



Sheena V.
FOUNDATION

TRAIL OF TEARS INDIAN
REMOVAL REMEBRANCE



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Mission

Provide a Circle of Support through health & wellness, cancer research, financial literacy and educational programs to restore a self-sustaining environment and better lives for Native American youth.



“In 1868, men came out and brought papers. We could not read them, and they did not tell us truly what was in them...When I reached Washington, **the Great Father explained to me**...that the interpreters had deceived me. All I want is right and justice.”

Red Cloud, ca 1822-1909

“**We preferred hunting** to a life of idleness on the reservation, where we were driven against our will...We preferred our own way of living...All we wanted was peace and to be left alone.”

Crazy Horse, ca 1842-1877



“Out of the Indian Approach to existence **there came a great freedom**, an intense and absorbing love for nature – enriching faith in a Supreme Power; and principles of truth, honesty, generosity, equity and brotherhood as a single guide to mundane relations.”

Luther Standing Bear, ca 1886-1939



Timeline of Tragedy

- 1830 President Andrew Jackson signs Indian Removal Act initiating resettlement of Native Americans
- 1838 One infamous march, the “Trail of Tears” resettlement of Cherokee Nation, credited with 8,000 deaths
- 1850+ U.S. realizing the prize of the West eventually sparking Great Plains wars of the 1860s-1880s
- 1868 Treaty of Fort Laramie (2nd version of this treaty) officially forced Indians to cede large tracts of their lands to the U.S. and assigned all Native Americans to reservations. Thus, ending nomadic hunting ways of survival
- 1887 General Allotment Act passed by Congress giving 160 acres of land per couple & 80 per single adult
- 1893 Famous Western Land Run net loss +80 million acres out of 138 million
- 1924 Citizenship Act made all American Indians citizens of the U.S.
- 1943 Official U.S. survey finds horrific conditions and severe poverty
- 1953 Tribe eradication era brings forced assimilation and loss of 109 tribes & 2.5 million prime acres by 1964
- 1978 Indian Religious Freedom Act passed to protect/preserve inherent right of freedom to believe, express, and exercise traditional religions of the American Indian
- 1993 Act added provision for enforcement of 1978 Act and ability to retain sacred sites
- 1994 Act extended 1978 Act making it legal to transport and use peyote for ceremonial purposes

Timeline of Tragedy

Living conditions on the reservations have been cited as
“Comparable to Third World.”

(May 5, 2004, Gallup Independent)

Casinos do benefit select tribes

Geographic proximity to a customer base = big dollars
Only approximately 30 out of 650 tribes have that luxury

Non-casino tribes challenged for sustainability

Bad lands = sparse natural resources and limited herds (roaming or raised)
Poverty is crippling impacting education and innovation



Pine Ridge Survey*

48.3

POVERTY RATE
United States 13.8%

\$9,728

ANNUAL PER CAPITA INCOME
United States \$27,334

37.2

SUICIDES PER 100,000
United States 10.9

66.6

LIFE EXPECTANCY
United States 76.5

4.9mm Indians on reservations

40k live on Pine Ridge Reservation at the time of the survey

TRAIL OF TEARS INDIAN REMOVAL REMEBRANCE

Sheena V. Foundation

About

Growing up, our founder saw the plight of children in Native America today.

Throughout her life's travels, she has seen first-hand how serious the living conditions and loss of hope & spirit exist on the reservations. She wanted to do something to make an impact, and feels we owe it to ALL Native Americans – The First People of America.

The Sheena V. Foundation (SVF), named in memory of her late niece – Sheena Vesta Osborne – who passed away from a very rare form of cancer at age 16. Parallel: Cancer ranks higher among Native American children than any other culture in our country. Thus, the inspiration for SVF and its alignment with Native America.

SVF is a non-profit 501 (c) (3) charitable foundation committed to restoring a self-sustaining environment through: Health & Wellness, Cancer Research for Children and Financial Literacy. All to preserve, protect and provide for the most valuable asset to any Native American Tribe/Nation – the children.

