



# ANNUAL REPORT

2020-2021



# A Letter from the Executive Director



At the Foundation, our mission is to nurture and sustain Outdoor Lab for future generations. We know that it is not only a fun rite of passage, but it is an institution that positively develops our young people into the well-rounded, confident, empathetic leaders of tomorrow. Outdoor Lab is impactful because it carefully integrates proven youth development models, including experiential education, life-skills training, outdoor recreation, and mentorship. The curriculum and program format work in tandem to help students deepen their understanding of classroom curriculum through hands-on experiences, realize their leadership potential, and advance their social-emotional learning.

To achieve our mission, we know we have to grow stronger as a nonprofit organization. The more we can fundraise, the more we can rally community support, the better off Outdoor Lab will be in the future. To this end, we have earned GuideStar Platinum Status and a 100 point "Give with Confidence" rating from Charity Navigator for our commitment to organizational transparency and financial stewardship. We have expanded our Board to broaden our reach into the community. We have deepened our relationships with teachers and schools throughout the district. And we have added new staff positions to build our organizational capacity. Lastly, we are in awe of the contributions from our volunteers, donors, corporate sponsors, and foundation supporters. Without them, we could not provide the transformative outdoor experiences we all know are so vital for our students' long-term health and well-being.

While we have made great progress on our goals, we know we have much more work to do under increasingly challenging circumstances. Fewer youth are connecting meaningfully to the outdoors. As the pandemic continues to wreak havoc on school schedules and out-of-school activities, community connections are fraying, the mental health of our young people is at a crisis point, and other "hot button" issues of the day pull time and attention away from our mission. In a resource-thin and competitive environment, relevance is key. We must constantly strive for increased relevance in our work with students, our partnerships with schools, and our impact within the community.

**"We must constantly strive for increased relevance in our work with students, our partnerships with schools, and our impact within the community."**

With this in mind, the Foundation will craft a new multi-year strategic plan in 2022. We will be comprehensive in our outreach efforts, seeking input from as many stakeholders as possible, including teachers, students, alumni, principals, and administrators. Moreover, we will work with nonprofit partners, community leaders, and experts in education and positive youth development to inform our future goals and strategies.

Through deeper engagements locally, we will increase our relevance with students, our partnerships with schools, and our impact within communities. The goals and strategies that come out of our plan must position Outdoor Lab and the Foundation as essential service providers and partners for these stakeholders. Moreover, the plan will establish the Foundation more concretely in more communities throughout Jeffco. Finally, the plan will authentically connect us to community leaders, businesses, policy-makers, and the public at-large for the work we do and the impact we have.

While we develop our new direction, we will not lose sight of what we do best -- deliver important resources to the sites, schools, and students so Outdoor Lab can be a fantastic experience for all. For over 60 years, Outdoor Lab has been helping youth grow, heal, and experience a sense of place. That will always be our focus. Yet, while this new plan will allow us to reflect on decades of success, we also know that what got us here won't get us to the next level. I look forward to working with you on this new direction for the Foundation and can't wait to bring the new vision to life in our community.

Thank you,

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# Our Team

## Foundation Staff

**Bryan Martin**

Executive Director

**Elle Ritt**

Strategic Partnerships Manager

**Kaelib TeeGarden**

Donor Relations Manager



## Foundation Board

**Kim Gieseler**

Board Chair

**Kristen Meier**

Vice Chair

**Jens Jensen**

Immediate Past Chair

**Richard Armitage**

Board Secretary

**Michele Winzent**

Board Treasurer

**Brandon Friedman**

**John Hamilton**

**Kathy Weiss**

**Jason Dewar**

**Doug Hanisch**

**Emily Cranford**

# 2020-2021

## Highlights

### 3

\$2,000 scholarships were awarded to high school leaders to pursue post-secondary education

### 40

Interns supported through a \$20,000 contribution to the Outdoor Lab Intern Stipend

### 500

High school leaders were outfitted with Outdoor Lab uniforms

### 5,640

Students attended a two-day Outdoor Lab Program, including 1,402 from free and reduced lunch households

### \$215,000

contributed for tuition assistance to 36 neighborhood school



# The Outdoor Lab Foundation has 4 Strategic Initiatives

**1 Bolstering our Tuition Assistance Program** to make sure every student can attend Outdoor Lab regardless of their ability to pay. The Foundation specifically allocates funds based on each school's free and reduced lunch populations and the associated tuition gaps each school faces as a result.

