

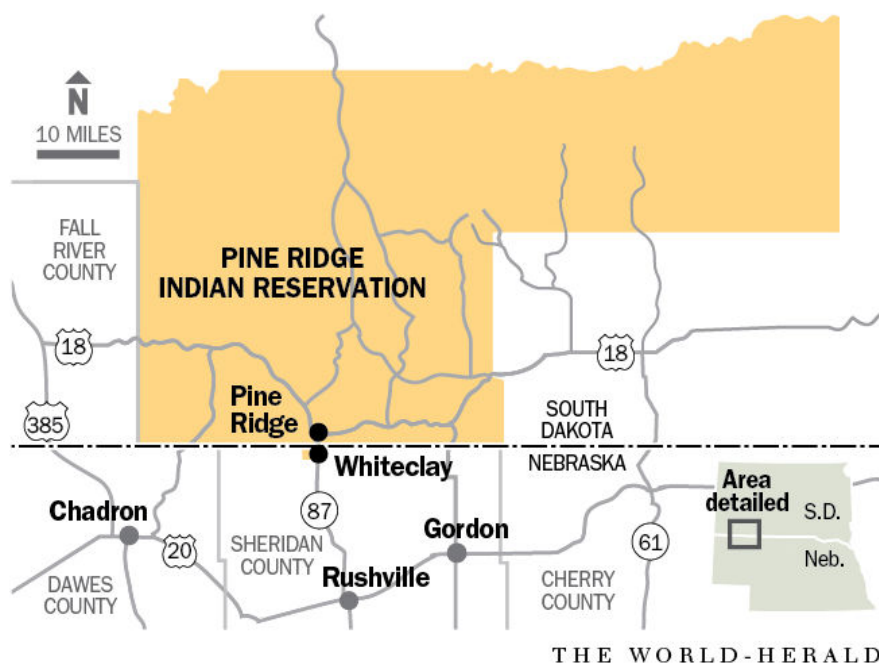
TOY DRIVE *for* PINE RIDGE

About the Toy Drive for Pine Ridge

The Toy Drive for Pine Ridge is a 501(c)(3) non-profit organization that collects and delivers toys for children of the Pine Ridge Indian Reservation in South Dakota, and raises heating fund donations to purchase propane for elder households.

Established in 2003 in Omaha, Nebraska, the Toy Drive for Pine Ridge has held many benefit concerts, radio broadcasts and fundraising events in Omaha, Lincoln and Des Moines, Iowa. Toy giveaways take place at schools on the Pine Ridge Indian Reservation each December. Monetary donations are used for the heating fund, which provides propane to elders on the reservation during the winter months.

About Pine Ridge Indian Reservation | Oglala Lakota County, South Dakota



Pine Ridge Indian Reservation

3,469 square miles in southwest South Dakota

Population of approximately 19,698

- Designated as one of the poorest areas in the United States
- Few natural resources and no industry; only 1 in 5 residents are employed
- Inadequate medical care available on the reservation; many tribal members forego medical attention because of the long distance to other facilities
- Severe housing shortage forces hundreds into homelessness while thousands of others live in overcrowded, substandard accommodations
- 41 percent of youth ages 16 through 24 are neither employed or attending school
- Less than 50 percent graduation rate, the lowest of any student sub-group

Oglala Lakota County

Median Household Income: \$26,330

Individuals below poverty level: 53.9 percent

Unemployment rate: 59.4 percent

Suicide is the second-leading cause of death, behind unintentional injuries, for American Indian youth ages 15 to 25. The suicide rate for this age group is four times higher than the national average.

For more information, visit ToyDriveForPineRidge.org.

Sources (as of 11/19/18): US Census Bureau, 2012-2016 American Community Survey 5-Year Estimates; Indian Health Service; American Indian Relief Council; Omaha World-Herald