

2021

# Annual Report



OUTDOORS  
TOMORROW  
FOUNDATION





Fellow Members of OTF:

## As our fiscal year comes to an end, I first of all want to say thank you.

Thank you for the support you show the Outdoors Tomorrow Foundation, thank you for changing so many kids' lives, and thank you for trusting the board of trustees and the staff of OTF to be good stewards of your support! As my second (and final) year as Chairman of the Board comes to an end, I find myself reflecting on how grateful I am to be a part of this organization, to serve alongside so many other wonderful trustees, and to work with a staff that is so deeply committed to our cause of getting more kids outdoors.

With nearly 700 schools in 43 different states across the country teaching our "Outdoor Adventures" class, we will have approximately 70,000 students spending a total of nearly 13 million

classroom hours learning archery, fishing, hunter education, CPR, camping, outdoor cooking, boater safety, wildlife conservation and so many other lifelong skills they'll be able to enjoy with friends and family for the rest of their lives. And a more specific statistic: **30,000-40,000 kids will catch their first fish this next school year because they are students in our "Outdoor Adventures" class!**

Thanks to the hard work of the OTF staff with direction and oversight from a very supportive board of trustees, we have doubled the number of schools teaching our program in just three short years! And we aren't slowing down. We are as motivated and driven as ever to continue growing our program because the future of hunting, fishing, wild animals, and wild spaces depends on OTF continuing to lead the charge as the nation's foremost provider of outdoor education.

Over the last couple of years, we've made it a point to improve operational efficiencies within the foundation which is allowing us to grow faster than ever with essentially the same resources. Some examples of how we've improved our processes are: 1) we updated our logo to more succinctly reflect our core mission of youth outdoor education, 2) we've amplified our message through an aggressive and generously-donated marketing and PR campaign, 3) we've upgraded our office space and location so that our staff has more room with shorter commutes which has increased productivity, 4) we've transitioned to a more traditional foundation operating model whereby we have quarterly board meetings which frees up staff time that would otherwise be spent preparing monthly reports, 5) we've reinvented our primary fundraisers to make them more of a celebration while still raising critical funds, and 6) we've implemented an investment management policy for endowed funds.

All in all, the Outdoors Tomorrow Foundation is firing on all cylinders and poised to accelerate our growth even further as we build upon the foundation we've laid. Again, I thank you all for your support, and it has been an honor to serve as Chairman of the Board of this wonderful organization.

Respectfully,

Ricky Fairchild, Outgoing Chairman



June 2021

As our lives return to “normal,” we look back on what was a uniquely challenging year for all of us, including our schools and teachers.

Our Outdoor Adventures curriculum is designed for in-person, hands-on learning which was impossible in many school districts for months. Nevertheless, our teachers rose to the challenge and found creative ways to continue teaching kids the wonders of the outdoors through online tools and some creative adaptation. Kids continued to catch their first fish, learn about wildlife conservation, and earn their hunter education and boating safety certifications.

Despite the economic challenges the pandemic posed, OTF continued to receive generous support from many like-minded individuals and organizations, enabling Outdoor Adventures to add another 100 schools this fiscal year. As of this writing, nearly 700 public and private elementary, middle, and high schools, as well as a few universities, across 43 states offer the country’s premier in-school outdoor education curriculum.

We are so thankful for those who support our efforts with their time, financial resources, and in-kind services. To continue to grow during such a difficult time is a tremendous accomplishment. I commend the staff and board for persevering and helping deliver incredible year-over-year growth.

In the pages that follow, you’ll read about how we were able to adapt the Outdoor Adventures curriculum to a remote learning format, how we were also able to offer remote teacher trainings in partnership with state wildlife agencies, and how we were able to continue to reach new schools through the virtual state and national education conferences that we would otherwise typically attend in person.



You’ll also read about the successful launch of our Partnership Initiative which offers like-minded conservation organizations and outdoor industry companies the opportunity to sponsor parts of the Outdoor Adventures curriculum and/or to promote our program through their chapter systems and social media accounts.

