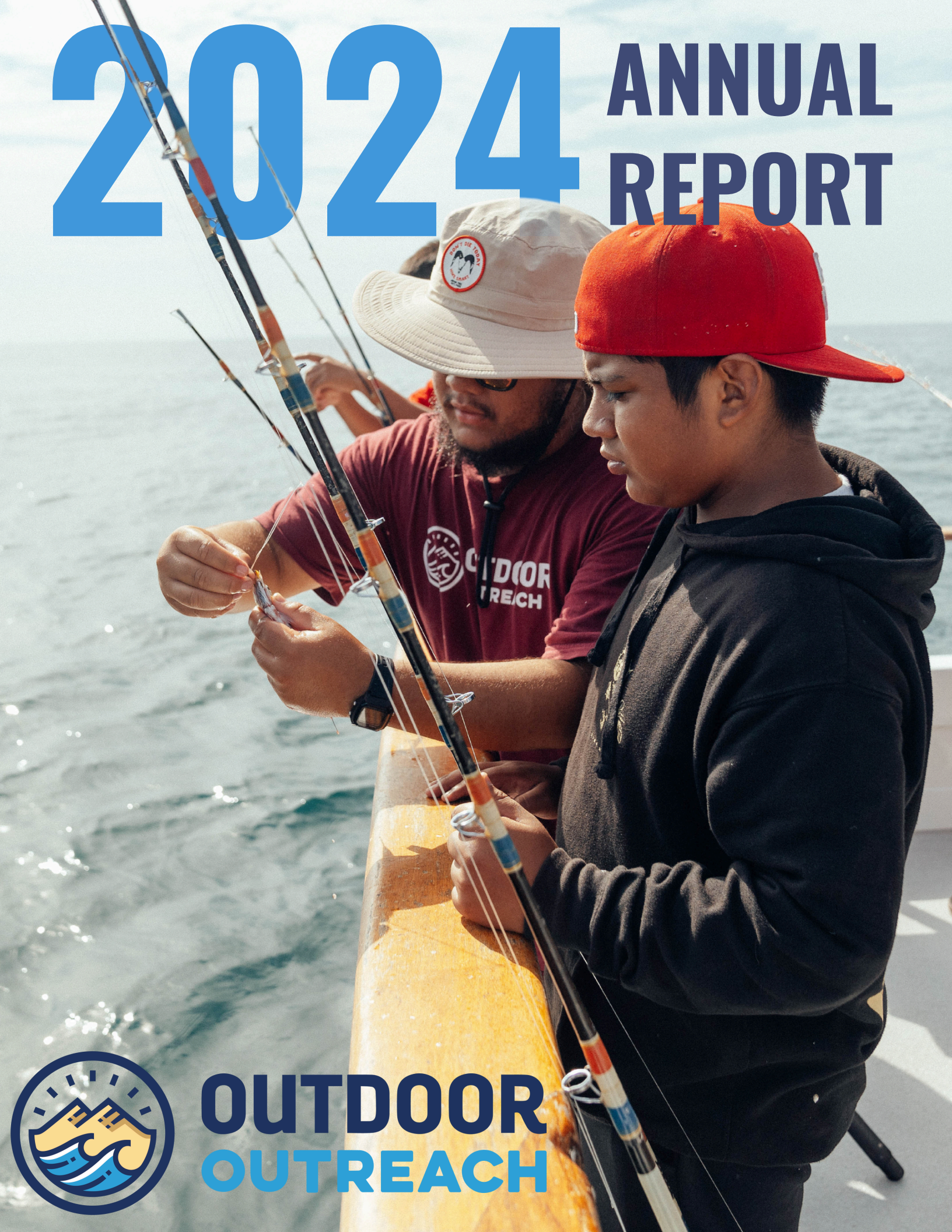


2024 ANNUAL REPORT



**OUTDOOR
OUTREACH**

LETTER FROM THE EXECUTIVE DIRECTOR



At Outdoor Outreach, we believe every youth deserves the chance to explore, discover their strengths, and experience confidence-building moments. For nearly 25 years, we've provided transformative outdoor experiences for youth, creating opportunities to step outside their comfort zones, connect with nature, and see new possibilities for their future.

Over the years, more than 20,000 young people have participated in our programs, each with a unique story of growth and resilience. In the pages ahead, you'll hear a story highlighting your support's impact and the power of the outdoors to inspire change.

