

A man with a goatee, wearing a light blue t-shirt, is holding a grey tabby cat with green eyes. He is sitting in front of a brick wall. In the background, there is a blue tarp and a chain-link fence. The overall setting appears to be a shelter or a rescue center.

Authentic messaging for sustainable work

Marketing what makes you different



Pets for Life



THE HUMANE SOCIETY
OF THE UNITED STATES



Pets for Life

- Addressing inequity and lack of access to pet resources
- Long-term commitment
- Sustainability for community-based work

Definition of Sustainability

- **Full adoption of the PFL approach as both a conceptual and practical framework for achieving an organization's mission, including a genuine understanding of how animal welfare is connected to larger systemic challenges for people and their pets.**
- **Organizational leadership and ownership in integrating and upholding the PFL approach in all aspects of its operations and programming.**
- **Access to funding (new or existing sources) to support the program long-term.**



Key Elements

- **Social Justice**
- **Organizational Support**
- **Ongoing Development**



Sustainability

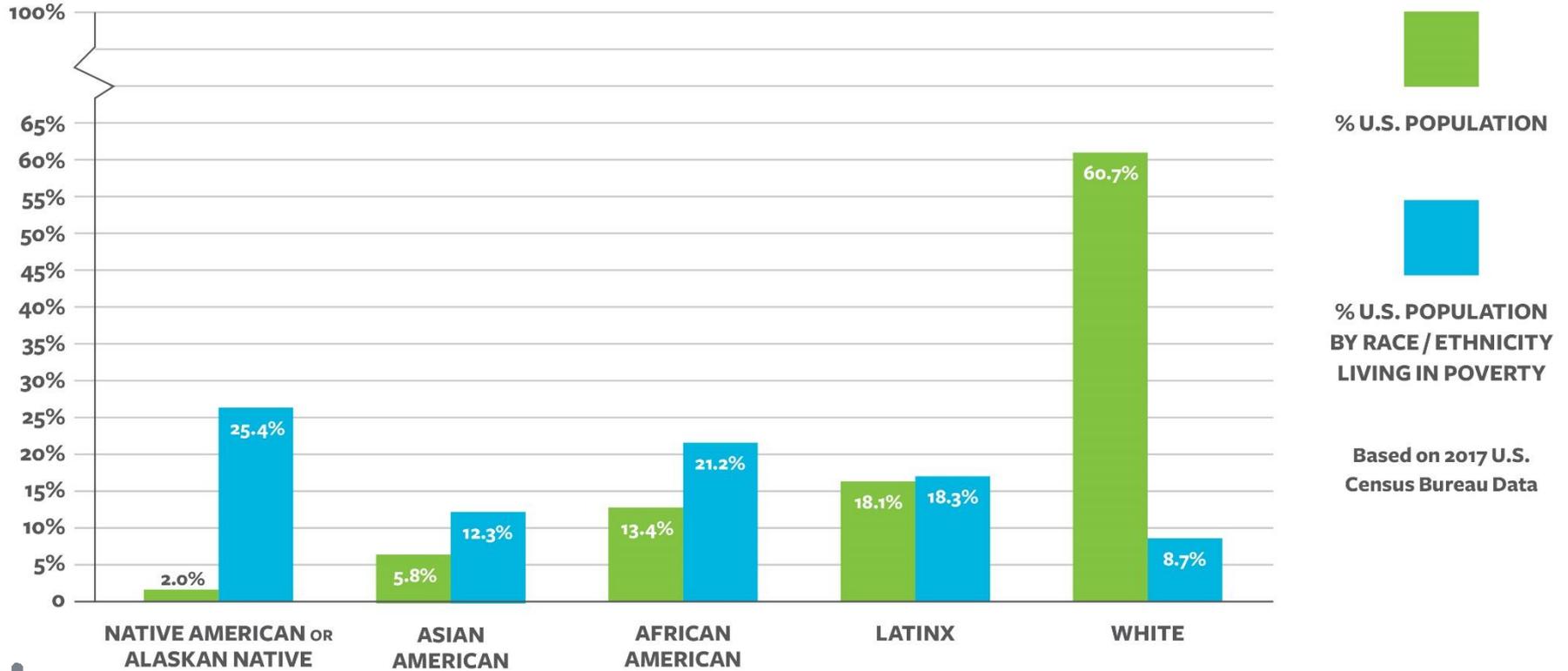




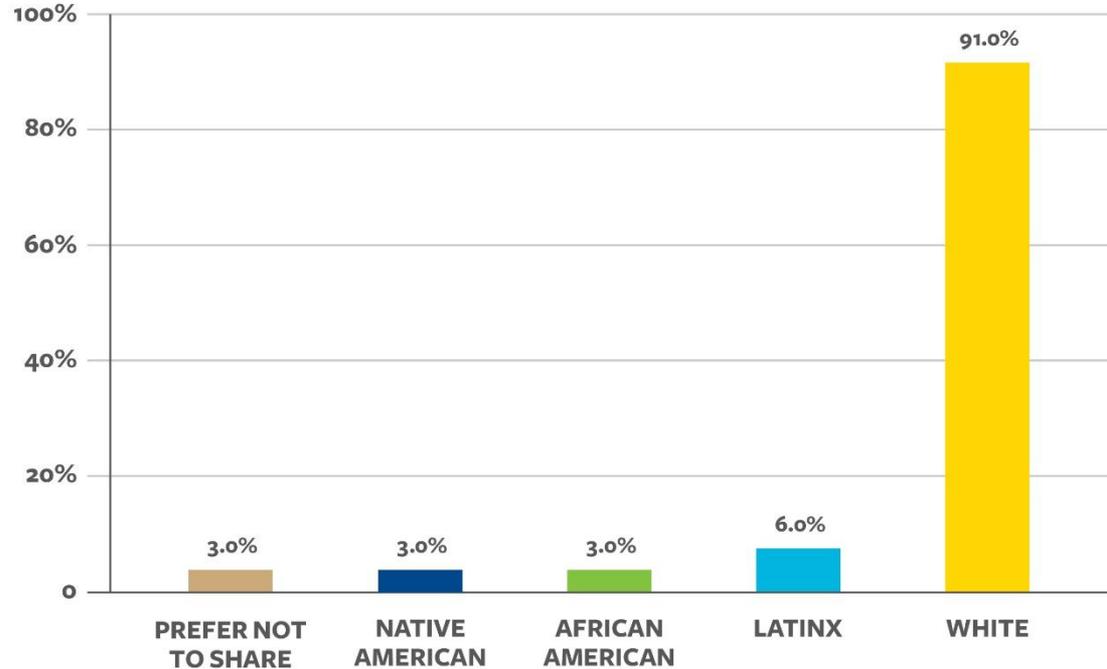
Equity & Inclusion

- Personal & organizational understanding
- Listen and learn
- Practice cultural humility

UNITED STATES POPULATION & POVERTY COMPARISON (by race / ethnicity)



