



OUTDOOR YOUTH CONNECTIONS

Empowering Outdoor Youth...

2012 Annual Report

Mission

Outdoor Youth Connections provides financial support for projects that engage children and young adults in the natural outdoors. Whether it be hiking, biking, camping, canoeing, birding, or any number of other educational/recreational pursuits, kids benefit from the opportunity to escape their urban routine and genuinely explore the world beyond video games, cell phones, and automobiles.

We reach out to local individuals and groups who express leadership potential, enthusiasm for non-competitive outdoor recreation, and/or an interest in environmental stewardship. Many are underserved or otherwise do not have the means to experience the wilderness without the help of OYC.

Summary

For the second consecutive year, our financial position improved as we pursued our goals, fully committed to our original purposes. We diversified our fundraising by adding a Dessert Dash and by joining Snohomish and King County's federated giving campaigns.

Concurrently, we furthered our highly successful collaboration with North Cascades Institute and continued to explore similar opportunities with Nature Bridge in Olympic National Park. The year marked new highs for us in both grant dollars awarded and number of individuals benefitting from grants.

Significant Notes

Our administrative and fundraising overhead increased slightly, but 3.5% was well under our goal and the norm for small non-profits. While we were disappointed by the returns from our second wine tasting fundraiser, that did not deter us from our plan to increase grant outlays.

We began to experience some turnover of our founding Board. We believe that reflects a healthy evolution, consistent with our goal to be less dependent on Everett Mountaineers as a source for both funding and volunteers. It is worth noting that we managed the transitions with negligible cost or disruption.

Looking Forward

We look forward to ongoing steady growth by expanding our volunteer base, exploring new fundraising ideas, and reaching out to more community partners. Our influx of new Board members energizes us for moving forward with vigor.