The foundation aims to create solutions to restore a sustainable environment that will support future generations. Our Focus: Educate Native youth on culturally appropriate long-term solutions to combat a quickly depleting environment.



Health Insights

Disproportionate Health Challenges

In addition to having higher rates of certain kinds of cancer, Native American children have a plethora of health challenges ahead of them driven by centuries of limited access to health care, healthy food and educational and employment opportunities.

Health Insights*

18.4

INFANT MORTALITY PER 1,000
United States 6.8

2.2

TIMES HIGHER RATE OF
DIABETES THAN WHITES

68%

INCREASE IN DIABETES
AMONG TEENS

95%

PATIENTS WITH TYPE II,
VERSES TYPE I, DIABETES

728

LIVER DISEASE DEATHS
PER 100,000
Unites States 9.7

Health Insights*

Over 50% of Indians on reservations rely on the Indian Health Service for medical care¹

Crisis-driven only based on funding

Wide gap in adequate and preventative health care

Pharmacies and doctors' offices outside of hospitals completely non-existent on some reservations

Pressure to shift from a traditional dietary ways of life to Western lifestyle dramatically changed the health of Native Americans

Epidemic of chronic diseases such as diabetes, heart disease, tuberculosis and cancer

20% more likely to have heart disease than other Americans and to die from it at a younger age²

600% more likely to die from tuberculosis³

Disparities related to rates of cancer and cancer treatment higher than for any other Americans⁴

Suicide prevalent among Native American living on reservations

Suicide among youth now at crisis levels

Native American teens and young adults end their lives 3x often as their peers

¹Indian Health Facts

²American Heart Association, per Indian Health Service

³Indian Health Disparities

⁴Native People for Cancer Control; American Indian Relief Council

Financial Insights*

Tribal and Federal governments the largest employers on the reservations

The scarcity of jobs and lack of economic opportunity

Depending on the reservation, 4 to 8 out of 10 adults on reservations unemployed¹

Many households overcrowded and earn only social security, disability, or veteran's income

Of all Indians, 28.2% live below federal poverty line² ; 38% to 63% range for those living on reservations³

Often, heads of household forced to leave the reservation to seek work. Ramifications:

Grandparents take on the job of raising their grandchildren

Extended families pool meager resources to meet basic needs

Relative poverty still experienced by these blended families best described as the gap between the overall need and the need that goes unmet

Native American reservations resemble that of third world conditions⁴ or even fourth world

Term fourth world came into use in 1974

Refers to indigenous or cultural entities living in substandard conditions within or across a state's boundaries

¹American Indian Relief Council

²American Indians Census Facts

³National Center for Education Statistics

⁴Gallup Independent



Time To Act

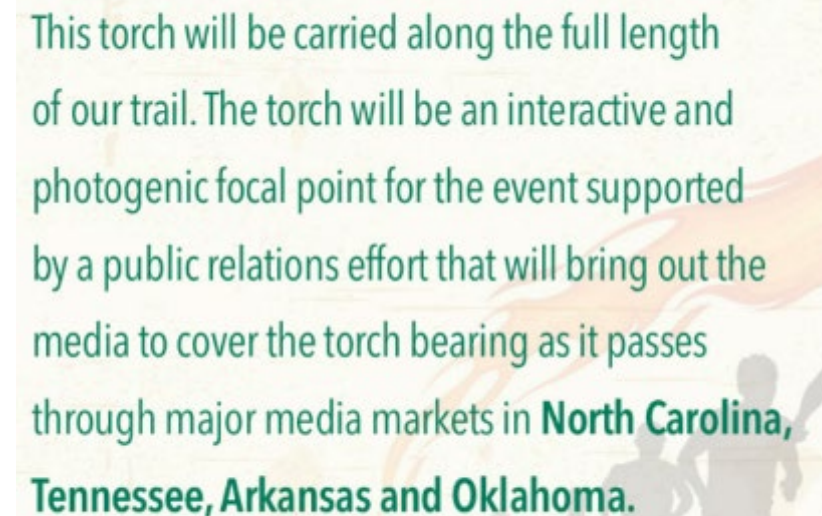
Our Plan

Trail of Tears Indian Removal Remembrance (TTIRR)

It's a celebration of the history and culture of America's first people of the Five-Civilized Tribes and by no accident coincides with our country's 250th anniversary! It's a mobile education and immersion tour with routes across the country and Trail of Tears. Special focus is the Circle of Support lifting up the youth of the Native American community. TTIRR is slated to launch in June of 2026.