Based on 2017 U.S. Census Bureau Data



Impact of Lacking Diversity

- Animal Welfare
- Veterinary Community
- Philanthropy



Gaining Perspective

- Recognizing limitations
- Getting proximate
- Practice cultural humility

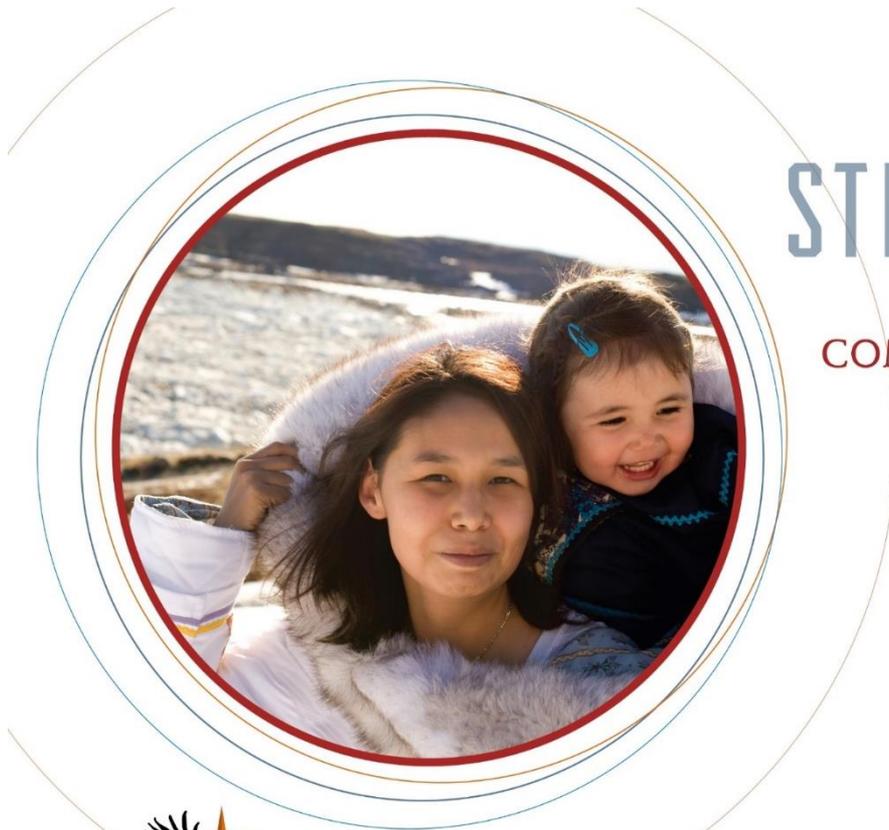


FIRST NATIONS
DEVELOPMENT INSTITUTE

Ray Foxworth, Ph.D.
Vice President

Reclaiming Native Truth: A Case Study of Narrative Change

**Ray Foxworth, Ph.D.
Vice President
First Nations Development Institute**



STRENGTHENING

American Indian COMMUNITIES & ECONOMIES

37^{for} years

Our Mission...

to strengthen American Indian economies to support healthy Native communities. We invest in and create innovative institutions and models that strengthen asset control and support economic development for American Indian people and their communities.



FIRST NATIONS
DEVELOPMENT INSTITUTE

WHAT

HOW

WHY

EDUCATE
Grassroots Practitioners

ADVOCATE
for Systemic Change

CAPITALIZE
Native Communities



DIRECT FINANCIAL SUPPORT
through GRANTMAKING



TECHNICAL ASSISTANCE
& TRAINING



MOVEMENT-BUILDING



POLICY & RESEARCH



ADVOCACY

We believe...

When armed with the appropriate resources,
Native peoples
hold the **capacity & ingenuity** to ensure
the sustainable, economic, spiritual &
cultural **well-being of their communities.**

~ OUR GUIDING PRINCIPLE ~
THE CORE OF ALL OUR WORK



OUR CORE PROGRAMS

Achieving Native Financial Empowerment

Native financial & investor education, consumer protection & financial fraud education, combating predatory lending, and research.

Nourishing Native Foods & Health

Native food systems, food security, health and nutrition, and food sovereignty efforts.

Investing in Native Youth

Native Youth & Culture Fund, college scholarship/internship programs, and youth-oriented financial education, among other programs.

Strengthening Tribal & Community Institutions

Nonprofit & tribal capacity-building activities including the Urban Native Project, Native Arts Capacity Building Initiative, and coalition-building work, among other programs.

Advancing Household & Community Asset-Building Strategies

Native Family Empowerment, Individual Development Accounts, Native Volunteer Income Tax Assistance, and Native American business and asset development.



Reclaiming Native Truth: A Project to Dispel Myths and Misconceptions of Native people

- 2-year initiative to collect data and better understand the narratives that American people hold about Native American people and communities and test messages that positively transform the popular image of and narrative about Native Americans.
- First and largest effort to understand and unpack how average Americans think of Native Americans.
- ***Keep in mind this is all still new. We rolled this out less than a year ago. Our learning is still ongoing.***

Reclaiming Native Truth: Project Partners

Echohawk Consulting

20 person Advisory
Committee

- Dr. S
- Gree
- Ros
- Pipe
- Perc

Metropolitan Group

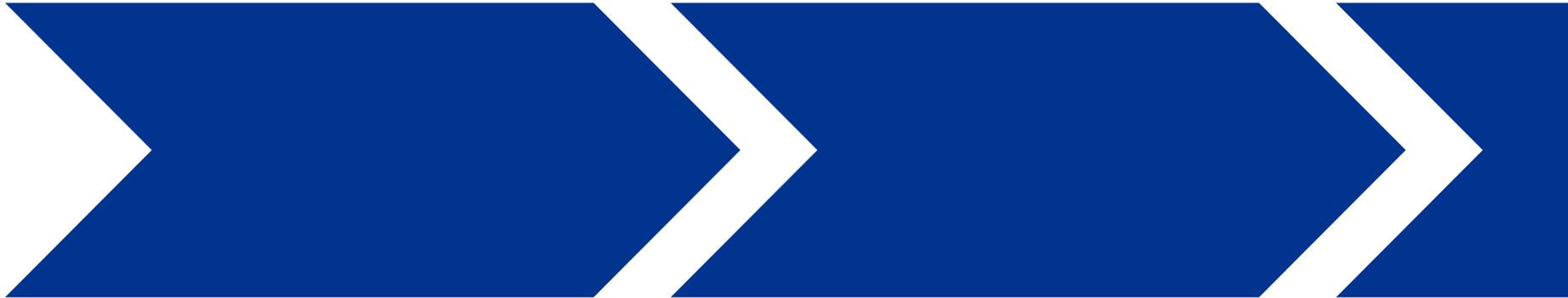
(communications firm) &

Coff Public

Over 20 Funders

Na

Reclaiming Native Truth: Critical Questions



What is Narrative?

We encounter narratives everywhere: in the news, in politics, in conversations with friends and family. Some narratives are so common that they've become dominant narratives that over-determine how we



Defines a problem. **Determines** what is and is not seen as a relevant solution. **Assigns** blame or responsibility to fix it.

What is Narrative Change?

Reframe and change stories in dominant culture to create more political possibilities for social movements

Use strong **assets** narratives to challenge dominant ideologies

Shift the **hearts and minds** on issues that shape the current

Narrative change address the d



Examples of Narratives that Have Led to Social Change

Keep her where she belongs...

It's nice to have a girl around the house.

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his Mr. Leggs slacks, she was ready to have her walk all over her. That noble sporting sure soothes the savage heart! If you'd like your own dog to

doll carpeting, hunt up a pair of these fine men Mr. Leggs slacks. Such as our new automatic wash wear blend of 65% "Dacron" and 35% Aggen-*incorporating* wrinkle-resistant. About \$12.99 at plush-carpets stores.

Get yourself a new pair of **Mr. Leggs**

Dacron for pants

INCLOSURE EQUIPMENT, 1200 Avenue of the Americas, New York, N.Y. 10020

show her it's a man's world

Van Heusen
man's world
ties

For men only! . . . brand new man-talking, power-packed patterns that tell her it's a man's world . . . and make her so happy it is. And man! . . . how that Van Heusen seamanship makes the fine fabrics hold their shape. And for Christmas . . . here's the Christmas tie that is *really* different. **\$2.00**

Other Van Heusen ties from \$1.00 to \$2.50

Phillips-Van Heusen Corp., N. Y. 1, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars.





