



ANNUAL REPORT 2024

WHO WE ARE

MESSAGE FROM OUR
EXECUTIVE DIRECTOR

THANK YOU TO
OUR SUPPORTERS

FINANCIAL REPORT

MILE-A-DAY

PASSPORTS

NATURERX

COMMUNITY
ENGAGEMENT EVENTS

BOARD & STAFF

comealiveoutside.com
PO Box 267
Rutland, VT 05702



Photo: Pine Fox Photo



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,

Thank you for your continued support of Come Alive Outside throughout 2024. Together, we inspired more than 52,000 people to get outside, connect with nature, and strengthen community well-being.

This year, we continued refining our Mile-A-Day and Outdoor Passport apps, helping families and communities build healthy, active habits. We were also honored to receive a \$298,000 grant from the Vermont Outdoor Recreation Economic Collaborative (VOREC)—a program of the Vermont Department of Forests, Parks and Recreation that advances outdoor equity statewide. This investment allows us to expand access to outdoor experiences for people of all backgrounds and abilities.

We were proud to be recognized as Innovator of the Year by the Chamber & Economic Development of the Rutland Region (CEDRR)—a reflection of the creativity, collaboration, and heart that drive our mission.

To our sponsors, partners, and participants—thank you for helping us create spaces where everyone feels they belong outdoors. Every step, story, and shared adventure brings us closer to a healthier, more connected Vermont.

Happy Trails,

A handwritten signature in black ink that reads "Arwen Turner".

Arwen Turner
Executive Director

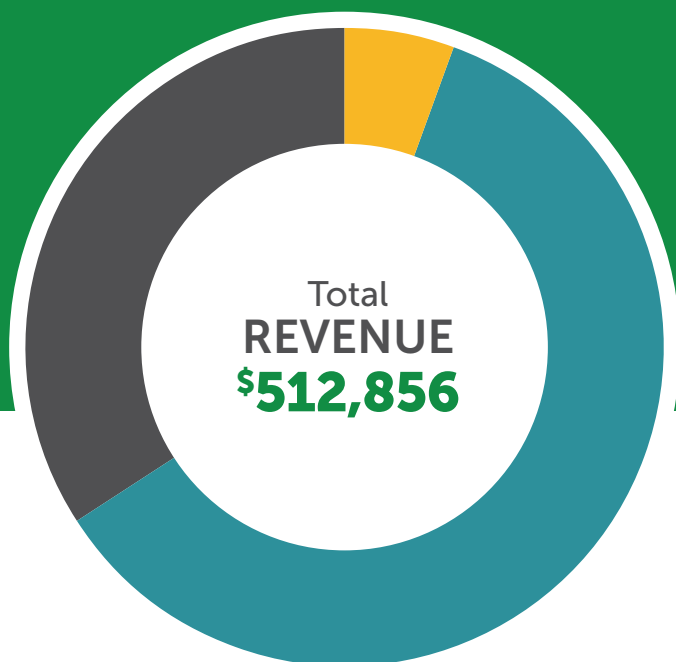
THANK YOU TO OUR SUPPORTERS!

