

STRATEGIC GIVING:

Supporting the Navajo Nation through a UI Triple DAF

Upon learning that COVID19 was affecting the Navajo Nation above the national average, a UI Donor wanted to support organizations that were at the frontlines of providing relief. The family reached out to the UI Donor Services Team about researching and recommending grants that they could make from their DAF.



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IMPACT**

uitripledaf.org

UI Associates met with the family to understand the scope of the problem they wanted to address for the Navajo Nation. Key criteria included:

Organizations providing immediate, non-medical relief

Able to reach a substantial number of families with an initial \$50,000 grant

Overview of our Process

The UI team conducted a thorough search to identify and validate the organizations that would be presented to the family based on their criteria.

- Identified **15 organizations** that worked in the Navajo Nation.
- Spoke to several experts, including a **US Congressman's district office, Navajo Nation officials**, and **experts in Navajo aid and relief**.
- Shortlisted **four organizations** that were the best suited to **achieve short-term relief in the Navajo Nation**.
- After further due diligence, understanding key factors like **scope of impact, traction, and expertise in the area**, UI narrowed it to two nonprofit organizations.
- Both recommendations were **approved by the UI Investment Committee**.

Outcome

The UI team reviewed the two organizations with the family. While both provided comparable short-term relief and services, one of the organizations was started by individuals from the Navajo Nation. The family decided to fund this organization, believing that local connections and understanding of the people affected were important.

Within a few weeks, UI conducted the research, presented it to the family, and facilitated the \$50,000 grant from the family's UI Triple DAF to the nonprofit.