
CANGLESKA, INC.



Project Title:	Winyan Ki Igluonihanpi Healing Center (Women Reclaiming Sacredness)
Award Amount:	\$298,000
Type of Grant:	Social and Economic Development Strategies
Project Period:	9/30/2006 – 9/29/2007
Grantee Type:	Native Nonprofit

PROJECT SNAPSHOT

- 4 jobs created
- 1 Native American consultant hired
- 12 elders involved
- \$13,870 in resources leveraged
- 37 people trained
- 10 partnerships formed

BACKGROUND

The Oglala Sioux Tribe is located in the southwestern corner of South Dakota on the 1.7 million-acre Pine Ridge Reservation, in Shannon County, which is home to over 20,000 people. The economic situation on the Reservation is depressed, highlighted by Shannon County's rank as second poorest county in the United States. Cangleska, Inc. is a community-based nonprofit headquartered in the center of the Reservation that provides services for domestic violence and sexual assault survivors.

PROJECT PURPOSE AND OBJECTIVES

The goal of the Project was to create and sustain a healing center to support Lakota women, their partners and kinship networks to promote a healthy, balanced lifestyle.

The Project's first objective was to lay groundwork to establish a mental health shelter and initiate culturally-based mental health treatments for survivors of domestic violence. Treatment methods centered on group counseling and weekly participation in *inikaga* - sweat lodge purification rituals. Cangleska staff hired a project coordinator, social worker, psychologist and advocate to implement the Project. Staff developed employee protocols and a treatment template prior to commencing treatment sessions. The treatment involves daily, individual and group counseling for a six-week period and includes cultural mapping exercises aimed at improving individual decision-making. To promote the new service, Cangleska conducted a public outreach campaign, including advertising through a local radio station, local newspapers and letters to partners and community organizations. To help raise awareness, the new shelter's grand opening coincided with the opening of Cangleska's newly-refurbished main building.

In all, 37 women received training in cultural mapping, relationships and domestic violence, sexual assault, parenting and advocacy. Each participant also attended weekly sweat lodges designed to reinforce the sense of self and decision-making skills.

Staff also conducted survey evaluations with each participant to determine satisfaction and additional needs.

In the second objective, Cangleska staff planned to attain state accreditation for the shelter and sustain the Project by developing long-term sources of funding. By the end of the Project, Cangleska had not received state accreditation but had met with state officials to review itemized billing standards, which precedes accreditation. Staff identified Medicaid, insurance and indigent funds as the most likely third-party billing options. However, since Cangleska did not receive accreditation, reimbursement and billing contracts were not implemented by the end of the Project.

The staff faced a series of challenges. First, scheduling conflicts created obstacles for some individuals due to other obligations. Second, some participants had difficulties attending the program while leaving their children in the care of family or non-relatives, due to fears of child abuse. To assuage participant fears, Project staff allowed the participants' children to stay within the confines of the shelter during sessions. Finally, Project staff cited the overall level of poverty and chaos in the lives of its participants as the most difficult challenges to overcome, often making it impossible to regularly attend treatment sessions.

PROJECT OUTCOMES AND IMPACT ON THE COMMUNITY

The new shelter provides participating women a safe place to express themselves, conduct healthy social interactions, increase social skills and enhance parenting skills through training. Karen Artichoker, Cangleska's Director, stated, "These women will become assets to the community in the future," because of their participation. Staff hopes progress made with participants will

lead to positive changes in the domestic environment for their children.

During the Project, the shelter received 24 court-ordered mental health and abuse cases. For tribal, state and federal mental health social service referral organizations, the shelter provides a culturally-focused service for Native American clients, something that did not exist previously.

Project staff also reported that the Project strengthened Cangleska's connection to the community. The new facilities are secure, culturally decorated and designed to give families security from violence. The sweat lodge is on-site and there is an outdoor fenced area for children to play, game rooms and computers for youth and client use, and privacy areas for individual families. Furthermore, the Project's newly developed "zero-tolerance" staffing policies and procedures are designed to ensure a safe, stable environment with strict confidentiality rules. The policy includes forbidding staff to use illegal substances, alcohol in public places, or display inappropriate behavior in public. Breaches in confidentiality are cause for immediate dismissal. These policies are advertised locally on the radio and in print. Staff members report the adherence to these policies as the primary reason for the community's trust in Cangleska and the Project's achievements.

"It feels that this work is life saving for women, children and the Lakota people as a whole."

Karen Artichoker
Director, Cangleska, Inc.

