OUTDOOR OUTREACH
Coming into a world of possibility from the outside
In 2014, Outdoor Outreach touched more lives than ever.

Through recreational, educational, and environmental stewardship outings, we connected over one thousand youth to the transformative power of the outdoors.

Every participant has a story about how Outdoor Outreach helped them challenge themselves and dream big of what they can do and be.

For Maria, Outdoor Outreach is about overcoming fears and building self-confidence; for Fadi, it is about discovering and strengthening a love for the outdoors that inspires environmental stewardship; and for Vincent, it is about developing job skills, gaining employment, and ensuring that all youth have outdoor opportunities.

We are incredibly proud of our work to open the outdoors to youth and inspire them to see possibility and opportunity in their lives. Thank you for helping us make this possible. Your support has a tremendous impact.

In gratitude,

Ben McCue
Executive Director
Mission
To connect youth to the transformative power of the outdoors.

Vision
Youth everywhere will be inspired by the outdoors to play, learn, serve and share.

“When I moved to San Diego from Iraq, I didn’t feel comfortable in school right away. Outdoor Outreach changed my life. I made new friends and got to try new things. I learned that I can challenge myself and succeed.”

- Marwa, El Cajon Valley Adventure Club Student
“I felt, if I could do that, I could do anything. That was one of the greatest feelings I have ever experienced...I may have never made it to college without Outdoor Outreach.”

- Laura, Adventure Club Alumni
After-School Enrichment

Outdoor Outreach’s ‘Play, Learn, Serve, Share’ model provides youth with opportunities to connect to the outdoors through fun recreational activities, and inspires them to learn about, protect, and share their support of these areas.

We partner with schools, youth service organizations, and conservation groups to run after-school enrichment, weekend, and summer programs for youth who may not otherwise have the opportunities to connect to our parks, beaches, and open space areas.

For many Outdoor Outreach participants, their connection to the outdoors and positive role models has helped them overcome significant adversity in their lives and realize academic, social, and professional achievements.

Outdoor Outreach provides transportation, equipment, food, and clothing for the youth that participate in each outing.

- Rock Climbing
- Hiking
- Mountain Biking
- Snorkeling
- Surfing
- Camping
- Kayaking
- Snowboarding
- Backpacking
- Stand-Up Paddle

Total Youth Served by 2014 Programs

<table>
<thead>
<tr>
<th>Leadership Programs</th>
<th>Adventure Club</th>
<th>Partner Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td>11</td>
<td>244</td>
</tr>
<tr>
<td>User Days*</td>
<td>402</td>
<td>2,439</td>
</tr>
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</table>

*User Days: The participation in an Outdoor Outreach activity at a given resource during a 24-hour period by one person
ADVENTURE CLUBS

Outdoor Outreach operates weekly after-school Adventure Club programs at three Title I high schools – Lincoln, Crawford, and El Cajon Valley.

The majority of participants in these clubs have little or no prior exposure to the outdoors. For many, these outings represent opportunities to try and accomplish things they never thought possible, including surfing their first wave and conquering their fear of heights. Each club has over 50 members, each of whom have the opportunity to attend more than 40 outdoor outings throughout the year.

In 2014, 244 Adventure Club students were connected to the transformative power of the outdoors through our impactful programs.

Photograph Credit: William Holder
“Since joining Outdoor Outreach I’ve become more active and love being outside. I’ve also become more environmentally conscious, and learned how to protect the places where we play. Every day spent with Adventure Club is a great day!”

- Aaron, Lincoln Adventure Club Student
LEADERSHIP PROGRAM

Our Leadership Program trains the next generation of outdoor instructors. Motivated students are recruited from Outdoor Outreach programs into a one-year leadership training program that prepares them for employment opportunities. Participants learn technical and non-technical outdoor skills to facilitate and lead recreational outings.

Upon program completion, participants are qualified for a number of outdoor employment opportunities, including paid positions at Outdoor Outreach. Nearly one-half of our field instructors are Leadership Program graduates.

“Outdoor Outreach has challenged me to set big goals, and given me the confidence I need to achieve them.”

- Mario, Instructor and Leadership Program Graduate

2014 Leadership Program Participants
“Outdoor Outreach trained me to be the leader that I am today. I am grateful for the opportunity to share my passion for the outdoors, be a role model, and to have the chance to transform the lives of young people like myself.”

- Luis, Instructor and Leadership Program Graduate
PARTNER PROGRAMS

Outdoor Outreach is a resource to more than 30 community-based organizations and schools working with youth and their families. We tailor our partnerships for maximum impact and customize programs to fit the needs of each group.