**2 Growing our High School Leaders Program** which is comprised of a scholarship fund and other material incentives to support our young adult mentors during their volunteerism on site.

**3 Funding our Intern Stipend Program** which makes the internship experience more attractive and relevant for more students to enhance their resumes. Each site engages 10 interns per semester -- 40 total interns who receive a \$1,000 stipend at the end of their service.

**4 Building our Gear Program** so that teachers have the materials and supplies to implement fun and impactful programming, and that the Site Clinics have the outerwear and resources they need to keep every student warm, dry, safe, and feeling welcome on site.



## Capital Construction Projects for Outdoor Lab

In the Fall of 2018, Jeffco voters approved ballot measure 5B, a \$567 million bond investment for needed capital improvement projects for schools throughout the district. As a result of this investment, both the Windy Peak and Mount Evans campuses will receive new buildings in 2022. On Mount Evans, the district will construct a new dining hall (illustrated here). The dining hall construction will be supported by an additional \$100,000 gift from the Foundation and will boast over 6,000 square feet for dining and meal prep, a wrap-around deck overlooking the meadow, and "garage-style" doors which open onto the deck to create an open-air dining environment for students.

The Windy Peak property will receive a new 2,000+ square foot bunkhouse which will sleep 20 students. This is a much-needed upgrade for Windy Peak as the new building will include toilets and showers. All the other bunkhouses at Windy sleep many fewer students and require the use of a centrally located bathhouse. Limiting the number of students that must leave their bunkhouses to use the bathhouse at night will improve safety and cleanliness for all.



# A Note from Our Principals

Ryan Bazz  
Mount Evans Principal



## Greetings from Outdoor Lab,

What a school year it has been so far! This fall brought the return of our beloved overnight program that had been in hibernation since the beginning of the pandemic in March of 2020. It has been a joyful and heartwarming experience to see 6th graders back at both Mt. Evans and Windy Peak for week-long visits. We feel honored to serve as principals at the Outdoor Lab Schools and our passion for giving students this opportunity once again has filled our hearts with gratitude.

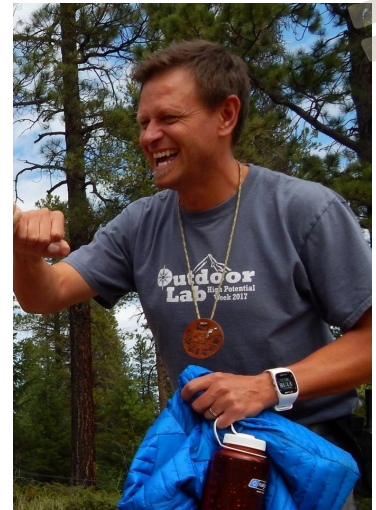
Hitting the “restart” button to bring back our overnight-program came with many challenges and obstacles while COVID continued to cause disruptions to our world. **We are so thankful to the many groups and individuals who have supported us through these crazy times making it possible for us to continue to do what we do in spite of these challenges.** Specifically, Jeffco Schools for making Outdoor Lab a priority for schools and their students, our incredible staff who work long into the nights making sure our program runs smoothly, the Outdoor Lab Foundation for their tremendous support in too many ways to list, and the teachers/staff that attend Outdoor Lab with their students. We simply cannot say thank you enough to you all!

Along with the return of overnights comes more excitement at both Outdoor Lab sites as we anticipate the construction of new buildings. A long overdue dining hall will be added to the Mt. Evans campus and will be located near the meadow so all visitors can enjoy their meals with a view. At Windy Peak a large dormitory-style bunk house will be built with options of serving as one bunkhouse or divided into two smaller ones. Both projects are slated to begin this spring and conclude by the fall. We cannot wait to share these beautiful new projects with visitors for many years to come.

**To conclude, we would like to reiterate our excitement and thankfulness to all that make the Outdoor Lab experience possible for every 6th grade student in Jeffco Schools.** We are continually amazed at the moments we experience each day as kids explore the great outdoors on our sites and we will continue to grow the Outdoor Lab program together.

