www.getoutdoorsnevada.org

Get Outdoors Nevada is dedicated to connecting people of all backgrounds and ages to Nevada's diverse outdoor places through education, service, community engagement and collaboration.

We strive to foster and support a community that discovers, experiences and connects to our state's many natural environments, from wild landscapes and recreational areas to urban trails and parks.

We love the outdoors that are our backyard.
HOW DO WE ACCOMPLISH OUR VISION AND MISSION?

We empower residents and visitors alike by promoting options for healthy and happy lifestyles through outdoor adventures.

We provide lifelong learning S.T.E.A.M. programs for young children and older students that inspire studying the outdoors.

We offer meaningful service opportunities that encourage stewardship of our natural landscapes, local parks, and urban trails.

We create valuable stakeholder partnerships and consistently build positive relationships with foundations, businesses, government bodies, and other community groups that value Nevada’s treasured outdoor environments.
2018 was an incredible year for Get Outdoors Nevada (GON).

In 2018, GON partnered with local jurisdictions and public land management agencies to provide 102 outdoor service events for residents, community groups, and businesses generating 8,828 volunteer hours. This past year also saw a record number of programs conducted by the GON Education Department, 525 education programs introduced over 15,000 young people and community members to Nevada's incredible outdoors. And 72 outreach and tabling events reached an additional 45,000 people!

Since 2012, GON's microgrant program has been awarding small blocks of funding to cover transportation costs for schools or community organizations for science and outdoor-based field experiences. In six years, GON has supported 675 bus trips transporting 26,612 participants to outdoor classrooms and informal education sites throughout Clark County. And 2018 was record-breaking - GON supported 134 buses that brought over 6,000 youth (in some cases with their families) to the outdoors. Approximately 66 percent of those served through our education program were considered at-risk or underserved.

In 2018, GON's community engagement took on new dimensions. GON worked with outdoor industry leaders to develop and launch the Nevada Outdoor Business Coalition (NVOBC) to champion the importance of the outdoors to Nevada's economy. The NVOBC launched officially on September 22, 2018. The launch week saw a collaborative lunch with the Latin Chamber of Commerce attended by over 250 people, a Public Lands Economic Forum, and well-attended meetings in Reno and Las Vegas. The group is now poised to be a voice for Nevada's outdoor recreation industry.

Over the past year GON has been honored to serve as the non-profit home for the Las Vegas Community Healing Garden. This project of hope rose from the traumatic events of October 1, 2017 when a lone gunman ended 58 lives, injured hundreds of others and changed many lives forever. The Garden provided our community with a tangible response that affirmed goodness, love and compassion. In 2018, GON worked with the Las Vegas Community Healing Garden Committee and the City of Las Vegas to steward the Garden and to provide a permanent Remembrance Wall (replacing the forever-special Wall created from wooden pallets). The Garden continues to serve as a lasting statement that love and beauty can outshine hate. This special urban outdoor place underscores what GON has always known - being outside and experiencing nature not only connects us to places and the creatures who depend on those places... nature and the outdoors are a critical part of the human experience that connects us to ourselves.

Thank you so much to everyone who helped GON connect our community to the outdoors in 2018!

Mauricia M.M. Baca
GON Executive Director
In February of 2018, Get Outdoors Nevada was unveiled as the new identity of the Outside Las Vegas Foundation. This change, which was in the works for two years, embodies the mission and vision of our organization as it celebrates ALL of Nevada’s amazing outdoor experiences.

The Outside Las Vegas Foundation was formed in 2000 by a group of passionate Nevada outdoor enthusiasts and community leaders. This dynamic group predicted a critical link between our spectacular outdoors places and our quality of life.

Our re-branding emphasized our celebration of the entire state, and brought in a new logo and website capturing the range of ways in which GON connects Nevadans and visitors from all backgrounds and ages to the state’s diverse outdoor places through discovering and experiencing education, service and community engagement. One thing that will never change is our commitment to Nevada’s public lands, urban trails, and community parks.