Outdoor Outreach Partners:

Aaron Price Fellows Program
AjA Project
Alba School
Albert Einstein Academy
Any Body Can Youth Foundation
Armed Services YMCA
Barrio Logan College Institute
Chaparral High School
Fred Finch Youth Center
Girls Rising
Harmonium
High Tech High
Homestead High School
International Rescue Committee
Jackie Robinson YMCA
JUMA Ventures
Juvenile Court Community Schools- North
Keiller Leadership Academy
King Chavez Academy
KIPP Adelante Preparatory Academy
Marine Corps Community Services- MCAS
Marine Corps Community Services- MCRD
Monarch School
Monte Vista High School
Morongo Mission Band of Indians
Mount Miguel High School
North County Lifeline- Crown Heights
O’Farrell Charter School
Project Aware
San Diego Center for Children
San Diego Second Chance
San Diego Show Allstars
San Diego Youth Services
San Pasqual Academy
South Bay Community Services - Excel Program
South Bay Community Services - Trolley Trestle/TAY
St. Vincent de Paul Village
Union of Pan Asian Communities
“Outdoor Outreach had such a positive, lasting impact on our students and teachers.”

- Sheilah Sedore, Title 1 and Grants Coordinator

In July 2014, Outdoor Outreach partnered with El Cajon Valley High School’s PRIDE Program to facilitate a day of aquatic adventure and environmental stewardship for 80 refugee students. The day spent in San Diego Bay served as a tool to help them adjust to their new life in San Diego. For many, it was their first outdoor recreation experience since leaving their home countries.
“We have some recommendations for you based on our experiences that will inform your efforts to increase park and outdoor access for urban youth.”

—Vincent, Instructor and Leadership Program Graduate
Outdoors for All

Outdoor Outreach empowers our youth leaders to advocate to open the outdoors for all Californians.

In 2014, our youth leaders developed compelling recommendations based on their personal experiences. They spoke passionately to local, state, and national decision makers in San Diego, Los Angeles, and Sacramento.

2014 Key Recommendations:

After-school outdoor programs in every school.

Improve public transportation to parks and beaches.

Increase paid outdoor recreation and resource management internships and part-time jobs for youth.
“Issues like pollution degrading our oceans didn’t really interest me until I actually understood what was worth protecting.”

- Deon, Adventure Club Alumni
Inspiring Conservation

Outdoor Outreach strengthens the connection that youth have to nature, and inspires them to protect the places they have come to value. Environmental education and stewardship lessons are integrated throughout our programs.

Youth have the opportunity to participate in stewardship-specific activities throughout the year, including cleanups, storm drain stenciling, and native species plantings.

In 2014, 91% of participants reported that they increased their environmental stewardship as a result of Outdoor Outreach’s programs.
OUTINGS & PROGRAM NUMBERS

TOTAL PROGRAMS BY YEAR

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Programs</th>
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<tbody>
<tr>
<td>2012</td>
<td>261</td>
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<tr>
<td>2013</td>
<td>303</td>
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<tr>
<td>2014</td>
<td>367</td>
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TOTAL PROGRAMS BY TYPE

- Leadership Training & Advocacy: 52
- Surfing: 49
- Mountain Biking: 29
- Kayaking: 27
- Snowboarding: 12
- Stand Up Paddle: 12
- Rock Climbing: 45
- On-site Trainings: 45
- Environmental Education & Stewardship: 35
- Misc Park & Beach Activities: 30
- Hiking: 31
In 2014, Outdoor Outreach served 1,046 individual youth through 367 programs for a combined total of 4,722 participant user days.

7,835 individual youth served since 1999

**Gender of Program Participants**
- Female: 53%
- Male: 47%

**Ethnicity of Program Participants**
- African-American: 13%
- Hispanic: 44%
- Caucasian: 11%
- Multiracial/Other: 14%
- Middle Eastern: 8%
- Asian American/Pacific Islander: 10%
- **Total**: 100%
Staff and Board

CORE STAFF

Ben McCue, Executive Director
Joe McLeod, Director of Operations
Amber Carrigan, Development & Communications Manager
Kim Stolkowski, Field Program Manager
Scott Shepherd, Youth Development Programs Manager
Matthew Smith, Environmental Program Manager
Kelly Barrett, AmeriCorps VISTA, Military Program Coordinator
Chloe McGrath, AmeriCorps VISTA, Communications Coordinator

FIELD STAFF

Idris Ahmed
Hannah Aldern
Angel Cadena
Patrick Carey
Sunny Chang
Heather Clark
Gabrielle Clifford
Tommy Close
Stephen Crook
Vincent Culliver
Gregory Drost
Clara Florin
Kirk Forster
Laura Guerrero
Juan Herrera
Tania Jackson
Sean Kelly
Mario Luna
Kolby McNeal
Ben Meyers
Kiana Nakamara
Luis Perez
Ben Ramaeker
Alexx Robles
Erika Rognness
Mikial Tolmosoff

BOARD OF DIRECTORS

Ricky Schlesinger, Eagle Creek Travel Gear (Retired), President
Douglas Burke, Cognitive Medical Systems
Todd Cantor, Qualcomm, Inc.
Kulinda Davis, Verenium
David Gell, Cygnus Broadband
Sergio Langarica, Sony Electronics, Inc.
Esther Northrup, Cox Communications
Ted Reguly, Sempra Energy
David Rutgers, Kaye, Rose & Maltzman, LLP
Roger Spatz, Eagle Creek Travel Gear
Aaron Tankersley, MicroPower Technologies, Inc.
Nancy Tran, UTC Aerospace Systems

(Finished Board term in 2014: Boone Hand, Olin Hyde, Julia Ronlov, and Shelby Stanger)
VOLUNTEERS

Dedicated volunteers contribute their time and talent to Outdoor Outreach. They bring tremendous value to our organization. Some serve as instructors and role-models in our programs; others share their professional talents, providing event and marketing support.