There’s so much to celebrate and be thankful for—even more than what we’re able to convey in this inaugural annual report. Our success and growth is only made possible through the generous support of our many donors, and strengthened through engagement with our community of teachers, state wildlife agencies, and conservation partners.

I hope you are inspired by and proud of what you see on these pages as we continue to get more kids outdoors!

Sincerely,

Sean McLelland, Executive Director

The Outdoors Tomorrow Foundation developed Outdoor Adventures, the premier in-school outdoor education curriculum, over a decade ago. The curriculum is offered, usually through a school's physical education department, in nearly 700 public and private schools across 43 states.

#### Outdoor Adventures seeks to:

- reverse the increasing disconnect between young people and the outdoors, caused by our increasingly urbanized and technology-driven society
- reverse the downward trend of participation in angling and hunting, which negatively impacts the funding available for conservation nationwide
- Recruit and retain youth specifically in hunting, fishing, shooting sports, and boating
- Educate youth about the successes of the North American Model for Wildlife Conservation
- Encourage students to pursue careers in the outdoor industry, including wildlife and habitat conservation.

Every three years, the curriculum is revised and 2020 was one of those years. Several new units were added including ATV Safety and Quail Conservation (sponsored by Park Cities Quail Coalition). All 290 lessons were updated and now include online learning options. Also new to Outdoor Adventures in 2020 was the elementary curriculum for grades kindergarten-5th. Research has shown that the earlier kids learn about the outdoors the more likely they are to stick with those activities.

Outdoor Adventures has 34 units covering nearly every aspect of outdoor recreation and conservation, including:

#### Fishing

- ice
- saltwater
- freshwater

#### Archery

Boater ed  
Hunter ed

#### Orienteering

Survival skills  
First aid/CPR  
ATV safety  
Slingshots  
Trip planning  
Tackle crafts

#### Hiking

Backpacking  
Camping  
Camp cooking  
Wildlife conservation  
Quail conservation  
Paddlesports

#### Outdoor Adventures by the Numbers

**65,000+**

kindergarten through 12th grade students annually in nearly 700 public and private schools across 43 states

**345,000+**

Outdoor Adventures graduates since 2009

**25,000+**

students getting out of the classroom and into the field every year

**12,000,000**

outdoor education classroom hours annually

**\$30,000+**

annually awarded in archery scholarships

**14,500+**

hunter certifications in Texas alone in 2019-2020

**\$470,000+**

in equipment grants to schools

**30%**

year over year increase in Outdoor Adventures enrollment (100% growth since 2018)

#### Where We're Going

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).

Our immediate goal is to reach 1,000 Outdoor Adventures schools across all 50 states by the end of 2023, while we take steps to increase capacity for adding schools through:

- Utilization of the Canvas curriculum management system
- Addition of staff to better serve existing OA schools, and enhance recruitment of new schools
- Improving the efficiency, effectiveness, and diversity of our development plan with regional fundraisers, sound investment strategy, and planned endowment growth

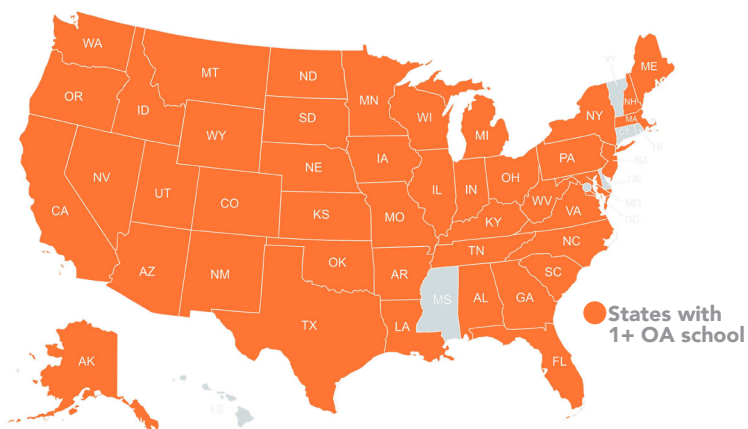


"I love anything to do with the outdoors, and it is a privilege to interest young men and women in it, too," Butler said. "The Outdoor Adventures curriculum from OTF is exactly what's needed to do that successfully."