ENDURING SPIRIT

This torch will be carried along the full length of our trail. The torch will be an interactive and photogenic focal point for the event supported by a public relations effort that will bring out the media to cover the torch bearing as it passes through major media markets in **North Carolina, Tennessee, Arkansas and Oklahoma.**

An illustration showing a group of silhouetted figures running or walking towards the right. The person at the front of the group is holding a large, glowing torch aloft. The background is a light, textured yellow.

TRAIL OF TEARS INDIAN REMOVAL REMEMBRANCE

Experiential Tour

4 states

5 tribes

7 cities

8 days

850 miles

Hundreds of participants

Tens of thousands touched

Hundreds of thousands raised



How it works

Annual event commemorating one of the many historic Indian relocation routes of the 1800s



Representatives of 5 tribes caravan in theme-wrapped RVs, containers or other mobile asset



How it works

Cherokee, North Carolina Opening Ceremony (Cherokee)

FIRST DAY

- Arrivals – Supporter Attendees/Audience i.e. – Motorcade Participates and more arrive
- Formal Welcome Speech – Afternoon (after lunch ?) – Introductions – Chiefs and related dignitaries
- Press event with local media – (All 3 Days)
- Morning or noon TV show appearance – National TV coverage (All 3 Days)
- Environment
 - ❖ Historical Displays for each tribe
 - ❖ Nanyehi – The Story of Nancy Ward –(Share more details)
 - ❖ Food Trucks – Traditional Food
 - ❖ RV educational backdrop

SECOND DAY

- Sporting Events (TTIRR – Competitions w/ awards for Gold/Silver/Bronze)
 - ❖ Rodeo – First Round-Series 3
 - ❖ Indian Relay Races – Frist Race -Series 3
 - ❖ Stick Ball – First Game - Series 3
- Various Motivational Speakers including Chiefs and Veterans
- Meet and Greet – Persons of Notoriety
- Concerts (Rem the ladies of the Choctaws)
- Major – Concert inside Casino Venue
- Dancers – Pow Wow with Stomp Dancers
- Fashion Show
- Queens

THIRD DAY – Official Kick Off

- Formal Ceremony – People of Notoriety
- Lighting of the Spirit Torch Ceremony
- Announce – Congratulate Sporting Event Winners (Representing Endurance)
- 5K – Symbolic Remembrance Walk begins with the Troch – Leading the way-After each participant – Motorcade heads out
- B-roll capture for video news release
- After the walk, the tour hits the trail headed for the next town

How it works

Pulaski, TN
Market Visit (Pulaski)



Chattanooga, TN
Market Visit (Chattanooga)

OFFICIAL LAUNCH CEREMONIES

- Remembrance walks and arrival of the Remembrance Torch
 - ❖ Begin the 5K walk just outside the city limits to mark the arrival of the Remembrance Walk/Torch
- RV educational backdrop
- Nanyehi – The Story of Nancy Ward – (more details available)
- Small town local newspaper interview
- Press event with local media
- Various speakers

How it works

Memphis, TN

Mid-Tour Stop (Tribe ???)

