

2022 ANNUAL REPORT

OUTDOOR AFRO



Letter from Our Founder & CEO

Rue Mapp



Dear Outdoor Afro Friends,

Our organization always leads with gratitude, and I am so thankful to present to you our first-ever annual report. While the scope of sharing this report focuses on 2022, it's important to reflect on the years of investment from our dedicated community and donors who have allowed our organization to achieve so many incredible breakthroughs.

It seems like time has flown in the 13 years since I sat down at my kitchen table to write a blog titled "Outdoor Afro." It was initially cast as a social enterprise and platform to change the narrative of who participates and leads in outdoor recreation and conservation.

Learning so much in those early years with many new friends, partners, and outdoor professional associations, I quickly understood the need for more people to learn best practices in outdoor leadership, interpretation, communications, environmental policy, gear, equipment, and more.

So in 2012, I recruited the first class of 12 Outdoor Afro volunteer leaders to learn with me. I also recruited them to lead the way through empowerment and skills that would help more members of the Black community experience welcoming, educational, and accessible connections to outdoor and nature experiences close to home.

In 2015, I decided to form a national not-for-profit organization. Today, we have grown this year's volunteer leadership class to more than 100 men and women who guide their local communities.

In 2018, I recognized that drownings of Black children continue to be a dire public health crisis as a consequence of recent decades of segregation and restrictions of Black access to public pools and beaches. We know that if a child does not know how to swim, they won't ease into a tippy kayak, cast a fishing pole in a lazy lake, or care about the pressing issue of plastics that increasingly pollute our oceans. So we set an ambitious goal to help every child in our sphere of influence learn to swim through our Making Waves program. We have since supported hundreds of Swimmerships (swim scholarships) through certified providers that provide high-quality lessons. Our current goal is supporting 1,000 new swimmers in 2023.

Between 2019 and 2022, our organization saw explosive growth. We grew our board from a passionate founding few to 13 members – each well-regarded professionals in business and outdoor-related fields. Our Oakland, California, headquarters increased its full-time staff from three to 10. This growth tracks with our revenue that increased more than 350% over the same time period.

Of special consideration is the year 2020. Just days after celebrating the milestone of hiking with Oprah Winfrey in Oakland's Redwood Hills, our world shut down due to COVID-19. Inside of the pandemic, we experienced a new wave of racial reckoning in response to the murder of George Floyd. Outdoor Afro was grateful to have digital tools already in place to keep our community connected to nature from home, reminding everyone that “nature never closes.” We also helped people find connection and peace through our hosted Healing Hikes that we have practiced around the country since 2016. These hikes were urgently needed and served an alternative focus for our community during the height of unrest.

With so much organizational growth alongside a national push for equity and change, we decided this year to turn our focus inward. We paused on new programmatic initiatives, and instead strived for operational excellence to attain best-in-class stewardship of our volunteers, community, and resources so that we can sustain our impact for generations to come. As a result, we invested in 2022 in operational management and infrastructure with supporting staff to develop a cohesive organizational growth culture. We're now ready to hire additional staff to amplify our core programs as our projects and campaigns continue to stay in great demand.

In the pages ahead, you will see and read all the ways your support continues to help us shift the representation of Black people in the outdoors – as strong, beautiful, and free.

Importantly, Outdoor Afro is a story of narrative changing, transformation, and healing that marshals the power of nature and community to support people and our planet so that all can thrive. To put our work with your support into clearer perspective, here are a few notable numbers:

- 60,000 people participate in our events yearly
- 357 children and their caregivers learned how to swim through Making Waves
- 100-plus volunteer leaders trained in this year's Outdoor Afro Leadership class
- 1,000-plus local community activities that help more people find joy and healing in nature

Connected to our rich nature work, I also published my first book with American publisher Chronicle Books titled “Nature Swagger” that’s available on Amazon; launched a co-branded hike collection with REI Co-op through my new for-profit enterprise Outdoor Afro Inc.; and look forward to working closely with a new executive director Outdoor Afro plans to hire by 2023.

Yes indeed, we are so grateful to have a lot of great news to share, but know our work is not done. With your partnership, we can continue to create powerful experiences in outdoor education, recreation, and conservation together.

With gratitude,



Rue Mapp
Founder and CEO
Outdoor Afro



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outdoorafro.org | @outdoorafro

OUR MISSION

Outdoor Afro celebrates and
inspires Black connections
and leadership in nature





What We Do

facts + figures

We reconnect Black people and communities to lands, water, and wildlife through outdoor education, recreation, and conservation. Some examples of our year-round activities: fishing, hiking, biking, gardening, skiing, kayaking, horseback riding, and more.

