



ANNUAL REPORT
JULY 2020 - JUNE 2021





FISCAL YEAR
07.01.2020 -
06.30.2021

ABOUT **SHEJUMPS**

Partnering with nature, SheJumps creates safe, educational outdoor experiences for girls and women that nurture growth and transformation. From fly-fishing and avalanche education to snowshoeing and first aid, SheJumps focuses on building confidence and community in our outdoor playground. Our focus is on increasing access to the outdoors for women and girls. We believe in increasing diversity in the outdoors and providing ALL women and girls with the spark that will lead to a lifetime of outdoor learning and empowerment.

This is outdoor play that transforms.

Your contribution to SheJumps helps our organization create more outdoor experiences that promote leadership skills and create a foundation for success in school, work, family and community. Our SheJumps community is defined by individuals who strive for a passionate and adventurous life. By supporting SheJumps, you give girls and women the opportunity to know what it's like to have dirt under their feet, sun on their cheeks, and wind in their hair.

7.01.2020 - 6.30.2021 **SHEJUMPS FISCAL YEAR**

BOARD OF DIRECTORS (2020-2021)

Kristina Ciari, Chair

Mountaineers Organization

Georgina Miranda, Vice Chair

She Ventures

Andrea Dargin, Treasurer

Austin Board of Realtors

Wendi Siebold, Secretary

Strategic Prevention Solutions

Kirsten Duke, Director

DomainTools

Tallie Segel, DEI Committee Co-chair

New Mexico Environmental Educators

Heather Keen, Director

Marimn Health - Coeur d'Alene Tribe

Sandy Chio, Director

Teton Science School

Stephanie Selin, Fundraising Committee Chair

Tencap Consulting

Sara Boilen, Director

Owner/Psychologist, Sweetgrass Psychological

Andria Huskinson, Director

Alta Ski Area

Kellie Okonek, Director

Iron Lady Coaching

Connie Marshall, Director

Formerly Alta Ski Area

Lace Lawrence, Director

Laced-Together Consulting

STAFF

Claire Smallwood, Executive Director (2007-present)

Christy Pelland, Program Director

Angela Crampton, Marketing + Partnerships Manager

NATIONAL TEAM VOLUNTEERS

National Directors: **17**

Regional Directors: **5**

Regional Coordinators: **29**

Event Coordinators: **61**

Brand Ambassadors: **64**

National volunteers are selected through a review process and complete a 3 month training featuring Diversity, Equity, and Inclusion training, social media amplification training, and inclusive risk management.

The average National Team Volunteer has an average tenure of 1.9 years with SheJumps (20% of all volunteers remain with SheJumps for 3 or more years)

LETTER FROM THE EXECUTIVE DIRECTOR

This time last year, life looked very different for all of us. With so much uncertainty, we had no idea what would come next for us and the outlook was bleak. In the three months from March-May 2020, we lost \$100,000 in program revenue (more than one-third of our budget) and were facing the heavy reality of completely reimagining our SheJumps programming.

With our backs against the wall, we knew we had an incredible opportunity to ask ourselves: **how can we continue to build the SheJumps legacy and change more lives through transformative outdoor play on the other side of this pandemic?**

Just like starting on a long trail, we put one foot in front of the other and remembered our 'big why': the thing that keeps you going when things are hard. Even though we couldn't see the top of the mountain, and the voices in our head kept telling us to turn around, we dug deep to endeavor on... **for us the motivation—our 'big why'—ties back to our core values of courage, growth, connection, leadership, diversity, and equity, which we flex to build a space of belonging for everyone.** Each person's WHY for going outside is different, and as an organization dedicated to getting as many women and girls outside as possible, we strive to build a space of belonging for everyone—where each person's WHY can be celebrated and encouraged.

This steadfast approach—the same tools we teach in all of our programs—led to **the most impactful year SheJumps has ever had.** Last year, **SheJumps reached 10,074 individuals through our online and guide-led programming, which is 1,857 more people than the year before (20% growth)!**

It's not a secret that online events were a major focus for us this past year (which greatly improved our ability to reach more people!) but these events also helped us build partnerships with other community organizations, which in turn helped us reach more people—and specifically more people who want to go outside but might not know where to start—or how.

This transformation was possible because we leaned into our values. We dreamed of connecting our community to themselves, to the outdoors, and to one another through transformative outdoor play. We took a jump and started providing as many free and donation-based (\$1 minimum donation) events as possible—events geared toward skill building and confidence development that reminds us we never stop learning. We continue to grow as an organization and expand our capabilities to positively impact thousands of women and girls. **We dream. We jump. We grow.**



Claire Smallwood Executive Director & Co-Founder

***SIDEBAR:**

We run our fiscal year from July 1-June 30 because when we set this nonprofit up so many years ago, we couldn't imagine wanting to deal with 'year-end reports' and taxes in the middle of ski season. Seeing as we (Vanessa, Lynsey, and myself) all are self-identified skiers—Lynsey being an actual professional (!), we thought it made sense. So - keep that in mind as you read this report.



