



YOUTH
OUTSIDE

IMPACT REPORT 2019





“The Outdoor Educators Institute (OEI) has had a profound effect on the way that I view myself as a person of color in the outdoors. Through OEI I have been able to reconcile my past experiences in the outdoor field and imagine an outdoor experience where I can carry my experience as a child of an immigrant mother / Central American / Salvadoreña / Mission Girl / Bird Lover, and be seen. Prior to this program I felt like to be in the outdoors, in white spaces, I would have to navigate and negotiate what identities I was allowed to express. I now see my experiences and identity as an asset, as things that can exist despite not being seen in the larger narrative of the outdoor field.”

— VANE, OUTDOOR EDUCATORS INSTITUTE



“Each session not only brought me relevant and impactful knowledge but allowed me to meaningfully reflect on what we are trying to accomplish and what it means to be a real change maker in this trying world. I walked away from RLF feeling challenged, supported, and rejuvenated—a real sense that I can make a difference if I keep persisting.”

— SUE, RISING LEADERS FELLOWSHIP



“Youth Outside has changed the way I live my life. It has informed me of the deeply rooted injustice in this country’s past and how that history influences everyday interactions today. Youth Outside has given me a toolkit to recognize and address my own unconscious biases, disrupt instances of injustice, and learn effective advocacy and allyship. I am eternally grateful for the impact Youth Outside has had on me as a professional, and more so, a fellow human working towards a more equitable world.”

— JENNA, CULTURAL RELEVANCY SERIES



Letter

from the CEO

Dear Friends,

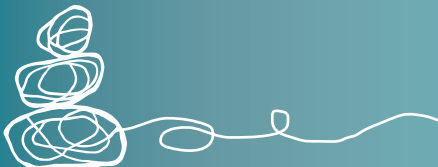
Reflecting back on 2019, I feel both humbled and hopeful by how far Youth Outside has come in working to create a truly inclusive outdoor movement. We made significant strides over the past year to expand our reach and impact. We fostered new partnerships, strengthened long-standing ones, and continued to center our efforts on advancing racial equity in the environmental field, especially among organizations and programs engaging youth.

For the last several years, we’ve championed equitable access to the outdoors for people of color and additionally marginalized groups. During this period, we have often seen the larger field shy away from embracing such an overt focus on racial equity, and the widespread systemic changes required to remove the barriers communities of color experience when it comes to enjoying, exploring, or finding meaningful work in the outdoors. In 2019 we rose to the challenge, and became even more explicit about advancing racial justice in the environmental sector, by prioritizing opportunities for identities and narratives historically excluded from it. We felt our efforts gain traction, as segments of the outdoor movement took notable steps to uplift the voices, vision, needs, and skills of Black, Indigenous, and communities of color. We experienced our courage and values increasingly called on to support organizations in making their programs culturally relevant and ensuring their processes are rooted in a racial equity framework.

As we step into a new decade, Youth Outside is more dedicated than ever to fostering an environmental movement guided by a north star of access and inclusion, and to eliminating the barriers a long history of environmental racism has created. We redouble our efforts to ensure that the lived experience of all youth is honored and celebrated as part of the outdoor narrative. On behalf of our staff and board, I thank you for believing in our work, and invite you to learn more about our impact in the pages that follow.

With appreciation,

KIM MOORE BAILEY
CEO



2019

Highlights and Accomplishments

A Growing Community

This year, Youth Outside experienced some of our most momentous growth to date. Our grantmaking supported multiple youth-serving organizations, our training and consulting work was in greater demand than ever before, and our core programs expanded their geographical footprint, while continuing to function as critical professional development resources that both broaden participants' outdoor expertise and chart a course to more equitable representation in the environmental movement at large.

youth from communities historically underrepresented in the outdoors accessed meaningful outdoor experiences as a result of Youth Outside grants.

Over 11,000



Outdoor Educators Institute: Intentional Expansion

The Outdoor Educators Institute (OEI) supports the continued development of the next generation of culturally relevant outdoor leaders by strengthening competencies and leadership skills that employers in the field are increasingly focused on.