To create these intergenerational experiences, Outdoor Afro trains a select group of applicants each year to participate in its annual training: Outdoor Afro Leadership Training or OALT.

OALT equips volunteers with the essential tools to guide local communities in nature safely and sustainably.

The training is organized by Outdoor Afro staff and experienced volunteer leaders who share the organization's history, values, best practices, and industry knowledge. Volunteers learn trip planning basics, health impacts of nature conservation ethics, risk management, and effective social media storytelling.

NETWORK STATS

60,000: our U.S. participation network
1,200+: online/in-person activities held annually
100+: selected and trained volunteer leaders
60: cities with local networks
32: states with local networks



2022 Leader of the Year

congrats to Stephen Scott

Outdoor Afro announces its "Leader of the Year" award winner each year at its annual fundraiser Glamp Out. An Outdoor Afro Leadership Team tradition, the award honors volunteer leaders who exemplify volunteerism and leadership.

The honoree genuinely connects to their community, dedicates time to strengthening their outdoor knowledge, and creatively puts the organization's mission into practice while guiding local network activities with sustainable care.

During Glamp Out 2022, Outdoor Afro presented Minnesota regional leader Stephen Scott with this honor.

Themed "Homecoming," this year's Glamp Out became the first time in two years that participants were able to celebrate the occasion in person since COVID.

Because the network's 2021 leader, Hillary Van Dyke, was in Peru, 2020 "Leader of the Year" Julius Hampton presented the award to Scott.

Scott is known in his neighborhood for guiding skiing, kayaking, stand up paddling, and camping adventures: "I want my network to be confident to enjoy the outdoors," said Scott. "Last but not least, thanks to my family for allowing me to share my love for the outdoors with others."



The glamorous event totaled nearly **\$217K** to go toward Outdoor Afro's mission and year-round programs.

THIS YEAR'S HONOREES

Leader of the Year: Stephen Scott

Partner of the Year: CLIF BAR®

Lifetime Achievement: Dr. Nina S. Roberts





MISSION IN MOTION

Class of 2022 volunteer
leader Danae Gaiter's
Machine Fall challenge

Story by Candace Dantes
Photos by Tiffanie Page

The accordion-like hike chugs along with ease. Then, a collective cautiousness seeps in. Ahead: a 60-foot drop.

Disjointed stones, hard-to-identify wooden staircases, and protruding tree roots offer occasional guidance with each unsure footstep. A steep, jagged descension any hiker would question. Then, her voice echoes toward the group: “Take your time,” said former Outdoor Afro volunteer leader Danielle Young, 35. “There’s no rush.” “Whew!” Some blurted. “Thank goodness!” Another wave murmured under their breath.

Once that part of the hiking gauntlet completes, everyone temporarily lands back on solid ground. Young gives clear direction for this next part: It’s slippery entering the water. Which, by the way, comes to one’s knee. Something Young gave notice about weeks before on Outdoor Afro’s Tennessee Meetup page. “So walk slowly,” Young said. “I will be there at the halfway point to tell you where to go next.”

A woman of her word, she guides for the last time as an Outdoor Afro volunteer leader. An assignment she now passes to new 2022 volunteer leader Danae Gaiter, 36. After a few mental scares and semi-water treading hesitations, the party of nearly 15 community participants arrive at their destination:



Machine Falls Loop Trail in Tullahoma, Tennessee. Roughly an hour drive from Nashville. The aerospace and aviation hub in Southern Middle Tennessee is home to the world’s most advanced flight testing center.

Railroad construction actually created the community, which chartered in 1852. However, the city’s surrounding springs became popular tourist attractions alongside its growing avionics history.



Machine Falls became one of Tullahoma's many challenging sightseeing routes and waterfalls visitors wanted to test. Explore water life (creek beds and smaller waterfalls), fauna, and flora as pluses to the nature trail.

Off a 4.1-mile loop, the 60-foot-tall waterfall is a top Outdoor Afro activity for Tennessee participants. For the past three years, Young has guided those interested in the weekend destination.

COVID paused group trips to Machine Falls until recently. However, Young found personal peace at the waterfall while waiting for network events to start again. Outdoor Afro has helped Young in present times of grief. "Logging offline and heading into nature is just soothing, especially with everything that has been thrown at me," said Young, a cyber defense major.

Because Young plans to move closer to her sister who lives in Texas, she recommended Gaiter as her volunteer leader replacement. Gaiter, who participated in her very first Outdoor Afro activity in November 2021, said yes to the opportunity.

As network events posted to Meetup, Gaiter joined more journeys with Young. Refreshed. Inspired. "It felt so good to be with like-minded people," said Gaiter. "Breathing in the early morning air. That sense of being welcomed. Getting all my questions about nature answered."

