



ANNUAL REPORT 2022

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EXECUTIVE DIRECTOR

THANK YOU TO
OUR SUPPORTERS

FINANCIAL REPORT

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PASSPORTS

NATURERX

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COMMUNITY
ENGAGEMENT EVENTS

BOARD & STAFF

comealiveoutside.com
PO Box 267
Rutland, VT 05702





Come Alive Outside is a 501c3 nonprofit founded in 2014 that works closely with partners in healthcare, public health, outdoor recreation, and the landscape profession to connect individuals, families, and entire communities to the health and wellness benefits of outdoor spaces where they live, work, and play.

MISSION

To inspire collaborative community systems that create the awareness, intention and opportunity for people to live healthier lives outside.

FIVE PRINCIPLES

- 1) Get active outside
- 2) Grow something you can eat
- 3) Learn with your hands in the soil
- 4) Connect with nature
- 5) Play unplugged

VISION

Healthy individuals, families and communities enjoying the full benefits of great outdoor spaces where they live, work and play.

OUR WHY

Children today spend over seven hours a day looking at screens and half as much time outside as they did in 1980. The numbers are even worse for adults, and this replacement of time in nature with screen time is having a profound impact on our mental and physical well-being.

OUR VALUES:

Better Together

When we work together, we grow together. Come Alive Outside collaborates to build capacity with a wide network of community partners to achieve meaningful impact and reach.

Outdoors for All

We cultivate justice, equity, diversity, and inclusion in our work, ensuring that people from all walks of life connect with nature in ways that bring them joy. We prioritize programs, champion influencers, and partner with organizations that make the outdoors more inclusive, safe, and equitable spaces.

Climbing Higher

We commit to doing impactful and meaningful work. Along the way, we'll make mistakes and learn from those mistakes. Evaluating and reflecting on our impact is a critical step in improving our work.

Nurture Nature

We strive to inspire deep and lasting connections with nature that lead to environmental stewardship.

Celebrate Play

Being in nature brings us joy. We infuse our playful nature in all that we do – in programming, partnerships, and within our organization.



MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

We deeply appreciate your ongoing dedication to Come Alive Outside. This annual report highlights our collaborative efforts and the impact we've achieved together.

2022 marked a significant milestone for Come Alive Outside. Guided by our core values, our organization reached nearly 52,000 individuals. We prioritized examining local outdoor inclusivity and accessibility, with a special focus on historically marginalized groups in outdoor recreation. We initiated a pivotal organizational shift, dedicating half of our staff's efforts to partnering with underserved communities, while learning and redefining our support for the outdoor equity movement.



Our Outdoors For All programs connected 45 community partners, engaging over 3,300 children and adults in Rutland County. The return of Green Street Challenges in Picton, Toronto, Ontario, Canada, and Rutland, VT, brought exciting new energy to those communities. We also introduced a streamlined mobile version of our Mile-A-Day program, leveraging technology for easier participation and impact assessment. Our Outdoor Passport mobile app, scheduled for a 2023 launch, promises greater accessibility to participants, as does the expansion of paper-based passports in five counties/provinces, across Vermont, Massachusetts, and Ontario.

Sponsors, your invaluable support has propelled us forward, creating opportunities that transcend boundaries and offer meaningful outdoor experiences to a wider audience. To our community partners, your active involvement has been pivotal in shaping events and programs that resonate deeply with the unique aspirations of the communities we serve.

Program participants, your enthusiasm has been the driving force behind this year's success. Listening to your stories and seeing all the different ways you are connecting with nature is making us a stronger and better organization.

As you explore this report, remember that everything Come Alive Outside accomplishes is the outcome of collective action. Together, we're not only connecting people to the joy of the outdoors but also to paths of empowerment, well-being, and a sense of belonging.

Happy Trails,

A handwritten signature in black ink, which appears to read 'Arwen Turner'.

Arwen Turner, Executive Director, Come Alive Outside

THANK YOU TO OUR SUPPORTERS!