FOUR BANDS COMMUNITY FUND



Project Title:	Dakota Native Discovery
Award Amount:	\$279,220
Type of Grant:	Social and Economic Development Strategies
Project Period:	9/19/2005 – 9/29/2007
Grantee Type:	Native Nonprofit

PROJECT SNAPSHOT

- 25 jobs created
- 11 businesses created
- 9 Native American consultants hired
- 6 elders involved
- 499 youth involved
- \$26,160 in revenue generated
- \$97,872 in resources leveraged
- 31 people trained
- 62 partnerships formed
- 28 products developed

BACKGROUND

The Great Sioux Reservation was established by the Fort Laramie Treaty in 1868, and spanned all of modern western South Dakota and parts of Nebraska. In 1889, Congress partitioned the Great Sioux Reservation into five geographically separate areas. Three of the resulting five territories are the Cheyenne River, Pine Ridge and Rosebud reservations, which encompass nearly 4.15 million acres of South Dakota and have a combined population of 34,460 members.

The 2000 U.S. Census estimated that poverty rates exceed 40% on all three reservations and unemployment rates are higher than 35%. In 2006, South Dakota’s tourism sector, which is increasingly powered by the desire to experience Native American culture, provided an estimated 33,000 jobs and contributed over two billion dollars to its economy. This Project was designed to tap into the tourism market to facilitate economic development on the three reservations.

PROJECT PURPOSE AND OBJECTIVES

The purpose of the Project was to expand the capacity and number of new tourism-related activities, businesses and services on the three reservations through partnership development and marketing strategies. Three groups coordinated activities on each of the reservations: Four Bands Community Fund on the Cheyenne River Indian Reservation, Pine Ridge Chamber of Commerce on the Pine Ridge Reservation, and Sicangu Fund on the Rosebud Indian Reservation.

The first objective was to expand tourism opportunities by six tourist activities and ten new tour-oriented businesses. To facilitate the tourism expansion, Project staff conducted targeted outreach to identify

tourism businesses and artists available on the reservations. Once businesses were identified, outreach activities included one-on-one technical assistance sessions between Project staff and local entrepreneurs. Trainings focused on customer service, technology, accounting and community involvement. By the Project's end, staff had successfully facilitated the expansion of six new tourism-related activities, such as guided hunting trips and tipi village tours. Staff also facilitated the establishment of eleven new businesses to serve tourists, including: a tipi campground, bait and tackle shop, art galleries, hunting guides, traditional quilters and coffee shops.

The second objective was to expand the capacity of 60 tourism activities / businesses and 35 individual artists to provide tourism activities and services. Project staff conducted marketing, pricing methods and artistic trainings on all three reservations to 31 individual artists and entrepreneurs. Combined with onsite trainings, staff worked with 137 individual Native American artists and entrepreneurs and 122 businesses.

The Project's final objective was to strengthen 65 partnerships and implement six marketing activities to increase new customers for 30 native businesses and artists. Project staff promoted partnership development by attending state tourism meetings, participating in tribal tourism activities, holding powwows at local venues and conducting a marketing campaign to attract visitors. Through the marketing campaign, staff developed, produced and distributed over 15,000 copies of advertising rack cards (small graphic advertisements) for sixteen businesses. Staff distributed the rack cards to hotels, at conventions and throughout South Dakota's highway rest stops. Staff also developed two tribal tourism websites, 38 web pages for local businesses, three tourism media packets and

four regional tourism maps, of which it produced 20,270 copies that staff distributed throughout the state. The 62 Project partners include art galleries, tourism associations, hotels and casinos, tribal governments and the South Dakota Governor's Office of Economic Development, all of which worked together to promote cultural tourism on the three reservations.

Staff reported travel difficulties due to vast distances between the three main Project offices. Since traveling three hours one way for staff meetings was expensive and consumed an inordinate amount of time, staff developed telecommunication procedures to help keep transportation costs to a minimum.

PROJECT OUTCOMES AND IMPACT ON THE COMMUNITY

Three reservation communities worked in concert to increase tourism networking and economic development opportunities. The collaboration also reached the regional level, as the State of South Dakota increased its promotion and assistance to the tribes' tourism goals, which in turn positively impacts the entire state.

For existing and new local artists and entrepreneurs, the Project provided critical business assistance. One local trail riding company, Minnecoju Trail Rides, gave tours to 5-7 groups per year prior to 2005. Due to recent expansions facilitated by the Project, it now serves between 10-15 groups each summer. Another entrepreneur assisted by the Project was Kristy Marshall, proprietor of Kristy's Creations, a native quilt producer and reseller. She shared, "Without Four Bands' assistance, I would have had difficulty staying in business." With Project help, she purchased a sewing machine and increased marketing efforts. She sold over 100 quilts during the Project, compared to only a few per year previously.