Nathan Butler was named the 2020 Outdoor Adventures Educator of the Year. Recently, he and his family moved to Arizona, but during his 4 years at Southlake Carroll High School in Texas, Butler displayed an incredible knack for getting students involved in outdoor activities. His "Fishing Wall of Fame" recorded over 1,000 students catching their first fish. Butler served as a sponsor for the Carroll Bass Team, Carroll Clay Target Team, and the first Carroll NASP Archery Club, which he founded.







### In-school curriculum leads to after school success

Across the country thousands of students are involved in competitive shooting, archery, and fishing as a direct result of Outdoor Adventures. Allen High School in Allen, TX is a great example:

**700 Allen High School students in Outdoor Adventures annually**

Bass team	75 Students
Shooting team	125
NASP (archery) team	125

**“Despite all the challenges we had this year I would say we had a great year!”**

I was able to certify over 100 students in hunter's education and over 50 students in boater's education. Our school was able to do one fundraiser this year and Outdoor Adventures received a \$5,000 dollar donation from one individual. We raised \$9,000 total at the fundraiser. I was able to purchase \$9,000 dollars of archery equipment, and purchased a Mossberg training set. Even with Covid restrictions, we were able to do archery with the students and the neighborhood HOA next to our school allowed me to take the students fishing. We had the game warden come talk with the students during our boater education section and they brought their boat for demonstration purposes. During our wildlife conservation section, I had a local Texas Parks and Wildlife Department wildlife biologist talk with students about what he does. We made the best of this challenging year and, in fact, the school is hiring another teacher to teach a second Outdoor Adventures class because so many students want to take the class!”

**Coach Boman**, Smith Middle School, Cleburne, Texas



## Partnership Initiative

OTF is offering partnership opportunities to like-minded conservation and outdoor-focused organizations to sponsor, co-brand, and co-develop new or existing units of the OA curriculum.

**Bass Pro Shops and Cabela's Outdoor Fund—Angling**  
**Safari Club International Foundation—Hunter Education**  
**Houston Safari Club Foundation—Shooting Sports**  
**National Wild Turkey Foundation—promotional support**  
**Trout Unlimited—promotional support**

### Safari Club International Foundation

"The future of wildlife conservation is stronger now with the partnership between the Safari Club International Foundation (SCIF) and the Outdoors Tomorrow Foundation (OTF). The SCIF and OTF partnership includes SCIF's sponsorship of the Hunter Education unit and promotion of Outdoor Adventures K-12 across America. The Hunter Education unit is over 20 hours-long and students can even obtain their Hunter Education certification."

### Bass Pro Shops and Cabela's Outdoor Fund

"When you teach a child to fish, you provide more than a rod and reel – you connect them to the joys of nature and a fun, affordable hobby for life," said Bob Ziehmer, Bass Pro Shops and Cabela's Senior Director of Conservation. "We couldn't be more excited to provide angler educational opportunities nationwide through the Outdoors Tomorrow Foundation, and we thank our customers for making this grant possible by rounding up purchases to the Bass Pro Shops and Cabela's Outdoor Fund. Together, we're shaping the next generation of anglers and conservationists."



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## Natural Resource Agency Partnerships Spotlight

One of the ongoing projects at OTF is creating partnerships with state natural resource agencies to promote Outdoor Adventures in all of the schools in a given state. Last fall, a memorandum of agreement was signed between OTF and the Arkansas Game and Fish Commission.

"We have Hunter Education and Boater Education in many schools, as well as our [Arkansas National Archery in the Schools] and Arkansas Youth Shooting Sports as after-school activities for students to engage with us," Hollie Sanders, assistant chief of education for the AGFC. "But we just can't devote the staff time to be available at all of the schools in the state for a full semester at a time. This partnership bridges that gap."

"I wish we had things like this when I was in school," Sanders said. "Instead of only being exposed to traditional sports like softball and volleyball, we could have also had an opportunity to go outside to shoot a bow or a slingshot, maybe learn how to paddle a canoe or fish. Outdoors skills are healthy forms of exercise people may enjoy for the rest of their life, well beyond their youth, and you don't have to be the most athletic person in the room to excel at them."