From “right to smoke”



**HEALTHY
LUNGS AT
PLAY!**



**THIS IS A
SMOKE-FREE
ZONE**

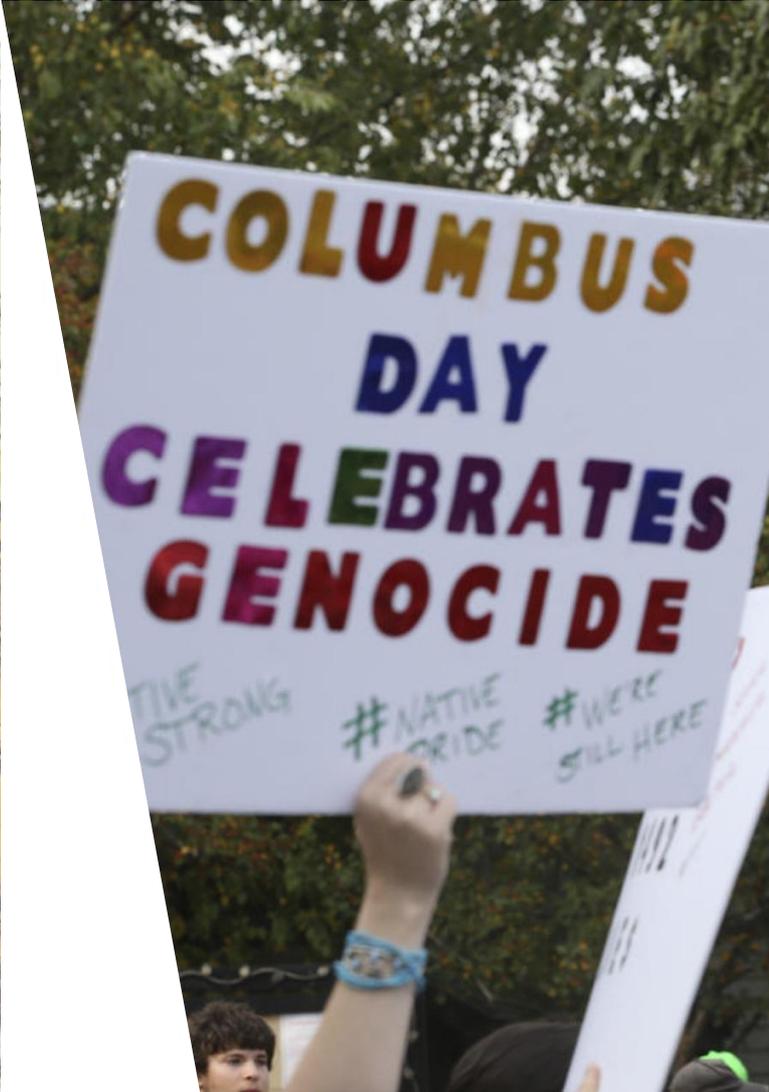


Healthier
Independence



INDEPENDENCE
HEALTH
DEPARTMENT

To “right to breathe”



COLUMBUS
DAY
CELEBRATES
GENOCIDE

I'M STRONG #NATIVE PRIDE #WERE STILL HERE



**What other
examples of
narrative
change can
you think of?**

Reclaiming Native Truth

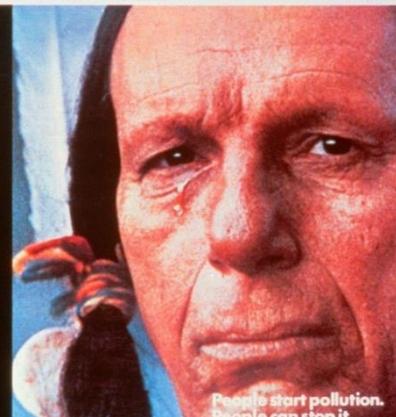


LALO
ALCARAZ
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UNIVERSAL PRESS
SYNDICATE



**GET INVOLVED
NOW.
POLLUTION
HURTS
ALL OF US.**

You can help by becoming a community volunteer. Write:
Keep America Beautiful, Inc.
99 Park Avenue, New York, New York 10016



People start pollution.
People can stop it.

Reclaiming Native Truth



What's Wrong with the Dominant Narrative about Native Americans?

- Existing narratives are negative [set and controlled by non-Natives](#).
- Narratives overwhelmingly tend to use [deficit-framing](#)
- Native American community framed as deficits or burdens to society
- Research shows deficit frames are harmful psychologically

“Native Americans have the highest poverty rate.”

“Native Americans suffer from obesity, diabetes, and suicide.”

Step 1: Research

- Engaged in comprehensive research to understand what the current public perceptions of Native Americans are and the dominant narratives that pervade American society.
- **Research Questions:**
- **What are the perceptions?**
- **How perceptions differ by different segments of the population?**
- **What types of narratives/messages can we begin to create to shift the narrative?**

Research Data Collection

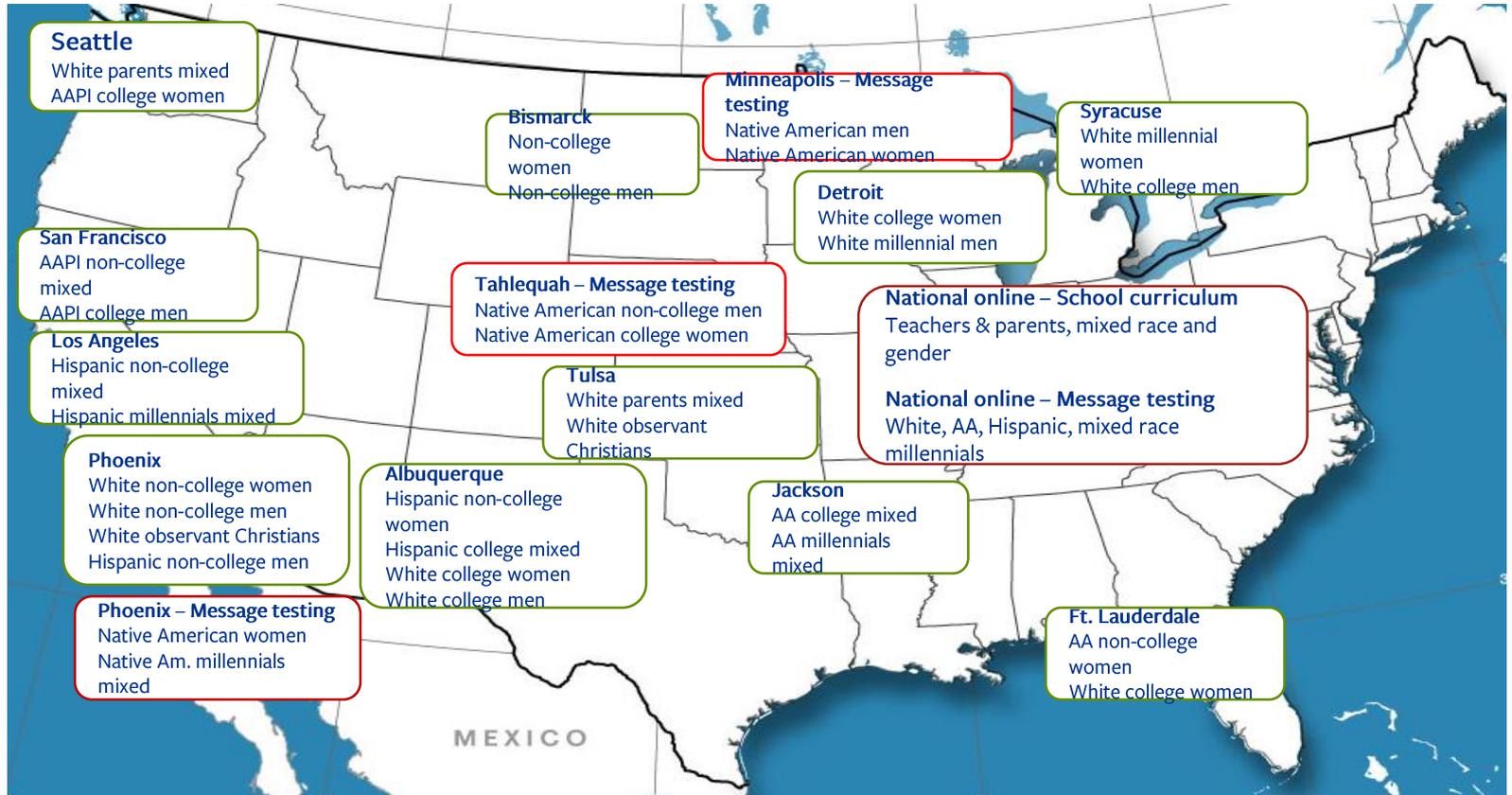
28 focus groups in 11 states

2 National
representative
surveys

10 message testing
discussion groups
(online and in-person)

Social media analysis
with nearly 5 million

38 focus groups, including 10 message test groups



Research Findings: Biased and Contradictory Views

- ✓ Many Americans hold some deeply biased and often contradictory views of Native Americans, the most toxic of which is the belief that Native Americans receive benefits just for being Native American.
 - “If you can prove you are percentage of Native blood you get a check every month...but you need to prove it to the tribe and they send it to the government. I know for a fact that it’s true.” (California)
 - “As long as you stay on the reservation, they give you a house and a truck. Once you go to the city, they cut you off.” (Phoenix)
 - They get “free healthcare, housing, money from casinos, no taxes, scholarships, cash assistance.” (New Mexico)
 - “They are tax exempt. From what I understand, American Natives are not taxed on things the rest of us are taxed on. The government is not really their government because they were here first.” (Florida)

Invisibility and Discrimination

“I feel like Native Americans do not experience a great deal of discrimination mainly because I don’t hear about it in the news. Maybe there is a bigger discrimination facing Native Americans, but it is not out in the media.”