Sold on taking Young's place, Gaiter applied to become a volunteer leader. After many screenings and interviews by the networks' national program director, Chaya Harris, Gaiter joined the Class of 2022 volunteers. Totalling 117 volunteers this year.

Next, Gaiter hopped a flight to Granby, Colorado, for Outdoor Afro Leadership Training (OALT) held at Sun Outdoors Rocky Mountains. Another weekend experience but for selected and trained applicants to gain the essential tools needed to guide local communities in nature sustainably and safely.

The training is organized annually by Outdoor Afro staff and experienced volunteer leaders who share the organization's history, values, best practices, and industry knowledge.

Lessons include: trip planning basics; health impacts of nature conservation ethics; risk management; and effective social media storytelling. Outdoor Afro invites select partners and guest speakers to the training to provide field insights, and share inspiration and encouragement.

After training, volunteer leaders like Gaiter create and guide monthly trips back in their hometowns that foster local program collaborations, and help strengthen community relationships with the outdoors. Volunteers center joy and healing, disrupting a false perception that Black people do not have a relationship with nature.

"I'm really big on making people feel comfortable," said Gaiter. "We belong in this space. I look forward to reassuring our participants that there is safety in numbers within group experiences." Gaiter's contributions are part of Outdoor Afro's 60,000 participation network.



The national not-for-profit organization spans 60 cities across the country. Located in 32 states, including Washington, D.C. That moment at Machine Falls where participants made it safely and together to the cascading water scene is what OALT prepares volunteer leaders for.

The arduous hike left 67-year-old Jesse Green Jr. of Nashville in anticipation for the local network's next nature quest. "I could have stayed at that waterfall all day with Outdoor Afro," said Green Jr., a former YMCA certified swim instructor trainer. "I loved hearing the water. Although it was really cold water, it was a great experience with new people."



FINANCIALS

a deeper dive into our
revenue and expenses

2022 Budget Overview

projections and eight-month annuals as of Sept. 30, 2022

Thank you for your interest in reviewing our 2022 budget projections and actual performance. The objective of this document is to provide the Outdoor Afro community a window into the organization's financial expectations and activities from this year. It is our belief that after reviewing the information, you will have a thorough understanding of Outdoor Afro's overall revenue, expenses, and running cash position based on known and projected 2022 activity.

REVENUE

Our revenue activity for the first eight months of the year was 11% or \$153,836 above plan (\$1.5 million vs \$1.37 million). Our end of year projection of \$600K is based on our development pipeline, including \$275K in foundation and corporate partnerships, and the final Glamp Out fundraising total.

We are expecting to end the year with revenues of \$1.84 million as planned. The revenue pipeline is chiefly informed by conversations and relationships developed by Founder and CEO Rue Mapp and stewardship of Development Director Joseph Mouzon.

EXPENSES

Our expenses for the first eight months of the year were 28% or \$310,508 above plan (\$1.4 million actual vs \$1.1 million budgeted). These increases are the result of additional spending in each expense category except for salary and benefits.

Program activities were over plan by 20%; fundraising activities by 106%; marketing activities by 233%; operations by 40% and travel & conferences by 238%. These overages occurred due to an increase in events and programming as pandemic travel restrictions loosened as well as bringing some core business functions in house instead of contracting. Despite these overages, our over performance in revenue exceeded our expenses by \$123K for the first eight months. Some overages in marketing and operations will not be recurring as the expenses were one-time set-up costs.

SUMMARY

In conclusion, we welcome your thoughts about our budget projections and actual performance for the first eight months of 2022. We look forward to a robust and spirited discussion to ensure that Outdoor Afro can continue to be a best-in-class and sustainable organization.

