

2018 ANNUAL REPORT



**RAISE 'EM
OUTDOORS**

**www.RaiseEmOutdoors.com
Erin@raiseemoutdoors.com**



LETTER FROM THE FOUNDER AND CEO

Raise 'Em Outdoors started unofficially 4 years ago, collecting fishing rods for urban kids in North Carolina. We heard of a need for these kids to have access to tools to get out fishing and to be focused on a more positive way to spend their time. We didn't hesitate to be a part of it, and spent the Christmas season collecting gear for a tackle shop with a big heart. Since that fishing rod drive, we have evolved from our gear program to weekend outdoors camps and spreading our wings from the East Coast to the West.

Moving from rural Oregon to a bigger city on the East Coast for the Military, I noticed not only a need but also an interest from families that were wanting to connect in the outdoors together. They wanted to get out fishing and hunting but didn't know where to start among many other road blocks. This sparked the ideas to expand and find more effective ways to get families outdoors, beyond setting them up with the necessary gear.

When we opened our first family outdoors camp, we hosted 90 people over the weekend. Teaching them all about fishing, hunting, and shooting sports. This last year we grew, we hosted three camps in three states. Our Outfit A Kid expanded by ten folds and we were able to help host youth hunts from the East coast to the West coast.

We have also found over time that our demographic doesn't just apply to urban families, and that we can make an impact with families in all regions. We hope to continue growing and making a bigger reach throughout the years!

None of this would be possible without the support of our donors and the time spent from our volunteers. We are so grateful for the amazing connections we have made and those who have stepped in and are working along side us now. Your contribution is making an impact for kids and families across the nation and for the future of hunting, fishing, and the outdoor lifestyle.

Thank you from the bottom of my heart,

Erin Crooks
Founder, Chief Executive Officer, Board President

Erin Crooks



OUR MISSION

Raise 'Em Outdoors is dedicated to helping kids from any background get outdoors, learn about hunting, fishing, bringing food to the table, and the outdoors as a lifestyle. We have created a great program to do so, while bringing the whole family together.

“

That's the best thing I've ever done!

— Mason Krause - Age 7 - Oregon Camp 2018

“

“

Oh by far the long range was my favorite! It was so cool to shoot all the different guns. I liked the .223 the most!

— Ashton - Age 12 - Oregon Camp



OUR IMPACT

-In 2017 we hosted our first camp in Oregon with 80 attendees. In 2018 we hosted 3 camps. Located in Virginia, Texas, and Oregon. We had just 300 attendees at these camps.

-Over 200 first time rifle shooters, 200 first time archers, and many first fish were caught.

-Hosted our first Military Family Camp. 50 Navy SEAL families attended a free camp. Archery, shooting, fishing, and much needed family time was spent together.

-2018 Raise 'Em Outdoors sponsored/hosted 8 youth hunts. 6 of those hunts were first time hunting trips.

-2017 The Outfit A Kid program helped over a hundred kids with gear need to get outdoors hunting, fishing, or camping etc.

2018 - Outfit A Kid - Helped over 300 kids, hunting groups and youth groups included. These were done by shipping care packages across the nation and hosting local events that families could attend and pick out gear needed free of charge.

Dear Erin,

I just wanted to extend my gratitude towards you, The 'Raise 'Em' Outdoors Camp, all of the volunteers, and the Liz Grace Foundation. Although, we had to leave a little early because my daughter not feeling well. I really appreciate the opportunity, that was provided to spend time with my girls and other command families. This was such a great experience that left my girls feeling more confident in their abilities to try new things in an outdoor setting. You did a wonderful job. Thanks again to all that were apart, of this weekend.

OUR TEAM



Erin Crooks
Virginia Beach, VA
Founder/ CEO/ President of
the Board of Directors



Molly Ford
Coos Bay, OR
Retired
Secretary
Board Member



Jenna Turnipseed
Fort Bragg, NC
U.S. Army Captain
VP Board of Directors
(Will not be returning 2019,
has taken over a command at
her duty station.)

New 2019 Board Members



Brad Luttrell
Louisville, KY
CoFounder/CEO GoWild

Vice President of the Board of
Directors



Cody Rich
Bozeman, MT
Founder of The Rich Outdoors
Back Country Fuel and Powder
River Cartridge

Board Member



Gabriella Hoffman
Washington D.C.
Freelance Writer
Host of District of Conservation
Podcast