– White woman, Midwest

“I would say they don’t face a great deal of discrimination because I have not heard about many situations that involve them.”

– African American woman, South

“I think that Native Americans face less discrimination because they are less visible. When was the last time you encountered a Native American? And someone like Jessica Biel who claims to be .0001% Choctaw doesn’t count.”

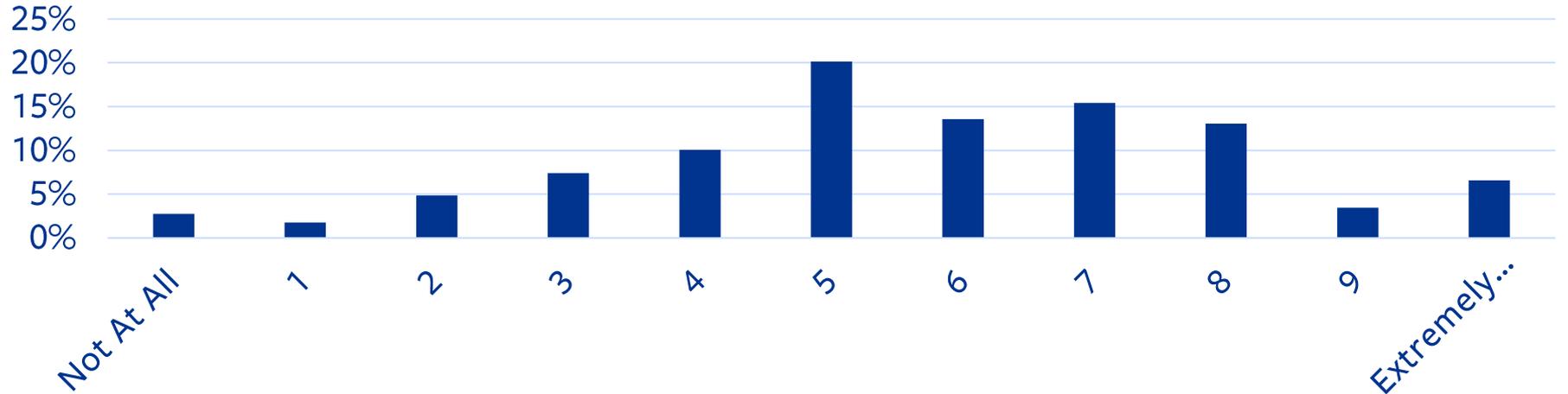
– Hispanic woman, Northeast



People assume they know a great deal about Native American people, cultures and history.

Many people are unfamiliar with much of Native American history and culture - how about you? On a scale from 0 to 10, with 10 meaning extremely familiar and 0 meaning not at all familiar, how would you rate your familiarity with the topic of Native American history and culture?

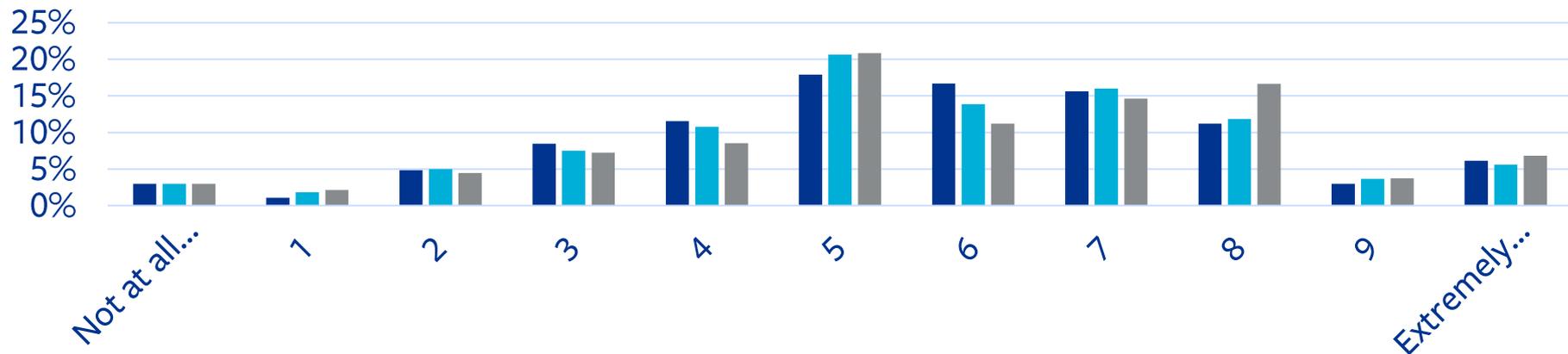
Familiarity with Native American History and Culture



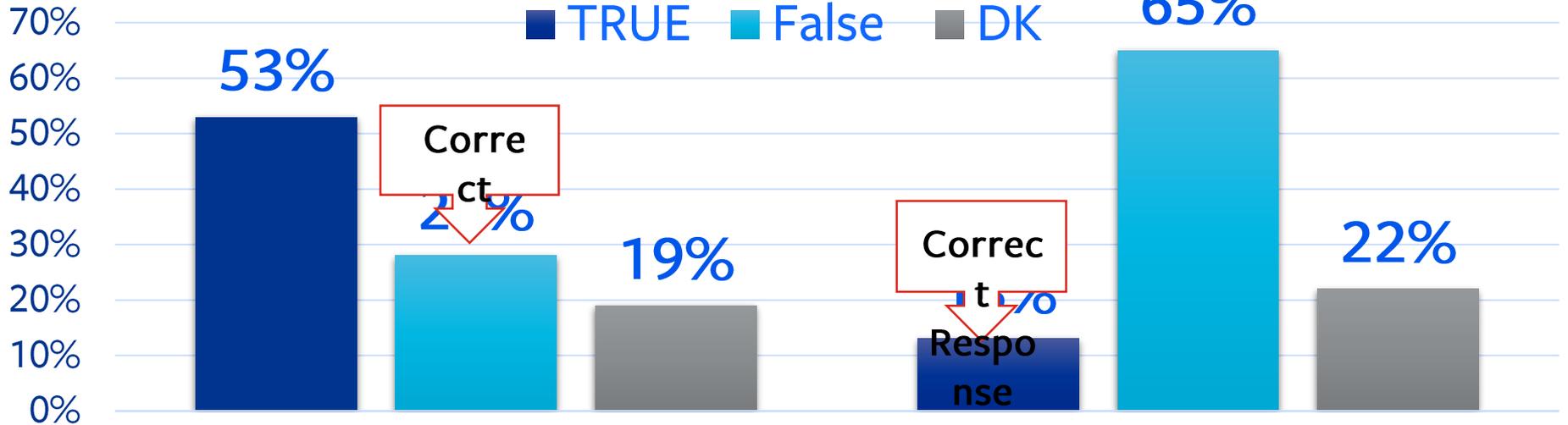
Many people are unfamiliar with much of Native American history and culture - how about you? On a scale from 0 to 10, with 10 meaning extremely familiar and 0 meaning not at all familiar, how would you rate your familiarity with the topic of Native American history and culture?

