



shejumps

2019 ANNUAL REPORT



LETTER FROM THE EXECUTIVE DIRECTOR

Dear SheJumps Supporters,

They say that the only constant in life is change, and here at SheJumps—we couldn't agree more. Yet, while some changes can feel bold and concrete, other changes creep up over time. One second I'm counting down the days to ski season and then the next I'm floating down a river on a standup paddleboard!

That's sort of how it feels to see our organization after 12 years. The idea that SheJumps is now in its 13th year could not be more fitting as we look back on the accomplishments and challenges of our 'small but mighty' organization.

Our 2018-2019 fiscal year* was not the banner year we saw previously and that is because thanks to you we are finally growing into the mature, sustainable nonprofit organization that is focused on nurturing what we have all worked so hard to create. Our hope is that the legacy surrounding our mission and vision will extend far past the verbal history of knowing it all started with three friends who saw that outdoor challenges lead to big leaps in life. Our lack of financial growth did not impinge our ability to annual grow how many people we were able to impact. Thank you for your support, which enables us to continue impacting more people.

Highlights of 2019 include our rebranded logo and new website. Through many trials and tribulations, we found a logo that represents the more polished and accomplished nonprofit that we are becoming, and also allows more flexibility, a nod to climbing mountains, and of course, our endeared girafficorn. Our website (always in development!) now features an easier way to find access to all events and features the bold, bright, and inspirational imagery that express the spirit and vision of our organization.

In 2018, we were able to bring our team together for a first annual SheJumps summit. We hosted a 3 day event in Alta, Utah to bring our volunteers, board, and small staff together and unify a collective vision. We also took this time to highlight and engage our ongoing DEI (diversity, equity, and inclusion) efforts. DEI work is a major focus of our organization.

Wild Skills, our youth program that continues to attract attention from around the world also continued to grow. Our newest Wild Skills program, Jr. Ski Patrol, took hold in 2018-2019 as well. The 13 Jr. Ski Patrol events we hosted made a huge impact on the ski industry, and garnered attention from major publications, iconic resorts (such as Jackson Hole), and cultivated a powerful partnership of National Ski Patrol. It's all part of a vision to ensure that a girl can see anything is possible and it naturally bridges the interest that so many of our volunteers and supporters have to give back to the next generation. As a response to this interest, we also created Wild Skills coordinator positions to provide a specific volunteer role for growing access to the outdoors for youth.

This report is our storybook of all these accomplishments and more. We hope you will continue to support our organization as we tackle the new challenges that only an adolescent can endure. Thanks to your support and generosity, we have a future—and the future is bright!

Sincerely,



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.



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 2018-2019

Kirsten Duke, Chair

DomainTools

Humaira Falkenberg, Vice Chair

Pacific County Public Utility
Department

Wendi Siebold, Secretary

Strategic Prevention Solutions

Lynsey Dyer, Director

Professional Athlete

Connie Marshall, Director

Formerly Alta Ski Area

Sophia Danenberg, Director

Boeing Corporation

Kellie Okonek, Director

British Petroleum

Katie Hawkins, Director

Ice Axe Expeditions

Kristina Ciari, Director

Mountaineers Organization

NATIONAL TEAM

Claire Smallwood, Executive
Director (2007-present)

***Melissa Matz**, Regional
Programming Director

***Christy Pelland**, Wild Skills
Director

***Tracy Remelius**, Partnership
Director

***Cristy Watson**, Operations
Director

NATIONAL TEAM VOLUNTEERS

National Directors: **10**

Regional Directors: **2**

Regional Coordinators: **16**

Ambassadors: **42**

Wild Skills Coordinators: **11**

**National volunteers average
1.9 years with SheJumps**

**Part-time staff*



“

I didn't grow up with outdoor activities. As a late outdoor bloomer, it can be intimidating to go out and try new sports. SheJumps provides opportunities to be part of a community and feel supported and empowered when learning new outdoor skills. Now as a Boise ambassador, my goal is to create chances for others to benefit from the camaraderie of women in the outdoors and be confident to try new things!”

**Kristen Brevik,
SheJumps Ambassador**



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. The SheJumps Alpine Finishing School is included in our outdoor education programming.

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. Wild Skills events include Jr. Ski Patrol, Jr. Wildland Firefighter, Mountain School (for mountaineering), and Wilderness Rescue clinics (started in Nov. 2019). Our Wild Skills Outreach program, formerly "Force of Nature," impacts diverse, immigrant and refugee girls in the Salt Lake and Washington state areas.

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.

