



2024 Annual Report

Reflecting on this past year, I am pleased to share the significant strides we have made at the Outdoors Tomorrow Foundation. Outdoor Adventures is now offered in more than 1,500 public and private schools—spanning elementary, middle, and high schools, as well as several universities—in all 50 states. This expansion underscores the growing recognition of our program as the nation's premier in-school outdoor education curriculum.

In 2024, over 150,000 students embraced the outdoors through our curriculum, learning vital skills in conservation, recreation, and environmental stewardship. These achievements were bolstered by the launch of our nationwide Professional Development Teacher Training Program. This initiative, available both in-person and online, will equip thousands of educators with the tools and confidence to deliver engaging and effective outdoor education. From angling and camping to campfire cooking and wildlife conservation, these professional development opportunities are raising the bar for outdoor instruction in schools across the country.

The success stories we've seen this year highlight the transformative power of Outdoor Adventures:

- In New York City, students are exploring freshwater fishing and utilizing the city's green spaces to connect with nature, providing an urban introduction to outdoor recreation.
- In Ohio, students are earning their hunter education certifications while fostering a deeper understanding of wildlife management.
- In San Francisco, young learners are discovering orienteering and navigation, skills they're eager to use on hiking trips in nearby parks.
- In Albuquerque, students are mastering camping and outdoor cooking, preparing them for adventures in New Mexico's stunning wilderness.
- Along the East Coast, students from Maine to Florida are catching their first saltwater fish, a memorable introduction to coastal ecosystems.

Outdoor Adventures inspires students to explore, appreciate, and protect the outdoors.

Our growth continues to be fueled by the generosity of like-minded conservation organizations, outdoor industry leaders, and supporters like you. Through our Partnership Initiative Program, we've created opportunities for companies and organizations to sponsor curriculum components and promote Outdoor Adventures within their networks. These partnerships not only enhance our curriculum but also connect students with outdoor experiences beyond the classroom.

As you read through this year's annual report, I hope you are as inspired as I am by what we've accomplished together. From the professional development of teachers to the unforgettable experiences of students across the country, none of this would be possible without your steadfast support.

Thank you for empowering us to grow, innovate, and disseminate the best outdoor education program across the country. Together, we are shaping the next generation of outdoor enthusiasts and conservation leaders who will protect and cherish the natural world for years to come.

Sincerely,
Sean McLelland
Executive Director

Outdoors Adventures is the future of wildlife conservation

As the Chairman of the Board of Directors for the Outdoors Tomorrow Foundation, I am grateful as I reflect on the number of kids whose lives have been changed in the past year because of Outdoor Adventures. In 2025, more than 150,000 kids across the country received comprehensive outdoor education that taught them practical skills like first aid and fire building, as well as lessons in wildlife conservation and the importance of hunting and fishing.

My fellow trustees and I firmly believe that Outdoor Adventures represents the future of wildlife conservation. Alongside our dedicated staff, we are committed to ensuring that the program maintains the highest standards, is accessible to schools nationwide, and is financially positioned for long-term sustainability.

I want to express my gratitude to the dedicated staff and volunteers whose hard work drives this organization forward. Additionally, I want to thank our private donors, conservation organizations, and outdoor industry partners for their financial support of this program. Your contributions make it possible for us to create lasting memories and instill a lifelong appreciation of nature in the hearts of many.

Now more than ever, the OTF is poised for growth, with the potential to reach hundreds of thousands of kids each year. Through Outdoor Adventures, we are cultivating tomorrow's conservationists, hunters, anglers, and outdoor industry professionals. Perhaps even more importantly, we are creating future community members who understand conservation and know how to safely enjoy all the outdoors offers.

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
2024

Candid.

Outdoor Adventures:

- Engages students with the outdoors in a wide variety of activities.
- Adaptable to all ability levels and all geographic locations.
- Educates youth about the North American Model of Wildlife Conservation, creating a future educated electorate that understands conservation funding.
- Encourages students to pursue conservation & outdoor recreation industry careers.
- Creates the next generation of conservation-minded adults who will be part of other organizations working to conserve our natural resources.
- Meaningful physical education that encourages holistic development, real-world connections, and inquiry-based learning.

