



INVESTING IN THE NEXT GENERATION

Here at Big City Mountaineers (BCM), we believe that a meaningful experience in the outdoors has the ability to change a life. In fact, what we have known intuitively among outdoor recreation enthusiasts for decades is now being proven by social scientists and mental health experts — that nature and experiences in nature have tangible benefits to human existence — physical, mental, and spiritual.

We are only just scratching the surface in this field, but data collected over the past 10-15 years shows positive group experiences outdoors reduce stress, improve our physical health, lead to better education outcomes, and build civic mindedness. Moreover, it is widely understood that the conservation gains we have made and the outdoor recreation opportunities we enjoy are in peril if the next generation is disconnected from nature or doesn't appreciate its benefits on a personal level.

For 30 years, BCM has refined its unique program model to ensure our experiences have a measurable impact on our students' lives. Whether it's a camp, a paddling expedition, or a backpacking trip, we rely on three component parts — People, Partnerships, and Places — coming together to effect positive change in the youth we serve.



People

BCM Expeditions and Overnight Camps would not be the same without our volunteer mentors. Every year, caring adults invest in building relationships with our students using the outdoors as a perfect backdrop for learning critical life skills.

Partnerships

Collaborative partnerships with community-based youth development agencies allow us to target the youth that would benefit the most from BCM's programming. We have chosen this partnership model to maximize ongoing youth impact and to work alongside agency staff to develop curricula that advance goals and objectives that the agency has for the youth. We partner with agencies not often engaged in the outdoors — such as organizations serving youth-at-risk, refugee welcome centers, transitional housing communities, drop-out prevention centers, and Title 1 schools. Because of this, the experience is profound.

Places

We pride ourselves on the inspirational places we conduct our trips. The journeys we take into the backcountry serve as a catalyst for change. The length and depth of the experiences are specifically designed to effect positive change in the youth we serve. We visit amazing places, such as Yosemite National Park, the Flat Tops Wilderness, the Boundary Waters, the Cascade Mountains, and many other iconic landscapes on our nation's public lands.

PATHWAYS TO SUCCESS

PATHWAYS TO SUCCESS MODEL

Leadership Laboratory



Alumni Program



Week-long Expedition



Overnight Camps



In order to meet the needs of our students and be a more effective collaborator with our youth agency partners, we have built a robust program architecture. Our Pathways to Success program model moves our students from an introduction to the outdoors, through expedition experiences, alumni programs, and, finally, professional development opportunities, before they age-out of our program. We want to create a program that intentionally scaffolds our student experiences, over multiple years, and increases their opportunities to take on leadership roles within the outdoors and their communities. Our intention is to resource our students with the personal, professional, and leadership skills needed to thrive after their time with BCM is through.

Overnight Camps

- 8-12 year olds
- 1:4 mentor to youth ratio
- 24-48-hour camping experience
- Instilling critical life skills: teamwork, increased sense of self, responsibility, respect for the outdoor world, and curiosity about nature
- Overnight programs maintain BCM's model of working with partner youth agencies to choose the kids who will benefit most from the experience

Week-long Expedition

- BCM's flagship program
- 13-18 year olds
- 1:1 youth to mentor ratio
- 7-day backpacking and canoe trips
- Instilling critical life skills: positive values, social competency, and positive identity
- Culturally relevant programming conducted in a safe and supportive environment
- Transferring learning and breakthroughs back home
- Every expedition includes multiple touchpoints such as family meetings, day hikes, canoe trainings, reunions, and celebrations

Alumni Program

- Continued investment in BCM's returning students and rising stars
- Student-led expeditions
- Leadership development
- Deeper understanding of the personal assets — internal and external — unique to the student
- Meaningful growth opportunities for the students who are aging out of our traditional program.
- Alumni "try on" mentorship role on week-long expeditions with their home agency.

Leadership Laboratory

- 3-month training program designed to enhance professional development and job-readiness skills
- BCM serves as a connection point between many various professional networks
- Cohorts participate in a student-led community project
- Students will increase their understanding of their professional network and the resources available to them
- Students walk away with very concrete accomplishments and products that will support them in establishing a career pathway

HOW YOU CAN HELP

Youth Programs

- Student Scholarships
- Camp Sponsorship
- Expedition Sponsorship
- Support a specific geographic region
- Sponsor Alumni and Leadership Laboratory programming
- Contribute to our Boundary Waters Basecamp Campaign

Volunteer

- Incentivize your employees to volunteer as individuals or as a team
- Employee Camp and Expedition “Takeovers”
- Throw an event that supports BCM
- Support professional development and learning days at your office with our alumni

In-Kind Support

- Technical product to outfit our students
- Gift cards to thank our volunteers
- Professional services to increase our capacity
- Gear incentives for our Summit for Someone participants



SUMMIT FOR SOMEONE

Summit for Someone is an adventure fundraising program that supports Big City Mountaineers' ability to provide wilderness mentoring experiences for under-resourced youth. By combining a meaningful outdoor adventure with a fundraising challenge, individuals or corporate teams can help share their love for the outdoors with a generation of young people.