AARP	Johnson & Johnson Foundation	Site One
AllTrails	JP Horizons	Sotheby's
Ben & Jerry's Foundation	Killington Ski Resorts	Social Tinkering
Blue Cross Blue Shield VT	The Laurel Rock Company	Sparklebarn
Casella	Landscape Ontario	Strauser Nature's Helpers
Cartograph Wines	L.L. Bean	Sunsoil
Carpenter & Costin	MONOS Luggage	Timberline One
City of Rutland	Nature Safe	United Way of Rutland County
Cole Landscaping Inc.	Niantic	VEHI Path
Community Care Network	Ontario Trillium Foundation	VELCO
Community Health of Rutland Regions	Outdoor Gear Exchange	Vermont Community Foundation
Baird Farm	Partners for Prevention	Vermont Department of Health
Bowse Health Trust	Point 7 Group	Vermont Public Health Institute
Darn Tough Socks	Planet Pack	VNA & Hospice of the Southwest Region
Garmin	Red Empress Foundation	Wentworth Landscapes
Greenius	RELiON Battery	Wild Kind Toys
Heritage Family Credit Union	Rotary Club of Rutland South	WIT Companies
Hills and Hollows Foundation	Rutland County Solid Waste	Woodstock Inn & Resorts
Hydro Flask Parks for All Foundation	Rutland Regional Medical Center	

Individual Donors

Michael Albert	Carlos Cracraft	Jesser Family	Dianna Pategas
Denise Anderson	Guenevere Crum	Jill Jesso-White	Myra Pepper
Katy Arme	Burt DeMarche	Ashley Johnson	Pamela Perry
David Atherton	Sally Dattilio	Heather Johnson	Maricia Piece
Luke Attardi	Darci Diage	Jeff Keays	Tara Pollio
Matt Aucoin	Siobhan Donegan	Kelly Keenan	Thomas Prugno
Dixie Balzer	Nan and Tony Dubin/Masuck	Louise Kenney	Sabrina Ramirez
Brenda Badertscher	William Elles	Richard Kicak	Haley Rice
Siobhan Barber	Dan and Diane Ewald	David Kiefner	Andrew Richardson
Dianne Barclay	Griffin Family	Maggie Kiefner	Lisa Robtoy
Marcia Bassett	Carolynn Fedor	Katherine King	Julie Rollins
Jacki Becker	Paul Ferro	Colleen Kube	Michael Rorie
Dan Belarmino	Fern Fryer	David Lacy	Christina Ryan
Jamie Bentley	Vickie Gaither	Ruth Larkin	Mike and Hannah Seeley
Chris Blake	Kheya Ganguly	Jeanette Langston	Tam Smith
Deborah Bono	Maggie Ganguly-Kiefner	Christine Leonard	Lacy Skinner
Sherry Boudreau	Mina Ganguly-Kiefner	Deb Lomma	Janel Soren
Heather Brouillard	Monika Ganguly-Kiefner	Mary Longey	Jay Stetzel
Henry Buder	Lynn and Richard Kolb	Sandra Longworth	Bobbi Jo Stellato
Calista and Brian Budrow	Danielle Giguere	Peg Lucci	Margaret Stockwell
Brandi Byars	Paul Gillett	Susie Luciet	Robin Sullivan
Jeanetta Campbell	Elsie Gilmore	Judy Mason	Christina Sweet
Kelle Capron	Will Gormly	Russ Marsan	Alexander Taft
John and Sue Casella	Samantha Greene	Danielle Monroe	Olivia Taylor
Silvia Cassano	Patrick Griffin	Betsy Morgan	Tracey Tinsley
Lauren Chandler	Diana Griffiths	Lynda McDermott	Patricia Turmelle
Angus Chaney	Jeffrey Guevin	Carol Mickiewicz	Arwen Turner
Kathy Clark	Sarah Halpine	Jay Middleton	Jody Turner
Barry and Betsy Clifford	Nancy Hankey	Colleen Mitchell	Ed and Marcia Turner
Michael Cmar	Stacy Harshman	Jessica Mollica	Jon Vander Vliet
Marj Congdon	Thomas Hartigan	Glenn Morgan	Sarah Walker
Julia Cook	Mark Hendricks	J Moyer	Wendy and John Wannop
Linda Coors	Elisabeth Holden	Sarah Narkewicz	Darci Ward
Tynia Colbert	Bob and Lisa Holt	Ethan Nelson	Jeanette waughtel
Steve Corrigan	Mary Horton	Katie Noble	Kara Whitely
Jane and Steve Costello	Thomas and Patricia Huebner	Sylvia Oliver	Judith Whiting
Carol and Bob Coulter	Jana Huse	Andy and Logan Paluch	Tiffini Wittwer
Steve Costello	Garrett Jackson	Jim and Beth Paluch	Bethany Yon
	Ashley Jeder	Terry Paquette	