Beyond our daily programs, we continue to drive policy efforts to expand outdoor access for youth and families. In 2024, we saw key victories; we were named the 2024 California Nonprofit of the Year by former President Pro Tempore Toni Atkins and saw a huge win with the passage of Assembly Bill 2939, a bill Outdoor Outreach sponsored to ensure nonprofits and tribes running small-scale noncommercial programs have the same access to parks and beaches as the general public. Because of these changes, more young people across California can feel the ocean breeze, hike new trails, and experience the sense of belonging that comes with outside time.

Together, we are building a future where every young person has the opportunity to thrive in the outdoors. Thank you to our dedicated staff, Board of Directors, partners, and supporters, who work tirelessly to connect youth to a world of possibility through the outdoors.

In Gratitude,
Ben McCue

A handwritten signature in black ink that reads "Ben McCue".

Board of Directors

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STORY OF IMPACT

Alexa (She/Her)

How I first got involved with Outdoor Outreach

My journey with Outdoor Outreach started thanks to my best friend, who was part of the Adventure Club at El Cajon Valley High School. In the summer of 2023, the club hosted a backpacking trip to Mount Laguna, and my friend convinced me to come along. I had never done anything like it: hiking with a heavy pack, cooking outdoors, sleeping under the stars. It was challenging, but something about that trip, the crisp mountain air and the way the night sky stretched infinitely above us left me in awe. I realized then that nature had so much more to offer than I ever imagined.

That spark led me to two more Outdoor Outreach outings: surfing and kayaking. Both were completely new experiences for me, and I loved the thrill of learning, of pushing past my initial hesitation and discovering what I was capable of. It wasn't just about the activities; it was about how Outdoor Outreach created a space where I could step outside my comfort zone and grow.

On the backpacking trip, one of the instructors, Zach, mentioned the Leadership Program to another participant, which caught my attention. Then, I asked another instructor and leadership program graduate, Alexis, during the surfing trip. She told me applications were open and encouraged me to apply. That small conversation set everything in motion.



One moment that changed my perspective

Our backpacking trip to Anza Borrego Desert State Park was not only a team-building experience for me but a self-discovery trip. We had to pay a lot of attention to ourselves, try our best to manage our limited food and water and protect ourselves from the sun. During one of the hikes we took there, I realized that I had never paid that much attention to my body and its needs. That day, the phrase "self-care" took on a whole new meaning. It changed from the idea of self-care that we usually see on TikTok or Instagram, which involves twelve different skin products, shopping splurges, or any other type of consumption. Instead, I learned to listen to my body, pay attention to it, practice some introspection, and care for my mental health needs.

Another thing from that trip was that if I could get through five days while listening to my body and its needs, why would I try to live any other way? It made me more conscious of the way I consume, how I spend my money, and the impact those decisions have. One of my resolutions for this year is to stop purchasing clothes unless they're thrifted or not from a fast fashion brand and to mend the clothes I already own.

STORY OF IMPACT (CONT.)



How this opportunity transformed my outlook and path forward

One of the key parts of the Leadership Program was earning our First Aid, CPR, and AED certification. During the training, something clicked; I saw the potential for a much greater impact than I had imagined for myself. At the time, I was earning an Associate's in Studio Arts at San Diego Mesa College, but that experience made me rethink my path. Now, I'm a full-time student at San Jose State University, working toward a BA in Design Studies, with a plan to go to EMT school afterward.

This shift in perspective wasn't just about career choices but about purpose. I want to connect my future to wilderness medicine, backcountry search and rescue, or something similar. I'm still mapping out the details, but I know I want to combine my love for the outdoors with a meaningful way to serve and support others.

The impact of Outdoor Outreach didn't stop there. Thanks to the experience I gained through the Leadership Program, I landed a job at Fjällräven, a leading outdoor gear brand. Now, I connect with people who share that passion for adventure: customers prepping for trips to the Arctic Circle, nomadic content creators who travel from state to state, and first-time hikers just starting their journey. It's a constant reminder of how transformative the outdoors can be.



Sharing my connection with the outdoors

The first person I introduced to the outdoors in a new way was my mom. She has always loved nature but never had the skills to immerse herself in it. After my time with Outdoor Outreach, we started going on hikes together. One of my favorite memories is hiking at Torrey Pines with her. She laughed at the size of my backpack while I insisted on carrying extra water, snacks, a first aid kit, sunglasses, and an additional layer. I was prepared for anything!