“

Growing up with access to outdoor activities made me curious about the world around me and created this thirst for knowledge and adventure.

Outdoor activities helped me develop independence, a sense of self, a strong work ethic, and the knowledge that I can accomplish hard tasks. That's what SheJumps offers women and girls. Opportunities to try new things, to find passion, to explore, and to grow. I wanted to be part of that.

Tanya Gephart
Oregon Event Coordinator



PROGRAM HIGHLIGHTS: SNOWPACK SCHOLARSHIP

The [SheJumps Snowpack Scholarship](#) program supports equitable access to winter sports, which builds a pipeline for mentorship and leadership in the outdoors, specifically for women. This is accomplished through two application tracks:

2020-2021 Ikon Pass Scholarship

- This scholarship was awarded to 10 Black, Indigenous, Women of Color from across the USA
- The Ikon Base pass provides access to 14 ski resorts across the USA and Canada
- SheJumps provided skis and bindings to all scholarship recipients to reduce barrier of entry to alpine skiing

2020-2021 Avalanche Education Scholarship

- With the support of corporate partners, SheJumps provided 44 AIARE Level 1 Avalanche Education Scholarships in OR, WA, CA, NH. The AIARE Level 1 Avalanche certification is a 3-day course. Average cost is \$350 per person.
 - 27 of these scholarships were awarded to Black, Indigenous, Women of Color

Audience & Impact

- Since we launched the Snowpack Scholarship in 2018, we have received 640 applications and awarded 112 total scholarships. 58% of all scholarships since 2018 have been awarded to Women of Color.
- 2020-2021 Digital Impressions regarding Snowpack Scholarship Launch: 370,000+

"In January of 2021, I was a recipient of the SheJumps Snowpack Scholarship for their AIARE 1 class (avalanche certification). They designated 50% of the scholarships for underrepresented groups including BIPOC women. It's hard to convey how meaningful this was for me on a personal level, but to be surrounded by other women of color and not be in a majority white setting for the first time in my life doing snowsports activities was HUGE! It inspired me, it stuck with me and ignited a desire to, you got it, Make A Difference!" - Tina Parrish





PROGRAM HIGHLIGHTS: RIVER & ALPINE SCHOOLS

SheJumps provides progression-based events to build a bridge between beginner, intermediate, and advanced technical knowledge in the mountains and on rivers through our Development & Finishing schools.

How?

1. Classroom (In-person/Virtual events)
2. Field Trip (In-person, local, guide-led day clinics)
3. Camp/Finishing School (in-person, guide-led, multi-day events)

Alpine School progression events SheJumps hosts:

1. How to progress from hiking to backpacking
2. How to progress from backpacking to mountaineering
3. Risk management & decision making
4. Terrain identification & management
5. Building a backcountry process that works for you
6. Alpine Development School (in-person, weekend event for intermediate backcountry skiers/aspiring ski mountaineers*)
7. Alpine Finishing School (in-person, week-long event for advanced/aspiring ski mountaineers*) event

River School progression events SheJumps hosts:

1. Fly-fishing 101
2. Purpose & Planning
3. Waterway Identification & Management
4. Building Your Process
5. River Development School (in-person, weekend event for intermediate anglers)
6. River Finishing School (in-person, 7 day event for advanced anglers)

1,144 Alpine School Participants | **225** Inaugural River School Participants

ORVIS®



YETI®





PROGRAM HIGHLIGHTS:

CALLING WOMEN IN

Online Career Development Courses

There is a leadership gap in the outdoor industry. When we host guide-led events (such as crevasse rescue or avalanche certification courses), we try to hire women guides wherever possible. We are often told this is not possible because **there just aren't enough women guides. We are on a mission to change that!** How? Introduce more women and girls to the possibilities of careers in the outdoors. **After all, you can't be it if you can't see it!**

[Calling Women In | Event Series](#) (link takes you to YouTube playlist for these events)

- SheJumps launched this online panel event series in late 2020 to offer honest conversations about what it takes to have a career in the outdoors. Who better to lead the discussion than outdoor leaders in fields such as snow science, avalanche forecasting and education, wilderness medicine, guiding, ski patrolling, professional athletes and more.
- All Calling Women In events are completely free, and the recordings are shared on our YouTube channel.
- Calling Women In events provide professional networking and mentorship opportunities for both the panelists and our SheJumps community members.

