



SheJumps

2018 ANNUAL REPORT





LETTER FROM THE *Executive Director*

Dear SheJumps Supporter,

Last year SheJumps turned 10 years old. We celebrated our first decade with the significant number of 10,000: in the ten years since SheJumps was founded as a nonprofit, our programs created more than 10,000 new opportunities for women and girls to get outside.

This tenth year came with some significant growth challenges; namely, our scope and impact seems impossible given the resources at our disposal.

SheJumps motivates women and girls of all backgrounds to step out of their comfort zone in a fun, non-threatening, inclusive environment to learn outdoor skills. We bridge the divide between intimidating experience and confidence-building empowerment. Through this “challenge-by-choice environment,” participants are given the tools and community support to fully enjoy the outdoors, gain confidence and skills to become leaders.

Our organization is dependent on our boot-on-the-ground, passionate volunteer role models who support our participants’ journeys as they learn new outdoor activities or improve on what they know. Our team’s passion, energy and spirit is shared from older women to younger girls, experts to beginners through our holistic approach that inspires paying it forward through volunteerism and community.

We want to ensure a future where all women and girls – regardless of background, race, ethnicity or identity – can enjoy the confidence and skills to thrive in our outdoor playground.

Thank you for your support,



Claire Smallwood
Executive Director



ABOUT *SheJumps*

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.

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.

BOARD OF DIRECTORS

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Kristina Ciari, Director
Mountaineers Organization

NATIONAL TEAM

Claire Smallwood,
Executive Director

Christy Pelland
Wild Skills Director

Tracy Remelius
PartnerDirector

NATIONAL TEAM VOLUNTEERS

National Directors: 10

Regional Directors: 5

Regional Coordinators: 14

Ambassadors: 42

**National volunteers average
3.5 years with SheJumps**



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To see the smiles of pride on faces and hear the genuine excitement in someone's voice when she exclaims "This is the best day ever!" or "I can't believe I just did that!" at a SheJumps event makes the countless hours of planning and working to put together an event totally worth it! SheJumps has allowed me to give back to the community and share my love of outdoor adventures with females from all over, many who I probably wouldn't have connected with otherwise. Hearing the infectious laughter of a young girl as she surfs her first wave, or seeing the pride a senior lady has as she conquers a downhill mtn bike trail for the first time, is truly priceless! The courage these female show will be an inspiration to me forever!"

KELLY DREWNOWSKI
SOUTHEAST REGIONAL DIRECTOR
(VOLUNTEER SINCE MAY 2015)



Programs

OUTDOOR EDUCATION

Our Outdoor Education programs focus on providing technical skills for all abilities and endeavors in the outdoors. All programs cater to the specific needs of each community. Past events include topics such as Avalanche awareness, Intro to hiking, Packing essentials, Navigation, Waxing clinics, Bike repair, and other introductory skills in all outdoor activities.

WILD SKILLS

Wild Skills youth events teach young girls the survival and technical skills they need for outdoor adventuring. These skills can be applied in any season or region and include first aid, navigation, leave no trace, 10 essentials and shelter building. The 2017-2018 REI Force of Nature grant SheJumps received created a pilot program for Wild Skills to specifically work with communities of color including immigrant and refugee girls in Salt Lake City, Utah.

COMMUNITY INITIATIVES

Our Community Initiatives are everything from pre-season fun workouts to picnics to networking and workshops. It's our way of making sure we are touching base with our supporters on a regular basis and truly growing the community of outdoor women.

GET THE GIRLS OUT!

Get the Girls Out! creates opportunities for women to share & inspire and ensures younger generations have the opportunity to storm mountains & develop the life skills necessary to succeed on the mountains and in life! Get the Girls Out are high visibility fundraisers that support our other initiatives.