- Sign up for one of our regularly scheduled, and professionally led, adventures
- Join one of our Ragnar Trail Series teams (or create your own team)
- Customize your own team-building adventure with your colleagues
- Sponsor an employee, athlete, or ambassador to join an adventure or custom challenge



POWERFUL CORPORATE PARTNERSHIPS

Increasing Impact, Enhancing Value

Our corporate partners play an important role in our ability to achieve our mission. We have developed a tradition of generous, committed support from companies large and small over 30 years that continues today. We offer a variety of platforms for companies and their employees to become involved and engaged with Big City Mountaineers. Whether your interest lies with a corporate sponsorship, volunteerism, employee engagement, cause-related marketing, in-kind donations of equipment, or event promotion, BCM can help meet your unique objectives.



The North Face supports BCM with cash support through its Explore Fund. Additionally, TNF amplifies our message by encouraging their athletes to get involved in our work and speak on our behalf.



JanSport has been one of BCM's strongest partners. Not only do they support us with cash donations annually, but they supply all of our summit flags and t-shirts for all of our students each year.



Timberland donates cash and approximately 100 hiking boots every year for our students. Moreover, staff within Timberland have been instrumental in launching our New England Program.



Vasque and their parent company, Red Wing Shoes, have supported BCM consistently since 2010. They combine a cash donation to BCM with an in-kind contribution of boots for our students every year. Moreover, they have generously donated running shoes for all of our Ragnar Trail Race participants. In total, their contributions have equated to nearly \$200,000.



Stanley sponsors us directly, hosts fundraisers annually, promotes us on social media, and encourages their athletes, ambassadors, and staff to volunteer. To date, they have raised or donated over \$100,000 for BCM.



Backpacker Magazine and their parent company, Active Interest Media, have supported BCM through an annual donation of advertising space to promote our organization and the Summit for Someone program in particular. In addition, they have put editors and staff on our fundraising climbs, hosted events on our behalf, and published articles celebrating our work with under-resourced youth.



Osprey provides a specialty "Program Line" backpack for many of our expeditions. The packs are specifically designed to be easy to use for program participants. Osprey generously supports both our youth programs and Summit for Someone program with cash and in-kind donations.



Zappos has been a longstanding partner of BCM. Every year they partner with brands to execute cause marketing campaigns in support of our work. They have also created employee and brand engagement volunteer opportunities in which Zappos staff and brand partners team up to serve as mentors on our expeditions. Last, but not least, they generate nearly \$20,000 a year in donations to BCM through the 8000 Meter Challenge adventure race.



Smartwool exemplifies what it means to be a partner with Big City Mountaineers. They organize staff as volunteer mentors on expeditions and camps. They participate in Summit for Someone climbs and Ragnar Trail Races. They make a financial commitment each year through direct sponsorship, events, and fundraising sales. They also donate product — outfitting our kids with their amazing socks for our expeditions.



Eddie Bauer promoted BCM as their exclusive “round-up” partner for one month. At checkout counters across the country, shoppers were encouraged to round-up their purchase as a donation to BCM. The one-month promotion generated nearly \$40,000 in donations.



A Pacific Northwest based engineering and construction firm, Andersen Construction prides itself on its ability to give back to the community in which they operate. Every year, they host a charity golf tournament and, thanks to a connection through Helly Hansen’s Work Wear division, this year they chose Big City Mountaineers as the tournament’s beneficiary. The event raised \$45,000 for our programming in the region.

Hiebing Hiebing is a branding and marketing firm based in Madison, WI, that has transformed BCM’s strategic communications. They have provided tens of thousands of dollars in donated professional services to help BCM improve our website, our strategic brand positioning, and our brand guidelines.



Polartec supports BCM through direct sponsorship as well as through their corporate team-building climbs they schedule each year with their employees. In addition, they provide us with important technical product such as gloves and fleeces.