Many of our efforts and programs focus on the needs and lives of families and school children, especially those who are at-risk and often have limited opportunity to experience the great outdoors.
The Education Department is proud to support the outdoors and our community through a variety of science and nature-based initiatives. In 2018, GON funded 134 field trips, which transported 6,325 participants to outdoor classrooms and informal education sites throughout the community. Since 2012, GON has connected 22,436 youth to outdoor experiences.

Also in 2018, GON provided 597 education programs to over 15,000 youth and community members. These programs address relevant local issues such as water conservation, habitat restoration, protecting threatened Desert Tortoises, the importance of public lands, and when appropriate, meet Next Generation Science Standards.

Our programs primarily serve youth, approximately 66 percent of whom were considered at-risk or underserved. Through our programs, we seek to help youth perform better in science classes while sparking an interest in Nevada’s outdoors and the environment.
In 2018, we delivered 597 programs reaching 60,243 people! 🎉🎉🎉 making it our **BEST YEAR YET**

72 **FIELD TRIPS**

11 **Native Habitats Plantings**

386 **CLASSROOM programs**

302 **CERTIFICATIONS**

14 **through our PROFESSIONAL Development Trainings**

16 **SCHOOL ASSEMBLIES**

and conducted **72 OUTREACH EVENTS**
MOJAVE MAX

Mojave Max is a Clark County program; Clark County partnered with the Springs Preserve and GON in 2017. The Springs Preserve provides Mojave Max his habitat, which students can visit. GON helps introduce elementary school youth to desert tortoises, and teaches them to ‘respect, protect, and enjoy’ our desert. The program accomplishes this by providing Clark County School District schools with large assemblies, which discuss tortoise biology and conservation and feature the Mojave Max mascot, by providing Tortoise Talks to individual classrooms, and by providing education tables and the Mojave Max mascot to requested outreach events such as fairs, races, and parades.

In 2018, GON provided 167 Mojave Max programs through outreach at events, school assemblies and in classrooms for 43,109 people.

The assembly includes appearances by a ranger who discusses desert tortoise biology and conservation, an educator who discusses Mojave Desert weather, and the Mojave Max mascot.

CHOLLA FACILITATION

GON has facilitated the CHOLLA workgroup since 2013. This is a collection of approximately 50 museums, parks, and informal education organizations, who in partnership with the Clark County School District, focus on improving education in southern Nevada. 2018 meetings included tours of Red Rock Canyon NCA, Clark County Wetlands Park, CSN Planetarium, Southern Nevada Water Authority, the Clark County Museum, and presented professional development sessions on program creation and classroom management.
CCSD NEXT GENERATION SCIENCE STANDARDS

GON partners with the Clark County School District (CCSD) to provide a Next Generation Science Standards module incorporating three in-class programs as well as a field experience to an entire grade level at no cost to the school. The application process begins each year in March and submissions are evaluated using a rubric. Demand for the program continues to outstrip current resources.

In 2018, GON had the capacity to fund eight out of the 94 submissions received, providing them with a total of 81 NGSS classroom programs, 14 field experiences, and a total of 2,876 points of contact.

Field trip partners and locations include Lake Mead National Recreation Area, Clark County Wetlands Park, and Springs Preserve.

We thank Barrick, NV Energy, and the National Park Foundation for their support of this program.

SAFEKEY

In 2018, GON began a regular program to conduct our Meet Your Mojave curriculum at City of Las Vegas Safekey Sites. This program provides selected elementary schools four science or nature programs over the course of one month, and currently serves four different schools each month. Since September 2018 this program has reached 1,406 youth over 58 programs.
FAMILIES IN NATURE

In 2018, GON took over leadership of the Families in Nature program through a partnership with Winchester Cultural Center. This program, which has existed for over 10 years, engages predominantly Latino families in quarterly outdoor experiences on public lands. 2018 trips included: Mt Charleston for snow play and a weekend camping trip, Junior Ranger Day at Lake Mead, and a trip to Desert National Wildlife Refuge.