FIRST DAY

- Remembrance walks and arrival and ceremonial presentation of the Remembrance Torch. Begin the 5K walk just outside the city limits to mark the arrival of the Remembrance Walk/Torch
- Arrivals – Supporter Attendees/Audience i.e. – Motorcade Participates and more arrive
- Formal Welcome Speech – Afternoon (after lunch?) – Introductions – Chiefs and related dignitaries
- Press event with local media – (All 3 Days)
- Morning or noon TV show appearance – National TV coverage (Both Days)
- Environment
 - ❖ Historical Displays for each tribe
 - ❖ Nanyehi – The Story of Nancy Ward –(Share more details)
 - ❖ Food Trucks – Traditional Food
 - ❖ RV educational backdrop

FIRST DAY (cont.)

- Ceremonial Events
- Small town local newspaper interview
- Press event with local media
- Add mid-tour concert
- Tap into a local Memphis venue
- Leverage talent connections of any/all partners

SECOND DAY

- Sporting Events (TTIRR – Competitions w/ awards for Gold/Silver/Bronze)
 - ❖ Rodeo – First Round-Series 3
 - ❖ Indian Relay Races – Frist Race -Series 3
 - ❖ Stick Ball – First Game - Series 3
- Various Motivational Speakers including Chiefs and Veterans

SECOND DAY (cont.)

- Meet and Greet – Persons of Notoriety
- Concerts (Rem the ladies of the Choctaws)
- Major – Concert inside Casino Venue
- Dancers – Pow Wow with Stomp Dancers
- Fashion Show
- Queens
- Formal Ceremony – People of Notoriety
- Lighting of the Spirit Torch Ceremony
- Announce – Congratulate Sporting Event Winners (Representing Endurance)
- 5K – Symbolic Remembrance Walk begins with the Troch – Leading the way-After each participant – Motorcade heads out
- B-roll capture for video news release

How it works

Little Rock, AR
Market Visit (Tribe ???)



Fort Smith, AR
Market Visit (Tribe ???)

OFFICIAL LAUNCH CEREMONIES

- Remembrance walks and arrival of the Remembrance Torch
 - ❖ Begin the 5K walk just outside the city limits to mark the arrival of the Remembrance Walk/Torch
- RV educational backdrop
- Nanyehi – The Story of Nancy Ward – (more details available)
- Small town local newspaper interview
- Press event with local media
- Various speakers

How it works

Tahlequah/Tulsa/BOK, OK

Final Stop – 850 MILE Endurance

Casino Partners – Concerts, signage, etc.

FIRST DAY – Events captured throughout Tahlequah, Tulsa and BOK Convention Center

- Arrivals – Supporter Attendees/Audience i.e. – Motorcade Participates and more arrive
- Formal Welcome Speech – Afternoon (after lunch?) – Introductions – Chiefs and related dignitaries
- Press event with local media – (Both Days)
- Morning or noon TV show appearance – National TV coverage (Both Days)
- Environment
 - ❖ Historical Displays for each tribe
 - ❖ Nanyehi – The Story of Nancy Ward –(Share more details)
 - ❖ Food Trucks – Traditional Food
 - ❖ RV educational backdrop

SECOND DAY

- Sporting Events (TTIRR – Competitions w/ awards for Gold/Silver/Bronze)
 - ❖ Rodeo – First Round-Series 3
 - ❖ Indian Relay Races – Frist Race -Series 3
 - ❖ Stick Ball – First Game - Series 3
- Special Ceremony – Final Lighting of Torch – Awards for all Three TTIRR – Gold/Silver/Bronze
- Big “Blow Out” Concert Series – Local Oklahomans -i.e. Blake Shelton – Reba McEntire – Garth Brooks – Carrie Underwood etc....and others George Strait – Allen Jackson – Laney Wilson Etc
- Various Speakers-Veterans- Chiefs – “Motivational ‘ i.e. Historic & Positive

SECOND DAY (cont.)

- Meet and Greet – Persons of Notoriety
- Concerts *Rem the ladies of the Choctaws)
- Major -Concert -Inside Casino Venue-Inside BOK Convention Ctr
- Dancers – Pow Wow -Stomp Dancers
- Fashion Show-
- Queens-

2027

Next Route TBD...

“What we do today
impacts seven generations
tomorrow.”

Chief Bill Baker, Oklahoma Cherokee Nation



Thank You!