Familiarity with Native American History and Culture and Ideology

■ Liberal ■ Moderate ■ Conservative



Knowledge of Native Americans



The government gives benefits to Native Americans just for being Native American that are not available to other minority groups

Native Americans are one of the fastest growing groups in the United States.

familiarity of Native American history and

- **School**

- “History books from school”
- “At school, dressing up like pilgrims and Indians at Thanksgiving”
- “In Virginia while in school, we visited different historical sites”

- **Popular Culture**

- “First impression as a kid was on TV, like the depiction of the savage, or in literature and cinema.”
- “Pocahontas”

- **Personal Experience**

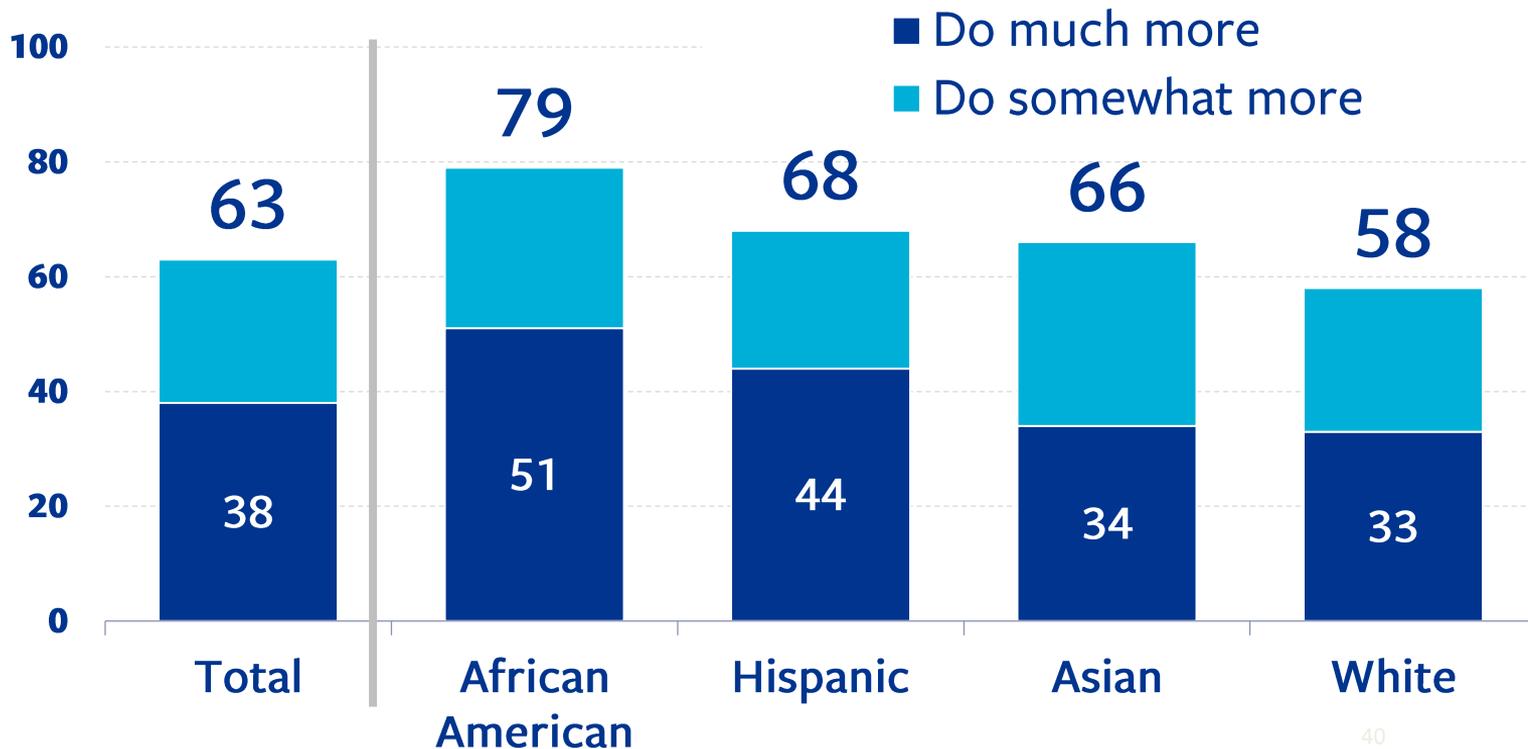
- “I see them at the casino” or “I knew a Native American person...”
- “...going to the state fair in NM as a kid, the Mayflower and pilgrims and Thanksgiving in school, involved in Indian Guides like cub scouts in 2nd and 3rd grade.”

Other Views....

- ✓ **Native Americans enjoy significant assets as well:**
 - Americans harbor many positive associations of Native American peoples
 - A majority own up to the genocide of Native American peoples
 - A majority want to “do more” to help Native Americans
 - Most Native American policy priorities enjoy broad support

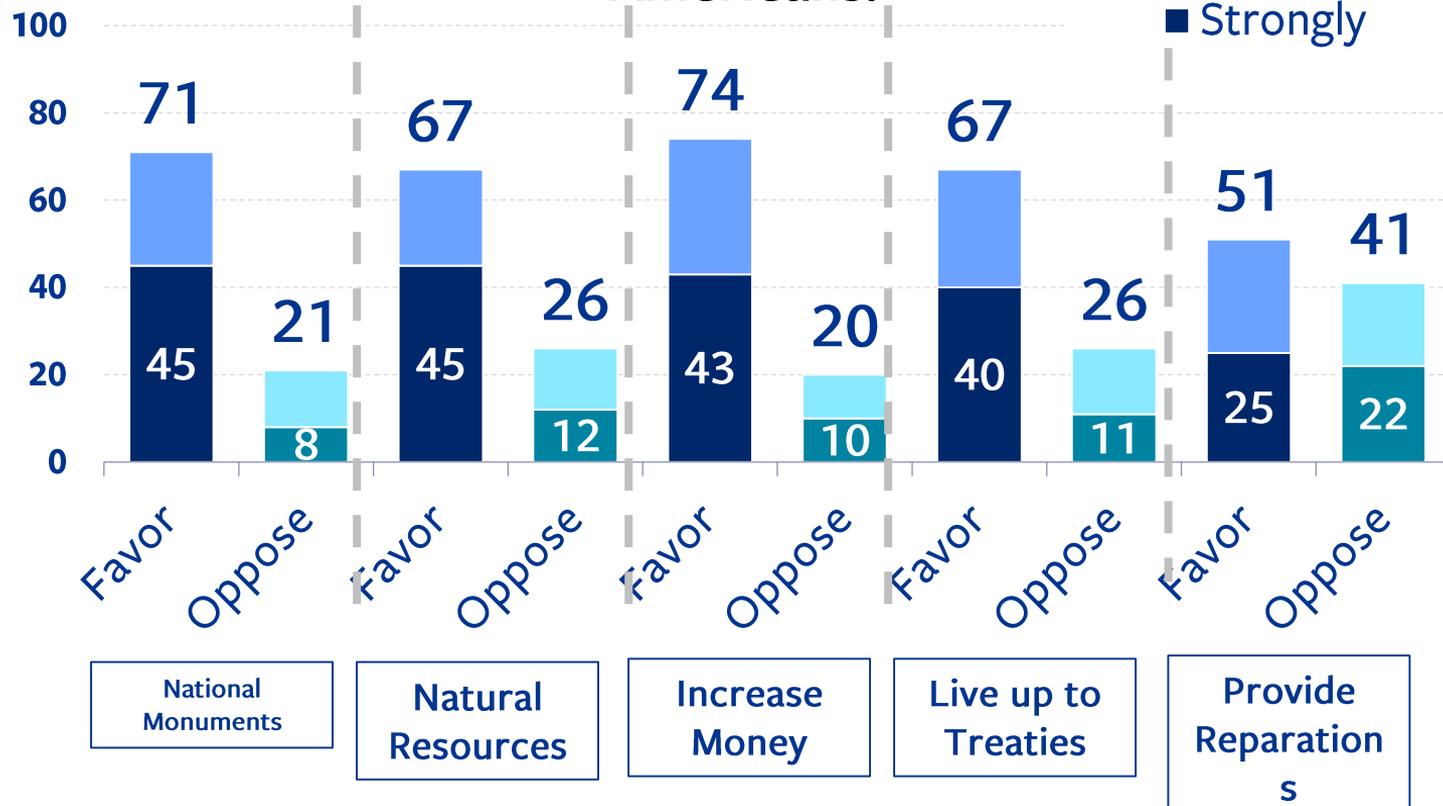
Large, diverse majority for “doing more”

Generally speaking, when it comes to helping Native Americans, do you believe the United States should do more, do less, or keep things the same?