OCETI WAKAN (SACRED FIREPLACE)



Project Title:	Native Language Preservation and Maintenance
Award Amount:	\$75,000
Type of Grant:	Language
Project Period:	9/30/2006 – 9/29/2007
Grantee Type:	Native Nonprofit

PROJECT SNAPSHOT

- 1 job created
- 1 Native American consultant hired
- 90 elders involved
- 15 youth involved
- \$11,392 in resources leveraged
- 15 people trained
- 9 partnerships formed
- 5 products developed
- 1 language survey developed
- 2,157 language surveys completed

BACKGROUND

Founded in 1994, Oceti Wakan is a nonprofit Native American faith-based organization whose primary goal is the preservation of Lakota culture. The organization develops language books, CDs and school curricula to further its cultural preservation goals.

The Lakota are part of a confederation of seven related Sioux tribes whose Lakota language is one of three major Sioux dialects. Oceti Wakan, which means “Sacred Fireplace” in Lakota, is located on

the Pine Ridge Oglala Lakota Reservation in South Dakota. The Reservation is divided into nine districts spread over 1.7 million acres. The 2000 U.S. Census estimated the Reservation’s population at 14,068 people.

PROJECT PURPOSE AND OBJECTIVES

The purpose of the Project was to conduct a comprehensive language assessment to identify the status of the Lakota language on the Reservation and establish the community’s long-range language preservation goals.

The Project’s first objective was to develop and conduct a language assessment for the entire Pine Ridge Reservation. Staff developed the survey to capture the number of residents in each district; people living in each household; and the number of people that can speak, read or understand Lakota. The Project Director hired fifteen part-time surveyors with knowledge of each of the Reservation’s nine districts to conduct the survey. By the end of the Project, surveyors captured data for 2,157 households on the Reservation, representing over 9,450 people. Survey results indicated that 19% of Pine Ridge residents speak the Lakota Language and at least one person in 41% of all the

Reservation's households speaks Lakota. Furthermore, the data details variations in Lakota skills by district, revealing balanced distributions of speakers in some areas and highlighting imbalances in others.

The second objective was to assess the community's long-range language goals by attending district meetings and interviewing tribal elders, Head Start directors and school teachers. Presenting statistical data gleaned from survey results, staff met with elders in all nine districts, local school teachers and the director of the Reservation's Head Start program. To encourage community participation at each of the monthly district meetings, staff developed a public service announcement for the local radio station and distributed 1,000 posters throughout the Reservation. Despite these efforts, staff members were unable to attend meetings in every district due to difficulties being scheduled on meeting agendas, inconsistent meeting patterns and occasional tribal elections. Concurrent with the meetings, Project staff delivered workshops on internalized racism and discussed Lakota language goals with 496 local classrooms. Staff connected the workshops to the language Project by highlighting the counterproductive trend of appreciating external values and education more than Lakota values. Staff encouraged youth to place greater value on the Lakota people and language.

By the Project's end, staff had developed a list of the Reservation's language goals, which included: immersion language schools, increased Lakota cultural instruction in public schools, focusing language instruction on conversational sentences rather than individual language "chunks," developing a young parent language program, declaring a "state of language emergency" on the Reservation and focusing on the youngest children in the homes and Head Start program.

Project staff confronted extreme weather conditions during survey months, which limited possible travel days. As another challenge, the partner radio station closed unexpectedly for several months, limiting its advertising impact on the Project. Additionally, one staff vehicle was involved in a collision and became inoperable, leading staff to purchase a new vehicle to travel to survey sites.

PROJECT OUTCOMES AND IMPACT ON THE COMMUNITY

Project staff reported a shift in tribal member consciousness regarding language preservation due to the dissemination of survey results at community meetings. Staff also noted that a dialogue on language preservation began between tribal districts following the meetings. Community members expressed satisfaction at their involvement in the development of long-term language goals.

Involved elders expressed pre-Project concerns about what they saw as rapid Lakota language loss. Following the Project, many reported satisfaction that tribal members had taken initiative and were working towards a solution.

Project staff also reported significant progress in the Reservation's schools. Teachers perceived an increase in practical dialogue regarding language preservation in the school system. Cindy Catches, the Project Director, shared, "This is the first time in ten years that our dialogue with the school district regarding language preservation has turned around. The effects should be monumental for the Reservation."