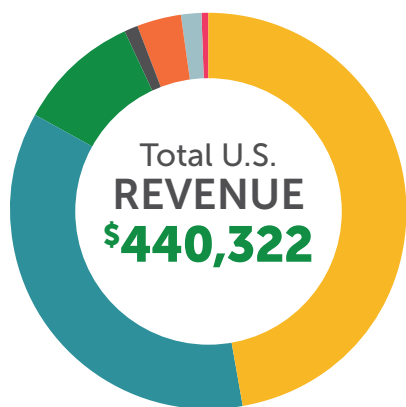
2022 FINANCIALS

+ \$481,603

Total Revenue

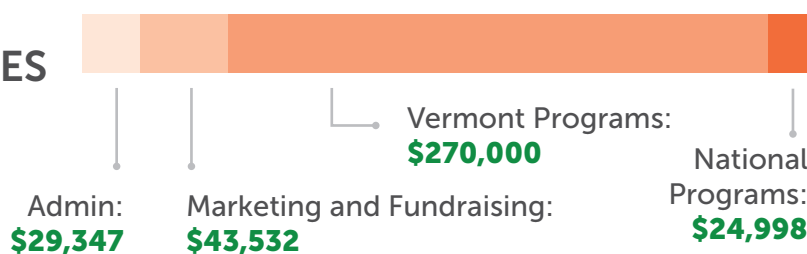
- \$420,857

Total Expenditures



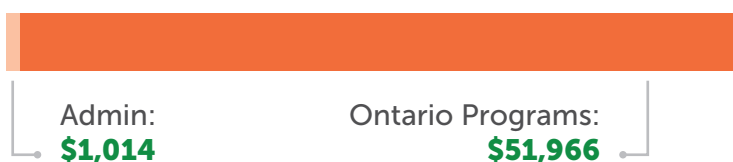
Vermont Grants:	\$208,947
Vermont Corporate Sponsors:	\$157,813
Vermont Individual Donors:	\$43,819
Vermont Program Revenue:	\$5,241
National Corporate Sponsors:	\$15,000
National Individual Donors:	\$7,500
National Grants:	\$0
National Program Revenue:	\$2,002

Total U.S. EXPENDITURES
\$367,877



Canada Grants:	\$31,281
Canada Corporate Sponsors:	\$10,000

Total Canada EXPENDITURES
\$52,980



2022 BY THE NUMBERS

51,782

Total Direct Program Participants

20,040

School Age Passports

1,632

Adult Passports

4,792

Mile-A-Day

18

NatureRX

12,500

Green Street Challenges

9,500

Outdoor Spaces

3,300

Community Events and Outreach

329

Total Community Partners

MILE-A-DAY

Mile-A-Day is a walking challenge that encourages individuals and teams from different worksites to establish and track healthy walking habits. After prolonged testing early in the year, 2022 saw the debut of our Mile-A-Day mobile app for our Mile-A-Day challenge. Participants could choose the new mobile app or a printed version of the mileage logbook, available by mail or download. During 2022, we offered our 30 Miles, 30 Days Challenge in the spring, our 100 Miles, 100 Days Challenge in the summer and our 50 Mile, 50 Days Challenge in the fall. The app was and is currently available on the Google Play app store and Apple's App store for free. In 2022, the Mile-A-Day received support from Rutland Regional Medical Center, Casella, Rutland Community Health, Community Care Network, PATH, Heritage Family Credit Union, and VNA & Hospice. The mobile app technology is funded by AllTrails, Community Health, RPMC, and Killington Ski Resort.