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

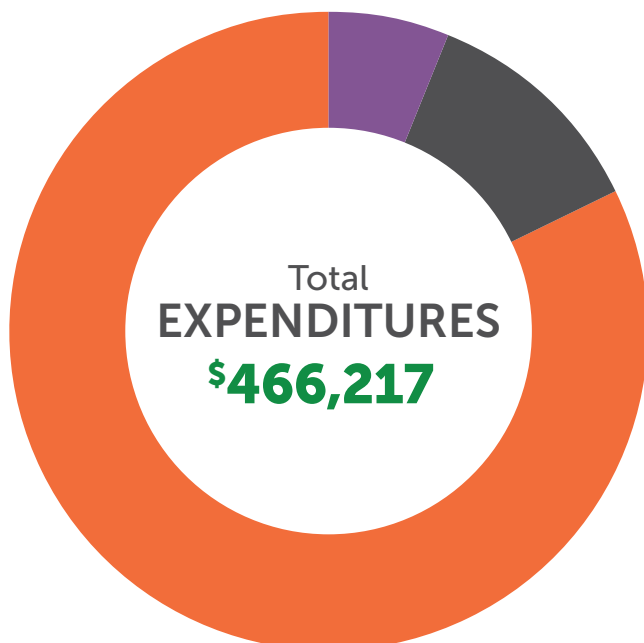
2024 FINANCIALS



Individual:
\$29,204.78

Grants/
Foundations:
\$308,946.00

Corporate:
\$174,705.86



Admin:
\$29,397

Marketing and
Fundraising:
\$53,493

Program:
\$383,327

2024 BY THE NUMBERS

52,802

Total Direct
Program
Participants

13,100

School Age
Passports

2,010

Adult
Passports

1,918

Mile-A-Day

75

Community
Engagement
Events

25,000

Outdoor
Spaces

8,200

Community
Events and
Outreach

346

Total Community
Partners

MILE-A-DAY

Mile-A-Day continues to inspire individuals and teams from workplaces across the region to build and sustain healthy walking habits. After launching and refining our mobile app in 2023, we spent 2024 iterating, adjusting, and evaluating to make the experience even smoother and more engaging.

Participants can continue to choose between the mobile app or a printed mileage logbook (available by mail or download). All teams now participate exclusively through the app, allowing for improved accuracy, engagement, and data collection.

In 2024, we hosted five challenges, each encouraging friendly competition and community connection while supporting physical and mental well-being.

The Mile-A-Day app remains free to download on both the Google Play and Apple App Stores. Continued support from Rutland Regional Medical Center, Community Health, Casella, Heritage Family Credit Union, VNA & Hospice, Community Care Network, and PATH keeps this beloved program strong and accessible to all.



2024 STATS

1,575 Mobile app Participants

170 Teams

343 Paper logbook participants

92% Increase in Physical Activity

95% Increase in Mental Well-Being

89% Increase in Time-Spent Outside

“

Mile-A-Day has been my reset button. Getting outside every day has done more for my mental health than I ever expected. Thank you for creating something that helps me feel grounded and good again.

This is my 8th year doing Mile-A-Day, and it's become part of my rhythm — like brushing my teeth or morning coffee.

This program keeps me motivated. I didn't realize how much a little daily movement could ease my aches and pains — it really makes a difference.

”



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, RRMC, Casella, United Way, and Partners for Prevention, Come Alive Outside was able to bring passports to every elementary school student in Rutland County.

In 2024, the Kids' Passport program continued to prioritize outdoor equity in small rural communities where students receive the Passport at school. This effort focused on removing local barriers while also strengthening engagement and retention among previous participants and older youth who had "aged up" from earlier versions of the program. The initiative sparked new partnerships, meaningful learning, and exciting program enhancements.

This year's updates included unlimited prizes, expanded prize centers across Rutland County, and a wider range of activities designed to help families discover joyful, affordable, and repeatable ways to spend time outdoors together. These changes not only made participation easier and more rewarding, but also helped keep longtime Passport users and older kids connected to the fun of exploring their local environment year after year

2024 STATS

46% Participation Rate

90% Children more excited about physical activity

85% Families that increased physical activity

75% Increase in time spent outdoors

90% Increase in mental well-being

OUTDOOR PASSPORT MOBILE APPLICATION

Thanks to support from the Bowse Foundation, Killington Ski Resorts, Nature Safe, and Community Health, Come Alive Outside built and beta tested a mobile application for our Outdoor Passport program.

In November, Greg Horst, Come Alive Outside's first Americorp VISTA joined the team. Greg's title is Adventure Advocate and he works primarily with the passport mobile application to ensure that this program aligns with our core values and is fun, sustainable, scalable, and high impact!



2024 STATS

77% Reported an increase in physical activity

87% Reported an increase in Mental Well-Being

94% Reported increased knowledge of where they live, work, and play



“

I love how simple the Outdoor Passport is to use — and the live updates are awesome! When new community events or group outings pop up, I can find them right there in the app.

”

NatureRx

Sponsored by Community Health, Come Alive Outside hosted a summer cohort of our NatureRx program in 2024. We were fortunate enough to be able to partner with Southern Vermont Area Health Education Center (SVAHEC) to have interns who are working towards careers in healthcare be the wellness coaches for our NatureRx program. The results were incredible! 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.