FUNDRAISING CLIMBS

We consciously foster a positive energy that exudes encouragement in stride with the technical, physical and emotional challenge at hand. Our all female guides and staff offer support and expertise throughout the training, fundraising and of course, the climb. SheJumps Fundraising Climb Series contributes to the nonprofit's Wild Skills program. Our goal as an organization is to grow this program to serve all regions we operate in and provide young girls the community that connects them to other women and the natural environment. The funds raised from these climbs help further this vision.

2017-2018 Events

10 Force Of Nature
Immigrant & Refugee
Outreach

47 Outdoor Education
Events

12 Get The Girls
Out Events

20 Community
Initiatives

15 Wild Skills
Initiatives

21 International Women's
Ski & Snowboard Day

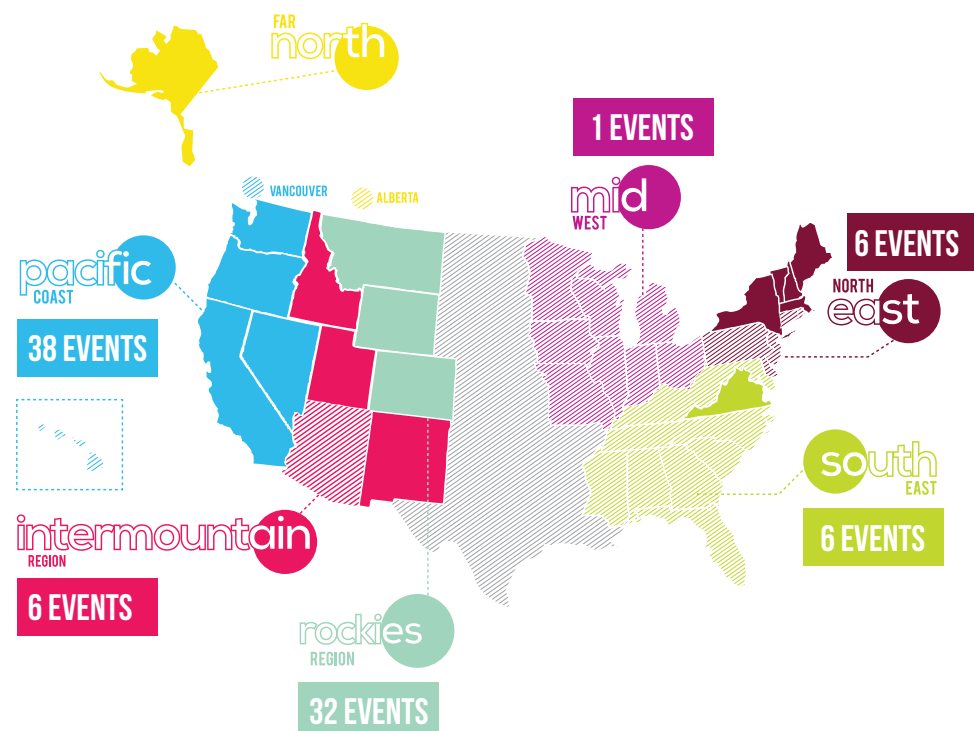
124 *total events*

2,779
PARTICIPANTS

WILD SKILLS
IMPACTED
853

GIRLS BETWEEN 6-18

created more than
600
volunteer
OPPORTUNITIES IN
19 STATES

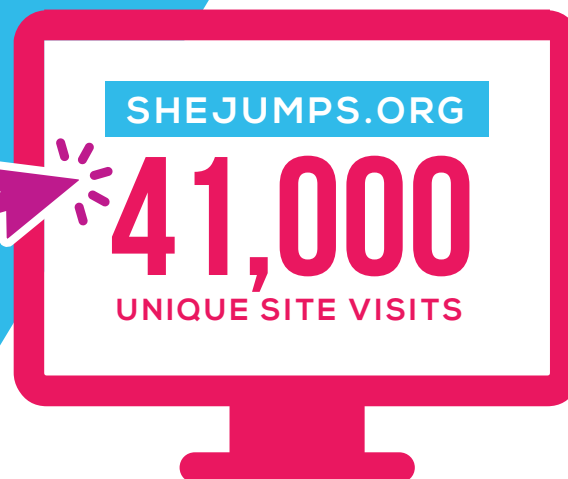


WE'VE CREATED MORE THAN

12,000

new opportunities

FOR WOMEN + GIRLS TO GET OUTSIDE SINCE 2007



10,780

Newsletter Subscribers



35%

open rate

13

% YOY
growth rate
since 2007

(average 62 events per year)

