



PO Box 340, Kyle, SD 57752
(605) 455-2500 tel (605) 455-2585 fax
www.lakotafunds.org

FOR IMMEDIATE RELEASE

Lakota Funds Celebrates National Financial Literacy Month with First Youth Matched Savings Program Participant

Contact: Heidi Cuny, Cuny Communications, heidi@cunycommunications.com,
(605) 255-5909

Kyle, South Dakota – *April 6, 2012* – As National Financial Literacy Month is in full swing, Lakota Funds is celebrating with a monumental achievement. Kolton Wisecarver, 16-year-old resident of Wounded Knee, South Dakota and Oglala Sioux Tribal member, is the first participant to enroll in Lakota Funds' Youth Matched Savings Program and learn through first-hand experience the value and benefits of saving money.

Kolton, who has been in the program for a month, is attending classes to build his personal financial skills and also receiving three dollars for every dollar he deposits into his Individual Development Account (IDA), a special matched savings account. By the end of the program period Kolton will use up to \$2,880 in savings to enhance his bucking stock business that he started last summer. This infusion of capital will enable him to purchase more stock and equipment, getting one step closer to his dream of becoming a quality rodeo stock supplier and bull rider.

“We see Kolton as a true entrepreneur who is setting an example for other youth on the Pine Ridge Reservation to renew our traditional Lakota value of self-sufficiency, and we hope that his example will inspire others to achieve their dreams,” comments Tawney Brunsch, Executive Director of Lakota Funds.

The Lakota Funds Youth Matched Savings Program, currently open for enrollment, combines personal financial skills and asset-specific training with group meetings and a savings plan that enables youth participants to achieve asset-specific savings goals, such as saving for college or to start or expand a business.

Kolton, who grew up helping his grandpa with ranch hand work, began riding bulls at the age of 10. He has since taken a particular interest in the business side of rodeo stock and has learned from a mentor-like relationship he has built with a bucking bull breeder in Colome, South Dakota. He originally purchased two bulls to practice riding on, and quickly realized his investment could generate a new stream of income if he supplied bulls to rodeos. Over the course of a year, he has sold and bought other bulls to improve and grow his herd, and while his bulls are only two years old he is currently working to get them ready for rodeos by implementing specialized training techniques with the help of a couple friends.

Anita Ecoffey, Kolton's grandmother, comments, “I am very proud of him. I think he's accomplished a lot at a young age, and he's on the road to prosper. There are a lot of places out there to help, and Lakota Funds is one of them. We are grateful for that – not just for us but for the Reservation.”



PO Box 340, Kyle, SD 57752
(605) 455-2500 tel (605) 455-2585 fax
www.lakotafunds.org

###

About Lakota Funds

Lakota Funds is a Native community development financial institution (CDFI) leading an economic resurgence of the Oglala Lakota Oyate on the Pine Ridge Reservation through culturally appropriate strategies reigniting the traditional Lakota spirit of productivity, commerce, and trade. For over 25 years, Lakota Funds has played a vital role in improving the quality of life for the Oglala Lakota Oyate by placing capital with new and growing businesses, providing customized business development services, and educating adults and youth on financial management concepts.