



## PRESS RELEASE

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### Native Ways Federation Announces the Second Year of Their National #GiveNative Campaign

St. Paul, Minn. (August 3, 2023) – Native Ways Federation (NWF) will be launching a #GiveNative campaign on Giving Tuesday, for the second year in a row. Giving Tuesday is a global generosity movement driven by individuals, organizations, communities, and charities in countries all around the world.

Only 0.4% of philanthropic funding by large U.S. foundations are directed towards Native communities, even less goes to Native-led organizations, and it's critical for this gap to be addressed. However, the impact of Giving Tuesday goes well beyond charitable donations. It inspires giving in all its forms from encouraging kindness to raising funds for local non-profits and celebrating generosity. The movement is an opportunity for global unity through the power of generosity—a value upheld among Indigenous communities.

The #GiveNative campaign will launch on November 28, 2023 and updates will be made across all NWF social media platforms leading up to the official date. Native-led nonprofits that wish to participate may visit the NWF website for further #GiveNative resources. Additional campaign activities include:

- Partnering with Native nonprofits to build #GiveNative interest across all digital platforms
- Distributing pre-made #GiveNative social media graphics
- Hosting free #GiveNative webinars

"The #GiveNative campaign is an opportunity to broadcast the important work happening in the philanthropic field of Indian Country," stated Carly Bad Heart Bull, JD (Flandreau Santee) Executive Director, Native Ways Federation. "Native-led organizations are repetitively underrepresented by the mainstream public and this platform supports their voices to be heard on the largest giving day of the year."

NWF would like to thank the GivingTuesday team for their support and encouragement and express gratitude to NWF's founding members for uplifting giving in Indian Country.

#### About NWF:

The Native Ways Federation was founded in 2008 by a group of seven national Native-led nonprofits to activate and expand informed giving in Indian Country through donor education and advocacy. NWF strengthens the circle of giving by uniting the Native nonprofit sector, advocating for Native nonprofits, and influencing philanthropy.