One of our flagship programs, OEI added a second cohort this year, expanding to the South Bay for the very first time. This not only created opportunities for young adults in Santa Clara County to more easily plug in to Youth Outside's programming, but we were also able to deepen relationships with partner organizations such as Canopy and Environmental Volunteers, who lead day-long activities for OEI participants and help create employment avenues for them following their graduation. In 2019, a total of 25 outdoor leaders were trained through OEI. And to date, approximately 85% of OEI graduates from the past four years have worked in outdoor education or recreation. Our geographical expansion didn't end with OEI.

We trained outdoor leaders through the Outdoor Educators Institute



25

Impactful Grantmaking

Our grantmaking program has consistently given Youth Outside a leveraging point to challenge the environmental sector to do things differently. Our commitment to provide financial and capacity-building resources to both emerging and established organizations supports sustainable programming, while broadening environmental opportunities for communities systematically removed and excluded from the outdoor space. Through a partnership with Kaiser Permanente, we continue to be able to leverage resources to support our Grantee Cohort Series, a learning community in which grantees explore essential components of maintaining healthy organizations and engage in critical thought on the issue of racial equity and cultural relevancy in the outdoor field. In 2019, we recognized Kaiser Permanente for their consistent support of our grantmaking program, and honored them with our Community Partner Advocate Award for their courage to join us in centering racial equity.

Rising Leaders Fellowship: Strengthening Connections to the South Bay

The Rising Leaders Fellowship (RLF) supports early to mid-level professionals within the environmental sector who are motivated to effect culture change within their organizations.

RLF also took place in the South Bay for the first time, thanks to the generous support of the Applied Materials Foundation. Through an eight-month, project-based cohort series focused on social justice and racial equity in the outdoors, we contributed to the career advancement of 17 organizational changemakers. 2019 marked RLF's fifth year, resulting in a total of 81 alumni, many of whom identify as people of color, attracted to the program's emphasis on supporting them as they navigate the challenges and complexities of working in predominantly white spaces. We also recognized 2018 RLF alum Andrea Fraume Valencia with our inaugural Truth To Power Trailblazer Award, both for her commitment to making the outdoors equitable, accessible, and inclusive to all, as well as for her willingness to challenge the sector to live up to its expressed ideals.



"Youth Outside reminds me that it is possible to effect necessary change around Justice, Equity, Diversity, and Inclusion in environmental and youth-serving organizations. Their programs taught me how to advocate for and implement measurable strategies that put JEDI concerns at the forefront."