Thank you,

Rue Mapp and Joseph Mouzon

2021 FILED 990 RETURN

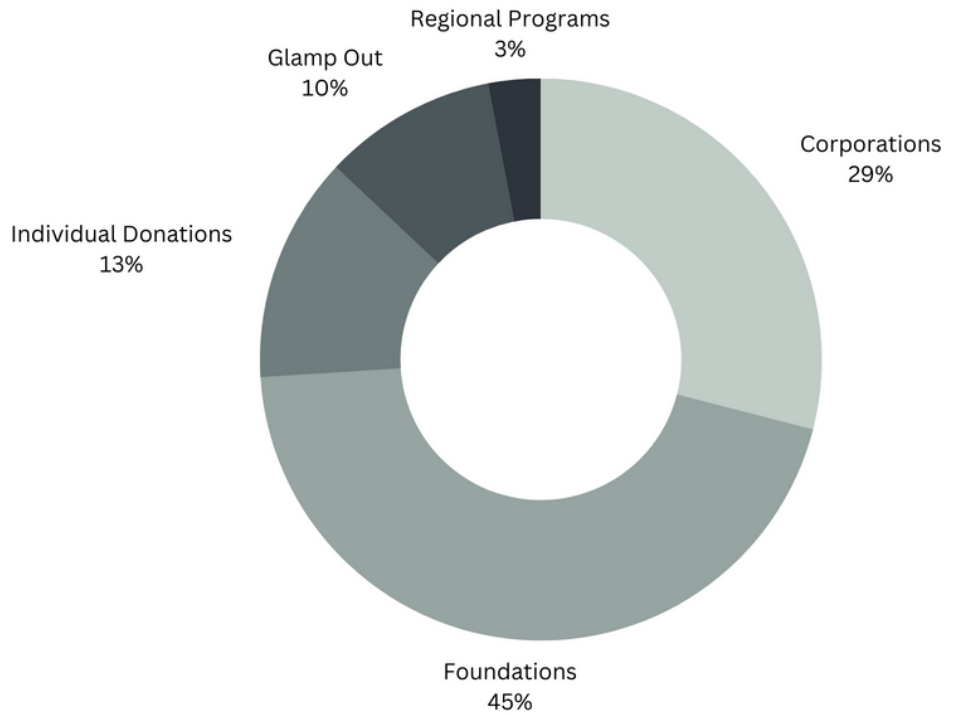
[downloadable document here](#)

Since 2020, an independent auditor has reviewed Outdoor Afro's financials. Outdoor Afro's financial position is in accordance with U.S. accounting principles.

2022

Revenue

- **Corporations:** \$585K
- **Foundations:** \$899K
- **Individual Donations:** \$250K
- **Glamp Out:** \$208K
- **Regional Programs/Other:** \$60K

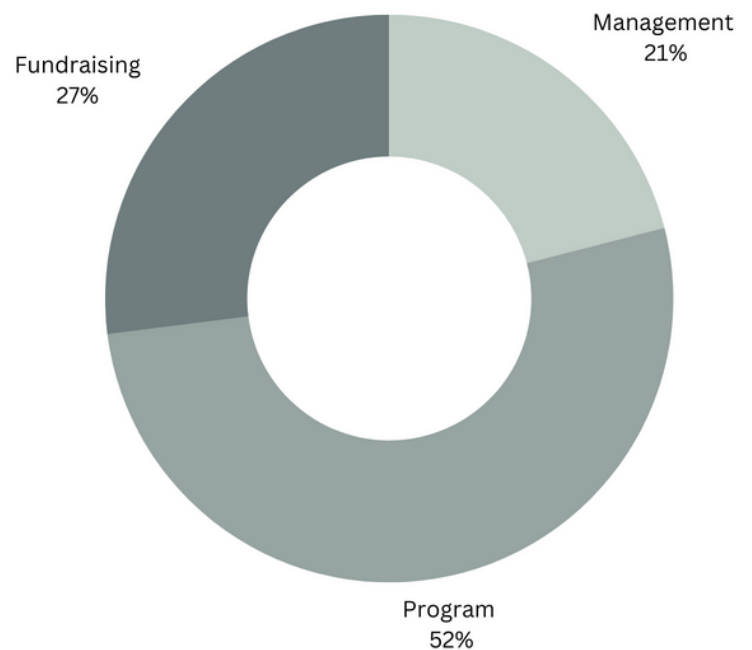


The work we engage in together commands a well-grounded mission, disciplined contributors, and thoughtful design. With diverse subject matter experts as part of our team, Outdoor Afro is able to operate at a high standard annually across American neighborhoods.