2018-2019 EVENTS

86 Outdoor Education
Events

9 Get The Girls
Out Events

27 Community
Initiatives

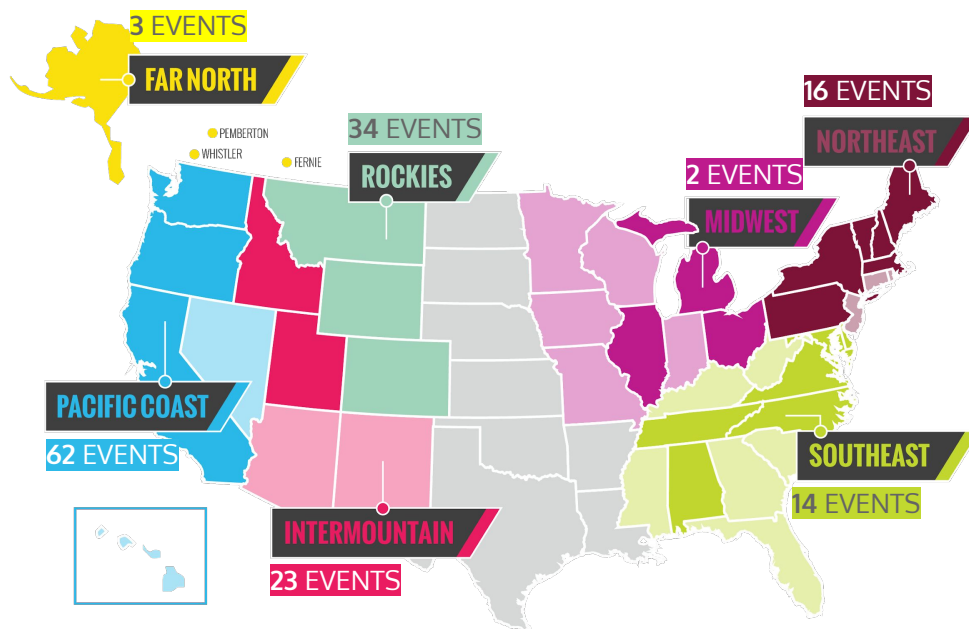
31 Wild Skills
Initiatives

153 TOTAL EVENTS

5,701
PARTICIPANTS

WILDSKILLS
IMPACTED
1,255
GIRLS BETWEEN 6-18

CREATED MORE THAN
612
VOLUNTEER
OPPORTUNITIES IN
21 STATES



Since found in 2007, SheJumps has created more than

18,000

NEW OPPORTUNITIES

for women & girls to be active in the outdoors!

13%

2017-2018 **YOY** growth rate

Participation in SJ programs grew by

104%

Annual average of

77 EVENTS

Diversity, Equity & Inclusion (DEI) training provided for all team members including volunteers

SHEJUMPS.ORG

38,937

unique visits



11,050

Newsletter subscribers



22,055

FANS



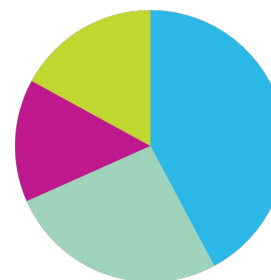
25.5K

FOLLOWERS



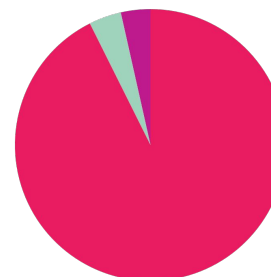
3,211

FOLLOWERS



INCOME: \$387,685.07

- Program Income
- Individual Contributions
- Fundraising Climbs
- Corporate Contributions



EXPENSES: \$410,078.20

- Direct Expenses
- Indirect Expenses
- Cost of Goods Sold



“

“All I ever wanted when I was younger was to find like-minded women to do these ‘unconventional’ activities, and now I feel more privileged and humbled than ever to have become a part of fostering this community.”

Alex Cotter
SheJumps Ambassador



KEY ACCOMPLISHMENTS

2018-2019



Snowpack Pale Ale Scholarship

Collaboration with
Northwest Avalanche
Center, Fremont
Brewing, K2 Sports



First annual SheJumps Team Summit

Alta, Utah

SheJumps Executive Director signed the **CEO Diversity Pledge**

SheJumps Executive
Director featured as one
of Outside Magazine's

"Outdoor All-Stars"

Largest Get The Girls Out! Event in SheJumps history

At Crystal Mountain with over **200**
attendees and **\$15,000** raised

Partners

PRESENTING



SUPPORTING



COMMUNITY





“

Adventure changed my life and continues to. Knowing the transformational power of the outdoors and my personal mission to help more women to step into their power and create a more equal future, organizations like SheJumps play an incredibly important role. I know SheJumps can be a catalyst for young women believing any dream is within reach. Time in the outdoors and adventure gives us that confidence we will need later on in life. Once we have it, it's hard for anyone to take that away from us.”

Georgina Miranda, Board Member



THE FUTURE OF SHEJUMPS

As SheJumps continues to develop as an organization, **our sights are set squarely on maintaining a sustainable rate of growth** while continuing to deliver top-quality outdoor education opportunities across the United States. We will continue to use our Strategic Plan to guide our path, with a special emphasis on the pivotal role that diversity, equity, and inclusion play in our evolution.

We are constantly evaluating our vision and are grateful for all who have supported us since the beginning. SheJumps is not a static organization. The question we asked 13 years ago about gender parity in the outdoors is still centered, and we also acknowledge that SheJumps has a firm responsibility to address the lack of diversity in the outdoors, including in our own programs and organization. While change can be hard, we will use our platform and privilege to drive this movement.

This is our next jump. With jumps, come risk; with risk, comes fear. After all, isn't it fear that keeps us from striving after our goals? **We strive to create a world without fear—we believe that without risk there is no joy.** We know that the outdoors ultimately provide joy, fulfillment, belonging, and purpose.

We are grateful for your support and contributions. **Your generosity allows us to dream big and move towards building a legacy for future generations and access to the confidence-building experience that only Mother Nature can provide.**

