



OUTDOOR YOUTH CONNECTIONS

Empowering Outdoor Youth...

2011 Annual Report

Mission

Outdoor Youth Connections provides financial support for projects that engage children and young adults in the natural outdoors. Whether it be hiking, biking, camping, canoeing, birding, or any number of other educational/recreational pursuits, kids benefit from the opportunity to escape their urban routine and genuinely explore the world beyond video games, cell phones, and automobiles.

We reach out to local individuals and groups who express leadership potential, enthusiasm for non-competitive outdoor recreation, and/or an interest in environmental stewardship. Many are underserved or otherwise do not have the means to experience the wilderness without the help of OYC.

Summary

We improved our financial position and remained fully committed to the pursuit of our original purposes. Through aggressive fundraising, we were able to overcome the operating losses of 2010, both re-establishing our reserves and exceeding our planned level of program grants.

Having successfully leveraged our resources for the benefit of many more youth through our collaboration with North Cascades Institute, we not only continued to nurture that relationship, but we repeated that model with Nature Bridge at Olympic National Park.

Significant Notes

Administrative and fundraising overhead was under 2% of revenues (above expectations) and our net worth increased approximately 40% (consistent with expectations). In perspective, we increased revenues by 75% over prior year. At the same time, program grants were 110% of prior year revenue, well above our 75% target. While slightly down over prior year, they still exceeded our historical average by nearly double. This performance reflects a modest growth trend which, while below Board ambitions, is consistent with steady progress and economic realities.

To simplify our planning processes, the Board voted to align our budget year with the calendar year rather than the fiscal year. Our 2012 budget was therefore adjusted to span October 1st, 2011 to Dec 31st, 2012 and this report reflects the same period.

Looking Forward

We look forward to ongoing steady growth by expanding our volunteer base, exploring new fundraising ideas, and reaching out to more community partners. We especially want to improve our relationship with the larger Mountaineer organization while striving to decrease our dependence on Everett members as a fundraising source.