2022 STATS

2,775 Mobile app Participants

165 Teams

2,017 Paper logbook participants

96% Participants more motivated for physical activity

97% Participants with positive impact on mental wellbeing

93% Participants inspired to spend more time outside



I truly appreciate the time, effort, and expense you go to in order to motivate people like me who need that incentive. Even recording my progress in the booklet gave me a nudge.

I really enjoy this & thank you for letting an "out of stater" take part! It has really motivated me & I LOVE walking.

My husband and I are both more active as a result of your program. I even had a first gout attack in the middle of the challenge and found motivation to get better and outside to meet my walking goals. Thank you!



WHAT'S NEXT: Next year, we will continue to revise and improve the mobile app in part by eliminating the need for an access code to join the challenge and allowing team leaders more control over their teams. New features and updates will roll out for 30 Miles, 30 Days 2023. Group walks are coming back in 2023, so look out for them on Come Alive Outside's calendar of events.



SCHOOL AGE PASSPORTS

This hyper-local program gives individuals added incentive to stay active and take advantage of nearby nature. Participants win prizes for visiting local parks, farmers markets and community events to complete tasks.

Thanks to support from Vermont Department of Health, RRMCC, Casella, United Way, Red Empress and Partners for Prevention, Come Alive Outside was able to bring passports to every elementary school student in Rutland County.

With funding from the Ontario Trillium Foundation, we also brought winter passports to schools in Belleville and Picton, Ontario!

Additionally, we supported partners in creating, implementing and evaluating outdoor passports for youth in Bennington, Vermont and Worcester County, Massachusetts.

2022 STATS

20,040 Students Reached

44% Participation Rate

80% Children more excited about physical activity

85% Families that increased physical activity

89% Increase in time spent outdoors

90% Increase in mental well-being



ADULT PASSPORTS

In partnership with Darn Tough, AARP, Community Health and RRMC, Come Alive Outside disseminated Winter Wellness Passports to 1,632 community members in Vermont.

The 2022 Winter Wellness Passport focused on nature-related activities designed to increase mobility and decrease stress and anxiety for older Vermonters.

With support from the Bouse Foundation, Killington Ski Resorts, Nature Safe and Community Health, Come Alive Outside will be building a mobile application for the passport program! This is the largest technology project we have completed to date!



2022 STATS

Winter Wellness Passports

1,632 Adults Reached

92% Participants increased physical activity

98% Participants with positive impact on mental wellbeing

94% Participants motivated to spend more time outside



WHAT'S NEXT: We will pilot the passport mobile app in winter of 2023. We will test the program with a variety of different affinity groups in 2023 in Vermont and then make the program available to partners and communities across North America in 2024!

NatureRx

Sponsored by Community Health, Come Alive Outside hosted spring and summer cohorts of our NatureRX program in 2022. This program is part of a national movement of nature and outdoor prescription programs where healthcare providers initiate a conversation about the health benefits of connecting with nature and outdoor activities. Participants in our program may join through clinician referral or self-referral.



2022 STATS



75%

Participants more active because of the program

75%

Participants with positive impact on mental wellbeing

100%

Participants motivated to spend more time outside



WHAT'S NEXT: Come Alive Outside secured funding from Community Health to continue the revamped NatureRx program in 2023. In 2023, we will have one cohort for 50 individuals in the summer and will partner with the Vermont Farmers Food Center's Farmacy program. We will also be working with SVATECH's internship program to staff our wellness coaches for this program!

DESIGN CHALLENGE

The Come Alive Outside Design Challenge creates the opportunity for teams of college, high school, and elementary students to work together with landscape professionals to design and build engaging outdoor learning environments at schools and childcare facilities.

In 2022, Come Alive Outside took a break from facilitating a Design Challenge in Ontario. We look forward to the Design Challenge making a return in 2023.

COMMUNITY ENGAGEMENT EVENTS

Green Street Challenge

The Green Street Challenge creates the opportunity to celebrate the importance of outdoor play by laying down sod and creating temporary parks on prominent streets in communities across North America. Green Street Challenges also showcase local outdoor resources and businesses by inviting them to host activities that reflect our 5 Principles on the sod.

