



**OUTDOORS  
TOMORROW**  
FOUNDATION

# 2022 Annual Report

Platinum  
Transparency  
2022  
Candid.





## Fellow Members of OTF,

I wanted to thank all of our stakeholders for their support in my first year as Chairman of the Board. To our donors, OTF employees, Board of Trustees, and many volunteers, a huge THANKS for your support. We are blessed to have a small but incredibly talented team at OTF, a generous group of donors, and a committed and highly engaged Board of Trustees.

Collectively, we accomplished an incredible amount over the last fiscal year in a difficult environment as schools began to exit the pandemic-related challenges. Early in the fiscal year we began an accelerated growth plan, referred to as the "Triple Double." This aspirational goal calls doubling then number of new schools offering Outdoor Adventures for three consecutive years.

## The “Triple Double” calls for 200 new schools in 2021-22, 400 new schools in 2022-23, and 800 new schools in 2023-24.

In 2020 and 2021 we added 100 new schools each fiscal year (July 1-June 30). I'm proud and excited to report we achieved the first leg of the Triple Double by adding 213 new schools this past fiscal year. As of September 2022, Outdoor Adventures is in nearly 1,000 public and private schools across 46 states. That equates to nearly 100,000 kids annually spending time learning about wildlife conservation and a comprehensive array of outdoor skills.

We aspire to be the leading outdoor educator in the United States. This will require we automate and streamline our fulfillment channels (training and delivering the curriculum and equipment to ensure new schools are set up for success), enhancing our website capabilities as well as testing new channels for sourcing schools. We will continue to enhance our teacher professional development program and next year is triennial curriculum revision. We are also currently contracted with Responsive Management to conduct an in-depth survey of our schools, our “customers,” so we have the feedback necessary to deliver the curriculum, materials and equipment in a way that fully meets their needs for educating kids about the outdoors.

It's an exciting time at OTF!! We have many challenges ahead this coming fiscal year, but our team, Trustees and many donors are committed to achieving our vision of being the preeminent outdoor education organization. It's so heartening to know that our efforts will lead to so many kids developing a lifelong fondness and passion for the outdoors as so many of you enjoy and appreciate.

My Best Regards,  
Kyle Shidler, Chairman

As we reflect on an extraordinary year of growth, kids on the Texas coast are learning to catch their first saltwater fish, kids in upstate New York are learning whitetail deer conservation, and tens of thousands between them are earning their hunter education and boating safety certifications in their school's PE course, **Outdoor Adventures.**

As of this writing, nearly 1,000 public and private elementary, middle, and high schools, as well as a few universities, across 46 states offer the country's premier in-school outdoor education curriculum. OTF has continued to receive generous support from many like-minded individuals and organizations, enabling Outdoor Adventures to be introduced to 95,000+ students this fiscal year. We are so thankful for those who support our efforts with their time, financial resources, and in-kind services. The new school growth and program development is a tremendous accomplishment. I commend the staff and board for persevering and delivering incredible 100% year-over-year growth.

The 2021-22 school year was the first for an elementary curriculum with 6 comprehensive units, including camping, angling, and wildlife conservation. The tremendous K-12 growth has created the challenge of offering teaching training. With the help of staff and specialized educators, we developed an in-person program with eight trainers delivering the course with huge success. For teachers unable to attend those sessions, we created a video-based series for angling, camping, camp cooking, orienteering, and fire starting. The in-person and video training programs enhance instructor quality for Outdoor Adventure students nationwide.





Our growth is fueled by the generous support of like-minded conservation organizations and outdoor industry companies. For example, our Partnership Initiative program gives organizations or companies the opportunity to sponsor parts of the Outdoor Adventures curriculum and/or to promote our program through their chapter systems and social media accounts. These partnerships offer the unique opportunity to connect students with organizations and adventures beyond the classroom.

There's so much to celebrate and be thankful for—even more than what we're able to convey in this annual report. Our success and growth is only made possible through the generous support of our many donors, and strengthened through engagement with our community of teachers, state wildlife agencies, and conservation partners.

I hope you are inspired by and proud of what you see on these pages as we continue to get more kids outdoors!

