

**ADVANCING RACIAL JUSTICE IN THE
OUTDOOR AND ENVIRONMENTAL MOVEMENT**



**JUSTICE
OUTSIDE**

2021 IMPACT REPORT



Wild Diversity

Dear friends,

It's been two years since the start of the Covid-19 pandemic, and we have learned so much about community care and the critical importance of prioritizing our wellbeing. And all through this time, what sustained us was our connection to the outdoors—to the lands and trees and waters our ancestors have stewarded since the beginning of time. These turbulent times have strengthened our resolve and commitment to racial and environmental justice.

As we look back on 2021, we take heart from the resiliency and resolve of the Black, Indigenous, and People of Color-leaders in our network. We take lessons from the success of the hybrid models of our career pathway programs. We find renewed purpose in the broad demand and support for our unique programs, which model and advance racial justice in the outdoor movement. And we find momentum in the abundant and enthusiastic donor commitments and partnerships for our Liberated Paths grantmaking.

We are Justice Outside. In 2021, with our name change, we deepened our commitment to orienting all of our programs toward justice. We envision a just world where Black, Indigenous, and Communities of Color experience safety, health, and abundant joy through meaningful relationships with one another and the outdoors. With greater voice and leadership, Communities of Color can lead a new, liberated path forward that fosters belonging and inclusion so all communities can thrive.

Justice Outside grew in every possible way in 2021, and we have positioned ourselves squarely for strategic growth in 2022. We can't wait to share the story of this incredible year with you. Please have a look at our impact in 2021, and we invite you to join us as an amplifier, champion, and supporter in 2022.

In gratitude and community,
Kim Moore Bailey
President & Chief Executive Officer



2021 SPOTLIGHT: IN THE MEDIA

Below is an excerpt from an *Inside Philanthropy* [article](#) which featured some of our work and thoughts from CEO Kim Moore Bailey on our approach to grantmaking.

“... Liberated Paths....works to build close and trusting relationships with grantees that allow them to pursue their own visions, while also reimagining or jettisoning many long-standing philanthropic requirements—from written applications to 501(c)(3) status—that

those leaders had told her were barriers. With grants anticipated to reach \$1 million this year, and a steadily growing list of funders, the program is one of several efforts that are working to correct historic disparities in funding between BIPOC- and white-led groups—a gap research has [repeatedly found](#), including [Kim] Moore Bailey’s focus groups—and build a more just and equitable outdoor and environmental movement.”

Since June of 2021, we've been operating under our new name "Justice Outside." This name elevates our ultimate mission of advancing racial justice and equity in the outdoor and environmental movement. Bold and clear, our new name highlights the work we've been doing for years to center the voices and leadership of Black, Indigenous, and People of Color who are building a more inclusive future for our movements. The name Justice Outside reflects our intentionally multigenerational approach— we work with people of all ages to increase access to and engagement with nature.

We put the word "justice" front and center because promoting racial justice guides all aspects of our work. Everything we do — career pathway development, grantmaking, capacity building, and organizational training and support — forms one part of our larger goal:

By providing individuals, institutions, and communities with resources, training, and space to lead, we are intentionally working to dismantle systemic injustices and build a stronger environmental movement for current and future generations.



Trail Mixed Collective.
PHOTO BY BLAKE PETERSON

Liberated Paths

SHIFTING MORE RESOURCES AS WE GROW OUR GRANTMAKING

Together with our program participants, grantees, and you, our community, we are growing towards systemic change, to build a future that honors the strength, joy, and leadership of Communities of Color. Grantmaking is one of our core strategies to support that systemic change. Piloted in 2020 with 17 grantee partners, our [Liberated Paths Grantmaking Program](#) has more than doubled in size and is engaging in a new model of philanthropy that brings a more holistic and intersectional lens to the outdoor and environmental movement, centering the needs of Leaders of Color.

Liberated Paths support looks like:

- Prioritized funding for organizations and initiatives led by Black, Indigenous, and People of Color.
- Relationship-driven and trust-based support.
- Eligibility that is not hinged on organization size, ability to do impact reporting, or 501(c)(3) status.
- Multi-year grants when possible.
- Opportunities to come together with other leaders/organizations, networks, and share learnings.
- Plus, long-term, intentional engagement in financial, operational, and fundraising capacity building, with 2021 trainings led by Black, Indigenous and People of Color facilitators experienced in power building.
- Simplified grant reporting practices rooted in accessibility, organizational wellbeing, and in celebrating grantees' milestones.



