



OUTDOOR YOUTH CONNECTIONS

Engaging Youth in the Natural Outdoors...

2010 Annual Report

Mission

Outdoor Youth Connections wants every youth to experience and appreciate the natural outdoors. We raise funds and award grants for recreational outings, courses, outreach initiatives that get kids hiking, biking, skiing, canoeing, and other non-competitive outdoor activities. We target high-school age or younger “adventurers”, giving preference to under-served populations in our local communities.

Summary

Four years after our inception, we remain financially stable and fully committed to the pursuit of our original purposes. This year we fostered a relationship with North Cascades Institute, enabling us to devote a greater percentage of our resources to group outings. As a result, we contributed to the outdoor awareness of over 100 students. For many, it was their first wilderness experience!

Significant Notes

Originally founded as “Live, Love, Laugh”, we learned that our name conveyed a confusing public image. In reaction, we rebranded to “Outdoor Youth Connections”. We also expanded our Board and began planning a more effective website and a more ambitious fundraising campaign.

Administrative and fundraising overhead was under 15% of revenues and our grant outlays were 139% of revenues. To elaborate, we increased revenues by 25% and grants by 100% over historical averages. As a result, we endured a small net operating loss. However, we felt strongly about increasing outlays to build our relationship with North Cascades Institute. We intend to compensate with more aggressive fundraising efforts in fiscal 2011.

We were extremely grateful for donations received in honor of Everett Mountaineer and friend, Jack Lamont, who’s life was claimed by a mountaineering accident in December. Our revenue “bump” for the fiscal year was attributed entirely to that unfortunate event.

We are pleased that the Mountaineers has revitalized their youth program and recognize a complementary fit between our missions. At the same time, we express ongoing frustration with the larger Mountaineer organization and its lack of cooperation. We cite lack of publicity on their website and other publications as typical of the resistance we experience. Another notable disappointment was denial of our grant application to the Mountaineer Foundation.

Looking Forward

We look forward to growing the size and reach our grant program with a strategy that begins with more aggressive fundraising. Our primary initiative next year will be centered about a wine tasting and auction fundraising event.