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

“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

“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
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.

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.

Over 11,000 youth from communities historically underrepresented in the outdoors accessed meaningful outdoor experiences as a result of Youth Outside grants.

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 25 outdoor leaders through the Outdoor Educators Institute

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

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.

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.

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).
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
2019 Financials

**FY19 Revenue**
- 65% Foundations & Corporations
- 5% Individual
- 30% Earned Income

**FY19 Expense**
- 5% Administrative
- 18% Fundraising
- 77% Programs

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

OUR SINCERE APPRECIATION TO THOSE WHO COLLABERATED 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
- Taylored 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
STAFF
Kim Moore Bailey
Chief Executive Officer
Wanda Scott
Chief Advancement Officer
Laura Rodriguez
Director of Programs
Rena Payan
Senior Programs Manager
Raphael Cohen
Communications Manager
Geenah-Marie Leslie
Development Associate
Sierra Mathias
Operations Associate
David Pon
Program Associate

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