her with the motivation to support the work of the NB3 Foundation with contributions of funds, time and endorsements.

Since 1995, Audrey has served as an elected officer and member of the San Manuel Business Committee, including terms as Tribal Treasurer and Tribal Secretary. She has served on the Board of the Riverside-San Bernardino County Indian Health, Inc., the Operating Committee for First Nations Experience (FNX), the nation's first Native American and World Indigenous Peoples television network, and as a Board member for the Highland Area Chamber of Commerce and the San Bernardino Chamber of Commerce. Audrey has served on the Highland Senior Center Board of Directors for more than 20 years.

Carlos Martinez serves the San Manuel community as a Reserve Firefighter with the San Manuel Fire Department. This position requires Martinez to continually work to hone his firefighting skills. He is an American Red Cross certified Emergency Medical Responder. He has a passion for old cars and spends his spare time working on his '64 Chevy Impala and his '57 Bel Air. He participates in car shows all over California with his friends in the "Travel Team".

FINANCIAL (Year Ended June 30)

Consolidated Statements of Financial Position

ASSETS

	2021 TOTAL	2020 TOTAL
Cash and cash equivalents	\$ 507,462	\$ 568,051
Investments at fair value	4,353,443	1,595,857
Receivables	628,000	1,596,668
Other assets	79,052	40,564
	<u>\$ 5,567,957</u>	<u>\$ 3,801,140</u>

LIABILITIES & NET ASSETS

Total Liabilities	<u>\$ 1,120,566</u>	<u>\$ 439,671</u>
Net Assets:		
Without donor restrictions undesignated	2,652,798	354,382
Board-designated reserve	450,000	223,433
Net investment in property & equipment	64,664	25,607
	<u>3,167,462</u>	<u>603,422</u>
Without donor restrictions		
Restricted for purpose	1,279,929	2,758,047
Total net assets	<u>4,447,391</u>	<u>3,361,469</u>
Total liabilities and net assets	<u>\$ 5,567,957</u>	<u>\$ 3,801,140</u>



REVENUE

1 Foundation	80 %
2 Corporation	17 %
3 Individual	2 %
4 Program Service Revenue	1 %

Consolidated Statements of Activities and Changes in Net Assets

	2021 TOTAL	2020 TOTAL
REVENUES, GAINS, PUBLIC SUPPORT		
Grants/Contributions	\$ 3,908,754	\$ 3,108,232
Special event revenue	-	187,606
Other income	69,005	87,498
Total revenues, gains, public support	\$ 3,977,759	\$ 3,383,336
EXPENSES		
Programs Services	\$ 2,294,075	\$ 1,767,716
Supporting Services:		
Administrative	262,603	249,331
Advancement	335,159	102,924
Total supporting services	597,762	352,255
Total expenses	2,891,837	2,119,971
Change in net Assets	1,085,922	1,263,365
Net Assets, Beginning of Year	3,361,469	2,098,104
Net Assets, End of Year	\$ 4,447,391	\$ 3,361,469



EXPENSES

- 1 Program Service 75%
- 2 Advancement 15%
- 3 Finance & Administrative 12%

DONORS

IN-KIND

Dennis Conrad
Santa Ana Golf Club

CORPORATIONS

CVS Health
PNMR Services
Corporation
Stetson Law Offices PC
United Way of Central
New Mexico
Valley of the Sun
United Way

FOUNDATIONS/ ORGANIZATIONS

Amazon Smile
Bayless Charitable Fund
Davidson O'Brien
Family Charitable Fund
Henniger-Voss
Charitable Fund
Moon Mountain Fund
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Seneca Diabetes
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The Curse New Mexico
The Denver Foundation
The Seattle Foundation
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TRIBE

San Manuel Band of
Mission Indians

INDIVIDUALS

Anonymous
Abdurkader Abdi
Adam Bird
Adam Moise
Adelina Alegria
Aimee Johnson
Albert Redd
Alena Chalan
Alex Quiver
Alexandra Gachupin
Alva Gachupin
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Amy Sarkarati
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William Bill Michaels
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William Morningstar
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