— ANDREA, RISING LEADERS FELLOWSHIP

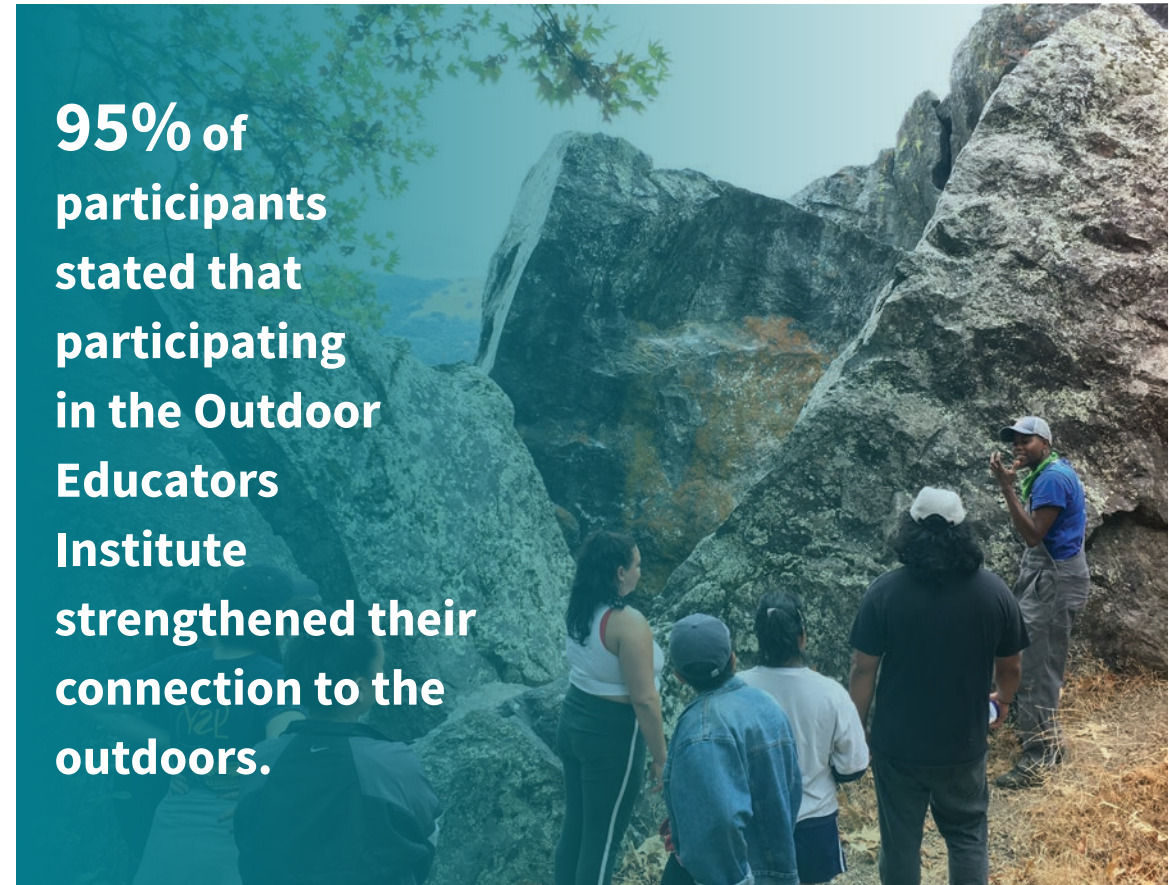




Our training and support impacted environmental work in **25** states across the country.

Training and Support: Advancing Racial Equity and Inclusion in the Field

This year we led with our conviction in order to ensure that organizations across the country are elevating the work of racial equity in the environmental sector. We provided practical tools and resources to organizations committed to just and equitable outcomes in both the communities they serve as well as within their own workplace cultures, impacting environmental work within 25 states across the country. We offered one-time trainings and multi-year partnership, all with an emphasis on supporting participants to identify and solve their own specific organizational challenges related to racial equity, inclusion, and cultural relevancy. Our growth in national engagements allows us to meaningfully advance a sector-wide movement to institutionalize inclusion and dismantle practices that lead to inequitable outcomes.



95% of participants stated that participating in the Outdoor Educators Institute strengthened their connection to the outdoors.



Our Inaugural Hike-A-Thon

In 2019, we also prioritized building community across the various groups that comprise the Youth Outside family (program participants and alumni, staff, board, and supportive community members). We launched our inaugural Hike-A-Thon campaign over the summer, organizing several Saturday morning hikes in Tilden and Redwood Regional Parks. While connecting new and long-time members of our network, and collectively marveling at the natural beauty in our own backyard, we were able to raise over \$11,000 to support the Outdoor Educators Institute (OEI).



100% of participants agreed or strongly agreed that participating in the Rising Leaders Fellowship increased their understanding of cultural relevancy in relation to their work.



2019 Grantees



Acta Non Verba



Amah Mutsun Land Trust



Bay Area Wilderness Training



Brothers on the Rise



Literacy for Environmental Justice



Movimiento



One Cool Earth



Our Wilderness Now



Brown Girl Surf



California Indian Museum & Cultural Center



Camp Phoenix



Canopy



Peacemakers, Inc.



Peralta Hacienda Historical Park



Phat Beets Produce



Pie Ranch



Center for Land-Based Learning



Community Grows



Environmental Traveling Companions



Environmental Volunteers



Project Avary



Rooted in Resilience



The Latina Center



Tolowa Dunes Stewards



FoodWhat?!