2024 STATS



90% Participants who increased physical activity

100% Participants who increased their time spent outside

90% Participants who report improved mental wellbeing



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.

In 2024, Come Alive Outside held a Green Street at the 3rd Annual Whoopie Pie Festival in Rutland, VT. Thanks to Carpenter and Costin and Saratoga Sod.



Community Engagement Events continued

At Come Alive Outside, we're all about making the outdoors a place where everyone feels like they belong. As we continue listening to our community about the barriers, gaps, and opportunities around getting outside for joy, connection, and well-being, it's clear that creating welcoming outdoor spaces means trying new approaches and building new relationships.

In 2024, Come Alive Outside was awarded \$298,000 from the Vermont Outdoor Recreation Economic Collaborative (VOREC) to advance outdoor equity across Rutland County. This investment allowed us to deepen outreach, expand programming, and build a coordinated community effort around inclusive outdoor recreation.

One of the most exciting outcomes has been the creation of the Rutland Outdoors For All Coalition, a network of 25 committed partners, including Rutland Free Library, Boys & Girls Club of Rutland County, Mentor Connector, Rutland Regional Medical Center, Rutland City Recreation & Parks, Vermont Department of Health, Come Alive Outside, Rutland County Pride, Thicket Adventure, Vermont CARES, Homeless Prevention Center, Rutland Restorative Justice, ARC, and local businesses and community champions who support outdoor equity.

Through the dedication of these partners and the growing number of affinity and special-interest groups they support we're learning just how essential representation, cultural relevance, and shared identity are in making the outdoors welcoming, interesting, safe, and joyful. Whether it's body-inclusive hiking, queer outdoor spaces, youth-led adventures, recovery-friendly activities, sensory-friendly programming, or disability-centered design, affinity groups are shaping the future of outdoor recreation in Rutland County.

Thanks to this collaborative effort, over 3,500 people participated in outdoor programs and activities this year—many joining in because someone finally created a space where they felt seen, supported, and excited to show up.

While the momentum is strong, we know there is still more work ahead.

2024 STATS

Number of Attendees

4,000

Winterfest

6,500

Green Street at Whoopie
Pie Festival

3,500

Rutland Outdoors For All
Activities

343

 Group Walk
Participants

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 alike. The benches installed in 2023 have increased comfort and accessibility, making it easier for visitors of all ages and abilities to pause, play, and connect with nature.

The 2023 Better Places grant, implemented in partnership with the Rutland Regional Redevelopment Authority and Rutland Recreation and Parks Department, has had a lasting impact on downtown Rutland. The addition of a music garden and functional art seating in Depot Park has transformed the space into a lively community hub where families gather, musicians perform, and local groups host outreach events.

Together, these projects showcase the power of collaboration and shared investment in public spaces.

Average number of annual visitors:

12,500

Pine Cone Adventure Forest

500

Bumper Cars Trail

10,000

Depot Park





BOARD OF DIRECTORS

Russ Marsan, President
Scott Wentworth, Vice President
Rick Geise, Secretary
Burt DeMarche, Treasurer
Monika Ganguly Kiefner, Director
Tom Huebner, Director
Olivia Lyons, Director
Sarah Walker, Director
Kara Richardson Whitely, Director

STAFF

Arwen Turner, Executive Director
Wallingford, VT

Haley Rice, Program and Marketing
 Manager, *Castleton, VT*

Christian Rudy, Program Manager
Rutland, VT

Greg Horst, VISTA Adventure Advocate
Center Rutland, VT

VERMONT STEERING COMMITTEE

April Cioffi, Rutland Recreation and Parks
Monika Ganguly-Kiefner, VT Department of Health
Kimberly Griffin, The MINT Makerspace
Amy Laramie, Killington Ski Resorts
Russ Marsan, Carpenter and Costin
Sarah Narkewicz, UVM CNHS
Christina Sweet, Rutland City Schools Board
Bethany Yon, VT Department of Health

ONTARIO STEERING COMMITTEE

Scott Wentworth, Wentworth Landscapes
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