



OUTDOOR YOUTH CONNECTIONS

Empowering Outdoor Youth...

2013 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 third consecutive year, our financial position improved as we pursued our goals, fully committed to our original purposes. We maintained our fundraising through our Dessert Dash event, Wine Tasting event, Snohomish and King County's federated giving campaigns. In addition, we were able to partner with California Pizza Kitchen for a small fundraising event during the year.

At the same time, our highly successful collaboration with North Cascades Institute has continued to progress and we have become more involved with Nature Bridge in Olympic National Park. During the year we set 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 5.1% was well under our goal and the norm for small non-profits. We continue to be disappointed by the returns from our wine tasting fundraiser and will be addressing that issue looking forward; however, that did not deter us from our plan to increase grant outlays.

We are continuing 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

Our biggest concern about the previous year was that our fund raising events, while successful, fell short of our expectations. With that in mind we are making major changes to our primary event, the spring wine tasting. In addition to striving to find an event which more closely aligns with the values of our organization, we are also looking to leverage our local presence to create a more effective event.