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

150,000+

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

35,000+

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

935,000+

Outdoor Adventures graduates since 2009

27.5 million

outdoor education classroom hours annually

19,000+

hunter ed certifications in Texas alone in 2023-24

\$900,000+

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

1,500+

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

TEACHING THE TEACHERS--OUTDOOR ADVENTURES IN NYC

Brooklyn and Queens recently became hubs for outdoor education as over 60 teachers from more than 50 schools participated in specialized training conducted by the Outdoors Tomorrow Foundation (OTF) and sponsored by the Dallas Safari Club Northeast Chapter. This initiative provided educators with the tools and knowledge to bring outdoor skills and conservation lessons to their classrooms and a deeper connection to nature among urban students.

On May 13-14, 2024 OTF's Director of Education Scot McClure and Outdoor Adventures Coordinator Tari Garner led dynamic training sessions tailored for physical education instructors. The program introduced teachers to hands-on outdoor skills such as using a compass, casting a fishing rod, tying fishing knots, and teaching critical survival techniques. The sessions also covered topics like hiking, camping, and wildlife conservation, equipping educators to inspire the next generation of outdoor enthusiasts. They have since been invited back to continue their expansion efforts.

As a result of this teacher training session, Outdoor Adventures has expanded into NYC, having been implemented in 38 schools across Brooklyn and Queens with Manhattan coming soon.

"Training NYC teachers was one of the most engaging trainings we've ever done! The teachers were so eager to learn outdoor skills and how to teach those skills in a variety of settings. Outdoor Adventures is going to be an exciting addition to NYC physical education programs – teachers and students alike will love it!"

Tari Garner, Outdoor Adventures Coordinator

"Working with Outdoors Tomorrow has been a privilege. They've infused our endeavors with excitement, energy, and the essential skills required to bring outdoor education to life in the heart of NYC. Their support has been instrumental in delivering practical skills and knowledge tailored to the constraints faced by our teachers in the city." Anthony Carrano, District 20 Physical Education Instructional Lead, NYC Department of Education

Last year's annual report noted the start of the OTF teacher training program which has become a key to the growth of Outdoor Adventures nationally. Additional regional teacher trainings have been held in Texas, Louisiana, New Mexico, Oregon, and Ohio with more than a dozen scheduled for the first half of 2025.



2024 OA EDUCATOR OF THE YEAR-- FREDDY PENKA

Every year OTF presents the Outdoor Adventures Educator of the Year award, and in 2024 the award was presented to Freddy Penka who teaches at Pinkston Middle School in Mountain Home, Arkansas. He was presented with this award at OTF's annual benefit concert on April 25.

With the help of teachers like Penka, Outdoor Adventures is able to provide a niche for students not involved in other extracurricular activities where they can learn practical outdoor skills and an understanding of wildlife conservation.

"I am honored to be named the Outdoors Tomorrow Foundation's 2024 Outdoor Adventure Educator of the Year," Penka said. "The legacy that I hope to leave with kids is that they value nature through outdoor activities and are able to find happiness and joy through them. I want to thank Arkansas Game and Fish, the Pinkston Middle School Administration and Outdoors Tomorrow Foundation for this award. Without their support this wouldn't be possible."

Penka has been an educator for 27 years. He first implemented Outdoor Adventures in the classroom in 2021, and has partnered with the AGFC's Fred Berry Crooked Creek Nature Center in Yellville to help students connect with nature and the outdoors.

Heather Pitman, facility manager at the nature center, said, "The staff at Crooked Creek Nature Center has enjoyed working with Freddy, both at our center and in the classroom. Being a part of this program has been a privilege and we are excited to continue working with him in the future."

Scot McClure, OTF's director of education, said Penka's example of how the program can inspire students is the sort of leadership needed to continue the mission of conservation. "We are so grateful for Freddy's commitment to the program and are honored to award him as the 2024 Educator of the Year. Freddy's Outdoor Adventures students are extremely fortunate to have a passionate and exceptional educator to bring the outdoors to life through our program," McClure said.