2022

Expenses

- **Program:** 537K
- **Fundraising:** 278K
- **Management:** 212K

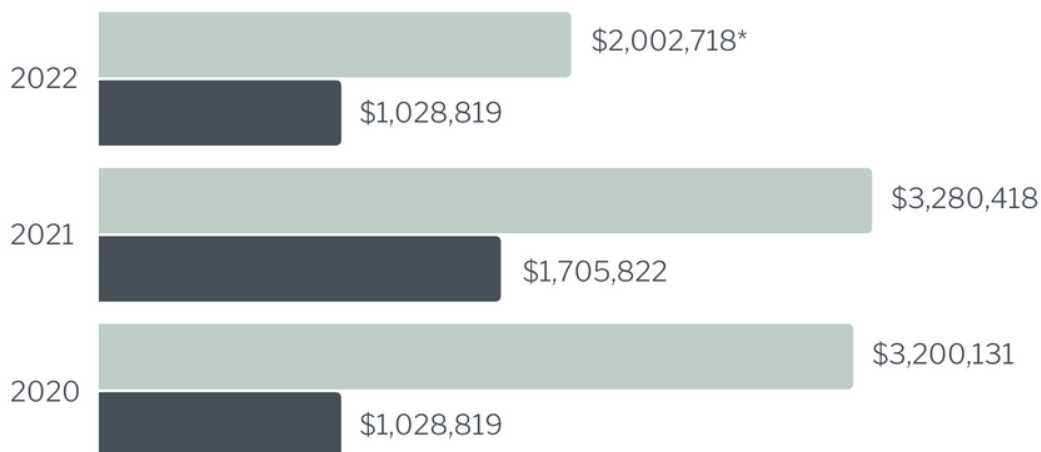




2020-2022

A Look Back: financial snapshot of the past three years

● Revenue ● Expenses



*as of 10/31/2022

TOP 5 CITIES

Volunteer leaders host multigenerational nature activities in our four regions year-round: Midwest, Northeast, South, and West.

Washington, D.C.: 7,702 participants, 8 leaders

Bay Area/Northern California: 5,808 participants, 6 leaders

Chicago/Northwest Indiana: 4,008 participants, 5 leaders

Atlanta: 3,054 participants, 4 leaders

Charlotte: 2,619 participants, 3 leaders



NETWORK PROGRAMS

opportunities to activate
leadership and discovery in nature



Amplifying Relationships

ways we strengthen community connections to water

Outdoor Afro focused much of its nature-based efforts in 2022 on strengthening Black people's connection to our inland and coastal waterways. The network achieved this charge through the following programs:

LOCAL ACTIVITIES

Outdoor Afro volunteer leaders in Washington D.C., Baltimore, and Virginia networks introduced community participants to the benefits of fly fishing.

Up to four volunteer leaders helped teach 15 participants the basics of fly fishing and the importance of sustainable fishing practices through a total of three online and in-person community lessons.

PADDLE CAMP

Held in August each year, this seven-day summer camp in Burlington, Vermont, for 2022 introduced volunteers (10 canoers/10 kayakers) to paddling techniques, water safety, and wilderness first aid training to apply through their individual networks.

In collaboration with Northwest River Supplies, the camp helps strengthen volunteers' canoeing/kayaking knowledge and navigation of various waterways. Paddle Camp also prepares volunteers for certification through the American Canoe Association. Including 2021 volunteers, Outdoor Afro now includes 26 leaders now certified as canoe and/or kayak instructors.

OCEAN SCHOOL

During this first-time, four-day Coastal Maine experience near Acadia National Park, seven volunteer leaders from New England, Washington, D.C., Chicago, and Houston strengthened their kayaking skills from Paddle Camp in newer and more dynamic conditions.

On ocean waters, volunteers learned advanced strokes and performed quick rescue demos. The group also enjoyed learning how to kayak, surf, and navigate rock and ledge structures, building their expertise and confidence to lead in their communities on diverse waterways.

MAKING WAVES

This Outdoor Afro program formed in response to the alarming number of Black children who drown today tied to the historic prohibition of Black access to public swimming pools and beaches.

Since 2019, Outdoor Afro's goal has been to teach every Black child and their caregiver in its sphere of influence how to swim.

Currently, the network provides Swimmerships (swim lesson scholarships). At 357 Swimmerships completed, the program continues to grow support from brands like global footwear KEEN to bring awareness and stronger connections to water.





Old Town

DISCO



THIS JUST IN

national, global headlines
about our network activities

New York Times Magazine | Feb. 2, 2022

'An Environmentalist with a gun:' Inside Steven Rinella's hunting empire

Travel Weekly | Feb. 23, 2022

Hurtigruten launches Black Travelers Advisory Board

The Grio | March 5, 2022

Outdoor Afro fosters a relationship between the Black community and nature

Yahoo! Entertainment | March 14, 2022

The North Face launches athlete development program

Associated Press News | April 19, 2022

Instagram adds fundraising to Reels to help nonprofits

Vogue Magazine | April 22, 2022

All my environmental heroes are Black women

Fatherly | May 4, 2022

What the world's greatest adventurers teach their kids

Outdoor Retailer: The Daily | June 11, 2022

The Pulse: Headlines/Portraits

Publishers Weekly | July 22, 2022

The universality of Black joy: PW talks with Rue Mapp

EBONY Magazine | Aug. 29, 2022

Venus Williams partners with CLIF BAR on new initiative to advance equity and access to the outdoors

People Magazine | Aug. 30, 2022

Venus Williams on feeling ready for her U.S. Open return and 'building equity' in outdoor sports