With school and work keeping me busy, I don't get outside as often as I'd like, but I still make time for it whenever possible. Over winter break, I went on a couple of hikes with a coworker and even started climbing with a friend. The outdoors has become a core part of who I am, and thanks to Outdoor Outreach, I have the confidence and skills to keep exploring and bring others along for the journey!



LOOKING BACK AT 2024

1,921

TOTAL YOUTH SERVED IN 2024 THROUGH
476 AMOUNT OF OUTINGS

50+

SCHOOL AND COMMUNITY PARTNERS ACROSS
SAN DIEGO COUNTY

"ON OUTINGS I FEEL MORE CONFIDENT TO
SPEAK UP AND TALK MORE THAN I DO IN
OTHER SITUATIONS. THE INSTRUCTORS DO A
GREAT JOB REASSURING YOU AND THAT
HELPS ME FEEL COMFORTABLE."

- **OUTDOOR OUTREACH PARTICIPANT 2024**

93%

OF OUTDOOR OUTREACH PARTICIPANTS

surveyed responded that due to their
involvement in our programs, they are more
likely to feel safe in outdoor spaces

76%

OF OUTDOOR OUTREACH OUTINGS

are facilitated by a Field Instructor who
graduated from the Outdoor Outreach
Leadership Program.

2024 PROGRAM PARTNERS

Central Region

- Barrio Logan College Institute
- e3 Civic High
- Monarch School

City Heights Region

- City Heights CDC
- Crawford High School
- Hoover High School
- Pro Kids, First Tee San Diego
- Reality Changers
- Mid-City CAN

Community Partners

- Girls Rising
- Loma Linda University Health - SHiNE Outdoor Equity Program
- Urban Corps of San Diego County
- Groundworks San Diego
- SAY San Diego
- Orange Glen High School
- Nature Collective
- San Diego Coastkeeper
- San Diego County Parks and Recreation

East County Region

- Cajon Valley Middle
- Chaparral High School
- El Cajon Valley High School
- Mount Miguel High School
- Southern Indian Health Council
- International Rescue Committee - San Diego

Health/Behaviorial & Juvenile Justice

- Reach Academy
- National Conflict Resolution Center
- San Diego County Program Urban Campus
- San Diego County Office of Education Juvenile Court and Community Schools
 - 37ECB
 - CTEC
 - Bayside
 - Cuyamaca Prep Community School
 - Escondido Community School
 - Innovations Academy
 - North County Technology Academy
 - SOUL Academy
 - Victoria Community School

North County Region

- Encuentros Leadership
- North County Lifeline - Club Crown Heights

South Bay Region

- Castle Park High School
- Chula Vista High School
- Mar Vista High School
- San Ysidro High School
- Sweetwater High School
- High Tech High Chula Vista

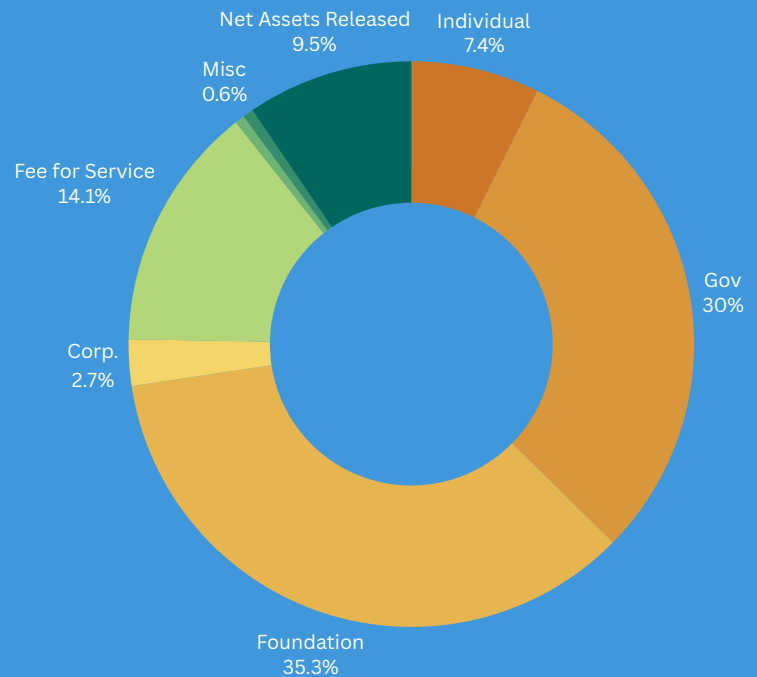
Southeast Region

- D.E.T.O.U.R. Empowers (Fancy Teen Girls)
- Ingenuity Charter
- Lemon Grove Academy Elementary
- Lemon Grove Academy Middle
- Lincoln High School
- Morse High School
- The O'Farrell Charter School