2020-2021 Events

- Calling Women In: Avalanche Educators
- Calling Women In: Snow Scientists
- Calling Women In: Winter Sports Athletes
- Calling Women In: Professional Ski Patrol

602 online event participants (all videos available on the [SheJumps YouTube Channel!](#))

We are looking for program partners to support Calling Women In events. Contact claire@shejumps.org for more information.

she jumps | salomon

[GET THE girls out]

MARCH 5-7, 2021

HELP US GET 10,000 WOMEN & GIRLS OUTSIDE

CELEBRATION FOR INTERNATIONAL WOMEN'S DAY

Get the Girls Out! is a **free virtual event** that inspires and encourages participants to get outside through fun challenges that can be accomplished anywhere.

Regardless of age, ability, geographic location, or experience in the outdoors, Get the Girls Out! celebrates the power of nature to uplift and inspire. **REGISTER NOW!**

PROGRAM HIGHLIGHTS:

GET THE GIRLS OUT

International campaign to unite women and girls in transformative outdoor play

March 5-7, 2021

We hosted our first ever Get the Girls Out event in 2011, and 10 years later we redesigned the initiative to maximize impact for our global community.

Get the Girls Out! is an event that can happen in person or virtually!

In 2021, we introduced a virtual scavenger hunt to get women and girls outside. Participants join from anywhere—all they need is a phone and to be outside, whether that's on skis, on the trail, or just in a backyard or a nearby park. Participants are automatically registered to win prizes from partners just by registering.

2,078 Active Participants (3,000 registrants)

141 missions designed to get women and girls outside

32,000 individual submissions

[Click here to view a mashup video of the "Ski Carry Showdown" Challenge!](#)

Since found in 2007, SheJumps has created more than

36,000

NEW OPPORTUNITIES

for women & girls to be active in the outdoors!

Calculated with number of events & participation



12,800

NEWSLETTER
SUBSCRIBERS



33,224

FOLLOWERS



26,320

FANS

20%

2019-2020 **growth of**
participants from previous year

36%

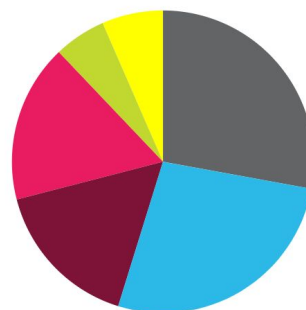
Volunteers in 21 states

164

Free or donation-based events

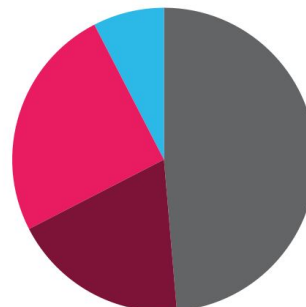
3.7 MILLION

Total digital impressions



INCOME: \$364,784

- Program Income (\$106,475)
- Individual Donations (\$102,824)
- Corporate Contributions (\$61,849)
- Fundraising Climbs (\$64,630)
- Merchandise (\$21,251)
- Grants (\$25,000)



EXPENSES: \$275,484

- Direct Program Expenses (\$219,359)
- Guide-Led Events (\$16,914)
- Fundraising Climbs (\$33,325)
- Volunteer Program (\$5,886)

In March 2021 we welcomed 100 new regional volunteers to our team. Learn about them [here](#).



“

SheJumps provided me with a safe space and a constantly supportive community that has helped me navigate the outdoor industry as a brown woman. They have made me feel welcome and I want to show others how we do belong despite our background and how we look. WE ALL BELONG IN THE OUTDOORS!

Dione Rodriguez
Utah Brand Ambassador



KEY ACCOMPLISHMENTS

JULY 2020 - JUNE 2021



First-Ever Online Alpine Development School

Launched 3-part series with Arc'teryx to provide risk management & backcountry education to 1,144 people in November 2020.



Third Annual SheJumps Team Summit

Hosted 74 Participants
Virtual Event October 2020

RECRUITED 7 NEW BOARD MEMBERS

In May 2020, we hosted our first public call for board member nominations and received more than 200 nominations from our community. SheJumps' leadership should be diverse and inclusive, ideally reflecting the communities we serve. [Learn more about the Board of Directors here.](#)



Snowpack Pale Ale Collaboration with Fremont Brewing

We continued our partnership with K2 Skis, evo, NWAC, and Fremont Brewing to provide avalanche scholarships to women, with 35% of recipients identifying as Women of Color

Partners

PRESENTING

\$10K +



ORVIS



ALTERRA
MOUNTAIN COMPANY

IKON



SUPPORTING

\$5K +



ECO LIPS



SMITH



COMMUNITY

\$2.5K +



Racysuits



THE OUTBOUND
COLLECTIVE



BRANWYN
PERFORMANCE INNERWEAR

Please contact claire@shejumps.org if your company is interested in partnering with SheJumps



“

The outdoors has totally transformed my life. It changed my career path and it helped me grow more confident. I discovered SheJumps at a time in my life where I was super excited about the outdoors, but was always the "tagalong" begging to come on adventures. I love that SheJumps helps other women find that same type of supportive, "no one is a tagalong" community to get outside, play, learn and grow!

