

UNITED NATIONAL INDIAN TRIBAL YOUTH 2019 ANNUAL REPORT



Inspiring Hope. Changing Lives.

UNITY's mission is to foster the spiritual, mental, physical, and social development of American Indian and Alaska Native youth and to help build a strong, unified, and self-reliant Native America through greater youth involvement.



An Incredible Journey

What began as an incredible vision in 1976 has blossomed into meaningful and impactful year-round programming for Native American and Alaska Native youth.

UNITY's founder, J.R. Cook, a member of the Cherokee Nation of Oklahoma, saw the need for American Indian youth to apply their energy and talents to the tasks of addressing problems in their schools and communities. Since 1976 UNITY has grown and estimates positively influencing more than 250,000 Native youth who have taken part in its leadership conferences, training programs, and affiliated youth councils. UNITY is proud of its accomplished community of alumni, which includes elected tribal leaders, medical doctors, scientists, educators, journalists, lawyers, environmentalists, entrepreneurs, and traditional healers. Mary Kim Titla, San Carlos Apache, a UNITY alumna, became the organization's Executive Director in 2013 and is leading its strategic efforts to increase the quality and number of opportunities available to promote growth and development of Native America's young leaders.

Since relocating the UNITY headquarters to Mesa, Arizona in 2013, and thanks to funding partners, UNITY has experienced amazing growth in annual conference attendance and in the number of youth council affiliates. National conference attendance increased from 1,300 in 2013 to 2,331 in 2019, a 79% increase. UNITY youth council affiliates increased from 135 in 2013 to 320 in 2019, an 137% growth. UNITY offers traditional and culturally appropriate leadership programs to help make sure young Natives carry forward the languages, traditions and cultural knowledge to future generations. UNITY has made significant strides over the years, but there is still much to do to empower our growing population of young people and ready the next generation of leaders.

Dear friends of UNITY,

I am delighted to present our annual report, which will provide a glimpse into the remarkable work accomplished not only in the last year but in the last six years. As you'll see, UNITY has experienced remarkable growth in recent years in youth council memberships, annual conference attendance, fund development and social media presence. We measure our progress in numerous ways. Certainly numbers tell a story but the impact of UNITY's programs on the lives of Native youth around the country is immeasurable.

Financially, our operating results continue to grow. Our revenue in the last year came in 18% higher than in FY2018. We live in times of great change, and our organization will not stand still. Our youth programming, curriculum, our members' continuing leadership and citizen development, and our advocacy efforts all seek to build on our heralded past with a keen eye on the future. I encourage you to read through this annual report, and, more importantly, to travel with us on our journey to greater outcomes.

Warm regards,
Loretta Tuell, Chairman
Council of Trustees



UNITY Council of Trustees (left to right):
Loretta Tuell (Nez Perce), Chairman,
Kyle Doney (Seminole Tribe of Florida),
Tyler English-Rush (Muscogee Creek Tribe), Treasurer/Secretary.
Not pictured: Henry Lozano (Apache), Lori Winfree (Lumbee),
Brittany McKane (Muscogee (Creek)/Seminole), and
Robert Scottie Miller (Swinomish Tribe).

*"UNITY has provided me with
forever friendships, knowledge,
and encouragement."*

- Kara M. (Navajo), 16

UNITY Staff



EXECUTIVE DIRECTOR
Mary Kim Titla
San Carlos Apache



PROJECT MANAGER
OJDP PROGRAM
Loren Ashley Buford
*Oklevueha Band of
Yamassee Seminoles of Florida*



FUND DEVELOPMENT
MANAGER
Greg Mendoza
*Akimel O'odham /
Tohono O'odham / Yaqui*



OFFICE MANAGER /
OJDP COORDINATOR
Tami Patterson



MEDIA SPECIALIST
& PROGRAM ASSISTANT
Jared Massey
*White Mountain Apache /
Navajo*



COORDINATOR
Josh Tso
Navajo

2019-2020 National UNITY Council Executive Committee



FEMALE CO-PRESIDENT
Brittany McKane
Muscogee (Creek) / Seminole



MALE CO-PRESIDENT
Robert Scottie Miller
Swinomish Tribe



WESTERN REP.
Tyloria Antone
Hualapai / Havasupai



PACIFIC REP.
Kristen Butcher
Desert Cahuilla / Lakota-Sioux



NORTHWEST REP.
Izaiah Fisher
*Confederated Tribes of
Siletz Indians*



ROCKY MOUNTAIN REP.
ArriAnna Henry-Matt
*Confederated Salish
and Kootenai Tribes*



