



**BLAKE NORDSTROM
HUMANITARIAN AWARD**

JEFF AND TRICIA RAIKES

THEIR PHILANTHROPIC LEADERSHIP HAS BROKEN DOWN OBSTACLES TO EQUITY, DEMOCRACY AND YOUTH PROSPERITY

BY **MARISSA NALL** | mnall@bizjournals.com

In the 1970s, Jeff Raikes bought an Apple computer to help his brother run their family farm in Nebraska. That purchase would knock him off the path he had planned in agricultural policy and set him on a trajectory to becoming one of the nation's top tech and philanthropic executives.

More than 1,000 miles away, Seattle native Tricia McGinnis was on her own path at a 100-person software startup called Microsoft. She was just the third writer hired.

In the years since, Jeff and Tricia Raikes have shaped Seattle's business landscape, while providing critical resources to underserved communities through their own philanthropy and work to amplify other organizations. For their decades of advocacy for youth, equity and democracy, Jeff and Tricia Raikes have been named as the recipients of the 2025 Blake Nordstrom Humanitarian of the Year Award.

"Whether it's in business or philanthropy, I've

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"If you can help other philanthropists or other donors be more impactful in what they do, then that magnifies the overall impact for society."

Jeff Raikes

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