



The Value of Trust Relationships

 **National Relief Charities**
Building Strong, Self-Sufficient American Indian Communities

2010 Annual Report

About National Relief Charities

Our Vision

Building strong, self-sufficient American Indian communities

Our Mission

To help Native American people improve the quality of their lives by providing opportunities for them to bring about positive changes in their communities

Our Program Values

Respect
Reliability
Responsiveness
Relationship

The NRC Way


To reduce immediate need for Native Americans and at the same time enhance reservation programs and services. This twin focus builds for today and tomorrow, and creates more opportunities for positive change in reservation communities. These are our guiding principles:

- 1 NRC works through reservation partners, to identify the needs that we can help them address.
- 2 NRC helps partners enhance outcomes at the reservation programs where they work.
- 3 NRC gives preference to rural and remote communities with limited access to transportation and services.
- 4 When a group is selected for service, NRC strives to serve everyone in the group.
- 5 NRC delivers only needed goods and services that our partners request.
- 6 NRC insists upon program accountability from its partners.
- 7 NRC takes its stewardship seriously. We count on our donors to help us be a consistent resource to the partners who count on us.

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National Relief Charities



From a Program Partner to You

When I started working with National Relief Charities in 2003, I could never have imagined how important our relationship would become. My organization and my tribal community have benefited from our involvement with NRC. I appreciate not only what they do but also how they work with us.

Working with NRC gives our people a sense of Community Spirit. It teaches our people to work together in a positive atmosphere toward the betterment of the whole community. It teaches them work ethics and offers opportunities for people to make a positive difference. We end up with people from all spectrums of life working together, making new friends, and learning about resources.

Today, I am proud to call myself a Program Partner of National Relief Charities. I thank NRC and you from the bottom of my heart for the commitment and unwavering support that empowers our programs in the vital work that we do here on the Northern Cheyenne Reservation. Without it, our reservation and countless others would be less empowered to make the changes we need to make in our reservation communities.



Vicki Anderson
St. Labre Indian School,
Northern Cheyenne Reservation



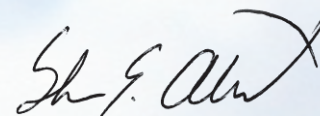
To our Donors & Supporters: Thank You

The value of our trust relationships with Program Partners has never been clearer. In 2010, programs and partners on over 75 American Indian reservations increasingly looked to National Relief Charities for support in reaching the goals of their programs and communities.

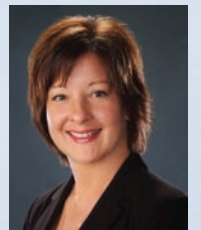
As the largest Native American-serving charity in the United States, over 1,000 partners trusted us to come into their communities and work side by side to serve their reservation members.

We teamed like this in rural, remote, and isolated areas; in pueblo communities typically closed to outsiders; even during environmental emergencies when communities are at risk— knowing all the while that the door was only open to NRC because of the respect, relationships, commitment, and cultural competency developed for over 20 years.

Our Program Partners truly are at the forefront of our work and it is only through these trust relationships that NRC is able to support the positive changes in reservation communities. Without your support, this would not be possible. Thank you for believing in NRC too.



Shannon Albert
President, National Relief Charities



Program Values Matter

The Value of: **Respect** Reliability Responsiveness Relationship

At NRC we understand that it is a privilege to work with and serve American Indian reservations. Despite our regular and long-time presence in these communities, we understand that we are guests, invited to work in partnership with tribal communities. We have a deep **respect** for the history, culture and people in Indian country. We strive to demonstrate this **respect** through the way we work.

We understand and **respect** that the people who live in the communities we serve have the solutions to the challenges they face. Solutions that reflect local values and priorities are always most effective. We are clear that our role is to empower and support, rather than define, these priorities and the work of our Program Partners. We **respect** the self-determination of the communities we serve.

At NRC we regularly seek input from our partners because we **respect** and value their experiences and opinions. Feedback from talking circles, focus groups, and surveys are regularly incorporated into project planning so that our services are improved.

At NRC we view our program participants as customers and want them to have a positive service experience. To this end we give our participants choices because choice is empowering. We offer high quality products to support our partner's services. The goods and services provided **respectfully** encourage people to feel valued and hopeful.