Sod producers and landscape professionals partner with local businesses and downtown associations and donate all time and materials to put on these events at no cost to the community.

After the event, the sod will be installed at a local park or project that will help to create a permanent green space in the community.

Green Streets roared back to life in 2022 with three Green Street Challenges. Come Alive Outside hosted Green Streets in Picton, Ontario for Canada Day on July 2, at Toronto's Green Street Challenge on August 11, and at Rutland, Vermont's first annual Whoopie Pie Festival on August 27. Thanks to funding from Niantic, Come Alive Outside was able to successfully update our Green Street branding and provide a new toolkit for Green Street Challenge communities in 2022.



Outdoors For All Events

At Come Alive Outside, we're all about bringing the benefits of the outdoors to everyone. As we learn and listen to folks in our community about the barriers, gaps, and opportunities to spend more time outside for joy, we realized we needed to try some new things to take steps towards making sure folks from all walks of life are introduced to local outdoor experiences in welcoming, inclusive ways that meet them where they are at.

Thanks to equity funding from the Vermont Dept of Health, Partners for Prevention, Red Empress, and Social Tinkering, we were able to co-host three free outdoor community events with Partners For Prevention and partners in Rutland.

These events weren't just fun, they also gave folks a chance to dip their toes into outdoor adventures and learn about local wellness and community resources.

Thanks to generous donations from individual donors, we were able to provide free meal vouchers and free snacks at these events for individuals and families experiencing financial hardship.

Number of Attendees

500 Jedi Trails

600 Potterpalooza

23 Leaf Peeping Promenade

650 Area 802

28 Stick Season Celebration



WHAT'S NEXT: Based on the success of this year, we are excited to keep the good times rolling and keep bringing folks together through the great outdoors. In 2023, we will be hiring a full time Program and Outreach manager to make sure that we can continue to put on fun events like these in partnership with our community.

Outdoor Spaces

Pinecone Adventure Forest, a collaboration with Rutland Recreation, Wonderfeet Kids' Museum, and Pine Hill Partnership continues to bring joy and outdoor adventure to families and whimsical adults 2 years after its construction in Pine Hill Park in Rutland, VT.

In 2022, thanks to a Spark grant from the Vermont Community Foundation, Come Alive Outside was able to update some of the signs and interactive activities on the trail as well as build 3 benches that will be installed on the trail to make the trail more accessible to those who may need to take breaks to sit. In 2022, Come Alive Outside also received funding from Outdoor Gear Exchange to install a permanent book path called the Forest Tale at Pine Cone Adventure forest.

Come Alive Outside has also partnered with Slate Valley Trails to have a permanent book path at Bumper Cars trail. This is the first book path we have placed on a mountain biking trail, making the trail more inviting to younger mountain bikers.

2022 STATS

Average number of annual visitors:

9,000

Pine Cone Adventure Forest

500

Bumper Cars Trail



WHAT'S NEXT:

Come Alive Outside received funding from AARP to build two lending libraries for outdoor gear and equipment in 2023. The first of these will be at Godnick Senior center in Rutland. The location of the second will be determined by the community!



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Myra Pepper, Program Director
East Haven, CT

Haley Rice, Program Coordinator
Castleton, VT

Lissa Schoot-Uiterkamp, Program Coordinator
Milton, ON

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Steve Costello, Green Mountain Power
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Kimberly Griffin, The MINT Makerspace
Amy Laramie, Killington Ski Resorts
Russ Marsan, Carpenter and Costin
Sarah Narkewicz, UVM CNHS
Christina Sweet, 802 Smiles
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Tony DiGiovanni, Landscape Ontario
Sally Harvey, Landscape Ontario
Jay Middleton, Wentworth Landscapes
Lissa Schoot Uiterkamp
Kurt Vanclief, Willowlee Sod Farms
Erin Walker, Algonquin Lakeshore Catholic District
 School Board



comealiveoutside.com

PO Box 267 | Rutland, VT 05702