2024 FINANCIALS

Revenue Breakdown:

Individual	\$210,550
Government	\$858,862
Foundation	\$1,009,367
Corporate	\$75,860
Fee for Service	\$402,947
Misc/Other Revenue	\$17,373
In-Kind Donations	\$15,724
Net Assets Released from Restriction	\$271,710



TOTAL **\$2,862,393**

Expenses Overview:

Operating	\$465,778
Program	\$2,134,060
TOTAL	\$2,599,838

2024 Assets

Fixed Assets	\$353,223
Cash	\$538,649
Other Current Assets	\$1,606,490
TOTAL	\$2,498,362

2024 Liabilities

Current Liabilities	\$1,528,794
NET ASSETS	\$969,568

SENDING LOVE TO OUR 2024 DONORS & FUNDERS

\$100,000+

- California Natural Resources Agency
- California State Coastal Conservancy
- California Department of Parks and Recreation
- Conrad Prebys Foundation
- David C. Copley Foundation
- Resources Legacy Fund
- U.S. Fish & Wildlife Service
- Walter J. and Betty C. Zable Foundation

\$50,000-\$99,999

- California Coastal Commission
- County of San Diego
- National Fish and Wildlife Foundation
- Sahm Family Foundation
- San Diego Foundation
- TMCity Foundation
- YMCA of San Diego County

\$25,000-\$49,999

- Allison & Robert Price Family Foundation Fund
- California Environmental Protection Agency
- Friends of San Diego Wildlife Refuges
- National Recreation Foundation
- Parks California

- Price Philanthropies Foundation
- REI Cooperative Action Fund
- The Bravo Foundation

\$10,000-\$24,999

- Clif Family Foundation
- Conservation Lands Foundation
- Helmut Kiffmann
- Hervey Family
- John Krakauer Charitable Trust
- National Forest Foundation
- National Park Foundation
- Outride
- Patricia & Marc Brutton
- Patricia Moore
- Samuel H. French and Katherine Weaver French Fund
- Sydney Holland Foundation
- The Parker Foundation
- U.S. Bank

\$5,000-\$9,999

- Cox Communications
- David Price
- Day For Change Foundation
- Elwyn Heller Foundation of San Diego at US Bank
- Goodwin Family Memorial Trust
- Greater Horizons (Mariner Foundation)
- Leann & Kevin McCarthy
- Massey Charitable Trust
- Roger Clapp
- Rokenbok Educational Fund
- San Diego Unified Port District
- SDG&E
- The City of San Diego

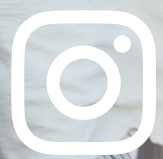
\$1,000-\$4,999

- 2B-RAD
- Adventure 16 Foundation
- Andrew Yuen & Elisabeth Wolcott-Yuen
- Boys and Girls Foundation
- Brian Bischof
- Charles Auster
- Charles Hoffman
- Cheryl & Greg Cox
- Dane Bustrum
- David & Anne Fege
- David Pate
- Douglas Burke
- Douglas Foster
- Efficient BPM
- Ella Ireland
- Esther Rosenthal
- GHJ Foundation
- Health Quest Foundation
- Heidi Wolin
- Hope & Christopher Mirendil
- Hunter Industries, Inc.
- Instant Biologics LLC
- Jeffrey Norman & Dana Davis
- Julia Ronlov
- Kathleen Baker
- Keith Rampmeier
- Linda & Thomas A McCue
- Lucky Seven Foundation
- Luz Nunez
- McCormick Family
- Morelli Family
- Paul Brown
- Ricky Schlesinger & Judy Nakatomi
- Roger Spatz
- Smoky & Kimberly Bayless
- Stein & Katharine Lundby
- The Brian Pollack Fund
- The Outdoor Foundation

\$1-999

*Too many to list!
Thank you for
your support.*





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Learn more at OutdoorOutreach.org