GearJunkie | Sept. 14, 2022

Outdoor Afro and REI launch collab

Condé Nast Traveler | Sept. 20, 2022

The Outdoor Afro x REI hiking collection celebrates Black joy in nature

Complex | Sept. 22, 2022

Outdoor Afro and REI take you on a journey

Travel + Leisure | Oct. 4, 2022

The best Outdoor Afro x REI hiking pieces

InStyle | December 2022

Gift ideas for everyone you love

2022 MINI MEDIA REPORT

7.2
Billion

approx. number of article views Outdoor Afro appeared in online

37
Countries

Outdoor Afro mentions across North America, East Asia, and Europe

10K
Visitors

average monthly traffic to our brand-new site: outdoorafro.org

91K
Follows

Outdoor Afro's largest number of social fans live on IG

OUTDOOR AFRO PARTNERSHIPS

how we amplify campaigns,
projects, and programs





Partners x Co-Created Products

supporters and collaborators to our Black joy

Smartwool Hike Sock Launch

The design talents of former Outdoor Afro volunteer leader Leandra Taylor fashioned a new hike sock with global sock and apparel brand Smartwool. The Outdoor Afro Hike Light Cushion Print Crew Socks debuted July 2022 and has since sold 203 units.

Kili Mapp Kili Print Hammock

A top equipment pick among our supporters, Outdoor Afro's Kili Mapp Kili DoubleNest Print Hammock by Eagle Nest Outfitters (ENO) sold 625 prints. By June 2022, the hammocks sold out and relaunched early September 2022. Because of its lounging popularity, 2023 pre-orders are at 1,038.

*presale orders are subject to change

WHAT CUSTOMERS HAD TO SAY:

"Beautiful pattern, functional hammock. If you think this pattern is pretty online, you'll be amazed when you see it in person! Absolutely beautiful. The hammock itself is sturdy and lives up to the ENO brand."

"Better than expected! The colors and design are so beautiful and vibrant, the yellow almost has a shimmer to it. Can't wait to see it in the sun :)"

"I really love the design, the foundation behind it is the point that makes me want to have one. Neat idea and product I can happily support."

"I ordered that as soon as I got my paycheck."

**No.1 Giving Back Hammock
Collection in presale for Spring 2023**

Newest Partners with Impact

Outdoor Afro Inc. + Waverley Street Foundation + Capital One Foundation



Mapp made outdoor industry history with her new for-profit business, Outdoor Afro Inc., on Sept. 13, 2022. Outdoor Afro, Inc. launched its first hike collection with REI Co-op nationwide to address unmet needs and cultural barriers to outdoor gear and equipment.

Newest corporate partner, Outdoor Afro Inc., and long-standing partner REI Co-op celebrated their pioneering 22-piece line with both East Coast and West Coast celebrations: a Sept. 15 Washington, D.C., activation that attracted up to 175 attendees and a Nov. 5 Oakland event with more than 1,000 supporters. The launch and events have drawn an electric buzz totaling nearly 1 million impressions across social. The collaboration also has garnered impressive sales.

Capital One



WAVERLEY STREET FOUNDATION

The Capital One Foundation awarded Outdoor Afro with a \$450,000 community support grant over two years to go toward our Making Waves program, annual Outdoor Afro Leadership Training, and communications.

Waverley Street Foundation has committed to spend the entirety of its endowment — more than \$3 billion as of 2022 — by 2035 to support organizations working on solutions at the intersection of climate change and community priorities. During 2022, the foundation awarded Outdoor Afro \$2.5M over two years to help scale the growth of the organization.



OUTDOOR AFRO
X REI CO-OP
OUTDOOR AFRO
X REI CO-OP

NATURE CHAMPS

CLIF® Athlete Venus Williams'
beach hike with Outdoor Afro



Photos courtesy of CLIF BAR®



Outdoor Afro visited Southern landmark Virginia Key Beach summer 2022 with partner CLIF BAR® and CLIF® Athlete Venus Williams to reflect on Black joy and healing in historical places.

“What an honor to not only share the day with Venus but with our Founder and CEO Rue Mapp,” said Outdoor Afro volunteer leader Sierra Taliaferro with binoculars ready. “I wanted to do my best to provide a memorable experience in my backyard of Miami.”

Joined by fellow volunteer leader Michele Nedrick, Taliaferro led local participants, Mapp, and the tennis star through the beach’s nature trails and cultural history.





Farewell Message to Beth Pratt

Outdoor Afro's appreciation of service

This year founding Board Chair Beth Pratt concluded eight years with Outdoor Afro. Pratt served as chief counsel to Outdoor Afro's Founder and CEO Rue Mapp, providing guidance and leadership to the not-for-profit organization.