Strong support for most policy agenda items

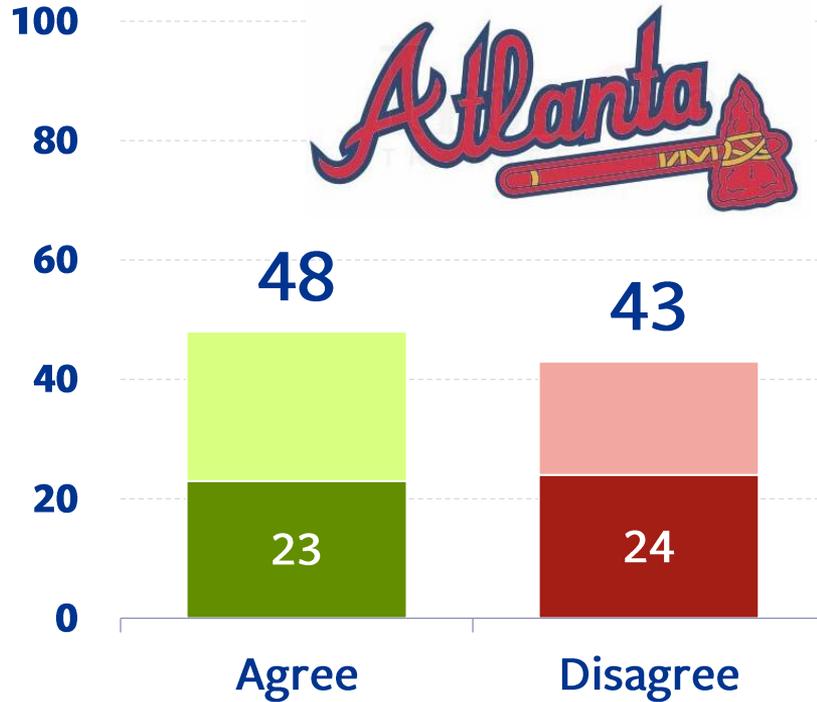
Please tell me whether you FAVOR or OPPOSE the following changes in U.S. law when it comes to Native Americans.



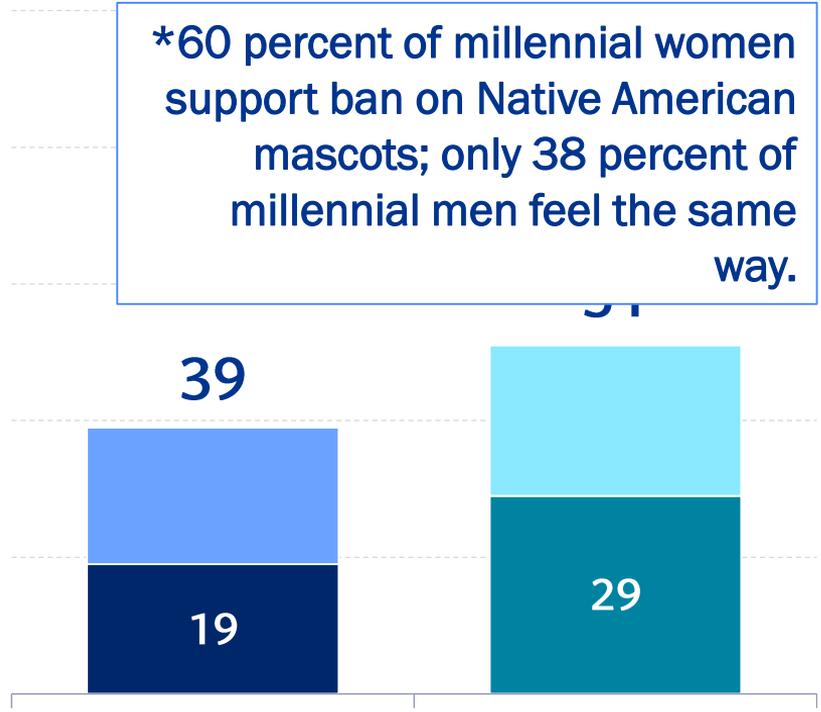
Issues to Avoid

- The mascot issue is the one issue where a majority of Americans oppose Native Americans' views.
- **Focus Groups on mascot issue:**
- "Wouldn't be surprised if they were complaining just to get some money out of it." (Florida)
- "They have other things to worry about." (New Mexico)
- "It's an honor. People don't name sports teams after wimpy things." (Arizona)

Mascots difficult among non-Native Americans



Sports teams that use Native American mascots honor Native Americans.



Support for passing a law that bans sports teams from using Native American mascots.

Reclaiming Native Truth

A PROJECT TO DISPEL AMERICA'S MYTHS AND MISCONCEPTIONS

RESEARCH FINDINGS: COMPILATION OF ALL RESEARCH

JUNE 2018



New Narrative We Seek

... is flexible and sets context but does not define Native peoples.

...helps removes stereotypes and allows people to define themselves.

...offers a unifying framework in which many strategies fit and many voices are able to tell their stories.



New Narrative We Seek

...resonates with *both* Native and non-Native people.

...when used consistently--written, visual, in public art, in pop culture, in how history is taught--begins to replace the current dominant, deficit-based and false narratives, primarily set by others.



How do we write a new narrative?

Native
voices



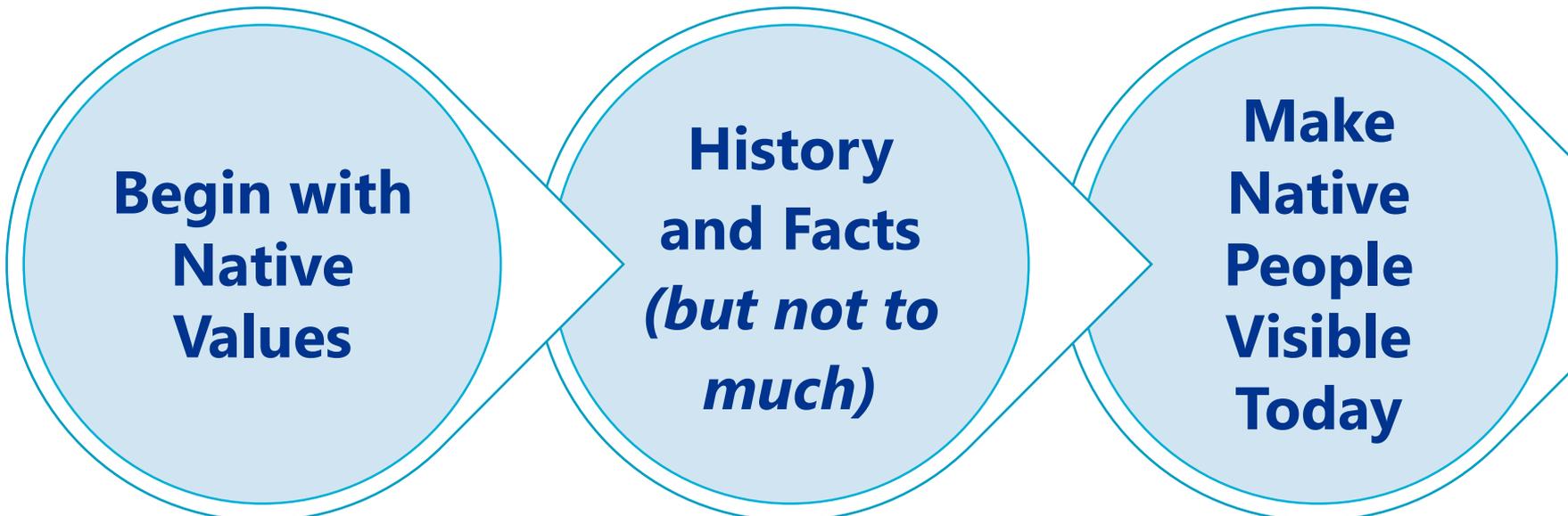
- Should be Native-authored and Native-led

Authentic

- Stories should reflect authentic voices, resonate with people

Resonant

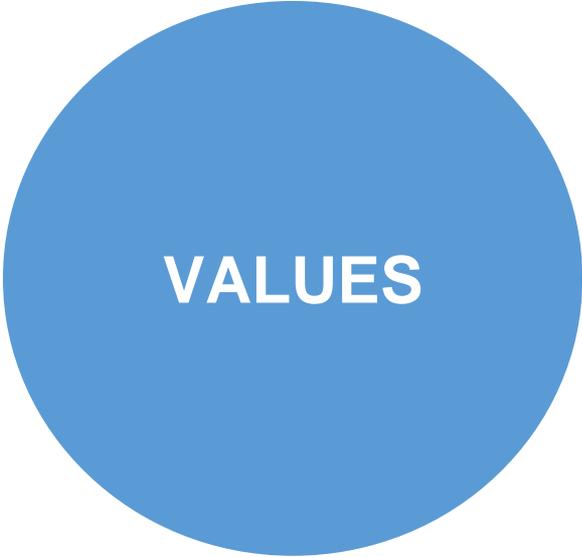
Our New Narrative Framework



**Begin with
Native
Values**

**History
and Facts
(*but not to
much*)**

**Make
Native
People
Visible
Today**



VALUES

Native values of family, connection to the land, and respect for culture and tradition are understood and highly respected by non-Native Americans. Linking to these values creates a connection and builds understanding. Illustrating how these values are present today helps prevent a slip into historic, romanticized ideas of Native cultures.



