

**PASS IT ON -
OUTDOOR MENTORS**

2023

IMPACT REPORT





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MISSION, VISION & CORE VALUES

Founded in 2002, our **Mission & Vision** is to empower young people through outdoors experiences & mentorship. By using outdoor experiences as a platform to mentor young people of diverse backgrounds we are making generational impact through the outdoors and passing on our outdoor heritage.

Core Values:

1. Integrity
2. Diversity
3. Safety
4. Partnerships
5. Empowerment
6. Selfless Service

Our goal is to serve 100,000 young people in the outdoors by 2033.



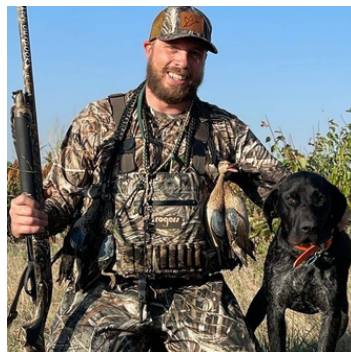
STAFF DIRECTORY



Mike Christensen
President



Brittany French
CEO



Bobby Cole
KS Program Coordinator



Gunnar Sullivan
KS Program Coordinator



Steph Lane
IA Program Coordinator



Quinn Erdmann
WI Program Coordinator

Board Of Directors

Eric Dinger- Arbor Day Carbon

Brett Walton- Walton's Inc.

Pete Alfano- Whitetail Properties

Beth Shimanski- Savage Arms

Joel Hodgdon- Remington

Mark Estrada- VEIL Camo & Prois



2023 REFLECTION

2023 has been an amazing year! Our dedicated staff of **4 Program Coordinators** worked hard to break many barriers to the outdoors for youth across the Midwest. In Kansas, Iowa, and Wisconsin, **we coordinated over 600 events that served 1,300+ youth in the outdoors!** By using outdoor experiences as a platform to mentor young people of diverse backgrounds we are able to empower young people through outdoors experiences & mentorship in hopes to make generational impact in families.



“ I realized I have a responsibility to ensure that the outdoor traditions I love are passed to the next generation. I encourage anyone that has a love of the outdoors to consider becoming a mentor. You will not regret it. ”





YOUTH WE SERVE

1,300+
Youth Served

18%
Female Participants

15%
First-Time Hunters

600+
Events Completed

3 3 barriers to hunting: access, lack of knowledge, lack of people to go with

15% Of our youth are BIPOC

34% Of our youth are hunting a new species for the first time

99% Of our youth have family & friends that are supportive of hunting & shooting sports

66% Of our youth are successful at harvesting their target species!

92% When asked "Are you interested in inviting a friend to hunt or fish next time?" 92% said yes!

50% of our youth have been hunting less than 3 years



VOLUNTEER MENTOR UPDATE

3 3 barriers to hunting: access, lack of knowledge, lack of people to go with

5% Of our mentors are female

9% Of our mentors are BPIOC

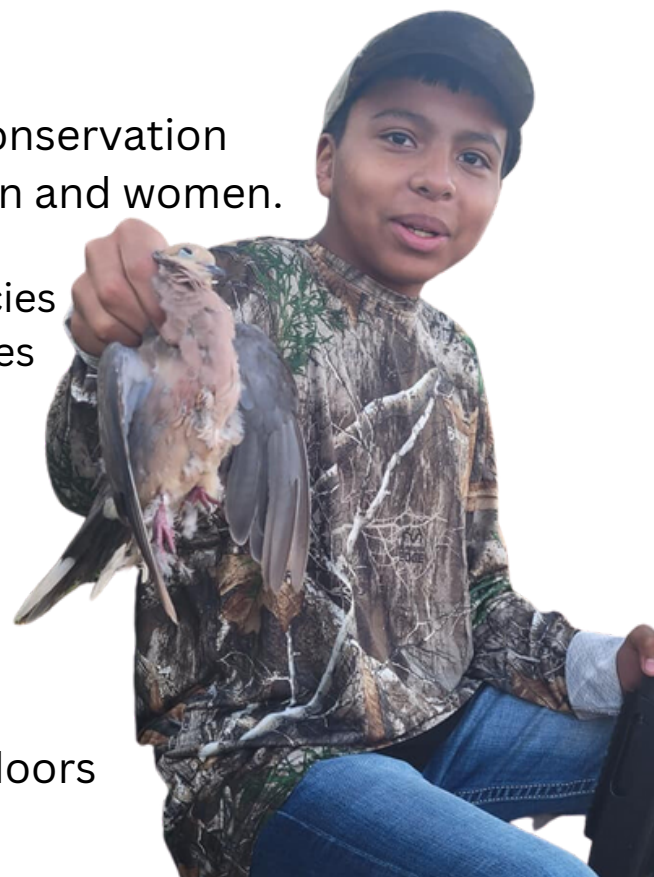
674 Mentors who come from various conservation groups and other avid outdoorsmen and women.