As the California regional executive director of the National Wildlife Federation and lifelong advocate for wildlife, Pratt has worked in environmental leadership roles for more than 25 years. She has contributed to two of the country's largest national parks: Yosemite and Yellowstone.

"I have the best job in the world — advocating for the state's remarkable wildlife," said Pratt.

"I've also had the privilege of supporting Outdoor Afro, and as part of my professional growth, I have helped raise more community awareness for how we all can sustainably live with the natural world."

At Outdoor Afro, Pratt was a key adviser on finance, governance strategy, and insights for the launch of for-profit enterprise Outdoor Afro, Inc. that established in 2021.

At her last board of directors meeting in November, the organization awarded her its first Pioneer Award.

Although most of her career has been spent in national parks, Pratt now focuses time to helping wildlife and people thrive together in cities.

As part of her conservation work with the National Wildlife Federation, Pratt leads the successful #SaveLACougars campaign to build the largest wildlife crossing in the world and help save a population of mountain lions from extinction.

Her innovative conservation efforts have been featured on major media channels and in international publications.

Pratt has been covered by The New Yorker, The Wall Street Journal, Washington Post, BBC World Service, CBS This Morning, the Los Angeles Times, Men's Journal, The Guardian, NPR, AP News, and more.

Outdoor Afro would like to thank Pratt for her brilliant and enthusiastic support, and contributions to organizational staff, the board, volunteers, and local communities. She will forever remain instrumental in Outdoor Afro's nature and community work.





Angie Rivera
Fundraising
PA

Operational Excellence

the central nervous system that fuels our work

Headquartered in Oakland, California, Outdoor Afro's passionate board and staff span the country. Each brings unique expertise and experiences to Outdoor Afro.

BOARD OF DIRECTORS

Michael Brune

*Nik Dehejia

Shane Douglas

*Maria Louise Hekker

Cristina Jorda Kinney

Trey Lord

Christiane Maertens

Rue Mapp

Morgan McCray

Tarik Moore, Treasurer

Dawn O'Neal, Secretary

Chantelle Pierre

Beth Pratt, Chair

Melanie Strong, Vice Chair

Ashley Williams

*newest members for 2023

HQ STAFF

Sara Bronson, Finance Department

Candace Dantes, Communications Director

Chaya Harris, National Program Director

Deborah Hayman, Executive Manager to the CEO

Lauren Kelly, Human Resources

Tae Kim, Product Researcher

Jessica Lazik, Finance Department

Shivanni Maharaj, Development/Grants Assistant

Rue Mapp, Founder and CEO

Joseph Mouzon, Development Director

Camille Rochester, Operations Director

Janelle Whittaker, Operations Coordinator



OUR SUPPORTERS

thank you for making
2022 an amazing year



Aaron Cobas	Alliance Data Systems	Annie Nogg Jason
Aaron Windham	Allison Troy	Antoine Smith
Aaron Redd	Alma Busby-Williams	April Harris
Aaron Tripp	Alpyn Beauty	Aren Kriks
Aaron Marcus	Amanda Fitzpatrick	Ariel Moreo
Aaron Smith	Amazon Smile	Armand Turcotte
Abby Bergakker	Amelia Roberts	Asher Zachman
Abby Howell-Dinger	America's Charities	Ashley Wearing
Abby Hill	American Family Corporate	Ashley Willumitis
Abram Jackson	American Online Giving	Ashley Cleveland
Abu Baker	Foundation, Inc.	Ashley Williams
Acacia Wytaske	Amy Buchanan	Association of Unity
ActBlue Charities	Amy Walker	Churches Inc.
Activist Skincare	Ana Delgado	Atheneum Partners GmbH
Adrienne Teter	Anastasia Christman	Audrey Yoon
Adrienne Kovasi	Andrea Breaux	Audrey Cormier
Adventurist	Andrea Woodside	Audriana Mooth
Adyen Inc.	Andrew Cieszynski	Austin Lemon
Agathe Pierot	Andrew Thompson	Autodesk Foundation
Akeeba Maze	Angel Ejiasi	Ava Smith
Alame Awoyemi	Angelina Garcia	Backcountry
Alane Collar	Angelo Paez	Bailey Alto
Alex Dickinson	Anitra Smith	Bare Bones Systems LLC
Alex Falck	Ann Marie McNamara	Bear Dog Group Fund
Alex Novak	Anna Perez	Becky Mares
Alexandra Wickson	Anna Rahman	Belinda Dapreis
Alexandra Von Feldt	Anna Todd	Ben Hahn
Alexis Mills	Anna Frank	Ben Logsdon
Alexis Schwartz	Anna Banks	Ben Williams
Alexis Stuckey	Anne Sisk	Ben Grandis
Alicia Merschen-Perez	Anne Freed Goldberg	Benito Aguila
Alicia Law	Anne Quinn	Benjamin Yoke
Alison Field-Juma	Anne Londregan	Benjamin Grande
Alison Gillum	Anne Elias	Berke Family Foundation
Allan Strong	Annie Millar	Bernard Lewis

