



PRESS RELEASE

Contact: Sarah Johnson 612.429.1718 sjohnson@nativeways.org

Native Nonprofit Day Returns May 21, 2026, for Fifth Annual National Giving Day Supporting Native-Led Nonprofits

Minneapolis, Minn. (February 25, 2026) – Native Ways Federation (NWF) announces the return of the fifth annual Native Nonprofit Day on Thursday, May 21, 2026. Native Nonprofit Day is a giving initiative aimed at increasing support for Native-led organizations nationwide in a movement driven by individuals, organizations, and communities across social platforms and beyond.

In previous years, Native Nonprofit Day took place on the third Friday, but beginning in 2026, this giving day will be held annually on the third Thursday of May. This year's campaign theme: *Plant Seeds. Nurture Growth. Create Year-Round Momentum.* reflects both the spirit and the strategy behind the movement. Native Nonprofit Day calls on supporters to move beyond symbolic support and make direct financial investments in Native-led organizations.

“Native Nonprofit Day is more than a moment—it’s a movement,” stated Carly Bad Heart Bull, JD (Flandreau Santee) the Executive Director of NWF. “It’s a call to plant and nurture the seeds of Native-led power so our communities can thrive year-round. But seeds only grow when we invest in ecosystems that sustain them. We are calling on donors, partners, and community members to take action and give directly to Native-led nonprofits—organizations rooted in culture, accountability, and the lived wisdom of our people. This giving day connects supporters to leaders on the ground who are building solutions, protecting our futures, and advancing self-determination. When we invest in Native-led work, we’re not funding charity—we’re ensuring Native organizations have the resources not just to endure for a moment, but to thrive and create lasting impact for generations.”

Despite their critical role in advancing community-led solutions, Native-led nonprofits continue to receive a disproportionately small share of philanthropic funding. Native Nonprofit Day addresses this disparity by mobilizing a unified, nationwide movement that advances more just and equitable philanthropic investment, amplifies collective visibility, and supports sustainable, long-term fundraising power across Indian Country.





PRESS RELEASE CONTINUED

Contact: Sarah Johnson 612.429.1718 sjohnson@nativeways.org

Despite their critical role in advancing community-led solutions, Native-led nonprofits continue to receive a disproportionately small share of philanthropic funding. Native Nonprofit Day addresses this disparity by mobilizing a unified, nationwide movement that advances more just and equitable philanthropic investment, amplifies collective visibility, and supports sustainable, long-term fundraising power across Indian Country.

As host of Native Nonprofit Day, NWF provides participating nonprofits with a comprehensive campaign toolkit, customizable graphics, and virtual workshops that are all accessible at [GiveNative.org](https://www.givenative.org). NWF also hosts the Native Nonprofit List at [GiveNative.org](https://www.givenative.org), which is designed to connect donors directly to Native-led organizations. All these efforts are meant to make fundraising for Native-led nonprofits easier, and more impactful. Native-led nonprofits that are interested in joining the list should register by April 22nd to ensure they are approved in time for the Native Nonprofit Day campaign.

Community members, both new and long-time supporters, are encouraged to participate by donating to a Native-led nonprofit on May 21st, amplifying participating organizations on social media, and committing to sustained support beyond this campaign.

About Native Ways Federation:

NWF was founded in 2008 by several national Native-led nonprofits to activate and expand informed giving in Indian Country. We are committed to accomplishing this through donor education and advocacy, which includes our Native Nonprofit Day campaign. Our founding members include the [American Indian College Fund](#), the [American Indian Science and Engineering Society](#), the [Association on American Indian Affairs](#), the [First Nations Development Institute](#), the [National Indian Child Welfare Association](#), and the [Native American Rights Fund](#). We strengthen the circle of giving by uniting the Native nonprofit sector, advocating for Native nonprofits, and influencing philanthropy.