43

National
Ambassadors

15

Regional
Leaders

20

% Girls ages 6-17
(5% increase from 2017)

50

% enrollment in youth
programs reserved for
low-income participants

2,779

Participants in 2017-2018



20,461

FANS



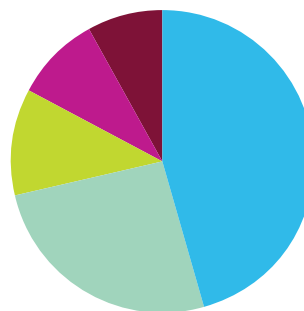
22,600

FOLLOWERS



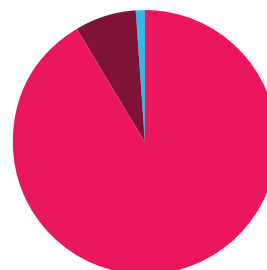
3,234

FOLLOWERS



INCOME: \$332,016

- Program Income \$152,160
- Individual Contributions \$85,616
- Rainier Fundraising Climb \$37,908
- Corporate Contributions \$30,332
- Restricted Donations \$26,000



EXPENSES: \$205,930.08

- Direct Expenses \$211,021
- Indirect Expenses \$17,246
- Cost of Goods Sold \$1,978

Diversity, Equity, & Inclusion training provided for all team members including volunteers.



“

I just want to tell you what an incredible day this was for my girls! They loved every minute except lunch "because we had to stop"!! The skills they learned will most certainly be put to practice! The event was so well organized and your staff of employees and volunteers were all so friendly and caring. I felt completely safe leaving my babies and that says a lot! My girls' self confidence and independence is off the charts right now and they're both insisting I buy a mtn bike!"

WILD SKILLS PARENT, IDAHO

Partners

PRESENTING



SUPPORTING



COMMUNITY





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The Force of Nature event was amazing on many levels. The mentors and the mentees contributed to this incredibly beautiful and powerful group of women where cultures, ages, socioeconomic status', and passions melded into a force to be reckoned with. At one point in the program my mentee was on a climbing route almost to the top of the wall and she couldn't get past the crux. Another mentor rushed up the wall next to her to encourage and guide her into her success and man was she proud of herself. Experiences like this only happen when we combine our love for each other and the outdoors.

EVAN T., FORCE OF NATURE WILD SKILLS PROGRAM MENTOR

1

SheJumps is focused on diversity. Through scholarships, more free Wild Skills events, and dedicated partnerships with community organizations, SheJumps will provide access for women and girls of color to make the outdoors a permanent part of their lives.



"Increasing access that women and girls of color have to outdoor adventures-as well as providing avenues to improve environmental stewardship-is another frontier in the civil rights movement towards equality. SJ is committed to that goal."

Humaira Folkenberg, SheJumps Board Member



2

Continue to provide technical skills that help women and girls become more self-sufficient in the outdoors-and strive to make these skills affordable and accessible.

3

Raise \$100,000 to invest in our team and grow a staff to support the needs of our communities. SheJumps is comprised of 71 volunteers who donate more than 5,000 hours annually towards our mission. We currently have 3 staff members, all of whom are "part-time" salaried, but most of which work "full-time" hours.

4

Ensure quantitative progress towards our mission by proving that our introductory programs lead to further participation in the outdoors.



5

Work towards incorporating environmental stewardship and sustainability as a central role in our programs and philosophy.

SHEJUMPS.ORG

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