NWANA Donation and Impact Materials

Nordic Walking Association of North America (NWANA) · From the Support and Funds page · Generated as a PDF from nwaofna.org on November 16, 2026

Support / Funds

Support the NWANA Mission

NWANA is building the foundation for Nordic Walking in North America: trained instructors, local leaders, community programs, sport pathways, events, education, safety standards, and public awareness. Your support helps build an organized, visible, and growing Nordic Walking system, beginning with active development in the United States and supporting future expansion across Canada, Mexico, and the wider North American region.

Why support matters

A movement does not grow by itself

Nordic Walking is accessible, low-cost, outdoor, social, and adaptable. It can serve beginners, families, seniors, athletes, wellness programs, local groups, schools, communities, and future competitions. But a movement does not grow by itself. To build Nordic Walking responsibly, NWANA needs:

- trained instructors and coaches
- local group leaders
- education and certification pathways
- community programs
- events and challenges
- safety and conduct standards
- sport development
- youth, senior, adaptive, and wellness pathways
- public outreach
- partnerships and sponsorship support

Every donation helps NWANA build the people and systems needed for long-term growth.

Current priority

Instructor Growth Fund

The current fundraising priority is the NWANA Instructor Growth Fund. This fund helps create NWANA Academy course credits for future instructors and local leaders. Each course credit can help a new person begin the pathway toward teaching safe Nordic Walking technique, leading local groups, supporting community programs, building clubs and teams, and bringing Nordic Walking to more people. A trained instructor can become the starting point for an entire local community. Sponsored seats from the fund open as donations arrive, and candidates join through the fund waitlist. Organizations train their own nominees through the separate free instructor education program for participating organizations.

What your support can help build

- instructor and coach education
- license and certification pathways
- local groups and clubs

- community walking programs
- youth and family programs
- senior and active aging programs
- adaptive and inclusive programs
- health and wellness initiatives
- sport challenges and competitions
- RaceDay, timing, results, and event infrastructure
- safety education and policy development
- public outreach and media materials
- scholarships, credits, and access opportunities

501(c)(3) public charity

NWANA is a U.S. nonprofit public charity recognized under IRS Section 501(c)(3). Donations may be tax-deductible to the extent allowed by law. Please consult your tax advisor regarding your specific situation.

Donate online

Ways to support

Five ways to help

Donate

Make a one-time contribution to help NWANA build programs, education, events, and community access.

Donate online ->

Become a Fundraiser

Create a personal fundraiser and invite friends, family, colleagues, or community members to support NWANA.

Ask how to start ->

Start a Team Fundraiser

Build a team fundraiser for a company, school, club, department, office, family, or community group.

Ask how to start ->

Ask About Matching Gifts

Many employers match charitable donations. A matching gift may double the impact of your contribution.

Sponsor a Program

Businesses and organizations can support instructor development, events, youth programs, wellness programs, sport development, or community initiatives.

Sponsors ->

Matching gifts

Your employer may be able to increase your impact. Many companies offer matching gift programs for

charitable donations made by employees. If your employer participates, your donation to NWANA may help create additional course credits, support more instructors, and expand Nordic Walking programs to more communities. Check with your employer's giving or human resources department to see whether matching gifts are available.

Team and umbrella fundraising

NWANA can also support group-based fundraising. Companies, schools, clubs, departments, offices, families, and community organizations may create team fundraisers or umbrella fundraising structures to support NWANA together. This makes participation visible, creates shared purpose, and helps groups contribute to the growth of Nordic Walking in a practical way.

Support builds access

Your contribution does more than fund a single activity. It can help NWANA train leaders, create local programs, support events, provide education, develop safety standards, and give more people a place to start. Nordic Walking can grow in North America if we build the structure around it.