The architecture firm based in Minneapolis provided over \$10,000 in professional design services for BCM. Their professional architects and planners assembled the site plan and architectural design for our Boundary Waters Basecamp and bunkhouse. In addition, they assembled a team from the office to visit the basecamp and construct four wall tent platforms as part of a volunteer work party.



Sasquatch Agency is a full-service advertising agency based in Portland, OR. Each year they support BCM through in-kind professional graphic design and strategic communication services such as this corporate brochure.

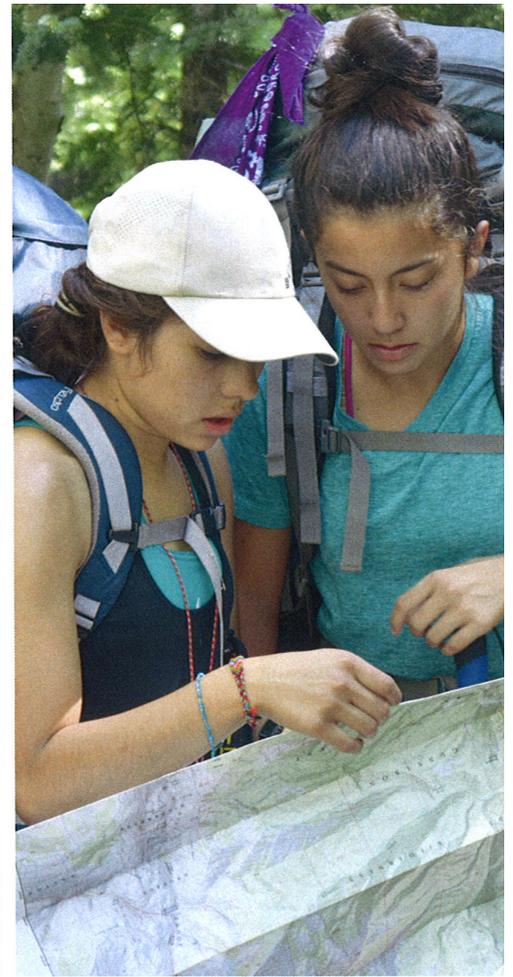


10,000+

total youth
ages 8-18
engaged

1:1

mentor to
mentee ratio



19,800

volunteer
hours in
2018

2,677

2018 youth
program
days

38

week-long
expeditions
in 2018

15

overnight
camps in
2018



67%

of youth
served qualify
for free or
reduced
lunch

31%

come from
single-parent
or guardian-
led
households

14%

have
experienced
violence at
school

7

major cities
served across
the country

\$260K

raised by
Summit for
Someone
participants
in 2018

9500

Facebook followers

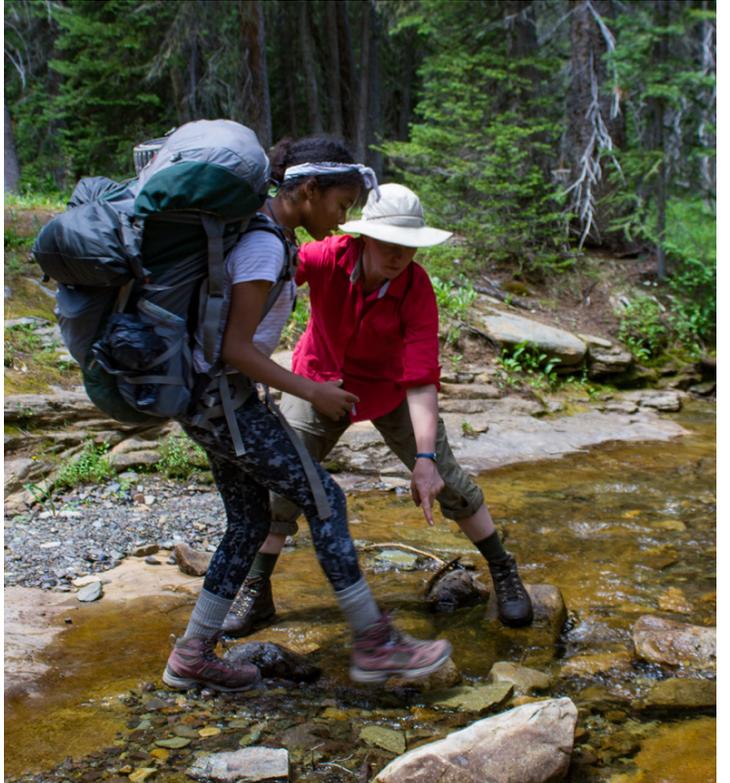
3300

Instagram followers

2500

Twitter followers





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