82% Of our mentors have hunted the species they are mentoring more than 10 times

82% Of our mentors go hunting more than 10 times a year

88% Of our mentors have been hunting for over 10 years

2,880 Hours of mentorship in the outdoors





PERFORMANCE RECAP

1 Full-Time Employee added to our Team

1 Additional state added to programming

70 Outreach Events Attended

18 Different species hunts/events

66% Successful Harvest Rate

287 Private and Public land Access Points

60K+ Website Visits Per Year

10,300 Social Media Followers

11,847 Email Subscribers

17,299 Total Database Contacts

\$545,000

Raised To
Support
Programming

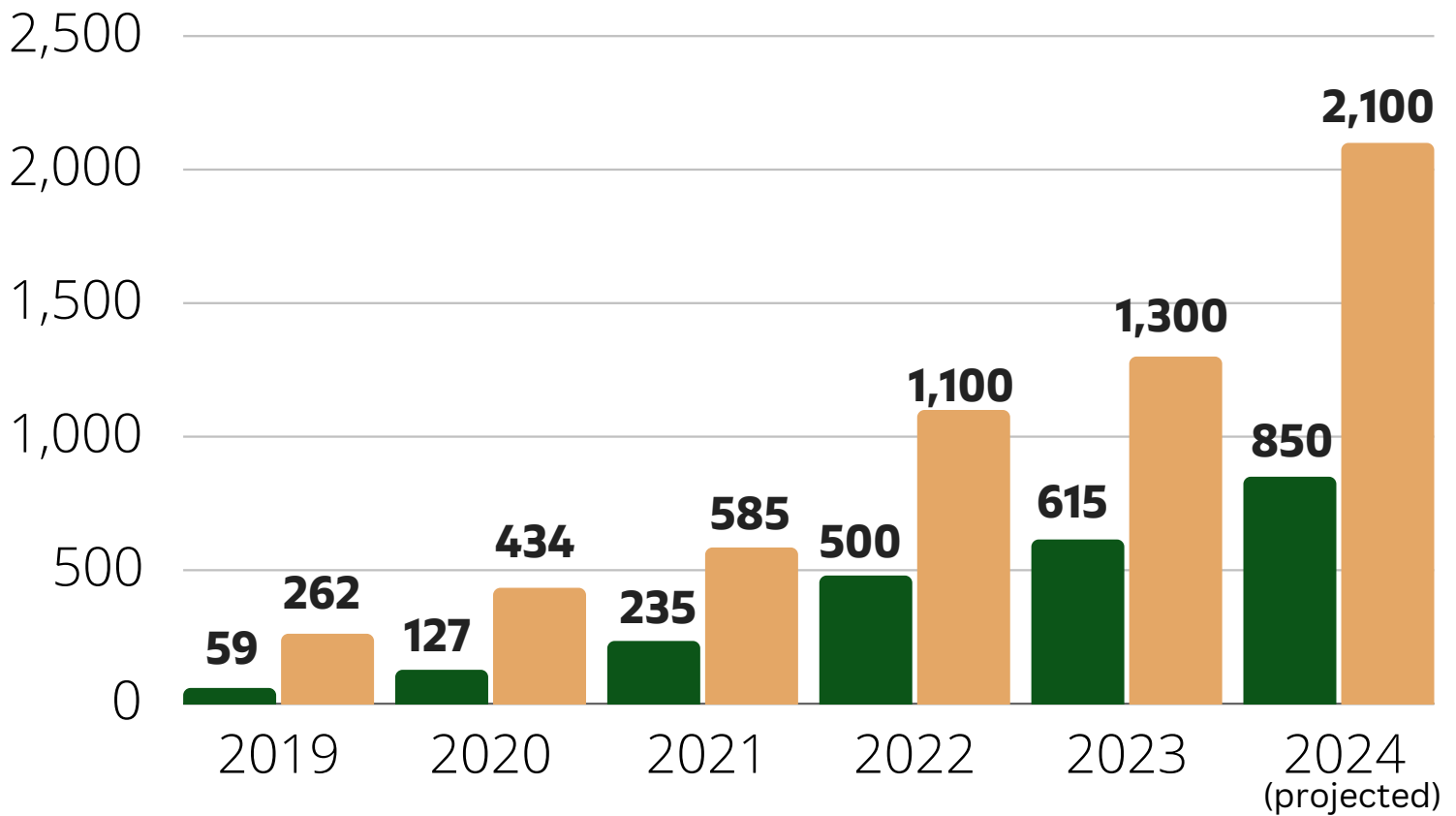




2024 GOALS

We plan to continue to grow the number of new and continued outdoor opportunities for youth in Kansas, Iowa, and Wisconsin with hopes to expand into additional states to start programming.

■ Events ■ Participants





WAYS

YOU CAN HELP

BECOME A VOLUNTEER MENTOR

It's easy to volunteer with us! Check out our simple [mentor application](#) and one of our Program Coordinator's will get with you to get your started!