With gratitude,

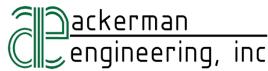
Ryan Bazz & Robb Gneiser  
Outdoor Lab Principals



Robb Gneiser  
Windy Peak Principal



# Corporate Partners



PRQ Exteriors

1 Stop Printing

Baby Doe's Clothing

Point Seven Group

Goldpanner Group

Feaster Realty

Edward Jones Investments

Fairway Mortgage

# Grants Received

City of Lakewood

Virginia Hill Foundation

Bootstraps Foundation

City of Wheat Ridge

Jefferson County, CO

VF Foundation

City of Golden

Aegon Transamerica Foundation

The Denver Foundation

Community First Foundation

City of Westminster

Evergreen Rotary

Golden Civic Foundation

James M Ewell Foundation

National Renewable Energy Laboratory

Jax Foundation Trust

Whole Foods Market

Applewood Kiwanis Foundation

Kiwanis Club of Columbine

Kiwanis Club of West Colfax

CR Bard Foundation

# After Dark

After Dark is Outdoor Lab Foundation's annual, not-so-traditional fundraiser that takes place every fall. People of the Jeffco Community and beyond gather to celebrate and give back to the Foundation and support local students from 6th grade to high school attending the program.

## After Dark 2020

After Dark 2020 was a different experience, but one that brought our Outdoor Lab Foundation community together in an awesome way. We had a socially distanced, in-person component as well as a virtual one. Overall, over 200 people joined us on this night of gathering to give back to a program that serves over 6,000 Jefferson County students. The night started with live music from the Weber Brothers Band. Then, Marc Sallinger of 9NEWS took the stage as our MC and brought the rest of our speakers up to tell of their own Outdoor Lab experiences. Shawn Hagler, our live auctioneer, energized the crowd and encouraged generous support from our community. We were thrilled to surpass our goal and raised over **\$92,000**.



## After Dark 2021

After Dark 2021 was an amazing success! We were so excited to meet back in person at the beautiful Rose Event Center in downtown Golden. This event hosted 200 community members in a night of gathering and giving back to a program that serves over 6,000 Jefferson County students. We enjoyed the musical performances by Cindy & the Protractors and the Jay Silence Band. Both Marc Sallinger and Shawn Hagler returned to facilitate the eventful evening and inspire our guests to support the program. Our Executive Director and the Outdoor Lab Principals also spoke to our crowd to share our exciting achievements and goals for the program. We were able to raise over **\$100,000!**



## Save the Date!

After Dark will return to the Rose Events Center in Golden on Saturday, October 8th, 2022.



# Lab Card Program

King Soopers and Safeway are two of our best partners. Their dedication to the program has remained consistent throughout the years and helps ensure the continued success of the Outdoor Lab Program. Parents and participating community members fundraise for Outdoor Lab programs through their week-to-week shopping and each quarter, redeem their fundraised dollars to support their local school's experiences. During the 2020-2021 schoolyear, programs were shortened to two day trips as a COVID-19 precaution. Even with condensed experiences and tuition, the Foundation witnessed fantastic involvement in the Lab Card Program from our Jeffco community. See below for the 2020-2021 Lab Cards results.

**822**

Jeffco 6th grade students aided



**30**

Jeffco Public Schools participated in the program



**\$3,285**

Average donation each school received

**1,743**

K-5 families enrolled in the Lab Card Program for the 2020-2021 schoolyear

**Thank You**

A special thank you to King Soopers for donating over \$3 million in the last 10 years!

# Individual Giving

## Become a Recurring Donor

Recurring donations provide security and consistency to the support of Outdoor Lab. It is reliable funding we can count on each month. Go to our donation page and become a recurring donor today!

## Donation of Stock

Appreciated securities or mutual fund shares you've owned for more than one year are excellent charitable gifts. Each stock gift we handle strengthens our programmatic work while providing tax benefits for supporters.

## Donate Your Birthday

Express and share your support for Outdoor Lab by donating your birthday on Facebook! The Outdoor Lab Foundation has a direct relationship with Facebook so that all donations through your fundraiser are sent directly to our organization safely, securely, and without fees.