Sincerely,  
Sean McLelland, Executive Director

**The Outdoors Tomorrow Foundation developed Outdoor Adventures, the premier in-school outdoor education curriculum, over a decade ago. The curriculum is offered, usually through a school's physical education department.**



## **OUTDOOR ADVENTURES SEEKS TO:**

- **REVERSE THE INCREASING DISCONNECT BETWEEN YOUNG PEOPLE AND THE OUTDOORS, CAUSED BY OUR INCREASINGLY URBANIZED AND TECHNOLOGY-DRIVEN SOCIETY**
  - **REVERSE THE DOWNWARD TREND OF PARTICIPATION IN ANGLING AND HUNTING, WHICH NEGATIVELY IMPACTS THE FUNDING AVAILABLE FOR CONSERVATION NATIONWIDE**
  - **RECRUIT AND RETAIN YOUTH SPECIFICALLY IN HUNTING, FISHING, SHOOTING SPORTS, AND BOATING**
  - **EDUCATE YOUTH ABOUT THE SUCCESSES OF THE NORTH AMERICAN MODEL FOR WILDLIFE CONSERVATION**
  - **ENCOURAGE STUDENTS TO PURSUE CAREERS IN THE OUTDOOR INDUSTRY, INCLUDING WILDLIFE AND HABITAT CONSERVATION**
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**Outdoor Adventures includes 34 units covering nearly every aspect of outdoor recreation and conservation:**

### Fishing

- Ice
- Saltwater
- Freshwater
- Fly

### Archery

Boater ed

Hunter ed

### Orienteering

- Survival skills
- First aid/CPR
- ATV safety
- Slingshots
- Trip planning

Tackle crafts

### Hiking

- Backpacking
- Camping
- Camp cooking
- Wildlife conservation
- Quail conservation
- Paddlesports

## INTRODUCTION

# Outdoor Adventures by the Numbers

**95,000+**

kindergarten through 12th grade students annually in nearly 1000 public and private schools across 46 states

**30,000+**

students getting out of the classroom and into the field every year, many on their first fishing or hunting trip

**\$32,000+**

annually awarded in archery scholarships

**30%**

year over year increase in Outdoor Adventures enrollment

**415,000+**

Outdoor Adventures graduates since 2009

**16million**

outdoor education classroom hours annually

**15,000+**

hunter ed certifications in Texas alone in 2020-21

**\$670,000+**

in equipment grants to schools

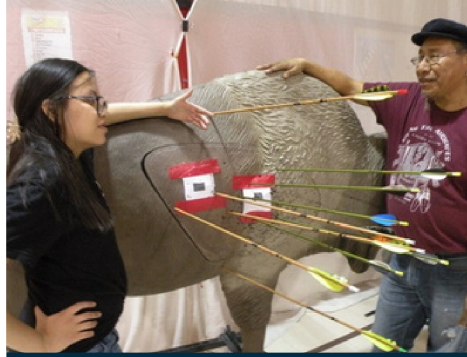


## WHERE WE'RE GOING

Outdoor Adventures has unlimited potential growth, with 130,930 public and private elementary and secondary schools in the United States (2018 National Center for Education Statistics). Work is also underway to eventually expand Outdoor Adventures internationally.

As the letter from the Chairman noted, we have set lofty goals and are taking steps to increase both the capacity and quality of Outdoor Adventures through:

- Utilization of the Canvas curriculum management system.
- Development of a new ecommerce website to increase the efficiency of the curriculum and equipment ordering process
- Addition of staff to better serve existing OA schools, and enhance recruitment of new schools
- Continuing to develop relationships with more outdoor industry partners
- Adding more units in 2023 as part of the comprehensive curriculum update.
- Contracting with Gopher Sport to add Outdoor Adventures to their school PE equipment catalog that is distributed to more than 1 million education professionals every year.



### Introducing Outdoor Adventures to the World: OTF Directors Attend CIC General Assembly

In September, OTF Executive Director, Sean McLelland, and Director of Education, Scot McClure, were honored with the incredible opportunity to present at the International Council for Game and Wildlife Conservation (CIC) General Assembly in Budapest, Hungary. This opportunity introduced Outdoor Adventures to the rest of the world as Sean and Scot met representatives from all over Europe, as well as Asia and Africa.

OTF was the only non-member organization invited to present at the CIC annual meeting. Delegates from 12 countries expressed interest in implementing Outdoor Adventures. Scot said Outdoor Adventures is truly a program for everyone and he will be working toward Outdoor Adventures eventually being available internationally.

Outdoor Adventures is for ALL students and provides an opportunity for our different learners to experience outdoor skills regardless of any limitations they may have. One example is the State School for Severely Disabled in Missouri where all students participate in kayaking, backpacking, hiking/wheeling, camping and survival skill training. Teacher Tari Garner, who is now OTF's Outdoor Adventures Coordinator, said,

**“The students loved the campsite and being inside the tent, exploring the outdoors and practicing kayaking skills independently or with a partner during adapted PE. The students enjoyed the activities so much that classroom teachers scheduled reading time in the campsite tent. We explored accessible trails and local resources, so our students and their families/guardians were able to use those resources in their free time. All students deserve the opportunity to learn and participate in outdoor adventures at whatever level possible and the Outdoors Tomorrow Foundation helps make that happen. See the possibilities not the disabilities!”**









The Outdoors Tomorrow Foundation named Azle (Texas) High School's Lisa Helms as its 2021-22 Educator of the Year.