Black Lives Matter Phoenix Metro

“I will point other foundations to Justice Outside and say, ‘Hey, these people did it the right way.’ They gave multiple levels of accessibility. You could call and have a conversation with them to apply. I think you could film yourself or record yourself to apply. You could do the traditional written application. But, it’s super accessible for you to work from your strengths and be able to apply however you feel most comfortable applying.”

—LYDIA PARKER, HUNTERS OF COLOR, LIBERATED PATHS GRANTEE

In 2022, we plan to grow to 100 grantees, including growing funding for BIPOC-led efforts in the eastern U.S., a new geographical area for Justice Outside. Our big picture vision is to move \$30 million by 2030 directly to BIPOC-led work in the environmental and outdoors movements.

Our unique approach is grounded in collaborative and authentic relationships, open communication, and an abiding trust in the vision and direction of our Black, Indigenous, and People of Color-led grantee partners. Our grantmaking is deeply rooted in the day-to-day practices of racial justice. As a woman of color-led intermediary funding organization, we are reaching out into the networks we have cultivated within the environmental justice and outdoor sectors to connect people and organizations with funding and operational support. We are enacting a highly strategic theory of change, to build power with our grantees, for our collective liberation.

INTERESTED IN APPLYING FOR A GRANT?

Contact LiberatedPaths@JusticeOutside.org.



LIBERATED PATHS IN 2021

\$1
MILLION
GRANTED

52
NEW GRANTEE
PARTNERS

Liberated Paths welcomed the following new grantees in 2021:

- Always Be Birdin’
- Auguste Research Group
- African Youth and Community Organization
- Black Lives Matter Phoenix
- Black Surf Club Santa Cruz
- Bronze Chapter
- Bueno Para Todos Farm
- Camp NOCCS
- Center for Social Sustainable Systems
- Coastal Defenders
- Diné Nihi Kéyah Project
- Disabled Hikers
- Divest, Invest, Protect
- Duwamish River Cleanup Coalition
- Hunters of Color
- I’m Hooked Inc.
- Ireta P’urhephecha
- Kasama Farm
- Latino Outdoors
- Lettuce Grow
- Maqlaqs Paddle
- Native Like Water
- Nature For All
- Oshun Swim School
- Reel Guppy Outdoors Inc.
- Sacred Places Institute for Indigenous People
- Sea League
- SEEDS Community Agriculture
- Soul River Inc.
- Southern AZ Gender Alliance
- Story Riders
- Trail Mixed Collective
- WaYa Outdoor Institute
- Wild Diversity
- Wildcoast

Geographic Expansion

WE CONTINUE TO GROW OUR NATIONAL PRESENCE

All over the country, Communities of Color are fostering preservation, creativity, and connection with the land, air, water, and environment around us. **Justice Outside is growing our impact from the Pacific to the Atlantic** to create more connections and shift more resources everywhere Black, Indigenous, and People of Color are leading and thriving.

With our Rising Leaders Fellowship, we offered our second virtual cohort, and offered access to participants from across the United States. We limited our cohort in order to emphasize more community building in the program, an intentional decision that illustrates some of our key values, including: balancing ambitious growth aspirations with organizational wellness and sustainability; staying true to who we are; and making time and space to build relationships and trust with all stakeholders.

In addition, Liberated Paths secured funding to expand to the greater East Coast in 2022, where we anticipate partnering with close to 30 grantees. Work will take place in the Delaware River watershed, which includes parts of Pennsylvania, Delaware, New Jersey, and New York. We are very grateful to the William Penn Foundation and the Doris Duke Charitable Foundation, whose lead support is making this new geographic expansion possible.



BOARD MEMBER SPOTLIGHT

Ronda Chapman is the Equity Director at The Trust for Public Land where she works to bring parks and nature to the places, people, and communities that can most benefit as a matter of health, equity, and justice. As a skilled facilitator, Ronda derives great joy from convening leaders who are committed to the possibilities of equitable communities rooted in healing. An avid outdoor enthusiast, Ronda enjoys recreating outside whenever possible.

“Justice Outside’s Liberated Paths Grantmaking Program is creating opportunities to decolonize the structures within philanthropy, with multi-year grants, with staff available to support grantees, with more equitable less burdensome evaluation practices, and with all the systems they bring to shifting resources to and build power with Black, Indigenous, and Communities of Color.”