[Click here to watch the fantastic Educator of the Year video!--](https://www.youtube.com/watch?v=5IX8EajoO70)
<https://www.youtube.com/watch?v=5IX8EajoO70>





ANNUAL BENEFIT CONCERT

On April 25, 2024 the OTF hosted the Annual Benefit Concert at Gilley's in Dallas featuring a performance by Randy Rogers. The event was a big success with the most attendees ever raising funds to continue connecting kids to the outdoors through the nation's premier in-school outdoor education program.

ANNUAL OUTDOOR ADVENTURES CUP BENEFIT CLAY SHOOT



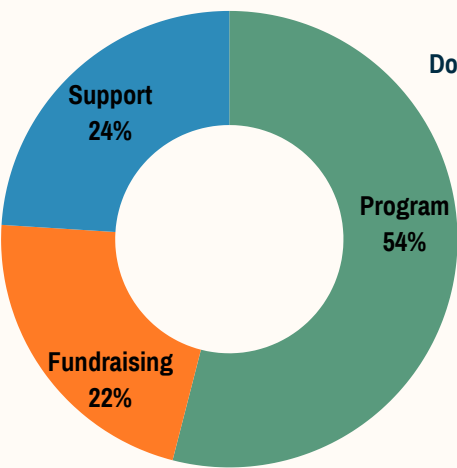
On October 8th, 2024 OTF hosted the Annual Outdoor Adventures Cup Benefit Clay Shoot at Dallas Gun Club. The weather was perfect, the shooting competitive, the food delicious, and all enjoyed raising funds to benefit Outdoor Adventures!

Photo is of the winning Clay Shooters Supply team!

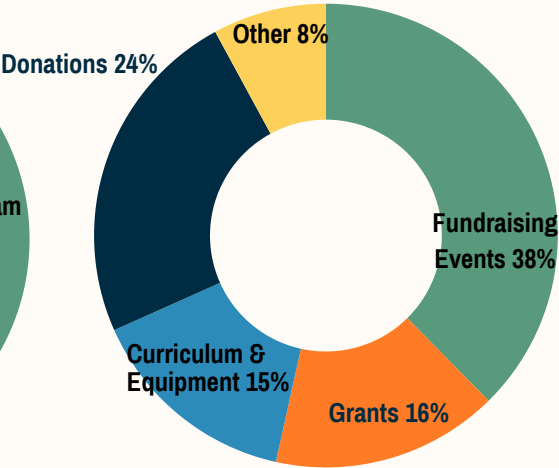
Fiscal Year 2023-24
Statement of Financial Position (as of June 30, 2024)

Assets	
Cash	\$730,560
Investments	1,414,430
Restricted Cash	246,034
Contributions Receivable	11,729
Pledges to Give (net of discount)	76,669
Inventory, Prepaids, Misc	5,000
Total Assets	\$2,484,422
Liabilities	
Accounts Payable	\$42,020
Accrued Expenses	112,154
Total Liabilities	\$154,174
Net Assets	
Without Donor Restrictions	\$1,320,710
With Donor Restrictions	1,009,538
Total Net Assets	\$2,330,248

Expenses



Revenue



Thank you to our generous supporters ...





“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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Become a member to support OTF's work of getting more kids outside!

Being a member of OTF furthers our mission to connect more kids to the great outdoors through the Outdoor Adventures curriculum, which is now in more than 1,550 schools across all 50 states, impacting 160,000 K-12 students annually.

Sponsor Members receive a special recognition package and the quarterly Times Afield newsletter.

Life Members receive the benefits of a regular Sponsor Member and an engraved, special-edition, two-knife set and a lapel pin. The one-time \$1,500 is divided into funding one new Outdoor Adventures classroom (\$1,000) as needed, and the remaining \$500 is added to the OTF's endowment to provide for future growth.

Life Member – \$1,500.00 one time fee

OTF Sponsor – \$50.00 annual membership fee



Scan for membership info

Thank you for your support!



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