FIELD TRIPS WITH THE KASNER FOUNDATION

In 2018, GON completed year two of the Kasner Family Foundation-supported Nevada History Field Trips. These trips take fourth-grade classes from Robert Taylor, McCaw, and Sewell Elementary Schools to Lake Mead and Hoover Dam.

GOVERNOR’S STEM ADVISORY COUNCIL

GON and the Las Vegas Natural History Museum are the leaders for a committee on Informal Education that is a part of the Governor’s STEM Advisory Council. This committee works to improve informal education statewide. 2018 efforts included working with the Governor’s office to implement two statewide surveys to develop information geared towards improved science outcomes statewide.
MEET YOUR MOJAVE MICROGRANT PROGRAM

In 2018, the Microgrant Field Trip program provided 133 field trips to 6,325 youth. GON is thankful to supporters who make this program possible: Conservation Lands Foundation, Kasner Family Foundation, NV Energy, Mt. Charleston License Plate Fund, Lee Canyon, National Fish and Wildlife Foundation, and National Park Foundation.

TRIPS FUNDED BY MEET YOUR MOJAVE MICROGRANT PROGRAM

CLARK COUNTY SUMMER CAMP PROGRAMS

2018 saw the completion of GON’s pilot season of summer camp programs with four Clark County Recreation Centers. Over a 9-week period, GON completed 31 on-site programs, 12 field experiences, and 569 points of contact. Program topics included Water in the Desert, Plants and Animals of the Spring Mountains, and Stars and Constellations. Field trip partners and sites included: Forever Resorts and National Park Service at Willow Beach, the CSN Planetarium, and Go Mt. Charleston and the Nevada Department of Wildlife at Spring Mountains National Recreation Area.

Of particular note was the STEAM camp program at Winchester Cultural Center. This program resulted in the creation of an immersive summer camp called Act2Nature. The camp incorporated dance, art, theater, cultural history, and nature in 12 classroom programs, four field experiences, and 184 points of contact.
STEM SUMMER CAMP

GON conducted its fourth annual STEM camp from July 16 - 20, 2018 with high school students from Leaders in Training (a program that engages youth seeking to become the first generation in their families to attend college). The camp introduces participants to STEM careers through guest speakers and field trips to STEM locations. 2018 field trips included the River Mountains Water Treatment Plant, Lake Mead National Recreation Area, the Recycling Center, and Mt. Charleston. Sixteen youth participated in this event.

Thank you to the board members, organizations and partners who made this program so successful.

USFWS SCHOOLYARD HABITAT PROGRAM

This program engages school children and community organizations to rehabilitate natural spaces to their native ecological conditions with the goal of helping our community to understand the value of native habitats.

In 2018, GON completed five native habitats (totaling 34,928.81 square feet) to benefit threatened local migratory wildlife, pollinators and Desert Tortoises.

Schoolyard Habitat provided 44 education and volunteer programs and connected with 1,286 students and community members. Field trip partners and locations include U.S. Fish and Wildlife Service, Red Rock Audubon Society, Tortoise Group, Arturo Cecena, Desert National Wildlife Refuge, Gilcrease Orchard, and Clark County Wetlands Park.

INTERPRETIVE TRAININGS

2018 was a great year for Interpretive Trainings at GON. In total, GON conducted 14 professional development courses that trained or certified 302 teachers and professionals. This included two Certified Interpretive Guide courses held in January and February 2018, hosted in partnership with Forever Resorts. This also included six Project Wet and Discover a Watershed workshops, taught in partnership with Amy Page and Paula Jacoby-Garrett.
EDUCATION

100% OF PARTNERS

Reported a POSITIVE EXPERIENCE on our FIELD TRIPS.

Felt their participants had more MORE POSITIVE ATTITUDES about the outdoors after our programs.