HISTORY

Research shows that most non-Native people do not fully understand the true histories of Native Americans and nations, are open to learning, and feel frustrated when they realize that what they were taught in school was false or incomplete. Weaving in facts — not too many, but a few to get the conversation started — about Native Americans' histories makes people more receptive to hearing more and more willing to act on many issues of importance to Native Americans.



VISIBILITY

History must be directly linked to contemporary life. This shows two things: 1) that Native Americans' cultures and contributions are vital parts of modern life, and 2) that injustices continue today. Because many non-Native Americans don't know (or don't realize they know) any Native Americans, highlighting Native peoples' involvement in modern life helps people to move past the systemic erasure and stereotypes and to see what is true today.



CALL TO ACTION

The other essential piece of the narrative is a strong call to action or request for people to do something. It will vary depending on the audience and the issue, but it should be clear, specific and inviting.

- Values
- History
- Visibility
- Call to action

Example One: The Importance of Upholding the Indian Child Welfare Act

- All children deserve to be raised by loving families in supportive communities, surrounded by the culture and heritage they know best.
- In Native cultures, family is defined very broadly. Everyone plays an active role in raising a child and is ready to help in times of crisis.
- But when the U.S. child welfare system was created, it was biased against raising a child in this way – as a community. As a result, the U.S. government removed Native children from their families – not because of abuse or neglect, but because of this communal way of being. The Indian Child Welfare Act (ICWA) was passed in 1978 to prevent Native American children from being unjustly taken away and adopted outside their culture.
- Today, however, ICWA is not consistently respected.
- We need to uphold and improve the law to make sure we are doing what is best for Native children.

Reclaiming Native Truth

A PROJECT TO DISPEL AMERICA'S MYTHS AND MISCONCEPTIONS

CHANGING THE NARRATIVE ABOUT NATIVE AMERICANS

A GUIDE FOR NATIVE PEOPLES AND ORGANIZATIONS



Reclaiming Native Truth

A PROJECT TO DISPEL AMERICA'S MYTHS AND MISCONCEPTIONS

CHANGING THE NARRATIVE ABOUT NATIVE AMERICANS

A GUIDE FOR ALLIES



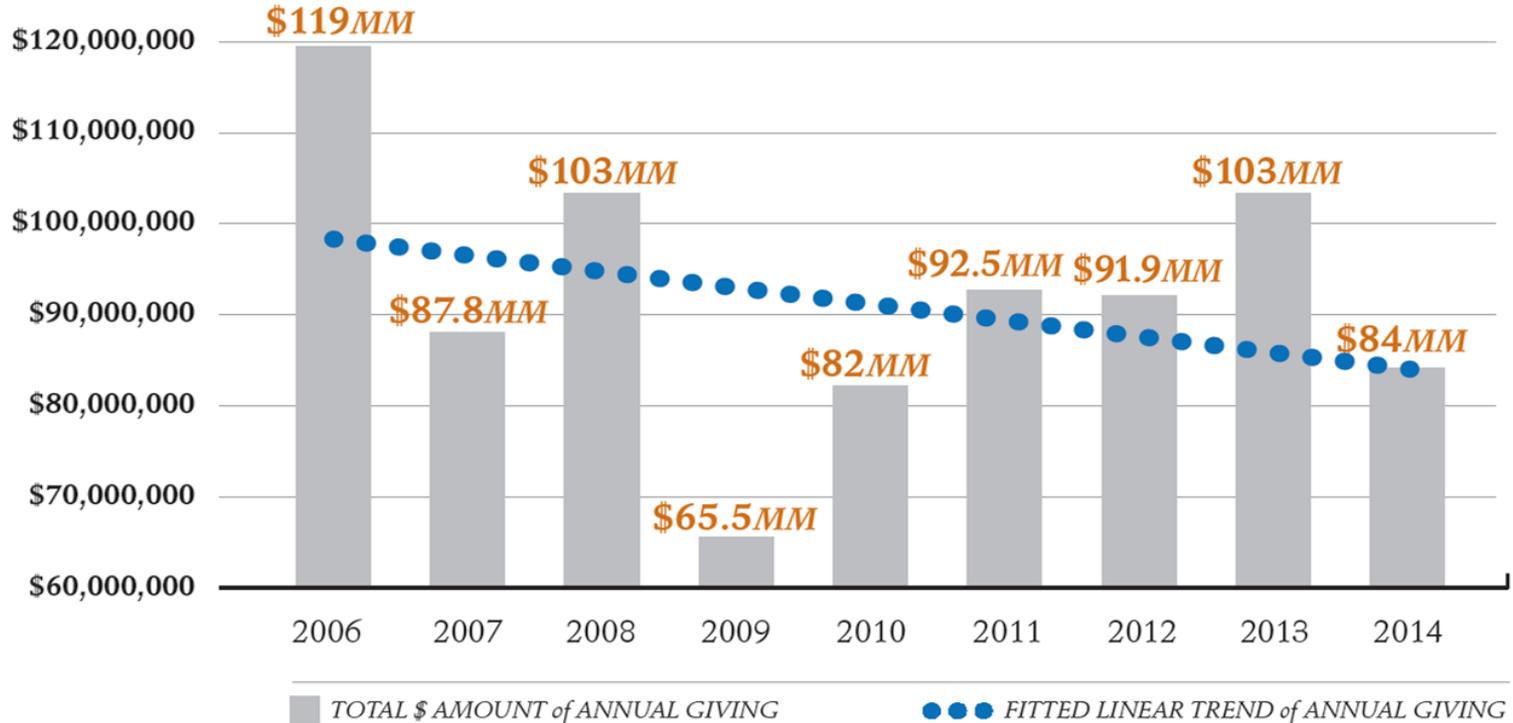
Why is narrative change important for our organization?

- Use in all communications
- Direct mail
- Proposals
- Other research and publications
- **Continue to develop asset-based perspectives of Indian Country**
- **Train other Native communities on this messaging**

Why is this important for Native Nonprofits?

FIGURE 1.1

Annual Grant Dollars Awarded to Native American Organizations and Causes | 2006-2014 |



Growing Inequity:

Large Foundation Giving
to Native American Organizations and Causes

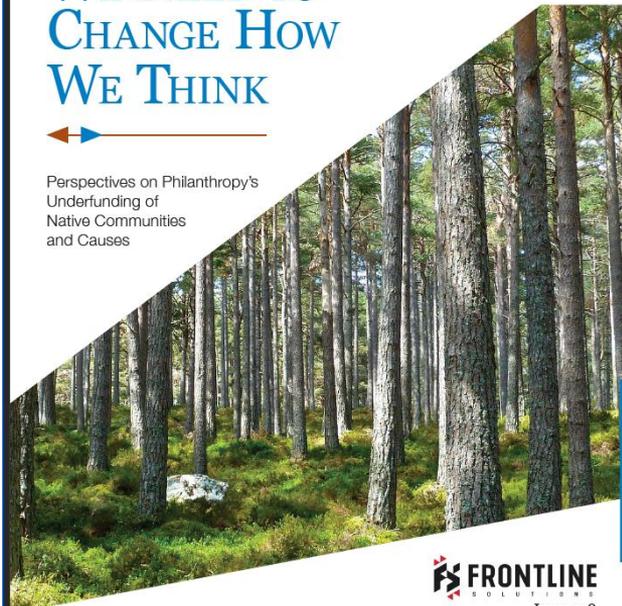
| 2006-2014 |



WE NEED TO CHANGE HOW WE THINK



Perspectives on Philanthropy's
Underfunding of
Native Communities
and Causes



FRONTLINE
SOLUTIONS
JULY 2018

Community Foundation GIVING to Native American Causes



FIRST NATIONS
DEVELOPMENT INSTITUTE

INTRODUCTION

This paper examines levels of community foundation giving to Native American communities and causes in 10 states. In all, we find that on average 15/100th of one percent (.15%) of community foundation funding goes to Native American organizations and causes annually. Our findings challenge two common assumptions about Native communities and philanthropy. First, the size of Native American populations within states has little effect on levels of community foundation giving. In other words, regardless of Native American population size within states, on average less than one percent of total community foundation giving goes to support Native American organizations and causes. Second, community foundation giving does not necessarily close gaps where national funders leave off. Native community leaders often hear that community foundations can or should fund Native community efforts that other national philanthropic partners cannot support. Our data suggest that there is very little funding interaction between Native communities and local community foundations. We conclude the report by highlighting strategies and practices to expand opportunities for greater collaboration between community foundations and Native communities.