**“This class means so much to me personally because I had the opportunity to grow up in the outdoors,” Helms said. “I was blessed for my family to take me on camping trips and more, and now I get to share that with my students. That means more to me than anything.”**

Helms has taught Outdoor Adventures for eight years to more than 800 students with more than 30 percent of them earning their certifications in hunter and boater education. She teaches the full range of the Outdoor Adventures curriculum including survival skills, camping, fishing, fly fishing, kayaking, rock climbing and much, much more.

In fact, in recognition of the impact she has on her students, Azle Independent School District allowed her to step out of coaching and teach Outdoor Adventures full time.

Just a few of hundreds of student stories show the difference Helms is making. One student told her he found his new life passion the day they left a rock-climbing gym. Another was beaming as he recounted harvesting a doe on only his second hunting trip.

In a typical day, student after student stops by her classroom to ask her for additional advice as they prepare for their newest adventures. Her former students share every year how they went camping, fishing, hunting, rock climbing and hiking all because she instilled in them a love for their new outdoor passions.



## **3RD ANNUAL BENEFIT CONCERT**

On April 28, the OTF hosted the 3rd Annual Benefit Concert at Gilley's in Dallas featuring country music artist, Josh Abbott. The event surpassed the previous year setting another single fundraiser record for OTF, at more than a half a million dollars gross revenue. Save the date of April 20, 2023 for the 4th Annual Benefit Concert at Gilley's in Dallas!



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## Save the Date!

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**WHAT: 4TH ANNUAL BENEFIT CONCERT**

**WHEN: APRIL 20, 2023**

**WHERE: GILLEY'S IN DALLAS**

# Statement of Financial Position

as of June 30, 2022

## Assets

Cash	\$1,166,569
Restricted Cash	958,372
Accounts Receivable (Curriculum Sales)	204,408
Contributions Receivable	63,805
Promises to Give (net of discount)	228,832
Inventory, Prepaids, Miscellaneous	20,044
<b>Total Assets</b>	<b>\$2,642,030</b>

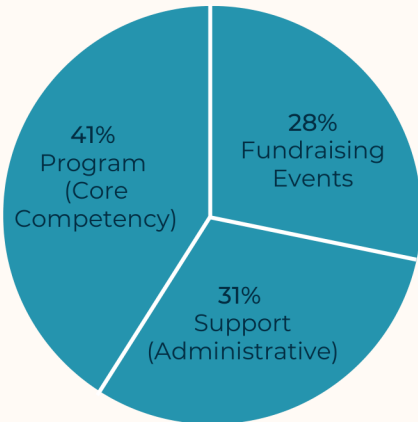
## Liabilities

Current Liabilities	\$28,411
Long-Term Liabilities	36,500
<b>Total Liabilities</b>	<b>\$114,911</b>

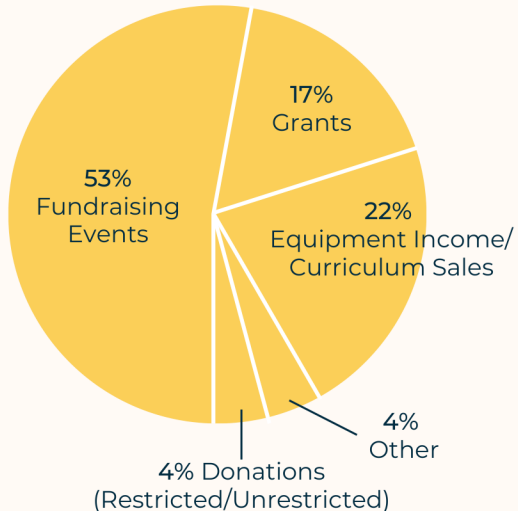
## Net Assets

Without Donor Restrictions	\$1,529,553
With Donor Restrictions	918,717
<b>Total Net Assets</b>	<b>\$2,448,270</b>