GREAT PLAINS REP.
Elijah Landon
*Mandan, Hidatsa and
Arikara Nation*



SOUTHEAST REP.
Kaiden McGhee
Poarch Band of Creek Indians



NORTHEAST REP.
William Mosley
*Naticoke Lenni-Lenape
Tribal Nation*



MIDWEST REP.
Anthony Tamez-Pochel
Cree / Lakota



SOUTHWESTERN REP.
Kiera Toya
Pueblo of Jemez



SOUTHERN PLAINS REP.
Colby WhiteThunder
*Alabama-Coushatta Tribe
of Texas*

UNITY Year-Round Programs

National UNITY Council

The heart of UNITY is its affiliated youth councils, which are sponsored by tribes, Alaska Native villages, high schools, colleges, urban centers, and others. Youth councils engage in annual projects in four areas: cultural preservation, environmental awareness, healthy lifestyles, and community service. UNITY has a growing number of affiliated youth councils, which currently stands at 320 in operation in 36 states. UNITY is the only organization to have a formal network of Native American youth councils. Youth council community service projects are designed to open a significant window of opportunity for Native youth so they can learn, develop skills, focus, and act to promote the important goals of preserving culture, addressing social ills, and protecting natural resources of Native America and/or particular Indian tribes.

Earth Ambassadors

The Earth Ambassadors Leadership program provides 8 months of personal growth activities for Native youth who have demonstrated leadership capability and a willingness to identify solutions to environmental issues within their communities. Participants engage in training and activities to help protect and conserve natural resources by using methods that produce results respectful of tribal cultures. UNITY selects Earth Ambassadors every other year (odd years).

25 Under 25

The UNITY 25 Under 25 Youth Leaders program recognizes 25 Native youth who have shown a commitment to service within Native communities. The program, established in 2016 with selections made every other year (even years), helps 25 youth become more effective leaders through training and capacity building opportunities to better prepare them for success in achieving personal and professional goals.

UNITY News

The UNITY News program, in partnership with Arizona State University's Walter Cronkite School of Journalism and Mass Communication, introduces Native youth to the world of broadcast journalism. UNITY offers Communication Boot Camps twice a year involving multimedia trainers who work with students to help them learn how to become video storytellers. Videos completed at the boot camps are showcased at the UNITY conferences and on UNITY's YouTube channel.

Annual Conferences

UNITY hosts two signature events each year, the UNITY Midyear Conference which takes place in February in Arizona and the National UNITY Conference which takes place in July in different cities across the country; 2020: Washington, D.C., 2021: Dallas, Texas, and 2022: Minneapolis, Minnesota.

Midyear UNITY Conference (February 2019) - Scottsdale, Arizona

- 449 attended the 2019 UNITY Midyear Conference, as compared to a total of 247 attendees (youth and adults) the previous year. This is an 81.7% increase in attendance.
- After attending the conference, 87% of participants agree/strongly agree they have increased their skills on how to develop an advocacy plan; 89.4% understand how being an advocate is connected to creating an advocacy plan; 83% have decided which type of advocacy plan they will develop; 87% better understand what an advocacy plan is and looks like.



National UNITY Conference (July 2019) - Orlando, Florida

- 2,331 attended the 2019 National UNITY Conference.
- 46.4% of attendees also attended the 2018 National Conference and 14% also attended the 2019 Midyear Conference.
- 90% of attendees agreed/strongly agreed the conference materials were meaningful and 98% that the activities offered were interesting and fun
- 88% of attendees participated in the whole 5-day conference.
- 30% of participants believe their social wellness knowledge and skills could be shared and applied within their community.
- 59% of attendees said the activities and sessions around mental wellness will help them the most.

Social media Followers

	January 2019	December 2019	↑
	15,925	19,047	20%
	January 2019	December 2019	↑
	2,050	3,320	62%
	January 2019	December 2019	↑
	2,735	3,450	26%

@unityinc76



In 2016, UNITY received a three-year grant award in the amount of \$763,124 from W.K. Kellogg Foundation to increase awareness of the need for and benefits of adopting a lifestyle that incorporates a culturally relevant and measurable personal wellness plan for participating Native American/Alaska Native youth across the country. The project concluded September 30, 2019. Over the course of the three-year project, a total of 31,677 participants were active in the UNITY Wellness Warrior project.

For the first time, activities were available virtually and through the UNITY Wellness Warrior app. This is a strategy that increases accessibility and is cost effective for participants and Wellness Warrior.