GirlVentures



Good Samaritan Family Resource Center



Tuolumne River Trust



Urban Sprouts



Vida Verde



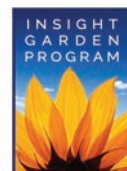
Warrior Institute



Growing Up Wild



Groundwork Richmond



Insight Garden Program



Waterside Workshops



Watsonville Wetlands Watch

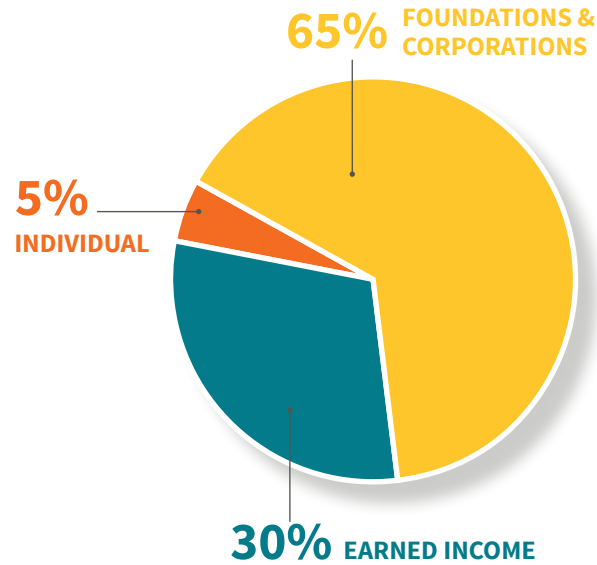


Wilderness Arts and Literacy Collaborative



YES Nature to Neighborhoods

FY19 Revenue

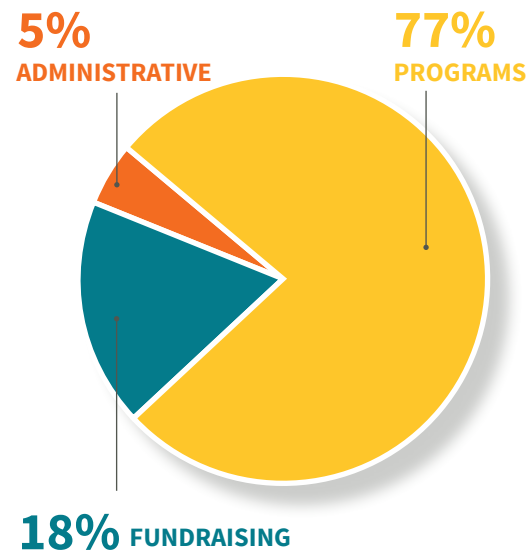


YOUTH OUTSIDE EXPRESSES OUR GRATITUDE TO THE FOLLOWING INSTITUTIONS FOR THEIR GENEROSITY AND PARTNERSHIP:



- AmazonSmile
- Apple Inc.
- Autodesk Foundation
- The California Endowment
- The Campbell Foundation
- The Chrysalis Fund
- Clif Bar Family Foundation
- Clorox Company
- The David and Lucile Packard Foundation
- Earth Treks and Planet Granite
- East Bay Community Foundation
- First Republic Bank
- Google
- K2N2 Family Foundation
- Kaiser Permanente Northern California Community Benefit Programs
- Levi Strauss & Co.
- LinkedIn
- Mapbox
- Martin Foundation
- Outdoor Afro
- Patagonia
- The PG&E Corporation Foundation
- Pisces Foundation
- RINA Accountants & Advisors
- Salesforce.org
- The San Francisco Foundation
- Satterberg Foundation
- Ten Strands
- The William and Flora Hewlett Foundation

FY19 Expense



OUR SINCERE APPRECIATION TO THOSE WHO COLLABORATED WITH US TO DELIVER OUR PROGRAMS IN 2019, WITH SPECIAL THANKS TO:



- Dr. Renato P. Almanzor
- Bay Area Wilderness Training
- Call of the Sea
- City Surf Project
- Crissy Field Center
- Taylor'd Fit Solutions
- Environmental Traveling Companions
- Environmental Volunteers
- Foster Calm
- Hidden Villa
- Intersections Consulting
- LightBox Collaborative
- NatureBridge
- North Oakland Community Charter School
- Outward Bound CA
- Pacific Leadership Institute
- Ravi Lau Pursley
- Surf School Santa Cruz
- Watsonville Wetlands Watch
- YES: Nature to Neighborhoods



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