### EXPENSES



### REVENUE



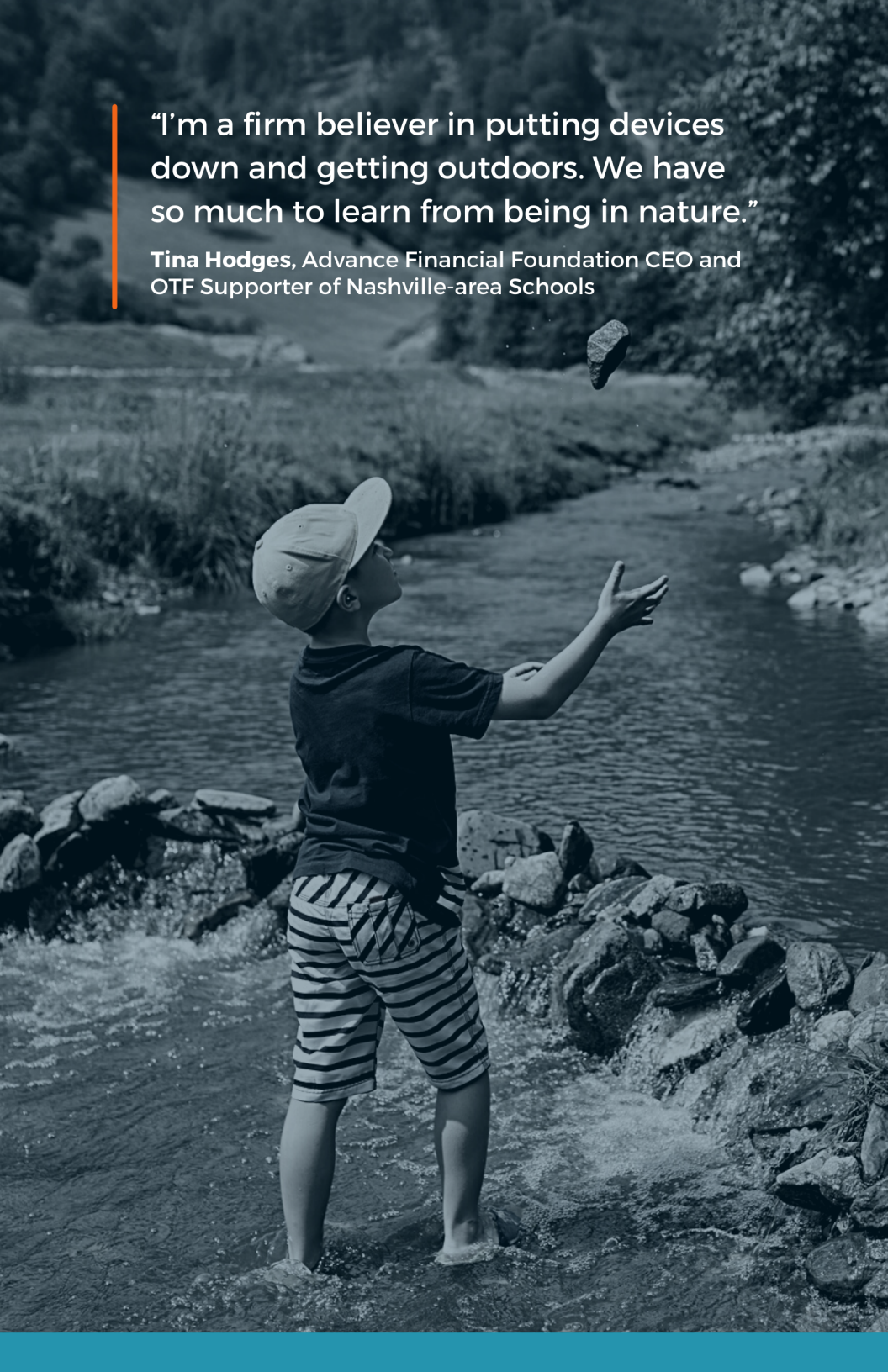


# Outdoors Tomorrow Foundation Supporters



IOSH--Eastern Priory





“I’m a firm believer in putting devices down and getting outdoors. We have so much to learn from being in nature.”

**Tina Hodges**, Advance Financial Foundation CEO and OTF Supporter of Nashville-area Schools

## BOARD OF TRUSTEES 2022-23

KYLE SHIDLER CHAIRMAN

CYNTHIA PATTERSON VICE CHAIRMAN

DON MCKECHNIE SECRETARY

KERRY FREEMAN TREASURER

MIKE BEECROFT

BRIAN BURNS

LORI CLEM

DEWITT CORRIGAN

RANDY CUPP

BOBBY DAVIDSON

JULIE FAIRCHILD

RICKY FAIRCHILD

KEN MULKEY

CYNTHIA PATTERSON

GREG PRATHER

HARRIET SHIELDS

AARON SMITH

WILSON STOUT TRUSTEE EMERITUS

TOBY THOMAS

RICK WARREN

## STAFF

SEAN MCLELLAND EXECUTIVE DIRECTOR

SCOT MCCLURE DIRECTOR OF EDUCATION

LEANN SCHMITT DIRECTOR OF PARTNERSHIP DEVELOPMENT AND OPERATIONS

TARI GARNER OUTDOOR ADVENTURES COORDINATOR

ABRIEL MCGOUGH EXECUTIVE ASSISTANT

## OUTDOOR ADVENTURES MANAGERS

DANNY YARBROUGH

KIM POTTS

DONNY WILLIAMS

BONNIE NEWCOMBE

MIKE PETRICK

MATT SMITH

NATHAN BUTLER

JUNIOR MARTINEZ

JO BAILEY

LISA HELM

SANDY MOORE

KALIE MCKINLEY

KELSI BAKER

DEB SENSION-HALL



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