- 891 IOS downloads and 1,893 Android downloads of the Wellness Warrior app over 3 years
- 4,309 Instagram likes for Wellness Warrior posts, an increase of 38.1% over 3 years
- 754 Facebook likes for Wellness Warrior posts, an increase of 30.4% over 3 years
- 394 Twitter followers of Wellness Warrior page, an increase of 6% over 3 years
- 365 participants at the virtual conference (April 2019)
- 239 participants at webinars (spring/summer 2019)

Healing Indigenous Lives Initiative



In January 2019, UNITY was awarded a three-year grant by the US Department of Justice, Office of Justice Programs, Office of Juvenile Justice and Delinquency Prevention (OJJDP). The program, "Healing Indigenous Lives Initiative", will support and enhance Native youth engagement, coordination, and action related to public safety issues, with a focus on juvenile justice and delinquency prevention in Indian country. UNITY has recruited a diverse group of youth leaders and mentors who will design and facilitate intensive training in critical aspects of juvenile justice and delinquency prevention efforts for cohorts of youth throughout the country.

UNITY Fire



"A fire burns within us and has so since the beginning of time. We must continue to

strengthen it and keep it bright for generations to come."

- The late Warren Skye, Tonawanda Seneca Pine Tree Chief, Grandpa Warren Skye, Conference Elder, Fire Keeper



Nearly all our ceremonial ways are centered around the use of air, water, plant life, animal life, and the use of fire. For this reason, a member of the 1995 Executive Committee of the National UNITY Council by the name of SleepyEye La-Fromboise (Seneca/Dakota) asked one of his grandfathers, Warren Skye (Seneca) (pictured above), how UNITY could utilize these elements during the national conference.

At the time, "Grandpa Skye" explained that whenever the Nations of the Hodensaunee people meet to conduct business or have ceremonies they always utilize a fire with prayer. Since many Nations of Native youth come together during the National Conference to better themselves, the concept of the fire was presented.

During each National UNITY Conference, the UNITY fire is used for ceremonial and social purposes and has provided conference attendees an opportunity for healing, spiritual nourishment and just a safe space for youth to hang out. As with all elements given to us, the fire belongs to everyone."



UNITY YOUTH COUNCILS



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UNITY has **320** youth council affiliates
in **36** states, representing more than
350 rural and urban tribal communities.
A **137%** growth since 2013.



"I truly credit UNITY as foundational to building my public speaking skills. I still remember being selected to deliver our eastern regional speech at the conference in 2005 (San Diego, California) and being completely afraid and exhilarated all at the same time."

-Kelsey Leonard, Shinnecock (Alumna)

"UNITY has been life changing to say the least. It has helped me grow so much, and it has also given me so much hope for the future of Indian Country. Just to know that there are thousands of Native youth out there paving the way for future generations. UNITY is a huge driving force for that and I am beyond grateful for this organization."

-Joseph Richard Davis, Akimel O'odham (Alumnus)



"As an Indigenous woman growing up in an area where I represented less than 1% of the population, I was constantly searching for my place. Being a part of the UNITY family has certainly reformed my life to embrace what makes me unique and to honor my heritage. As a Native American in today's society I feel that I have an obligation to preserve the integrity of my culture. By participating in UNITY events such as their annual conferences, and programs like Today's Native Leaders, as well as the White House Tribal Youth gathering, I was able to gain so many useful resources to help not only myself, but my people."

-Raven Dial-Stanley, Lumbee

I attended my first UNITY Conference back in 2014 and ever since I have been inspired to make a difference for my community. UNITY helped me realize that even though I was young, I could still make an impact on my fellow community members. I'm proud of my achievements and the name I've made for myself amongst my people. Eventually I strive to be apart of our Tribal Council. I credit UNITY for everything I've done since I was a participant.

- Quenton Cypress, Seminole Tribe of Florida (Alumnus)



Financial Overview & Youth Programming Partners

YOUTH PROGRAMMING PARTNERS:

American Indian College Fund

American Indian Graduate Center

American Indian Science and Engineering Society (AISES)

Arizona State University Walter Cronkite School of Journalism and Office of Indian Education

Center for Native American Youth

Indigenous Education, Inc.

Inter Tribal Council of Arizona

NABI Foundation

National Center for American Indian Enterprise Development

National Congress of American Indians

National Education Association

National Indian Education Association (NIEA)

