

2023 Annual Report



Bringing more children into the outdoors . . .

Kids across the United States and now in our first school in Canada are experiencing the thrill of releasing their first arrow, catching their first fish, and learning about the importance of wildlife conservation because of their Outdoor Adventures class. Amid these inspiring moments, a significant number of Outdoor Adventures students are earning their hunter education and boating safety certifications.

It is exciting to share that more than 1,300 public and private elementary, middle, and high schools, as well as a few colleges, now offer the premier in-school outdoor education curriculum. This year, thanks to the strong support of the outdoor industry and private donors, Outdoor Adventures now reaches 130,000+ students annually. The expansion into new schools and the continuous enhancement of our programs represent significant milestones, and I extend my deepest gratitude to our dedicated staff, board, and volunteers for making this possible.

One key to the recent growth of Outdoor Adventures is the introduction of the elementary curriculum in 2023. Previously the curriculum was only available to middle and high schools, but now there are specific units designed and accredited for elementary school, including fishing and wildlife conservation. As the program has grown, the need for more teacher training became apparent and in response, we are building an in-person professional development program led by 15 regional trainers and complemented by a video-based training series.

Outdoor Adventures is driven forward by the incredible support from conservation organizations and companies within the outdoor industry. Through our Partnership Initiative program, we've fostered collaborations that not only support our curriculum but also extend the reach of our program via sponsorships, social media, and chapter systems, connecting students with opportunities beyond the classroom.

Our progress, sustained by the generosity of our donors and the engagement of our community—including teachers, state wildlife agencies, and conservation partners—is a source of immense pride and gratitude. It's my hope that as you turn these pages, you feel inspired and proud of the impact we're making together in bringing more children into the outdoors.

Warmest regards,
Sean McLelland
Executive Director

LETTER FROM THE CHAIRMAN OF THE BOARD

It is an honor to serve as the chairman of the Outdoors Tomorrow Foundation (OTF) Board of Trustees. My family has supported OTF since its inception several decades ago, and I have continued that support personally and through my business ventures. My fellow trustees and I believe that Outdoor Adventures changes kids' lives for the better and ensures the future of conservation and outdoor sporting traditions. Importantly, last year the elementary version of Outdoor Adventures was implemented. Research shows that the earlier kids are introduced to the outdoors, the more likely they will stay involved in the outdoors.

I want to thank the dedicated staff and volunteers who make this organization the premier outdoor education organization in North America. We could not continue to grow and improve the Outdoor Adventures program without your support. Additionally, I want to thank the conservation organizations and outdoor industry partners that financially support this program. We are all committed to getting more kids outside!

More than ever before, the OTF is poised to grow and reach hundreds of thousands of kids annually. Currently, Outdoor Adventures is taught in nearly 1,300 public and private schools across 48 states (Delaware and Connecticut remain) and Canada, impacting 130,000 kids every year. The growth potential, with your continued support, is virtually unlimited.

With gratitude,
Cynthia Senter Patterson
Chairman of the Board of Trustees



The Outdoors Tomorrow Foundation developed and implements Outdoor Adventures, the premier in-school outdoor education curriculum. The curriculum is offered K-12 through a school's physical education department.



Platinum
Transparency
2023

Candid.



Outdoor Adventures:

- Addresses the increasing disconnect between youth and the outdoors.
- Impacts the downward trend of participation in angling and hunting which negatively impacts the funding available for conservation nationwide.
- Educates youth about the North American Model of Wildlife Conservation.
- Encourages students to pursue conservation & outdoor recreation industry careers.
- Improves self-esteem, social skills, and school engagement.

Includes 40 units covering nearly every aspect of outdoor recreation and conservation.