Betsy Block
Billie Rayford
BMS Matching Gift
Program
Bob Halstead
Bradford Brown
Brandi Van Roo
Brandy McCoy
BravoEcho Inc
Brenda DeCarrie Pierce
Brenda Wyatt
Brian Wilkes
BrightFunds
Bristol-Myers Squibb
Foundation
Brittany Struthers
Bronwyn Hogan
Brooke Meyers (Thomas)
Brooke Tully, LLC
Bryan Coakes
Bryce Kelly
Bryn Adams
Burlington Bird Club
C&S Wholesale
Grocers
Caitlin Redpath
Caitlin Cordaro
Caitlyn Toretto
Caitlyn Malik
Camille Harvey
Camille Rochester
Candace Dantes
Capital One
Carina Flores
Carly Hamilton

Carol Anderheggen
Carolyn Fjelstad
Carolyn Braun
Carolyn Fagnani
Carrie Bonds
Catherine Cafaro
Catherine Collentine
Catherine Ullrich
Cathy Dombi
Cayla Calderwood
Cecilia Vollert
CHACO
Chantelle Pierre
Charles Gronck
Charles Jackson
Charlotte Mitchell
Charrose King-Mathews
Che Hartman
Chelsea McCollum
Cherelle Chal
Chris Kuang
Chris Tybur
Chris Barton
Chris Beichner
Christi Bolanos
Christian Murillo
Photography
Christiane Maertens
Christina Gallick
Christina Farnsworth
Christine Franck
Christopher Edwards
Christopher Moynihan
Christy Rocca
Cindy Langley

Citizens Charitable Foundation
Claire Weil
Claire Huntsberger
Cleveland Justis
Clif Bar & Company
Colleen Young
Colleen Reilly
Conrad Vispo
Constance G. and
Jeremiah P. Mead
Constellation Brands
Cornelia Sylvester
Courtney Ludlow
Cristian Vega
Crystal Redmon
Crystal Jadach
Dan Connell
Dan Hellweg
Dana Dedrick
Daniel Calabrese
Daniel Toler
Daniel Palmer
Daniel Student
Darby Hepner
Darin Jones
David Ams
David Larrabee
David Miller
Dawn Gross
Dawn O'Neal
Deborah Wechsler
Deborah Wechsler
Declan Kramer
Deidre Joyner
Deirdre Fitzgerald

Delane Sims
Delphinus School of Natural History
Derek Carr
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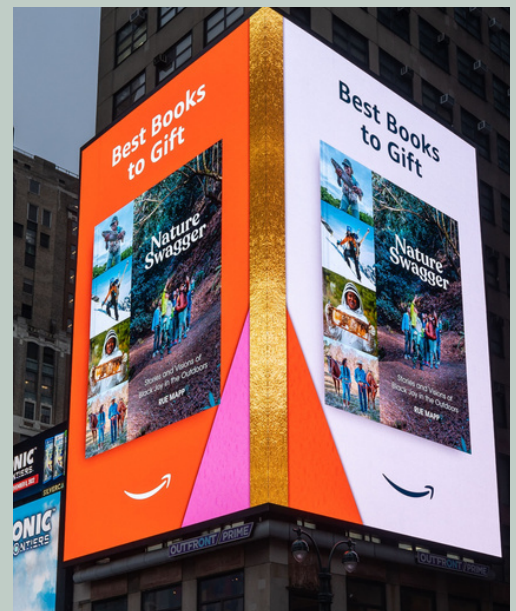
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IT'S HERE: 'NATURE SWAGGER'

This first book by our Founder and CEO Rue Mapp released to the world Nov. 1, 2022. It's a radiant narrative of Black joy that has grabbed national headlines with features in Black Enterprise, Condé Nast Traveler, Publishers Weekly, and Backcountry Hunters & Anglers.

Collaborating with American publisher Chronicle Books, Mapp created the book as a coffee table keepsake filled with celebrations of nature experiences of her own and that of nearly 30 contributors of all ages.



Read heartfelt essays and see storytelling photography from Outdoor Afro volunteer leaders, organizations, and prominent Black outdoor influencers. The book cover even became a six-story Amazon Books billboard in New York. How cool is that?

ORDER ON AMAZON TODAY!

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