



## BILLY MILLS, NATIONAL SPOKESPERSON

*A newsletter of Christian Relief Services and its project, Running Strong for American Indian Youth®*

Christian Relief Services connects the resources of Americans with grassroots charitable groups, churches and human service agencies to empower local volunteers to help those in need in their own communities.

## Pine Ridge Residents Anxiously Await Heat Match

On Wednesday, January 7, 2015 the wind chill factor was nearing 30 below on the Pine Ridge Indian Reservation in South Dakota. Hundreds of reservation residents were anxiously awaiting for the following Monday when Running Strong's Emergency Heat Match Program would begin for the season. On that Monday, Running Strong field coordinator Dave Lone Elk reported that his office on the reservation took calls all day.

Through Running Strong's Emergency Heat Match Program, Pine Ridge residents are eligible to receive a dollar-for-dollar match up to \$100 to go towards paying for their propane tanks to be filled or applied towards their electric bill. On January 12, Dave reported that by 10:00 am, there were dozens of residents lined up at the office door waiting to make their contributions. And he did not want to turn anyone away.

*"It's a little helping hand after the holidays but it's also a program that literally saves lives."*

*Dave Lone Elk, Running Strong Field Coordinator*

While it can be difficult for a family on the reservation to come up with the \$100 to take full advantage of the match, it's obviously much harder for them to raise \$250, the minimum amount the propane company charges to make a delivery without the Running Strong heat match. For those with electric heat, Dave said the matching funds are applied directly to



*Pine Ridge residents lined up waiting to make their contribution to the Heat Match Program. ©2015*

the residents' account to keep the utility company from shutting off the power.

And that's why the Running Strong Emergency Heat Match Program is so vital to the community.

Last year, winter on the Great Plains lasted well into spring. Even after the initial heat match program funds were exhausted, Running Strong, thanks to generous and compassionate supporters like you, was able to donate more needed funds and to extend the program until winter's last blast.

Dave reiterated that our emergency heat match program keeps families from worrying about that terrible moment when their propane tank runs dry or the lights go out and it's 30 degrees below outside.

And thanks to Running Strong supporters like you, they don't have to.

### INSIDE:

- ❖ Billy's Legacy, Your Legacy
- ❖ Dreamstarters
- ❖ Legacy Member Spotlight
- ❖ Save the Date
- ❖ Christmas Miracles

## Billy Mills' Legacy, Your Legacy

In October of 2014, Billy Mills and Running Strong celebrated the 50<sup>th</sup> Anniversary of Billy's Olympic gold medal win. We also celebrated all that he has done to give back to Native American youth in the five decades since his historic win. Billy and Native Americans believe that we should not live just for today, or even just for our children or grandchildren, but for the next seven generations to come.

That is why Billy is asking you to join him and become a member of the Running Strong Legacy Society. By including Running Strong for American Indian Youth® in your will or other estate plans, your legacy gift becomes a lasting tribute of your commitment to preserving the well-being and cultural heritage of American Indians.

Legacy gifts provide an estate tax deduction and have a tremendous impact on our ability to continue to fulfill our mission.

By making a legacy gift you will be helping to ensure that that the work Billy and Running Strong have been able to do for the past 30 years to help Native American youth realize their dreams for a happy, healthy and successful life will continue for the next 30, and far beyond.



*Billy and his wife Pat at the Pine Ridge wacipi (pow wow) celebrating the 50<sup>th</sup> anniversary of his gold medal win. ©2014*

For more information on how to join Billy and so many others by including Running Strong for American Indian Youth® in your charitable giving plans, please contact Paul at 1-800-337-3543, ext. 107, or by e-mail at [paul@IndianYouth.org](mailto:paul@IndianYouth.org).

**Save the Date!**

## Running Strong's Annual Reservation Tour Is September 13–19, 2015

It may only be February now, but it's time to mark your calendar and save the date for Running Strong's 2015 Annual Reservations Tour, September 13-19, 2015. The tour provides you with the opportunity to see first-hand the programs you help make possible on the Pine Ridge and Cheyenne River Sioux Indian reservations in South Dakota — Billy's legacy and your legacy.

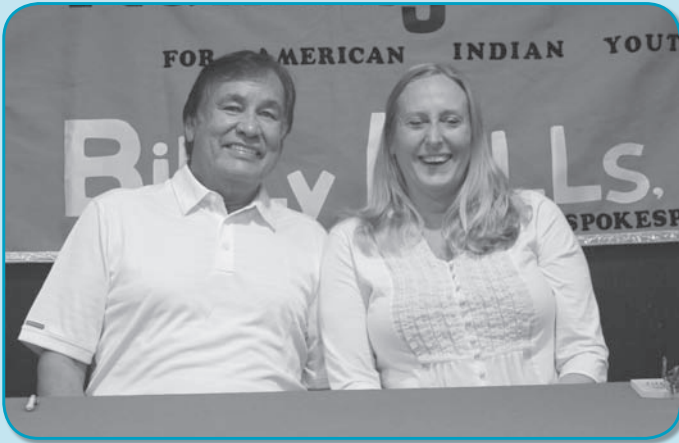
In addition to seeing our programs in action, you will receive an intimate taste of Lakota culture, including attending a pow wow and visiting revered cultural landmarks, as well as learn about American history from a different perspective.