SUPPORT

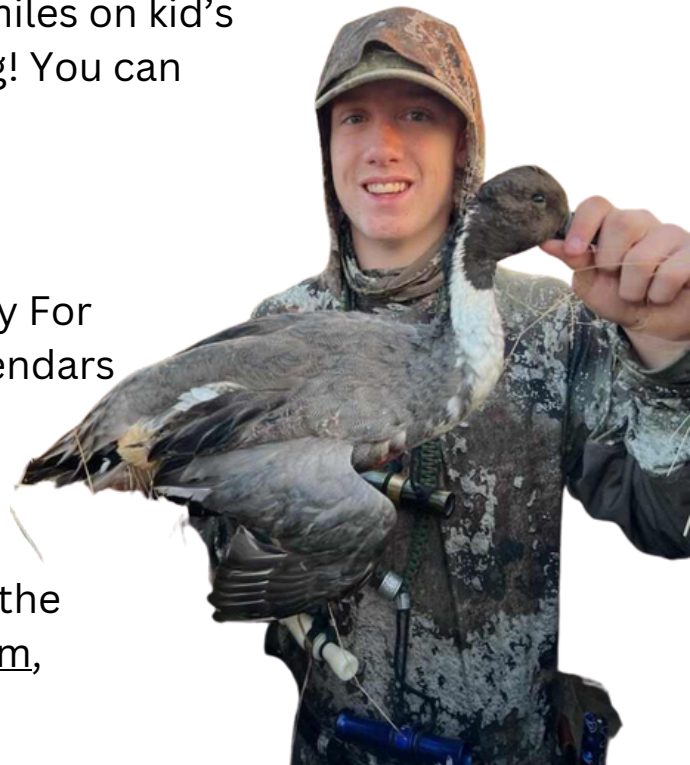
With your generous donation, we'll put more smiles on kid's faces, taking them outdoors hunting and fishing! You can [donate here](#) and check out our [raffles here](#).

ATTEND A FUNDRAISER

We host many fundraisers such as a Bust-A-Clay For Kids' Sake and Golf Tournament. Mark your calendars and attend one of our [fundraisers](#)!

FIND US ON SOCIAL MEDIA

Help us spread the word about passing it on to the next generation! Find us on [Facebook](#), [Instagram](#), and [LinkedIn](#). You can also share our [website](#).





THANK YOU SO MUCH

Imagine what our world will look like when we make a conscious effort to get more kids out hunting, fishing, and enjoying outdoor recreation through mentorship. Imagine more kids disconnecting from their phones and social media and connecting with nature. Imagine our youth having knowledge of habitat and harvesting their wild game to provide to their family and friends.

I don't know about you, but that is a world that I want to be part of! When you support Outdoor Mentors, you support that vision! We want to thank all of our supporters who have faithfully invested in our program mission.

As we **celebrate 21 years** of programming, it is humbling to reflect on our history and how far we have come. We are deeply thankful for our volunteer mentors, land access, youth participants and their guardians, our sponsors, and our dedicated staff that have allowed us to pass it on to the next generation!





PARTNER **SHOUTOUT**

Iowa Capitol Pheasants Forever, Jasper County Pheasants Forever, Black Hawk County Pheasants Forever, North Butler County Pheasants Forever, Linn County Pheasants Forever, Southeast of Saline Pheasants Forever, McPherson Pheasants Forever, Waconda Ringnecks Pheasants Forever, Great Bend Bobwhite Pheasants Forever, Johnson County Pheasants Forever, Family Outdoor Recreation, Flatland Fly Fishers Osborne County Pheasants Forever, Cheyenne Quivira Ducks Unlimited, Ark River Pheasants Forever, Iowa County Pheasants Forever, Polk County Pheasants Forever, High Plains Roosters Pheasants Forever, Wichita Delta Waterfowl, Real Men Real Leaders, Pawnee Valley Pheasants Forever, Prairie Wind Hunting Club, Kansas State University Ducks Unlimited, Kansas Backcountry Hunters and Anglers, Outdoor Heritage Education Center, Cokeley Farms, Quail Creek, Walker Game Birds, Rising Covey, Level Creek Outfitters, Lone Pine, Eckman's Hunting Preserve, Muddy Creek Gamebirds, Kansas Forest Service, C&S Whitetails, Army Corp Of Engineers, Evergy, Butler County Delta Waterfowl, Kansas One Shot Turkey Hunt, Kansas Department Of Wildlife And Parks, Iowa Department Of Natural Resources, Wisconsin Department Of Natural Resources, Kansas Bass Masters, LaSada Lodge, Kansas Trophy Experience, Crosby's Wild Game Adventure, Bluestem Hunting Preserve, Ringneck Ranch, Beaver's Game Farm, MJ's Upland Dog Haven, Boot Hill Game Birds, Hunters Haven, Horse Thief Reservoir, Neal Smith Wildlife Area, Soak Creek Outfitters, Iowa Heritage Foundation, Highland Hideaway, Chase The Adventure, Big Springs Preserve, Story County Pheasants Forever, Big Oak Elk Ranch, Mills County Pheasants Forever, Hawkeye Wildlife Refuge, National Shooting Sports Foundation + ONE Movement, Outdoors Tomorrow Foundation, LearnHunting.org, Flint Oak, Wisconsin Backcountry Hunters & Anglers, Kansas Backcountry Hunters & Anglers, Ark Valley Uplanders Pheasants Forever



SPONSOR SHOUTOUT