Our services are also conducted in a way that **respects** the dignity of the people who participate. We avoid "distribution" lines. The services provided by NRC involve an element of earning, learning or volunteerism on the part of the communities. In this way, our services are viewed as a dignified hand up, rather than a handout.

"With NRC's help, we are starting to make more of the changes we need to make on our reservation. I am thankful you understand our needs and our people."

*– Hilda Marshall
Cheyenne River Head Start Program,
Cheyenne River Reservation*

National Relief Charities is welcome in Indian country largely because of the values that drive our programmatic approach on the reservations. Those driving values are: **Respect, Reliability, Responsiveness, and Relationship.**

Who We Help



Food pantries facing high demand & food insecurity



Senior centers and other programs feeding or aiding Elders



Churches, missions & grassroots nonprofits on reservations we serve

Health programs caring for isolated or homebound residents



K-12 schools and colleges combating low educational attainment



Community advocates working to improve quality of life



Tribal leaders addressing disaster relief & emergencies



Head starts, boys and girls clubs, and others supporting Native youth



Programs for parenting, preventative health education & screening

NRC helps reservation programs working toward positive change.

Program Values Matter

The Value of: **Respect** **Reliability** Responsiveness Relationship

Our work is entirely dedicated to improving quality of life for Native Americans, and our service area is entirely focused on remote and poverty-stricken reservations. One value that sets National Relief Charities apart from other nonprofits working in Indian country is being a **reliable** resource for our Program Partners.

Program Partners volunteer to work with NRC because they want to make things better for their people. They understand that the goods and services we provide can help meet short-term needs in their communities while also furthering the goals of their reservation or tribal programs. Most typically, our partners are motivated and skilled but often lack the basic resources to get the job done. They are looking for a hand up. Working with NRC helps them gather the resources that will empower their communities and build capacity for the future. As such, the support from NRC

becomes a **reliable** and integral part of their program plans and activities. **Reliability** is crucial to the success of our partners' work, to our relationships with our partners, and to the fulfillment of NRC's mission.

National Relief Charities is on the reservations almost daily. After more than 20 years of service dedicated to Indian country, our partners know that NRC is **reliable** and keeps its commitments. We see the impact on reservation communities when promises of goods and services are made by organizations but then broken. Week after week, our partners see NRC **reliably** deliver the promised material goods and services on time, in the right amount, and in the right way for their communities.

Having a constant such as NRC makes a world of difference in an environment where,

as one partner says, "Every day there can be a crisis." Having one **reliable** resource that can in some way help almost any reservation program makes a difference. We have over 25 different services. Ensuring the consistency of these services also means maintaining our established infrastructure, resources, staffing, and funding. We take this to heart and strive to be **reliable** stewards of our partnerships, donor relationships, and resources.

On the reservation, every day is a struggle for survival. Other charities come and go, but NRC is always there for us.

*– Roberta Ecoffey,
OST Healthy Start,
Pine Ridge Reservation*

Our partners in Indian country count on NRC as a trusted resource because we are culturally competent and provide services based on the values of Respect, Reliability, Responsiveness, and Relationship.

Where We Work



Where 23% of families are facing food insecurity



Where 30-43% of children are living in poverty



On over 75 reservations with high poverty and joblessness ranging 35%-85%

Among a people with high disease rates and low health care access



Where housing conditions are often compared to Third World



Where stores for basic goods are often an hour or more away



Where Native high schools face 30-70% dropout rates



Across the U.S. with Native students seeking scholarships



In 15 priority states throughout the northern plains & southwest

We work in isolated reservation communities with low access to goods and services.

Program Values Matter

The Value of: Respect Reliability **Responsiveness** Relationship

NRC's **responsiveness** to Program Partners goes beyond the dictionary definition of the word. According to the Encarta Dictionary, **responsiveness** means: "Reacting quickly, strongly, or favorably to something, especially a suggestion or proposal" and "serving to respond to something." NRC does this. Our Program Partners request assistance from National Relief Charities in the forms of goods, services, grants, and technical support, and we **respond** to their requests. But we also do more.