For many, the highlight of the tour is the opportunity to meet and spend an evening with Running Strong's national spokesperson — Olympic gold medalist Billy

Mills. Last year's 25<sup>th</sup> annual tour was a huge success and sold out! **Visit our website [www.IndianYouth.org](http://www.IndianYouth.org) to join our e-mail list so you don't miss out when registration opens this spring. Or check the box on the enclosed reply form to receive a brochure when they are available in mid-May.**



*The 2014 tour group! ©2014*



Pat Robicheaux with Billy Mills during the 2013 Running Strong Reservations Tour. ©2013

Like so many new and long-time Running Strong supporters, Pat Robicheaux has given generously for 18 years to Running Strong to help build a better future for Native American children and their families, after receiving a letter from Billy about Running Strong and its mission.

“I connected with the way of the Lakota as Billy described in the letter,” she told us. “Seeing that Billy Mills, the Olympian, was Lakota and an Olympian I wanted to meet him and learn more. I had tried out for the U.S. Volleyball team and I felt I found someone that I could relate to. And I felt for the people that he was writing about — about their struggles — and about how I could help.”

“I continue being a supporter because of what Running Strong stands for and how the non-profit operates,” she added.

Pat attended her first Running Strong tour in 1998, and has been on several since and she’s become quite a dancer participating in pow wows and following the girl dancers’ steps during the jingle dance. “I had so much fun,” she tells us, “and received one of the biggest compliments ever when a Lakota asked her ‘are you sure you’re not Indian?’ I cherish that to this day.”

We were pleased and honored to learn that Pat had included Running Strong in her estate plans with a large contribution to improve the lives of American Indian youth. We are proud that she has placed her faith in Running Strong, and that she believes in us to ensure that her spirit will always be felt through her compassion and generosity for others.

*“I chose to be a Legacy supporter because Running Strong is my family. I want to help wherever and whenever I can whether I’m here, or in the hereafter.”*

*Pat Robicheaux*

**For more information on how to make your legacy gift like Ms. Robicheaux and Billy, contact Paul at 1-800-337-3543 x 107 or by email at [paul@IndianYouth.org](mailto:paul@IndianYouth.org).**

## First Dreamstarters™ Grant Program Begins



**DREAMSTARTER™**

Running Strong for American Indian Youth® believes in the dreams of young American Indians — creating stronger communities, overcoming poverty and building a better tomorrow for themselves and their families.

Fifty years ago, Billy Mills achieved his dream of winning an Olympic gold medal, and since then, he has used that victory to help him give back to the American Indian community. To celebrate Billy’s dream and his leadership, Running Strong is proud to announce the Dreamstarter™ grant program to help the next generation of American Indian youth make their dreams come true.

For each of the next five years, Running Strong will provide 10 \$10,000 grants to community non-profit organizations which will mentor a young Dreamstarter and work with him/her to implement a project inspired by the young person’s dream for her or his community.

**Interested in helping support or sponsor a Dreamstarter? Visit our Dreamstarter™ donation page at [www.IndianYouth.org/Dreamstarter](http://www.IndianYouth.org/Dreamstarter) or email [Dreamstarter@IndianYouth.org](mailto:Dreamstarter@IndianYouth.org) for more details on how you can be involved in making an American Indian youth’s dream come true.**



# TOYS FOR TRIBES A HUGE SUCCESS

We did it! Thanks to you, children and families on the Cheyenne River Sioux Indian Reservation had a wonderful and joyous Christmas. In partnership with the Cheyenne River Youth Project®, and through your generous support and compassion, **our Toys for Tribes toy drive was a huge success, serving more than 1,350 children in 306 families.** Thank you for helping these kids receive what they asked for in their letters to Santa.

For the children on the reservation, who otherwise would receive nothing for Christmas, you helped to make sure that Santa did not pass them by and, more importantly, ensured that they know in their hearts forever that Christmas miracles really can happen.

*Thanks to you, children on the Cheyenne River Indian Reservation were able to have a joyous Christmas! ©2014*

## MORE HOLIDAY JOY!

Your generous support also helped to provide Christmas parties on the Pine Ridge Indian Reservation in South Dakota! One of our partners didn't even think they were going to be able to have Christmas but thanks to you another Christmas miracle happened!

*"The kids were just all very happy to receive a gift... Personally, having the support from Running Strong was a huge relief and surprise. I didn't think we were going to have a Christmas, thank you very much."*

*Rose Fraser, Director, Oyate Teca Project*

### *This Holiday Season You Helped Us to Provide:*

- ❄ 3,000 food boxes
- ❄ 1,550 blankets
- ❄ 4,190 coats with hoods
- ❄ 2,420 hats
- ❄ 2,460 scarves
- ❄ 2,370 gloves

*Another Christmas miracle! ©2014*



### We Meet the BBB Standards for Charity Accountability!



The BBB Wise Giving Alliance National Charity Seal carries a lot of meaning for both donors and charities. For donors, the appearance of the seal in a charity's mailings, on its website, in newspaper and magazines or elsewhere is a symbol that the charity meets the Alliance's Standards for Charity Accountability. These standards go way beyond what the government regulators require and involve rigorous scrutiny of a charity's governance, effectiveness, finances and publications. We are proud to meet these standards year after year!

## Running Strong for American Indian Youth®

A Project of Christian Relief Services  
P.O. Box 52144, Phoenix, AZ 85072-9612



NATIVE WAYS  
FEDERATION™