Board Member



Stefano Scalia
San Jose, CA
Executive Director of Marketing
For RockTape

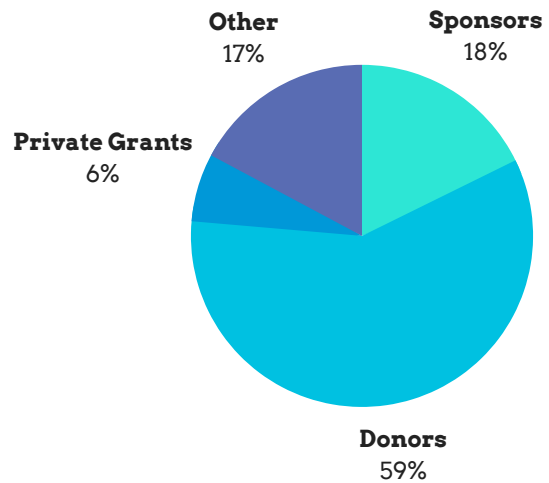
Board Member



REVENUE FY 2018

Sponsors: \$5,500
Donors: \$21,710
Private Grants: \$2,000
Other : \$5,338
(Apparel Sales, Camp Fees.)

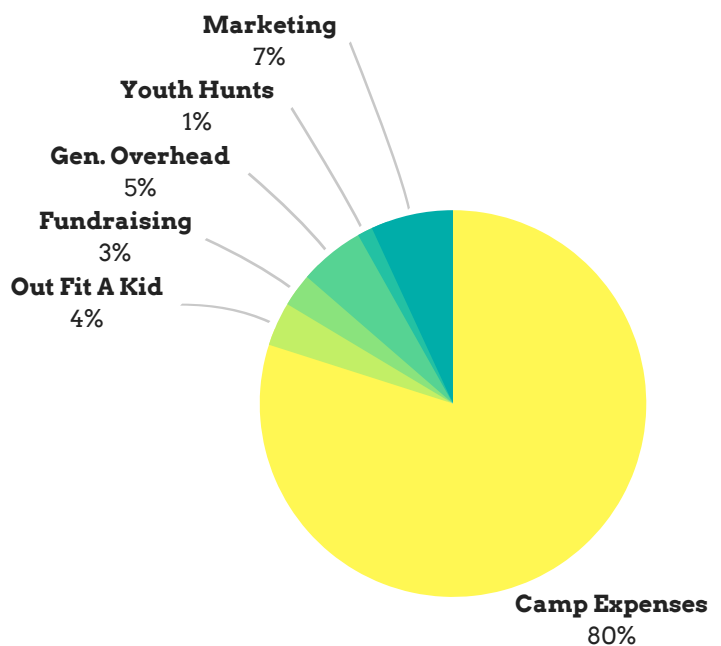
Total: \$34,538



EXPENSES FY 2018

Camps: \$26,626
Out Fit A Kid: \$1,225
Fundraising: \$921
Marketing: \$2,298
General Overhead: \$1,823
(Software, Legal, Office Supplies, Storage Rental ETC.)
(No management expenses for '19)
Youth Hunts: \$423

Total: \$33,216





2018 SPONSORS

CORPORATE SPONSORS & DONORS

GoWild
Growth Commercial Capital
Oregon Hunters Association
Future Of Hunting
Back Country Fuel Box
The Rich Outdoors Podcast

CAMP PARTNERS/DONORS OF SUPPLIES FOR CAMPS

Oregon Hunters Association
Warren Wildlife Gallery
LZ Grace Warriors Retreat
Deep Canyon Ranch
Slumber Jack
Yeti
Rocky Boots
Sitka
Freedom Shooting Center

Onx Maps
Vortex
Arcus Hunting
Threat Dynamics
Cutting Edge Rifles
Lendy's Cafe
Saving Kids Dreams
Nature's Paint
Battenfield Technologies



2019

2019 is looking ahead to many positive changes. We are focusing this year on making the biggest impact possible with our program. Expanding once again on our weekend camps, day camps, and youth hunts. Launching an online platform where kids can join as a member and be a part of our outdoors education classes, and bringing our outfit a kid program down to in person local events. To ensure we reach the right families in need!

. Knowing from personal experience that the bonds you create together outdoors can create a healthy family life and stronger kids!

While giving a family a heritage to pass down to their next generations.

The Lineup

- Youth Hunt Fundraiser - Pheasant Hunt - Deep Canyon Ranch - March 9
- Women's Hunt Fundraiser - Pheasant Hunt - March 10
- Youth Hunt - Turkey Hunt hosted by GoWild, NWTF, Outdoor Access, and Raise 'Em Outdoors - May 5
- Fishing Day with NSW Families - May 18
- Launch Outdoors Ed Online Class Membership Trial - June
- Camp - Reveille Peak Ranch - Burnet, TX - June 8-9
- Camp - Deep Canyon Ranch - Terrebonne, OR - June 15-16
- Kids Rifle Shooting/Hunting Day Camp - Virginia Beach, VA - July 22-26
- Camp - NSW Families - Virginia Beach, VA - October TBD
- Youth Hunt - Hosted by Raise 'Em Outdoors and The Rich Outdoors - Montana - December