A small number of philanthropic supporters have remained committed to Native community development. However, previous studies have consistently documented that despite high levels of need, and outside a small cadre of committed funders, philanthropy at large has not been highly motivated to fund programs that support Native American people and causes. The vibrant and growing self-determination movement in Native communities has expanded opportunity for philanthropic investment and also created an increasing need for funding.

Recent research has explored the size and scope of charitable giving to Native American organizations and causes. What these studies have consistently documented is that despite relatively high levels of poverty and poor health indicators in Native communities, only 3/10th of one percent (.3%) of all grant funds were given to Native American causes by large foundations.¹ In addition, a mere 10 national foundations accounted for over half the dollars given to Native American causes and organizations, highlighting that charitable giving to Native communities is concentrated in a small number of foundations. There is a need for more resources to invest in vibrant community organizations to sustain their growth, and to address the pressing issues that face many Native American communities.²

The nonprofit sector in Native communities boomed in the 1970s and 1980s. The sector emerged largely as a means to expand community development and meet human service needs in local communities. Generally, the sector looked to ease and diversify community development and service needs that were largely shouldered by overburdened tribal governments. Since the rise of the sector in the 1970s and 1980s, hundreds of Native-led nonprofits in diverse urban and rural settings have worked tirelessly to create community development and service delivery models that are responsive to local community needs and Indigenous belief systems, with the goal of supporting strong and healthy local communities.

Thank you!

Questions or
Comments?

Contact Information
Raymond Foxworth
rfoxworth@firstnations.org

**To access Reclaiming Native Truth
publications please visit,
www.firstnations.org
(Under the Knowledge Center)**



Taking Action

- Practical applications for holistic sustainability plan
- Marketing/communications
- Fundraising
- Being a social justice leader, disrupting the status quo and changing the narrative





LifeLine

ANIMAL PROJECT

- **Major Donor A: Increased giving from \$40k - \$100k+**
- **Major Donor B: Increased grant size from ~\$10k - \$45k and paid for PFL van**
- **Major Donor C: Largest/longest donor pledged \$100k after one year of PFL**
- **Positive board engagement**

LifeLine Animal Project is asking for donations.
21 January 2018 · 🌐

We met Tracy during our door-to-door outreach through our Pets for Life program. He owns a pallet yard in the community and has had a few stray dogs show up over time. Since he feeds them and loves on them daily, they have learned to call his pallet yard home. Tracy was thrilled to know we can help him with his four new family members, and was quick to schedule them for their free vaccinations and spay/neuter surgeries.

When we picked them up, they were very shy and quiet dogs, who really had only known Tracy as their family. However, when we brought them home, they were a completely different story! They were so excited to see him! He said it was hard to get any work done for the next few days because they would not leave his side.

Short, Missy, White Boy, and Peanut have a warm warehouse to sleep in, a huge fenced in yard to play in, and since employees are there everyday they get plenty of attention and love.

This home may not look like a typical home, but it is their home, and Tracy and his wonderful employees are their family ❤️

You can donate to support community programs like LifeLine's Pets for Life here >>> [LifeLineAnimal.org/donate](https://www.lifelineanimal.org/donate)



\$305 raised
10 people donated. Donate

1.1K 39 comments 106 shares

Donovan A. Dodds Thank you so much lifeline for continuing to show that every home is different and there are several ways to be a good pet owner.

Like · Reply · 1y

👍 37

Sheri Mann Stewart I wish more animal-loving business owners (and more support organizations) could form partnerships like this to provide creative foster or permanent homes for homeless animals. It's a win-win-win!

Like · Reply · 1y

👍 23

Cynthia Runion Not all homes look the same, not for humans and not for dogs, but caring makes it all good.

Like · Reply · 1y

👍 4

Zelda Stowers Aww that's super sweet

Like · Reply · 1y

Jennifer McMahon What a great guy for taking care of these dogs and for wanting to give them a safe home!

Like · Reply · 1y

👍 4

Malin Sävlund I think this is an awesome home! They have a warm place to sleep. Huge "yard" and always having his people around. Can't be better 🥰❤️

Like · Reply · 1y

👍 4

Sarah Netah Paxton What a cool story! Families and homes can look so many different ways.

Like · Reply · 1y

👍 9

Lili Rey What a wonderful human being he is. If only more people were this kind.

Like · Reply · 1y

👍 3

Cissy Bagby Chin Great idea as an alternate foster home! They can provide security for the business in return for care and love.

Like · Reply · 1y

👍 5

Zelda Stowers Y'all do amazing work! Help my feral colonies too

Like · Reply · 1y

Jennifer Dunlap Scantlin This is great on so many levels. Thank you for all that you do and thank you Tracy for caring for these pups!

Like · Reply · 1y

👍 1

LifeLine

ANIMAL PROJECT

- **PFL-Specific Mailings: Consistent results with other non-year-end mailer results**
- **Social Media: Positive engagement and high performing posts**

The logo for "best friends of pets" features a red paw print with five hearts as the top element. The word "best" is in red, "friends" is in black, "of" is in black, and "pets" is in red.

best friends of pets

- **Community Foundation that doesn't normally fund animal projects**
- **Liked the social welfare component**
- **Full amount of ask was approved**



denver animal shelter

- **Engaged and included City Council and community groups**
- **Consistently shared program information**
- **\$200k over 2 years to expand services**
- **Mayoral award**
- **Advocated with other service providers**





SAVE THE DATE: MARCH 31, 2016

Everyone wants to provide their pets with the best care possible.

What if you couldn't?

Pets for Life is a lifeline

This life-saving program provides pets in underserved communities with essential care like:



ON MARCH 31, you can be part of something big for animals!



LEARN MORE & GET EXCITED



It's today! 18 : 24 : 37

Ends midnight tonight HR MIN SEC

[really long name here] can be there in an emergency

Inspired by all the kind animal lovers who have been stepping up for pets today, a generous donor has just committed to matching up to \$10,000 for spay/neuter!



When you make your gift right now, every dollar raised will be earmarked for spay/neuter and matched dollar for dollar up to \$10,000!

GIVE \$35 And animals get \$70!

GIVE \$60 And animals get \$120!

GIVE OTHER AMOUNT And animals get that amount x 2!

Time is running out! 1 : 24 : 37

HR MIN SEC



It's today! 18 : 24 : 37

Ends midnight tonight HR MIN SEC

[really long first name] can be there in an emergency

Day of Giving is today!

Starting now, every dollar you give will help pets like Max.



YOUR GIFT WILL BE DOUBLED!

An anonymous family foundation has stepped up to match dollar for dollar up to \$10,000!

DOUBLE MY GIFT

Max was hit by a car, his leg was shattered and had to be amputated.

Ruby couldn't afford the surgery, so Pets for Life covered it.

Pets for Life means hope. They gave me hope. They gave Max a second chance.



Because of compassionate animal lovers like you, Max got the care he desperately needed.

Will you join them and take advantage of this matching gift opportunity?

DOUBLE MY GIFT



THE HUMANE SOCIETY OF THE UNITED STATES

- Day of Giving Campaign:
- ~ \$500k (\$150k goal)
- ~ 40% new donors to HSUS





General Tips

- Consistency
- Diversify
- Internal Communication
- Measurable Goals
- Hold Yourself Accountable



Additional Support

- Printed materials
- www.PFLequity.org
- www.firstnations.org/knowledge-center
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