Outdoor Educators Institute

For the second year in a row, we have successfully run three cohorts, simultaneously. Our cohorts were located in Oakland/San Francisco, the South Bay, and Fresno. In engaging with partners, we found people and groups eager to pass on their skills and knowledge to an upcoming generation of outdoor educators. In 2022, our curriculum will continue to explore and deepen these partnerships.

“Outdoors Educators Institute has invigorated my love for the outdoors. It is something I have always been interested in, and enjoyed, but never dug deeper into because I have never had anyone to guide me... and the few times I have tried, I have been turned off by sexism, racism, and classism from ‘outdoorsy’ white men. Now I feel confident, and I feel like I can go camping or backpacking if I want to, like I am able to participate in the outdoors without having to depend on my proximity to other more privileged people.”

—OUTDOOR EDUCATORS INSTITUTE PARTICIPANT

Rising Leaders Fellowship

The Rising Leaders Fellowship curriculum in 2021 included a participatory grantmaking project led by the cohort. In a culminating presentation in November, they detailed their process, criteria, and final decisions for grantees. The largest grants went to EARTHseed Farm, a newly established solar-powered organic farm rooted in Afro-Indigenous permaculture, and Youth vs Apocalypse, a diverse group of young climate justice activists engaged in direct action and lobbying to lift the voices of youth, in particular youth of color and youth from working-class backgrounds.

In 2022, we are rolling into a new season of Rising Leaders Fellowship hosting multiple cohorts, returning to an in-person model in the San Francisco Bay Area and a national virtual cohort.



Outdoors Educators Institute



SPOTLIGHT: WEBINAR SERIES

In the summer of 2021, we offered a series of webinars entitled “**Racial Justice, White Philanthropy’s Shortcomings and Liberated Paths Forward.**” These virtual discussions were designed for attendees to get to better know and connect with each other as well as the Justice Outside staff. They were also a place to become more acquainted

with the Liberated Paths Grantmaking Program during its application period. Discussions intentionally discussed the importance of being explicit about race, and the impact that can have when looking to understand and dismantle racial biases that exist in funding.

Cultural Relevancy Series

Our Cultural Relevancy Series consists of a series of workshops designed for decision-makers at outdoor-focused organizations. These leaders form **a powerful and dynamic learning community responsible for driving transformative change** at their respective organizations. The series is designed to help participating organizations build the capacity of the organizations’ leadership, staff, and board on cultural relevancy and equity.

In 2021, through a partnership with the William Penn Foundation, we were honored to be able to host this series for organizations in the Delaware River Watershed. Through their participation in the Cultural Relevancy Series, organizational leaders deepened their commitment to greater racial justice by working on projects that ranged from creating equity statements, providing equity centered training for staff and board members, and creating accountability metrics for increased equity in their organizations.

Training & Support

In 2021, **we provided training & support to 43 organizations across 13 states**, exceeding our projections for earned income revenue. Our team was excited to be able to return to in-person trainings in the San Francisco Bay Area at the end of 2021, and look forward to continuing hybrid models of training and support delivery in 2022.



Communications & Digital Engagement in 2021

340K+

Number of people reached across all platforms in 2021

176K+

Impressions on Twitter in 2021

30K+

New Visits to our website in 2021

Donor Engagement and Funder Partnerships

In 2021, we exceeded our ambitious development goal of \$2.4 million, raising over \$2.7 million, which doubled our 2020 fundraising. **This abundance in our fundraising demonstrates that people and institutions are eager to invest in our vision and work in racial and environmental justice.**

Thank you to the following who sponsored key events of Justice Outside in 2021:

- Environmental Stewardship Fund
- First Republic Bank
- Marin Community Foundation
- Northlight Foundation
- OARS
- Outdoor Afro
- Pisces Foundation
- REI Co-op
- Satterberg Foundation
- Ten Strands
- The Trust for Public Land
- William & Flora Hewlett Foundation

“Justice Outside’s approach of pairing funding with capacity-building, power-building, and networking is rare and greatly needed.”

-ANDREA KELLER HELSEL, WILLIAM AND FLORA HEWLETT FOUNDATION



We are working towards a future that honors the strength, joy, and leadership of Communities of Color. We hope you'll join us!



Coastal Leaders/WILDCOAST



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