95% of partners felt it was IMPORTANT for their audience to EXPERIENCE programming related to THE OUTDOORS.

Would use our MEET YOUR MOJAVE program again.

92% of partners felt their participants gained new KNOWLEDGE on our programs.

90% of participating groups STRONGLY AGREE that our programs help their students LEARN MORE EFFECTIVELY.

EVALUATION RESULTS

Get Outdoors Nevada conducts evaluations of its major education programs in order to determine their effectiveness and achievement of outcomes. Using data collected from teachers, students, and partners in our NV History Field Trip, Schoolyard Habitat, Meet Your Mojave Microgrant, and other programs, we are proud to present these results from our 2017 education efforts.
Our parks, trails, and open spaces are part of our communities’ legacy. We need to care for these places that belong to us, and GON helps our community to do so through service opportunities in our volunteer program.

In 2018, GON reached record numbers. The volunteer team organized and led 102 programs that generated 8,828 hours served by 3,647 volunteers. As of April of 2018, Independent Sector estimated the national value of volunteer time at $24.69 per hour, which means Get Outdoors Nevada volunteers provided $217,963 in value to our community.

Since the first GON-hosted volunteer event in 2012, GON has led 365 volunteer events and generated over 30,600 of volunteer hours equaling $734,400 in value for our parks and trails.
GON’s main service initiatives are parks and trails cleanups. Southern Nevada has an incredible array of parks and trails that are beautifully maintained by local jurisdictions and agencies, and GON is proud to provide additional support by engaging volunteers in trash pick up, graffiti removal, cleaning picnic and playground facilities, painting projects, and more. Allowing the community to participate in such volunteer opportunities helps increase the value and civil responsibility for keeping these spaces beautiful.

In 2018, GON was able to expand the reach of the volunteer program with support from the Regional Transportation Commission of Southern Nevada. Funds were also secured from REI for five special projects in partnership with the National Park Service, Bureau of Land Management, U.S. Fish and Wildlife Service, U.S. Forest Service, and the Las Vegas Community Healing Garden.

REGIO N A L  R E A C H
Partnering with the federal agencies that surround the Las Vegas Valley, GON has the privilege of supporting restoration projects on these lands. A highlight for 2018 was our partnership with the Bureau of Land Management (BLM) at the Great Unconformity site in east Las Vegas. The Great Unconformity is a recreational site with trails and a stunning view of the valley. It has ecological and geological importance due to the types of rock formations that can be found at the site; it’s a gem in need of care. Through efforts with BLM and GON, hundreds of volunteers have helped pick up trash, placed signage, worked on trail restoration, and learned about the value of the site.
OUR VOLUNTEERS

GON hosts volunteer groups of all sizes. Projects are tailored to the needs of both the location and the volunteer groups. And while a lot of groups find GON through different avenues, in 2018, the GON volunteer team focused on engaging volunteers through Instagram and Facebook and increasing traffic to our new website, where volunteers can register for upcoming events.

As GON volunteer team focuses on providing a safe and meaningful volunteer experience, the popularity of the program is evident by the increase in the number of volunteers attending our open events. As the year progressed, more volunteers returned to GON service projects than ever before, and website traffic increased from six volunteers registering through our website for a trail cleanup at the end of March, to 54 volunteers registering through our website for the last cleanup of the year in December.

"It was very nice walking back after cleaning up the trail and seeing how clean it was. It made me feel uplifted that I was able to play a part. Thank you for this!"

- Julie T. GON Volunteer
While GON provides open service opportunities every month, the volunteer team also coordinates closed service projects for community organizations, church groups, schools, businesses, alumni groups, student organizations, other non-profits, and more.