A key part of being **responsive** is taking great care to provide the right goods at the right time and in the right way to our Program Partners. NRC does not engage in the practice of providing unwanted goods, or riding in and dumping goods that are unexpected. Instead, we strive to provide the products requested by the partners, who live and work in their

communities and best know the needs. NRC adapts to these communities and not the other way around. We rely on our partners to help us **respond** effectively.

NRC's scope of services is broad enough for us to be **responsive** to the needs of most any reservation program. We match each partner to the most appropriate services. This may be educational supplies or scholarships, sustainability grants, material services, technical support, or disaster relief. NRC is a first **responder** to environmental emergencies on the reservations where we work. We work with our reservation communities during disasters to learn and **respond** to their most pressing needs. Often, NRC is their first point of contact.

Program Partners also invite NRC to participate in wider collaboration projects.

When reservation programs pool their talents and resources, this improves efficiency and effectiveness and supports self-sufficient communities. When more partners coalesce and work together, we can move toward long-term solutions. Collaborating also builds local capacity and supportive networks. This type of **responsive** service by NRC often benefits entire communities.

NRC always comes when we call, to help us in a good way. They care and it shows. That matters to us.

– Pauline Bahe
Rough Rock Senior Citizens Center
Navajo Reservation

NRC is effective in Indian country because we provide consistent services and honor the people we serve through our key program values of Respect, Reliability, Responsiveness, and Relationship.

What We Do



Provide 912,245 lbs. of produce and 654,936 lbs. of food to pantries



Provide emergency, breakfast & staple foods for 119,657 people & till 336 gardens.



Supply holiday meals for 65,431 people & holiday gifts for 62,112

Fund about \$750,000 in scholarships, tools, and retention grants



Empower 21,657 kids with school supplies & 13,505 for literacy



Fund grants, and support healthy lifestyles for 44,069 people



Enable over \$375,000 in home repair & winter protection for Elders



Respond to 15 disaster relief incidents with 155,797 lbs. of goods



Support veterinary care to improve community health

NRC provides opportunities to create change and improve the lives of over 300,000 people.

Program Values Matter

The Value of: Respect Reliability Responsiveness Relationship

National Relief Charities provides our services through partnerships with people who live and work in the reservation communities we serve. These **relationships** are true partnerships with ongoing involvement and are the reason NRC is able to effectively reach so many people. Our partners bring different strengths and resources to the partnership and, by working together, we increase the likelihood that we will achieve our shared purpose of improving life in Indian country.

NRC recognizes and values the unique talents and strengths of all of our partner **relationships**. Each partner has abilities, dreams, knowledge, ingenuity and past successes. These resources provide the raw material for solutions to the challenges their communities face.

NRC also brings strengths to these **relationships**. We are able to provide training, personal support, and material resources that are often in short supply. NRC and our partners build on each other's shared experiences and we expect a lot of each other. Our **relationships** are characterized by mutual respect, mutual support, hard work, and good humor. We all believe in fairness, health, and a hopeful future.

Both NRC and our partner programs have invested the time needed to establish understanding and trust with each other. These trust **relationships** allow NRC to remain aware of the changing issues and needs in communities. We are careful to provide a broad range of services to ensure that our partners can serve the people most in need. These **relationships** also ensure there is good accountability and mutual learning on all projects.

An important part of any successful **relationship** is listening. NRC hosts focus groups and talking circles so we can listen and learn from our partners. Through these sessions we have learned that some of the most important benefits people receive from working with NRC relate to dignity, self-esteem, improved security, stronger communities and perhaps most importantly, hope in the future.

We look forward to visits from the NRC team. They're a part of our program and we're a part of theirs. We are truly working TOGETHER.

*– Urla Marcus
Black Hills State University
Northern Cheyenne Reservation member*

Reservation Program Partners volunteer to work with NRC and encourage other community leaders to work with us. They work for change and are motivated by our working values of Respect, Reliability, Responsiveness, and Relationship.

What You Can Do



Follow the NRC blog & comment there to help spread the word



Learn about high disease rates & low dollars for Indian health care



Subscribe to a Native American owned newspaper

Ask your employer if they have or will start a matching gift program



Watch the film series "We Shall Remain"



Follow legislation affecting tribes & how it affects communities



Challenge prejudice toward Native & other cultures



Read the Facts page of NRC's online Press Room.



Learn about history & culture at American Indian museums

We encourage you to get informed and get involved.