- NASP & 3-D archery
- Hunter education
- Boater education & water safety
- Orienteering
- Geocaching
- Survival skills
- CPR, first aid, & wilderness medicine
- Fishing: fly, spin-cast, ice, coastal
- Backpacking
- Camping & camp cooking
- North American Model of Wildlife Conservation
- Mountain biking & bikepacking
- Rock climbing
- Paddlesports
- Quail conservation
- Shooting sports
- Trapping
- Fly tying
- ATV safety
- Birding
- Wildlife photography
- Cross-country skiing & snowshoeing

Outdoor Adventures by the Numbers

130,000+

Kindergarten through 12th grade students annually receiving a comprehensive skills-based outdoor education

30,000+

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

640,000+

Outdoor Adventures graduates since 2009

22.5 million

outdoor education classroom hours annually

19,000+

hunter ed certifications in Texas alone in 2022-23

\$800,000+

in equipment grants to schools

25%

year over year increase in Outdoor Adventures enrollment

85%

percent of students surveyed who indicated OA taught them "a lot" or "a little" about wildlife conservation

40

units customizable by location, fully-accredited for any K-12 public or private school, and able to be enjoyed by ALL students

1,300

public and private schools offering Outdoor Adventures across 48 states and Canada

THE FUTURE OF OUTDOOR EDUCATION

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.

The OTF is building the infrastructure needed to accelerate growth and get more kids connected with the outdoors. This includes an e-commerce system, improved equipment delivery, and development of a teacher training program.

Additionally, we have worked to develop partnerships with conservation organizations that are willing to help fund schools locally such as the Georgia Chapter of SCI and the New Mexico Chapter of the DSC. Because of the support of these chapters we are able to offer schools a grant to help offset the cost of the equipment packages.

Because of the growth Outdoor Adventures has had in large urban areas, the need for more teacher training became apparent and we have increased our in-person and video teacher training options, creating both another revenue stream, and improving the quality of the program.



**OUTDOORS
TOMORROW**
FOUNDATION



Outdoor Adventures Now in Elementary Schools

The 2022-23 school year was a landmark year for Outdoor Adventures as the elementary version of the curriculum was introduced.

Offering outdoor skills-based education to kindergarten through 5th grade students ensures a well-rounded, interactive, and all-inclusive physical education program. Students learn real life skills that will last a lifetime and have the power to impact the family and community.

Research supports improvement in the overall health and well-being of a child when outdoor natural environments and free play are incorporated into education. Additionally, research also shows that the earlier kids are introduced to the outdoors, the more likely they are to continue outdoor recreation.

The Outdoors Tomorrow Foundation's elementary Outdoor Adventures program embraces the whole child and fosters a love and appreciation for nature and wildlife education.



2023 OA EDUCATOR OF THE YEAR-- MARY DRIEMEYER

Every year OTF presents the Outdoor Adventures Educator of the Year award, and in 2023 the award was presented to Mary Driemeyer who teaches at Sappington Elementary School in St. Louis, Missouri.

Mary has been teaching physical education for nearly 30 years, including archery through the Missouri Department of Conservation. Three years ago, she discovered Outdoor Adventures and now includes paddle sports, camping, survival skills, angling, orienteering, wildlife conservation, and more in her classes.

Outdoor Adventures has been a hit at Sappington Elementary with numerous families thanking Driemeyer for teaching the unique class. Mary explains why she values OA, "When I teach OA it engages EVERYONE. It is rare to find subject matter that engages 100% of the students. They love the outdoor elements, novel subject matter, tie-in with nature and wildlife, the unique challenges, the deeper discussions and real life application. The special connection is with students who are not as interested in traditional sports and PE subject matter. It is very rewarding to see them find a passion that can keep them active and outdoors."

Teamwork and responsibility are two important values that students learn through the OA lesson, Driemeyer elaborated. "In the conservation lessons students learn that everyone plays a role in taking care of our wildlife."

While Mary played outside a lot as a child, she had never learned to hunt, fish, camp or enjoy paddle sports until she started teaching Outdoor Adventures. Now she spends many weekends enjoying the beauty of Missouri's state parks while kayaking, paddleboarding, or hiking. "Not only has teaching OA had an impact on my students, it has had a HUGE impact on my lifestyle," Driemeyer commented.

Even though she is now an OA Educator of the Year, Mary says she still has a lot to learn, particularly about fishing and Dutch oven cooking. No doubt this dedication to and enthusiasm for learning is passed on to her students.