Bethany Gleason
Colorado Event Coordinator

OUR COMMITMENT

TO DIVERSITY, EQUITY, & INCLUSION

Here's how
SheJumps is
accountable to the
work of equity and
inclusion we
committed to in
our 2019-2020
Annual Report.

SheJumps acknowledges there is institutional and structural inequity to accessing the outdoors. By accomplishing these goals, and building internal and external systems that influence institutional change, we aim to address inequity and systems of exclusion, ultimately building a community of belonging for all women and girls.

- **2019-2020 Goal:** Expansion of Ikon Pass Scholarships
 - **2020 - 2021 Actions:** *SheJumps generated 10 Ikon Pass Scholarships which offered ski set ups and ski passes designated specifically for Women of Color. This program is growing in awareness and interest. We've had 55% increase in applicants since launch in 2019. Program sponsors for 2021 are helping to increase the number of scholarships. Overall, this program attends to historical exclusion of Black, Indigenous, People of Color in the space of alpine skiing.*
- **2019 - 2020 Goal:** 50% of Snowpack Avalanche Scholarship recipients will be self-identified Women of Color
 - **2020 - 2021 Actions:** *We were able to accomplish this goal. In 2020, 57% of all Snowpack Avalanche Scholarship participants were self-identified Women of Color. Investing in this progression/certification course helps develop a pathway to increase diversity in ski and snow safety leadership, and promotes informed and safe recreation in the outdoors.*
- **2019 - 2020 Goal:** Create a donation (shejumps.org/donate) option that generates funds which specifically fund additional programs that support equitable inclusion in outdoor activities for Women of Color (WoC)
 - **2020 - 2021 Actions:** *SheJumps is directing \$5,000 through this restricted donation option to offer a Wilderness First Aid (WFA) course scholarships for self-identified WoC. WFA is an important and expensive safety training for all outdoor activities, and a frequently required training for jobs in outdoor recreation.*

OUR COMMITMENT TO DIVERSITY, EQUITY, & INCLUSION



- **2019-2020 Goal:** Measure and track participation to achieve strategic plan objectives related to increasing the participation of **all** women and girls in outdoor activities
 - **2020 - 2021 Actions:** *Summer 2021 Strategic Plan revision will improve how SheJumps tracks the impact of our programs across all participants, ultimately improving our desire to build a place of belonging for all women and girls, specifically those who have been historically excluded in the outdoors.*
- **2019-2020 Goal:** Provide accessible (free/donation-based) online programming that supports beginner and novice participants
 - **2020 - 2021 Actions:** *36% of all 2020-20201 events were free or donation-based. Outdoor recreation activities can be inherently expensive and require mentorship. By knowledge-sharing and hosting free or donation-based events, we hope to reach people who might not have otherwise had access or inspiration to learn these skills.*
- **2019-2020 Goal:** Develop outreach partnerships with community organizations serving communities of color and women/girls of color specifically
 - **2020 - 2021 Actions:** *For 5 years in a row, we have maintained a partnership with Hartland Community 4 Youth & Families in Salt Lake, serving immigrant and refugee girls. SheJumps is committed to growing more partnerships like this one.*
- **2019-2020 Goal:** Offer education and training around purpose and responsibility of Land Acknowledgements
 - **2020 - 2021 Actions:** *We collaborated with Renée Hutchins for an educational piece on [Indigenous land acknowledgement](#). This is significant because Indigenous erasure is inherent in outdoor recreational activities that frequently fail to acknowledge the original stewards of the land where our adventures and programs take place.*
 - *This training and information is also integrated into our mandatory DEI training with all regional volunteers.*

THE FUTURE OF SHEJUMPS 2021-2022

Revised Strategic Plan

- A specific and measurable roadmap for our organization to continue providing meaningful impact to the communities we serve

Progression Series

- Go beyond adventure and hard-skill training to provide **health and wellness** support through time spent in nature
- More region-specific free & donation-based programming geared toward beginners of all ages and abilities
- 101 Series: Progression courses for all activities
- Alpine Development School
- River Development School
 - Adding more components: whitewater stand-up paddleboard, kayak, and raft

Expanded Scholarships

- Snowpack Scholarship expansion to new regions, and addition of more Ikon passes
- Wilderness First Aid focus for Women of Color

Calling Women In

- Continuing the conversation about careers for women in the outdoors.
[Click here to view YouTube playlist](#) for this program

More Alpine Events

- Expanding our fundraising climbs
- Multiple opportunities to attend guide-led Alpine School events, including Alpine Finishing Schools in new locations!

Get the Girls Out! Global Initiative March 4-8, 2022