National Indian Health Board

Native Americans in Philanthropy

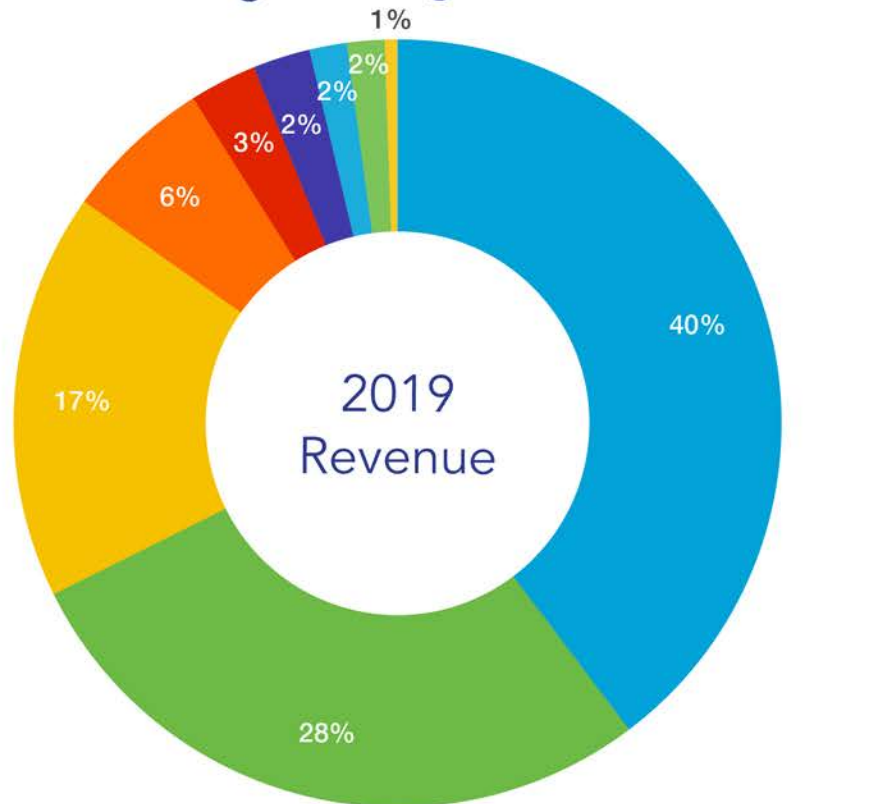
Nike N7

Notah Begay III Foundation

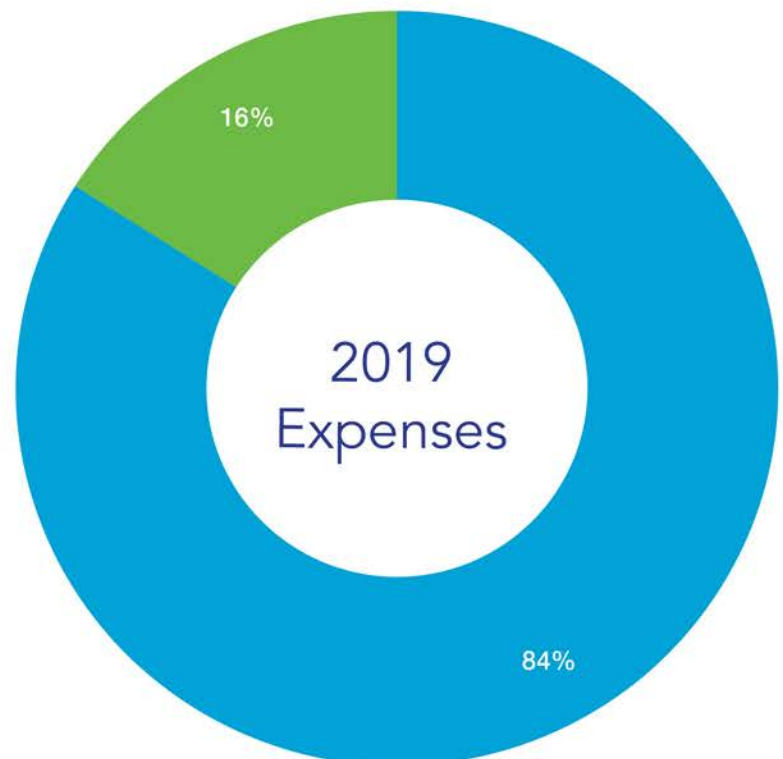
Running Strong for American Indian Youth

Office of Juvenile Justice and Delinquency Prevention (OJJDP)

We R Native (Northwest Portland Area Indian Health Board)



● Conference Revenue (Registrations)
 ● Grants
 ● Tribes
 ● In-Kind
 ● Organizations/Foundations
 ● Corporate
 ● Conference Expo
 ● Individual
 ● Fundraising



● Direct to Program/Services
 ● Management and General Expenses



UNITY's Mission

UNITY's mission is to foster the spiritual, mental, physical, and social development of American Indian and Alaska Native youth, and to help build a strong, unified, and self-reliant Native America through greater youth involvement.

UNITY Defined

UNITY is a national network organization promoting personal development, citizenship, and leadership among Native American youth.

UNITY has a long (43+ years) and impressive track record of empowering and serving American Indian and Alaska Native youth. UNITY is well regarded among the nation's Native American organizations, tribal leaders, and government officials.

2020 National UNITY Conference

More than 2,000 Native American youth and advisors are expected in Washington, D.C., July 3-7, 2020! For more information and to register, visit www.unityinc.org.



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