Who Helps NRC

The Value of: Respect Reliability Responsiveness Relationship

NRC would like to acknowledge the following major donors, estates, in-kind supporters, and collaborators for their generous donations in 2010 and over the long-term. We sincerely value your contributions on every level and the difference you make in support of our mission. You and over half a million individual donors who care about conditions in Indian country honor National Relief Charities and the American Indian people we serve.

Melba Bayer Meyers Charitable Trust
The Windmill Foundation
The Home Foundation
The Sharing Fund
Santé Fe Natural Tobacco
The Wireless Foundation for Giving
Matthew 25: Ministries
International Aid
National Frozen Foods
Feeding America State Food Bank System
American Red Cross, Black Hills Chapter
Susan Sarandon Foundation
Discovery Research Foundation
The Glickenhau Foundation
Ray of Hope Foundation
Soloman Educational Enterprise
Austen-Stokes Ancient Americas Foundation
The Carmen Merced Trust
Emitom Watson Foundation
Coleman Charitable Foundation
Freddie Mac Foundation
Blue Heron Foundation
HCD Foundation
The Kurr Foundation
Brad Lemons Foundation
The Oliver & Evelyn Smith Foundation
Freeman Foundatino
Dayton Foundation Depository
Irene Emery Goodale Foundation
The Huisling Foundation

Marvin & Annette Lee Foundation
John & Barbara Freidrich Foundation
The Friel Foundation
Andrew E. & Annie Lin Foundation
Life of Learning Foundation
The Laverty Foundation
Ken W. Davis Foundation
Northern Piedmont Community Foundation
The Weblemoe Family Trust
Daniel L. Swagerty Trust
Bob Fleigh Foundation
Longview Foundation
Louis & Miriam Rosenbaum Foundation
CMS Family Trust
Catherine C. Demeter Foundation
The Parker Family Trust
Expansoar Foundation Christian Ministries
James Lindberg Trust
Brodsky Family Charitable Foundation
National Philanthropic Trust
The Shtetl Foundation
Clements Foundation
Renaissance Simons Charitable Foundation
Charles Krieger Foundation
Whitaker Foundation
Matrang Ellerbrock Family Trust
Paul & Pearl Caslow Foundation
Vernon H. Hause Foundation
Parry Family Trust
The Gramercy Park Foundation

Price Family Foundation
National Hockey League Foundation
The Solomon Family Trust
Sanghapala Foundation
Thomas Lawrence Trust
Rowan Family Trust
The Cordova Family Trust
Myers Ball Foundation
Zadak Family Foundation
McElpatrick Charitable Trust
Tulsa Community Foundation
Significance Foundation
The Janis & Alan Menken Foundation
Vijaydev Mistry Foundation
The Lamm Family Foundation
Lorraine M. Diehl-Family Trust
Sherlund Family Foundation
Alfred B. Knight Trust
The Finney Foundation
Parekh-Vora Charitable Foundation
Ms. Myra A. Armistead
Charles & Mary Liebman
Ms. Margaret T. Bonetti
Mrs. Florence De Lavalette
The Riggio Foundation
Mr. Robert K Gerloff
Luella Crow
George Jocher Estate
Louis Goldberg Estate
Gary Weber Estate

Dewey Allen Estate
Dominic Giorgini Estate
James Speck Estate
Helen Lux Estate
Donald Greenspan Estate
Cecil Warner Estate
Jewella Hiett Estate
Helen Underwood Trust
Tristan Beplat Estate
Alice Cojerean Estate
Helen Baumbaertel Estate
Lucretia Harrison Estate
Jennifer Koegler Estate
Alyce Youngson Estate
David Hazard Estate
Jacqueline Waldeck Estate
Morgan Stanley Smith Barney
Global Impact Funding
Community Foundation
of Western North Carolina
NRC Directors, Officers & Key Staff:
Joshua Tompkins, Chairman
Shannon Albert, Director
Kelly Gibson, Key Staff
Nancy Williams, Officer
Kelly Grimes, Controller
Tammy Johnson, Key Staff
Robert Jenkins, Secretary
Charles Smith, Key Staff
Helen Oliff, Key Staff

All of you who care about Indian country help NRC.

