



PRESS RELEASE

Contact: Sarah Johnson 612.429.1718 sjohnson@nativeways.org

Native Ways Federation Announces Fifth Annual #GiveNative Campaign for Giving Tuesday 2026

Minneapolis, Minn. (August 20, 2026) – Native Ways Federation (NWF) is proud to announce the fifth annual national #GiveNative Campaign, Sow the Seeds. Share the Harvest., culminating on Giving Tuesday, December 1, 2026. This year's campaign celebrates the Indigenous value of reciprocity—recognizing that generosity grows stronger when it is shared.

As #GiveNative marks five years of mobilizing support for Native-led nonprofits, the campaign honors the momentum built together while inviting donors, partners, and communities to donate to Native organizations across the country. Despite the essential role Native-led nonprofits play in strengthening Tribal Nations and Native communities, they continue to face systemic barriers to philanthropic investment. Native Americans make up approximately 2.9 percent of the U.S. population, yet Native-serving causes receive only 0.4 percent of philanthropic dollars, and much of that funding is directed to organizations that are not Native-led. Limited tracking of Native philanthropy, burdensome reporting requirements, and gaps in data collection continue to contribute to the persistent underfunding of Native organizations. #GiveNative exists to educate donors about these disparities while advocating for greater investment in Native-led solutions.

“Every seed planted through #GiveNative is an investment in Native leadership, Native solutions, and the future our communities are building together,” said Carly Bad Heart Bull, JD (Flandreau Santee), Executive Director of Native Ways Federation. “Every harvest reflects the strength of our communities, and generations of knowledge, resilience, and care. When we invest in Native-led nonprofits, we invest in solutions rooted in culture, relationships, and community. Together, we can cultivate a future where Native organizations have the resources they need, not only to survive, but to thrive.”

Building on the success of previous years, the 2026 #GiveNative Campaign will provide educational resources, advocacy tools, and opportunities for Native-led nonprofits to engage supporters leading up to and on Giving Tuesday.





PRESS RELEASE CONTINUED

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Throughout the campaign, NWF will continue advancing its mission of increasing visibility for Native-led organizations while educating donors about the importance of directing resources to Native-led solutions. Campaign activities include:

- Expanding and promoting the Native Nonprofit List at [GiveNative.org](https://www.givenative.org) as a trusted resource for verified Native-led nonprofits.
- Offering monetary prizes and incentives to participating Native-led organizations.
- Providing a comprehensive digital toolkit, social media graphics, and campaign resources.
- Hosting free public webinars to educate donors and support participating organizations.
- Sharing educational content highlighting the systemic funding disparities facing Native-led nonprofits and the impact of investing directly in Native leadership.

The Native Nonprofit List remains the cornerstone of the #GiveNative Campaign, connecting donors with verified Native-led nonprofits serving communities throughout the United States. Native-led organizations are encouraged to register or update their information, access free campaign materials, and participate in this growing national movement. Donors, foundations, and partners are invited to use the list to learn more about Native-led organizations and make informed giving decisions that advance equity in philanthropy.

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.