[Click here to watch the fantastic Educator of the Year video!](#)

4TH ANNUAL BENEFIT CONCERT

On April 20, 2023 the OTF hosted the 4th Annual Benefit Concert at Gilley's in Dallas featuring country music band, Flatland Cavalry. Despite a neighborhood transformer blowing out and leaving the event in the dark, it was a huge success. Attendees enjoyed an acoustic candlelight concert and everyone rolled with the challenge to still raise record-setting funds for outdoor education.

6TH ANNUAL OUTDOOR ADVENTURES CUP BENEFIT CLAY SHOOT



On October 6th, 2023 OTF hosted the 6th Annual Outdoor Adventures Cup Benefit Clay Shoot at Dallas Gun Club. The weather was perfect, the shooting competitive, the food delicious, and all enjoyed raising funds to benefit Outdoor Adventures!

Photo is of the winning Precision Demolition team!



**Don't Miss the Fun . . .
5th Annual OTF Benefit Concert
Featuring a Private Performance
by Randy Rogers!**

WHEN: APRIL 25, 2024

WHERE: GILLEY'S IN DALLAS

TIME: DOORS OPEN AT 5:30 PM

**[Buy a sponsorship or
tickets today!](#)**

Fiscal Year 2022-23

Statement of Financial Position (as of June 30, 2023)

Assets

Cash	\$659,956
Investments	1,250,669
Restricted Cash	341,908
Contributions Receivable	58,668
Pledges to Give (net of discount)	146,611
Inventory, Prepaids, Misc	6,002

Total Assets **\$2,463,814**

Liabilities

Accounts Payable	\$24,412
Accrued Expenses	133,246

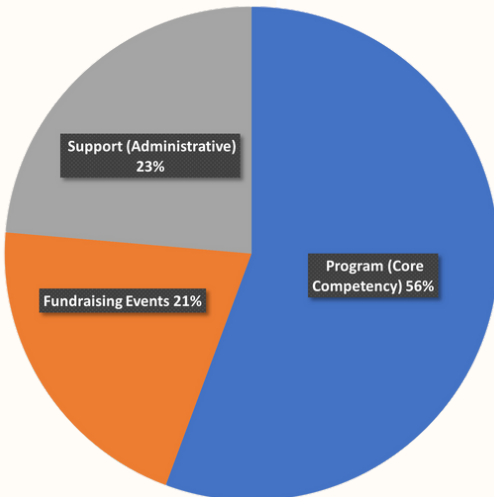
Total Liabilities **\$157,658**

Net Assets

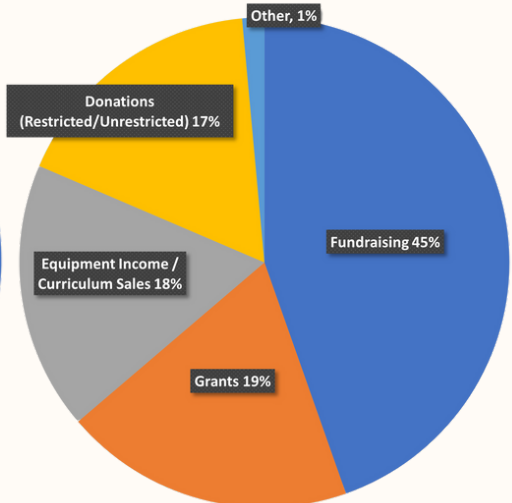
Without Donor Restrictions	\$1,264,855
With Donor Restrictions	1,041,301

Total Net Assets **\$2,306,156**

Expenses



Revenue



Thank you to our generous supporters . . .



SCHEELS®



“As the nation’s premier conservation group, The International Order of T. Roosevelt is proud to partner with Outdoors Tomorrow Foundation to reach future outdoorsmen and outdoorswomen. Through this partnership, we can educate the next generation about the importance of the conservation lifestyle so that we may protect our heritage well into the future.”

**Luke Hilgemann
International Order of Theodore Roosevelt Executive Director**



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Thank you for your support!



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