At a Glance

Audit Year Ended December 31, 2010

Programmatic Activities

Healthy Living

Participants provided for Over 300,000
\$ Amount of service provided \$10,744,238

Food & Water

Participants provided for 159,679
\$ Amount of service provided \$10,851,772

Holiday Support

Participants provided for 137,853
\$ Amount of service provided \$4,241,059

Emergency & Community Support

Participants provided for 51,500
\$ Amount of service provided \$3,452,623

Education Services

Participants provided for 35,975
\$ Amount of service provided \$1,615,014

Volume of Service

Pounds shipped Over 5 million
Program Partner Requests 5,525
Program Partner Shipments 5,536
Miles Driven 342,193
\$ Fuel Cost \$152,622

Partner Satisfaction

Active Program Partners Over 1,000
Reservations Served Over 75
% Partners Using Multiple Services 81%
% Partners Satisfied with NRC Overall 82%

Statement of Activities

Revenue

Noncash Contributions \$19,320,788
Contributions and Grants \$23,946,998
Other Revenues, Net \$140,946
Total Revenue \$43,408,732

Expense

Plains Region \$15,315,947
Southwest Region \$13,787,398
Educational Support \$1,615,014
Other \$186,346
Total Program Expense \$30,904,706

Total Fundraising Expense \$10,992,951
Total Administrative Expense \$872,032
Total Operating Expense \$42,769,689
Change in Net Assets \$639,043

Statement of Financial Position

Assets

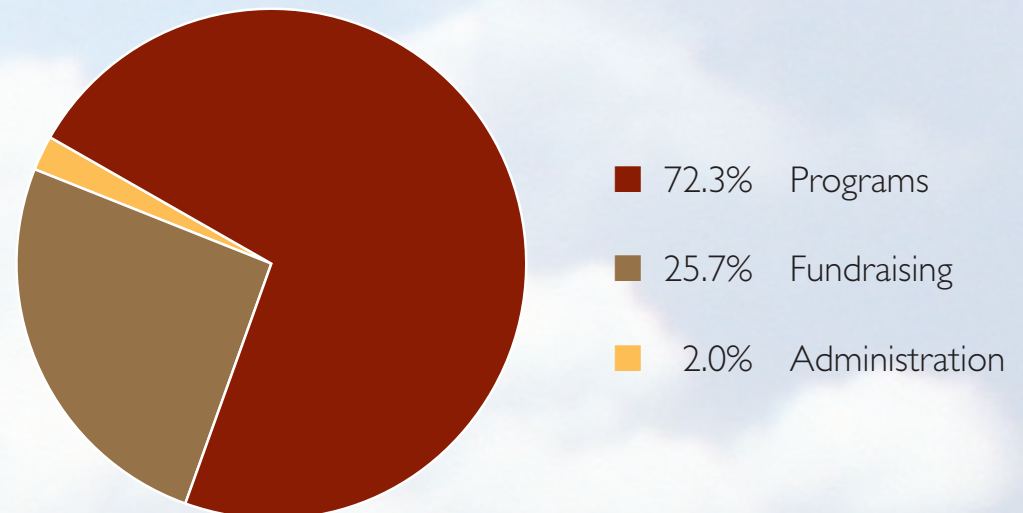
Cash & Cash Equivalents \$2,429,399
Inventories \$11,475,173
Prepaid Expenses \$698,908
Property & Equipment, Net \$8,957,845
Investments \$420,995
Total Assets \$23,982,320

Liabilities

Accounts Payable \$1,387,854
Current Portion of Debt \$1,202,757
Long-term Debt, Net of Current \$1,050,564
Total Liabilities \$3,641,175

Net Assets

Unrestricted \$20,276,145
Temporarily Restricted \$---
Permanently Restricted \$65,000



The most important thing that National Relief Charities provides for the reservations is hope...

Our trust relationships make this possible.



National Relief Charities is the only Native American-serving charity to work on over 75 reservations year-round. NRC voluntarily adheres to the Code of Conduct of the International Federation of Red Cross and Red Crescent Societies. National Relief Charities is supported by a strong network of over 1,000 reservation Program Partners, Native American advisors, over half a million individual donors, in-kind donors, and nonprofit collaborators. Over 70% of NRC's cash and in-kind donations goes toward our programs.

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