GON is grateful to the many volunteers who join us, and to our funding partners. We are proud to count the Regional Transportation Commission of Southern Nevada as the principal funding partner for this program, and to receive funding from the City of North Las Vegas and Clark County. In-kind support is provided by the wonderful staff of the City of Henderson, the City of Las Vegas and our federal partners.
2018 was the BEST YEAR YET for our Volunteer Program

3,647 VOLUNTEERS

spent 8,828 HOURS at trails, parks, and public lands beautifying, painting, removing graffiti, cleaning playground equipment, and removing A GAZILLION* bags of trash at our 102 EVENTS

* This is an estimate, otherwise we would still be counting.
In 2018, Get Outdoors Nevada added new dimensions to our community engagement. In 2018, GON assisted in three major new initiatives: (1) philanthropic partner for Lake Mead National Recreation Area; (2) partnering with the City of Las Vegas to oversee the Las Vegas Community Healing Garden; and (3) building the business voice in support of the outdoors and our public lands through the development of the Nevada Outdoor Business Coalition. These initiatives built on GON’s existing community engagement projects such as the Vegas Valley Rim Trail, the River Mountains Loop Partnership, the Lower Colorado River Water Trail Alliance, and Get Outdoors Nevada Day.
COMMUNITY ENGAGEMENT

NEVADA OUTDOOR BUSINESS COALITION

In December 2017, the GON Executive Director met with outdoor business leaders who wished to establish the Nevada Outdoor Business Coalition (NVOBC). Despite generating $12.6 billion per year and 87,000 jobs for the Nevada economy (per studies from the Outdoor Industry Association), this industry has never had a voice. These leaders wanted to be able to work with a non-partisan non-profit organization that could house the NVOBC in order to allow this fledgling effort to promote outdoor recreation, advocate on behalf this industry, and strengthen the outdoor recreation industry community by helping them to network and connect.

The NVOBC launched on September 22, 2018 - National Public Lands Day. The NVOBC held its first set of member meetings in Reno and Las Vegas, developed a logo and style guide, launched a web presence on the GON website as well as Facebook, highlighted the outdoor recreation industry at the Latin Chamber of Commerce's September luncheon (attended by 250 people), co-hosted the Public Lands Economic Forum (attended by over 100 community leaders) and co-hosted a Public Lands Celebration, and worked to reauthorize the Land and Water Conservation Fund through sign-on letters and a banner and billboard campaign in Las Vegas and Reno. The group end the year with just over 30 members. The group closed out the year with a well-attended meeting hosted by REI in Las Vegas, and a lively mixer that drew a diverse group of outdoor enthusiasts. GON will continue to serve as the home for the NVOBC in 2019, working alongside the NVOBC Executive Committee.
COMMUNITY ENGAGEMENT

GET OUTDOORS NEVADA DAY

In 2018, Get Outdoors Nevada Day went on hiatus after convening annual events from 2014 through 2017 with the City of North Las Vegas, Clark County, City of Las Vegas and City of Henderson. The event grew from an initial attendance of 2,500 to 3,500. It will return in 2019 at Boulder City’s annual Spring Jamboree, a two-day event attended by 40,000 to 50,000 people.

LOWER COLORADO RIVER WATER TRAIL ALLIANCE

GON continued as the home to the Lower Colorado River Water Trail Alliance, and to provide the Black Canyon Water Trail Guide to people from around the country.

VEGAS VALLEY RIM TRAIL

The Vegas Valley Rim Trail (VVRT) was the focus of the Regional Open Space & Trails Workgroup. In 2018, the group refined the alignment of the VVRT and began work on a signage plan. A major focus was the southwest portion, where the most significant gap exists for the VVRT.
COMMUNITY ENGAGEMENT

LAS VEGAS COMMUNITY HEALING GARDEN

As the close of 2017 GON took on the stewardship of the Las Vegas Community Healing Garden. This Garden was the communities' response to the mass shooting at the Route 91 Harvest music festival on October 1, 2017. The Garden features the now iconic Remembrance Wall, a grove of 58 trees lining a paved path, shrubs and flowers, all encircling a beautiful oak tree - “the tree of life” donated by Siegfried and Roy. The 58 trees were planted to signify the 58 lives lost on that tragic evening. Painted rocks, flowers, pictures, and other mementos placed by those offering their condolences and prayers can be found at each tree in the Garden.