## Amazon Smile

Support the Outdoor Lab Foundation while doing your online shopping! Link your Amazon account to Amazon Smile and then shop on Amazon Smile while supporting Outdoor Lab!

## List Us in Your Estate

Planned giving allows you to decide how to distribute your assets after you pass away. Listing us in your estate plan is a fantastic way to ensure that Jeffco students have access to Outdoor Lab for years to come.

## Gifts of Gear & Product

Equipping students with good gear, so that they may stay warm, dry, and comfortable is vital to having a positive Outdoor Lab experience.

# All The Ways to Give

## Corporate Programs

### Become a Corporate Sponsor

- General support
- Sponsor a specific school
- Sponsor a specific project on one of our campuses
- Become a Corporate Sponsor

### Sponsor our signature event, After Dark

- Sponsor the event
- Donate an item for our live and silent auction
- Buy tickets and invite your friends

### Host us at your office & engage your employees

- Host a presentation
- Organize a virtual call
- Run a fund drive
- Match employee contributions
- Participate in a volunteer project

### Highlight the Foundation on your channels

Share your passion for getting youth outside by featuring the Outdoor Lab Foundation in your communications and social media.

### Donate your professional services

There are many professional services that could benefit the Foundation and Schools. Offer your expertise pro-bono.



# Financial Overview

## 2019-2020

### Assets:

Unrestricted: \$1,019,944

Restricted: \$51,506

Total Assets: \$1,071,450

### Income:

Contributions & Grants: \$850,693

In-Kind Support: \$39,739

Investment Income: \$6,484

Assets Released from Restriction: \$82,087

Total Income: \$896,916

### Expenses:

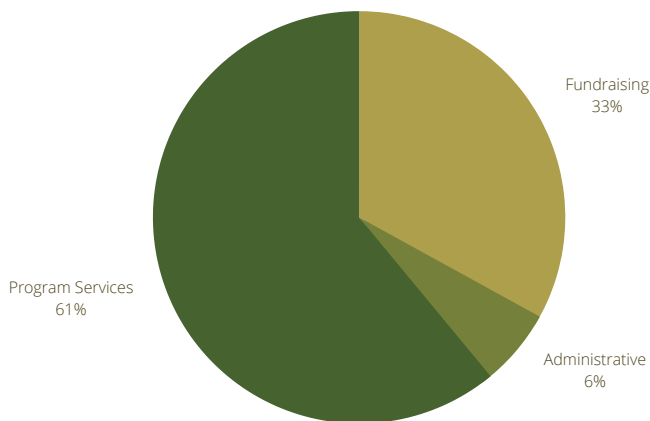
Fundraising: \$212,480

Program Services: \$396,145

General & Administration: \$38,045

Total Expenses: \$646,670

2019-2020 Expenses



## 2020-2021

### Assets:

Unrestricted: \$1,247,579

Restricted: \$295,145

Total Assets: \$1,581,007

### Income:

Contributions & Grants: \$934,337

In-Kind Support: -

Investment Income: \$13,001

Assets Released from Restriction: \$81,740

Total Income: \$947,338

### Expenses:

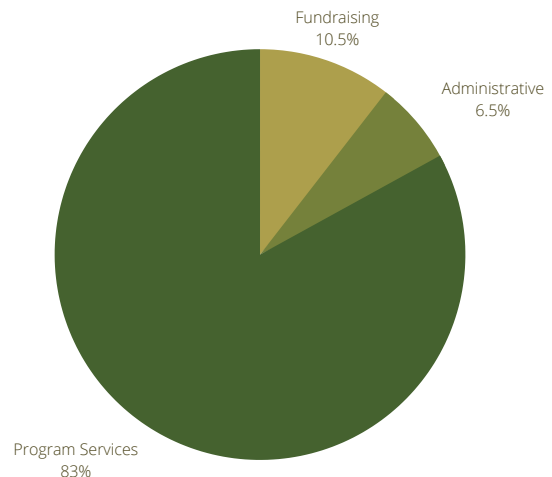
Fundraising: \$56,293

Program Services: \$439,051

General & Administration: \$35,298

Total Expenses: \$530,642

2020-2021 Expenses



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