169 individuals contributed 3,542 volunteer hours

Photograph Credit: Jason Ward
### OUR FINANCIALS

#### ASSETS

- Fixed Assets: $125,561
- Cash: $158,341
- Other Current Assets: $36,023

**TOTAL ASSETS**: $319,925

#### LIABILITIES & NET ASSETS

- Net Assets: $306,295
- Current Liabilities: $13,630

**TOTAL LIABILITIES & NET ASSETS**: $319,925
### REVENUE:

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<th>Source</th>
<th>Amount</th>
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<td>Foundation</td>
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<td>Corporate/Other</td>
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<tr>
<td>Individual</td>
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<td>Fee for Service</td>
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<td>Events</td>
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<tr>
<td>In-Kind</td>
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<tr>
<td>Other (Gov’t/Civic/Misc.)</td>
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**TOTAL REVENUE** $776,082

### EXPENSES:

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<th>Category</th>
<th>Amount</th>
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<td>Program</td>
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<tr>
<td>Fundraising</td>
<td>$64,803</td>
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<tr>
<td>Management &amp; General</td>
<td>$48,811</td>
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**TOTAL EXPENSES** $716,295

[Graphs showing revenue and expenses distribution]
OUR SUCCESS WOULD NOT BE POSSIBLE WITHOUT THE SUPPORT OF OUR MANY GENEROUS DONORS

$25,000 +
Alliance Healthcare Foundation
Cox Communications
Legler Benbough Foundation
The North Face
Rancho Santa Fe Women’s Fund

$10,000-24,999
Ashford University
Barney and Barney Foundation
Kevin and Leann McCarthy
One Love Yoga Movement
Paul and Nelly Dean
prAna
Qualcomm Foundation
Resources Legacy Fund
The Rose Foundation
San Diego Gas & Electric
SmartWool

$5,000-9,999
Alan Wiessner
California Coastal Commission
County of San Diego
Eagle Creek
Heller Foundation of San Diego at Union Bank
Kim and Smokey Bayless
Mesa Rim
SIMA Humanitarian Fund
Specialized Bicycle Components, Inc
Sydney Holland Foundation
The Tiano Family Foundation
U.S. Bank
Vans, Inc.
Wi-LAN Inc

$2,500-$4,999
CLIF Bar Family Foundation
Day For Change Foundation
Downtown Lions Club of San Diego
ESET North America
John Gerber
Kelly Clark Foundation
OtterCares Foundation
Patrick Duffy
RightOn Productions
Roger Spatz
Scott Kessler
Susan and Bruce Shepherd
Tom Peat and Janet Newman
Mission Hospital MV
Papoose Conservation Wildlife Foundation
Peter and Kathleen Metcalf
Price Family Charitable Fund
Ricky Schlesinger and Judy Nakatomi
San Diego Junior Lifeguard Foundation
Schoolhouse Realty
Sergio and Meagan Langarica
Steve Romeo
Ted Reguly
Todd and Renee Cantor
Worldwide Business Research
ZOIC Clothing, Inc.

$1,000-$2,499
Adam Baker
Allianz Global Investors, LLC
Allyn and David Johnston
The Arthur and Jeanette Pratt Memorial Fund
Bill and Jami Voge
Boone Hand
Brian Bischof
Burrell Family Foundation
Charisa Wernick
Check Point Software Technologies, Inc
Coronado Rotary Club
Costas Alexakos
Douglas Burke
Drive Current, Inc.
Geraldine and John McGrath
The Hay Foundation
Heidi Wolin
Mandell Weiss Charitable Trust
Matt Clapp

$500-$999
Brian Cox
Cognitive Medical Systems, Inc.
Joseph Matoney
Judy Sandweiss
Keith Rampmeier
Lawrance Furniture
Local Habit Restaurant
Matthew Hyde
Michael Wager
Michael Wallace
Mitchell Chicha
Olin and Lydia Hyde
Paul Shepherd
Peter and Doris Ellsworth
Pierre Young
Roger Clapp
Sara Ghrist
Tricia Lee

22
Share what you love, and inspire youth through the outdoors.

Your Enthusiasm / $50  
Support One Youth on a Day Trip

Your Passion / $100  
Support One Youth on a Multi-Day Trip

Your Love of the Journey / $500  
Support a Local Trip for 14 Youth

Your Sense of Adventure / $1,000  
Support an Adventure Club Participant for a Year

Your Commitment to Lead / $5,000  
Support a Leadership Participant for a Year

Photograph Credit: Half Full Photography