

## Honoring Native Americans

Throughout history, Native American communities have experienced one-sided treatment in the provision of supplies, i.e., little if any connection between needs identified by tribal communities and goods delivered or dumped on reservations. Partnership With Native Americans (PWNA) is committed to providing high-quality, useful products that reservation partners specifically request to enhance their programs or meet pressing needs in their communities.



CEO Blake Mycoskie fits a Navajo youth for new TOMS shoes.

TOMS selected Partnership With Native Americans (formerly National Relief Charities) as their first domestic Giving Partner to address need and advance health and education in underserved communities. Annually, TOMS makes significant gift-in-kind donations that put TOMS Shoes and Winter Boots on the feet of Native American youth, often in conjunction with PWNA-supported back-to-school events and school supply distributions.

Says Blake Mycoskie, Founder of TOMS, “the TOMS and PWNA partnership is an incredibly valuable one. Not only do we have the opportunity to distribute new TOMS Shoes to children in reservation communities, but we are also able to truly understand how Giving works

in the field and how shoes play just a small role in development of entire communities.”

At one shoe distribution in 2014, PWNA collaborated with the Johns Hopkins Center for American Indian Health (JHU), a long-time partner on the Navajo Reservation in Chinle, Arizona. Working together amidst laughter and squeals from excited children, staff from JHU and PWNA, along with community volunteers, fitted students in grades 1-12 for new shoes from TOMS. JHU also sponsored fitness games and health education to promote public health services available to parents.

JHU’s Lorenda Samuel says, “Providing new shoes to the youth brings them good self-esteem and encourages them to keep active, healthy and advancing themselves to a better future and education.”

Thanks to TOMS, more than 110 programs on 26 reservations distributed new shoes and boots to Native American students last year.

As a consistent, reliable resource, PWNA lifts up the efforts of Native people to provide hope and support for their success. PWNA’s distribution network includes more than 1,000 reservation partners and community volunteers, plus a gift-in-kind network and a distribution system that transports aid to 60 reservations most organizations cannot reach. NRC travels nearly 300,000 miles annually to serve these remote locations.



TOMS Shoes can be personalized, such as these with Native American beadwork.