

Overview

To commemorate and celebrate the multiple efforts to get kids outdoors, in conjunction with the National Park Service's Centennial, the Outdoor Foundation and Outdoor Industry Association will launch a major campaign that galvanizes the outdoor industry as well as other sectors and the public in a collective effort to fund local projects that connect young people with federally managed lands and waters.

A centerpiece of the campaign will support the 'Every Kid in a Park' initiative, which was announced by the White House this year and has the goal of providing an opportunity for every 4th grade student in the country to visit a National Park or one of 2,000 federal lands and waters nationwide.

The Foundation and Association's campaign goal is to connect at least 100,000 kids with meaningful outdoor experiences on federal land and water – leading to ongoing outdoor activities and ultimately a nation of outdoor enthusiasts.

The Need

We know that transportation is big barrier to getting kids connected to our federal lands and waters and many schools don't have the financial resources to ensure that every 4th grader has a valuable outdoor experience.

The Solution

Working with a range of partners, the Outdoor Foundation and Outdoor Industry Association want to make it easy for anyone to give any amount and help get a 4th grade student, a 4th grade class or even an entire school of 4th graders outdoors. Think Kick-Starter for Outdoor School Projects...

The campaign's online 'marketplace' platform will be *the* destination that connects funders from the outdoor industry and other sectors with specific park experience projects. Created by schools or their nonprofit partners, the online project profiles will include photographs, park experience descriptions, federal land or water locations, number of youth reached and fundraising goal. With a few clicks, funders can give any amount - \$1, \$10, or \$100,000, for example, to the project(s) that most inspires them.

When a project reaches its funding objective, the Outdoor Foundation will release the funds to the school or nonprofit partner -- connecting a nation of 4th graders with valuable experiences on federally managed lands and waters.

Leveraging its grant-making and management experience, the Outdoor Foundation will ensure that the school or nonprofit partner is a qualified organization and able to deliver the outdoor experience, award raised funds and share project success stories with funders.

Commitment:

Outdoor Industry Association and Outdoor Foundation and its partners will launch the campaign with an initial investment of \$250,000 – giving school and nonprofit partners a kick start to their fundraising efforts and challenging the outdoor industry and other sectors to join the campaign. As part of this commitment and to kick off the campaign, the Foundation will award \$100 to the first 100 Outdoor School Projects that sign up. (Offer limited to one per school and the minimum fundraising goal must be \$200).

Signature Programs:

In addition to the ‘Every Kid in a Park’ 4th grade Outdoor School Projects focus, the campaign will feature and support larger ‘Signature Programs’ that connect young people of all ages, especially those in underserved and urban communities with the 409 national parks. These projects are part of a partnership program between the Outdoor Foundation, National Park Service and its River and Trails Conservation Assistance Program.

How It Works :

1. School and nonprofit partners register on <https://www.crowdrise.com/EveryKidinaPark> and create their campaign profile that describes their project and fundraising need. The entire process should take less than 10 minutes.
2. Working with Outdoor Industry Association and Outdoor Foundation, partners promote their project by sharing a unique URL with potential funders.
3. In preparation for the school visit, partners should go to the ‘Every Kid in a Park’ website <https://everykidinapark.gov> to learn more about the initiative and download 4th grade passes for their students.
4. Once the fundraising goal is met, the partner is prompted to submit a few verification documents (i.e. w-9 and letter from participating school) to the Outdoor Foundation.
5. The Foundation will release funds within 30 days of receiving the information.
6. Every Kid in a Park becomes a reality!

Criteria:

1. Only schools and nonprofits are eligible.
2. The school project experience must engage 4th graders.
3. The school project experience must happen on participating federal lands and water in 2016. [CLICK HERE](#) to see all of the agencies and locations supporting Every Kid in a Park.
4. All funds should be used for direct park experience expenses.

Project Timeline:

December 15 Registration Opens for Schools and Nonprofits
January 4 Online platform has 100 projects ready to be funded
January 7 Campaign and platform announced at Outdoor Retailer Winter Market

Contact Information:

For questions, please contact contact Ivan Levin, Senior Director, Outdoor Foundation at ilevin@outdoorfoundation.org.