Since the agreement was finalized, a number of Arkansas schools have started offering Outdoor Adventures. OTF is pursuing these agreements with all state natural resource agencies.







## Benefit Concert

On April 29 the OTF hosted the 2nd Annual Benefit Concert at Gilley's in Dallas featuring country singer, Gabe Garcia. The event was the single most successful fundraising event in OTF's history, grossing over \$400,000.

The evening was a resounding success both financially and in educating many new supporters about the mission of OTF. The outstanding live and silent auctions and raffle prizes generated a lot of interest. By all reports, attendees had a great time and are already looking forward to next year!



## Outdoor Adventures Cup

In the midst of a difficult year, we were extremely fortunate to host two benefit sporting clays shoots in the fall of 2020.

Both the Outdoor Adventures Cup presented by Park Cities Quail Coalition at Dallas Gun Club, and the Fort Worth Outdoor Adventure Benefit Shoot at Defender Outdoors Clay Sports Ranch, were tremendously successful and enjoyed by about 350 participants.



Outdoor Adventures profoundly impacts 1000s of students across the country every year. One of those is Claudia Rivera who went through OA at Allen (TX) High School. Claudia wrote an essay about the impact OA had on her. A few excerpts from her essay, include:

**"there are certain lessons that I know everybody would benefit from . . . the priority of wildlife conservation and the impact it has on every individual"**

**"the topic that most resonated with me and deeply impacted me was the proper and correct way of using firearms. . . my point of view regarding firearms and gun control radically changed. Coming from Puerto Rico, I was deadly afraid of guns . . . now I know it is not about the weapon itself, instead the person using it."**

**"All in all, I would recommend this course to anybody and everybody, for we all have the opportunity to interact with wildlife, therefore everyone has the obligation to respect and protect it. Outdoor Adventures is an incredible course that has taught me wildlife conservation, first aid and safety, and the proper and safe use of firearms, which now has personally resulted in greater awareness and comprehension."**



# Statement of Financial Position

## Assets

Cash	\$1,178,453
Restricted Cash	913,353
Accounts Receivable (Curriculum Sales)	63,489
Contributions Receivable	30,800
Promises to Give (net of discount)	291,498
Inventory, Prepaids, Miscellaneous	9,679
<b>Total Assets</b>	<b>\$2,487,272</b>

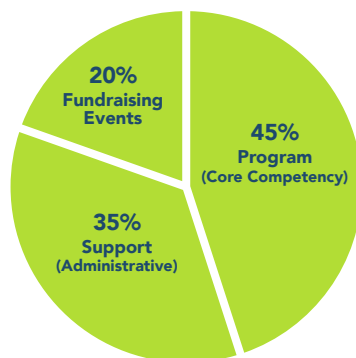
## Liabilities

Current Liabilities	\$40,000
Long-Term Liabilities	69,000
<b>Total Liabilities</b>	<b>\$109,000</b>

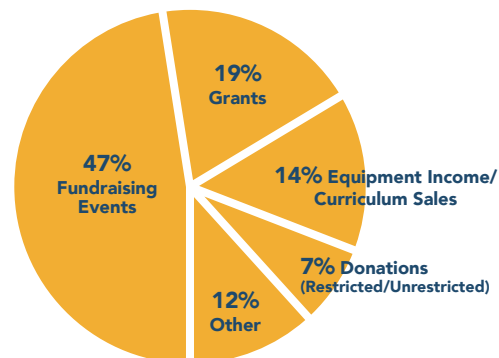
## Net Assets

Without Donor Restrictions	\$1,459,555
With Donor Restrictions	918,717
<b>Total Net Assets</b>	<b>\$2,378,272</b>

## Expenses



## Revenue



The numbers and percentages above represent pre-audit estimates.

# Outdoors Tomorrow Foundation Supporters



IOSH—Eastern Priory



R.N. Family Trust

Collin County Agricultural Heritage Foundation







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