



2016: IMPACT REPORT



WHO WE ARE

Outdoor Foundation is made up of people just like you: outdoor industry leaders committed to promoting healthy lifestyles for everyone.

WHAT WE DO

We bridge the gap between people and the outdoors.

WHY WE RELY ON YOU

We need leaders, influencers, and donors to help us build that bridge.





The
John W. Gallivan
Utah Center

PARKS
KIDS

SURPRISE RAFFLE

THULE

OUTSIDERS BALL
VIRTUAL REALITY

CANYONLANDS

GREAT SAND DUNES

WILDEYES

SPARTAN

NATIVE LIKE WATER

STEWART

164

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OUTSIDERS BALL 2016

GREAT DRINKS, GREAT FRIENDS, GREAT CAUSE

The 2016 Outsiders Ball was a huge success. Not only was it a fun night to be remembered, but it was also a night for remembering the importance of getting people outside and equipping the next generation of outdoor enthusiasts. Industry leaders united behind a common goal and proved that we are stronger when we work together.

1,050

OUTDOOR INDUSTRY
LEADERS ATTENDED

\$210K

RAISED TO SUPPORT
OUR MISSION

30K

YOUNG PEOPLE
DIRECTLY IMPACTED





THE BACK PORCH

SPONSORED BY
OUTDOOR
RETAILER



WATERSIDE WORKSHOP

Since its creation in 2007, Waterside Workshops has grown into a bustling neighborhood center that uses outdoor recreation and vocational education to promote youth development, encourage sustainable and healthy lifestyles, and cultivate positive change in the community. Waterside provides job-training, classes, and recreation opportunities for some of the Bay Area's most at-risk youth while offering services like a bicycle shop, a full-service wooden boat building shop, and Berkeley's only youth-run coffee shop. Waterside also provides assistance with basic needs like access to housing and food, and youth have the opportunity to go on daily boating and biking adventures and quarterly outings.

With the support of the Outdoor Foundation, Waterside will be able to greatly expand its capacity to take youth on outings outside of the Bay Area, specifically allowing for trips to nearby National Parks.



CORTADA ELEMENTARY

As a park-poor, working class community in Southern California, El Monte suffers from some of the highest childhood obesity rates in LA County. El Monte only has 0.4 acres of open space per 1000 residents, a dismal amount compared to the national average of 6 acres per 1000 residents.

With help from Parks4Kids, forty 4th-graders from Cortada Elementary School have the opportunity to travel to Eaton Canyon Park, at the base of the San Gabriel Mountains, where volunteers are leading group hikes and teaching students about native plants and environmental justice. For many of these students, it will be their first visit to the San Gabriel Mountains!





OUTDOOR NATION

Thanks to your support of the Outsiders Ball, 89 schools across 35 states are competing in the Outdoor Nation Campus Challenge. Because of you, campus communities and student bodies are uniting around the goal of getting people outside and engaging in outdoor activity.





SPONSORS

PLATINUM



GOLD



SPONSORS

SILVER



BRONZE



SUSTAINABLE
DOWN SOURCE





THANK YOU

Thank you for participating in the 2016 Outsiders Ball. We are grateful for friends like you that come together on the eve of Outdoor Retailer to celebrate the importance of getting the next generation outside.

Our hope is that you reunited with old friends, made some new ones, had a few drinks and some good food, and left looking forward to next year's Outsiders Ball.