After the Garden was completed by 500 volunteers over three days on land provided by the City of Las Vegas, GON became the home for the LV Community Healing Garden Committee and a partner with the City of Las Vegas. An immediate need was the creation of a permanent Remembrance Wall. This iconic wall was initially created from wooden pallets, a material not made to stand up to the Mojave Desert climate. It was imperative to build a permanent Remembrance Wall.

GON took the lead in fundraising for the permanent Remembrance Wall, which was designed by the LV Community Healing Garden Committee. Through incredible partnerships, outreach by the GON Board, and the sheer generosity of our community, a beautiful new wall was completed on September 29, 2018.
COMMUNITY ENGAGEMENT

SUPPORT FOR THE GARDEN

The Las Vegas Community Healing Garden and the completion of the permanent Remembrance Wall were only possible through the incredible generosity of our community. GON is deeply grateful to the hundreds of volunteers, and to the donors who provided funds and materials:

Apache Stone  
Anning Johnson  
Blaque Metal Works  
Burke Construction Group  
Civil Werx  
Curtis Steel  
Custom Gravel & Marble  
Engraving Awards and Gifts  
Frontier Stone Works  
GSL Electric  
Greater Las Vegas Association of Realtors  
The Howard Hughes Corporation

Jameson Family Trust  
Jus Run LLC  
Moon Valley Nursery  
McCarthy Building Companies  
NV Energy  
Southwest Gas Corporation  
Southern Nevada Home Builders Association  
Southwest Steel  
Ritter Charitable Trust  
Wells Fargo Foundation  
Whiting Turner/PDM Steel  
And many Valued Individual Donors
COMMUNITY ENGAGEMENT

LAKE MEAD CIRCLE

In 2018, GON launched its first year as the official Friends Group for Lake Mead National Recreation Area. GON developed a logo for the Lake Mead Circle, and hosts a page for the Friends group on the GON website.

In the spring and summer of 2018, GON provided 220 lifejackets to Lake Mead National Recreation Area for its life-saving life jacket loaner station. The National Park Service and GON partnered on a successful grant request to the National Park Foundation to support field trip programs to Lake Mead National Recreation Area.

In 2018, GON staff coordinated with National Park Service staff to provide educational programs and field trips for just under 300 youth.
In 2018, GON supported the River Mountains Loop Trail (RMLT) Partnership to create and produce an updated RMLT map.

GON also helped to care for this incredible trail through coordination of volunteer events. This was made possible in large part through GON’s partnership with the Regional Transportation Commission of Southern Nevada. Among the events was the December 15th RMLT cleanup event, which helped to mark the 20th Anniversary of this great trail!
GON saw significant growth in existing programs and the launch of new programs in 2018. It also saw our first campaign focused on the construction of an important community asset - the permanent Remembrance Wall for the Las Vegas Community Healing Garden. This growth was evidenced in our largest operating budget to date; we do expect this to scale down in 2019, having completed the Remembrance Wall.

**GON Income Through the Years**

- Program service, event revenue, and in-kind donations
- Contributions & Grants
- Contracts & Agreements
RESOURCES

RESOURCE ALLOCATION

In our financial management, GON has always been committed to a set of core principles.

First, we operate with complete transparency. Our audits and tax statements are available on our website and through Guidestar (where we have a platinum rating). Second, we focus on providing quality programs. Expenses for staff and other costs support these programs, while keeping the percentage of purely administrative and development costs low.

Programs 85%

Development 5%

Administrative 10%
BOARD OF DIRECTORS

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Executive Director, Guinn Center for Policy Priorities

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Get Outdoors Nevada is deeply grateful to our funding partners who have made our education, service, and community engagement projects possible. Thank you for your support!
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