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.
OUR PROMISE

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 programs for young children and students of all ages that create connections to 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.
In 2012, Get Outdoors Nevada (GON) created education and volunteer programs designed to connect our community to the outdoors. It’s been exciting to watch these programs grow in the past seven years. The team at GON is so proud of what we have been able to achieve with the support of our community.

In 2019, GON partnered with local jurisdictions and public land management agencies to provide 122 outdoor service events for residents, community groups, and businesses generating over 10,000 volunteer hours. Since the beginning of our service programs, GON has led 492 volunteer events with almost 17,000 people donating 42,079 hours of volunteer support for our community valued at $1,070,063.

GON education programs focus primarily on youth, with approximately 83 percent of those served through our education program considered at-risk or underserved. In 2019, 606 education programs introduced over 15,000 young people and community members to Nevada’s outdoors. 72 outreach and tabling events reached 45,000 people, and our microgrant program supported 96 buses that brought over 4,579 youth (in some cases with their families) to the outdoors. Since 2012, GON has provided programs for 2,691 education programs for 122,734 youth, and supported 636 bus trips transporting 26,576 participants to outdoor classrooms and informal education sites throughout Clark County.

In 2019, GON served as the home for the Nevada Outdoor Business Coalition (NVOBC) as the group played a critical role in establishing the Nevada Division of Outdoor Recreation and voiced its support for important programs such as the Land and Water Conservation Fund.

GON assists the City of Las Vegas with the Las Vegas Community Healing Garden. In 2019, we partnered with the University of Nevada at Las Vegas to publish Healing Las Vegas. This book chronicles the project of hope that bloomed after the October 1, 2017 tragedy, when a lone gunman ended 58 lives and changed so many forever. The Garden reminds us that nature and the outdoors are a critical part of the human experience connecting us to a deeper part of ourselves and to each other.

Our organization is also honored to be the non-profit partner for Lake Mead National Recreation Area. Our partnership supports education and safety programs and connects our community to the impactful experiences offered at this extremely diverse park. In 2019, the John C. Kish Foundation recognized the unique role of Lake Mead by supporting diving programs for veterans, and provided funds to GON to facilitate these healing opportunities.

Thank you so much to everyone who helped GON connect our community to the outdoors in 2019 through our education, volunteer, and collaborative programs.

GON Executive Director
The Education Department is proud to support the outdoors and our community through a variety of science and nature-based initiatives. **606** 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. In 2019, GON funded **96** field trips, which transported **4,579** participants to outdoor classrooms and informal education sites throughout the community.

These programs address relevant local issues such as water conservation, the importance of public lands, habitat restoration, and protection of threatened Desert Tortoises. After participating in our programs, we hope our audiences are more knowledgeable about and interested in nature, perform better in school, and more likely to visit and enjoy outdoor places.

Our programs primarily serve youth, approximately **83** percent of whom were considered at-risk or underserved.
MOJAVE MAX

In partnership with Clark County and the Springs Preserve, GON provides the Mojave Max Program to 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 assemblies which discuss tortoise biology and conservation, Mojave Desert weather, and features the Mojave Max mascot; Tortoise Talks to individual classrooms; and education tables with the Mojave Max mascot to requested outreach events such as fairs, races, and parades.

In 2019, GON provided 154 Mojave Max programs through outreach at events, school assemblies, and in classrooms for 43,109 people.
NEXT GENERATION SCIENCE STANDARDS

GON partners with the Clark County School District (CCSD) to provide a Next Generation Science Standards (NGSS) program incorporating both in-class programming as well as field experiences to entire grade levels at no cost for the school.

In 2019, GON provided 236 hours of programming to 1,028 CCSD students, comprised of 132 NGSS classroom programs and 21 field experiences, for a total of 3,722 outdoor learning adventures.

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

We thank Barrick, Clark County's Outside Agency Grant, the NV Energy Foundation, the National Park Foundation, and Wells Fargo for their support of this program.

SAFEKEY

In 2019, GON continued a program to bring outdoor education into City of Las Vegas Safekey sites. Selected elementary schools receive four science or nature programs over the course of one month. GON currently serves four different schools each month. In 2019, we were able to provide 97 interpretive programs at Safekey sites.
FIELD TRIPS WITH THE KASNER FOUNDATION

In 2019, GON completed the fourth year of the Kasner Family Foundation-supported Nevada History Field Trips. 12 field trips and 24 classroom programs brought history lessons into our outdoors for Robert Taylor, McCaw, and Sewell Elementary Schools. These programs included trips to Lake Mead, Hoover Dam, and the Railroad Museum to learn about Nevada history.

MEET YOUR MOJAVE MICROGRANT PROGRAM

The Microgrant Field Trip Program had less funding in 2019 than in 2018; all funds received in support of this program were easily allocated in full. GON anticipates a strong 2020 with new funding support from Tesla and the Women’s Giving Circle, in addition to support from the NV Energy Foundation and the Mt. Charleston Grant. These funds allowed GON to provide 96 field trips to 4,649 youth. GON is thankful to supporters who make this program possible: NV Energy, Wells Fargo, Mt. Charleston License Plate Fund, Clark County Outside Agency Grant, Kasner Family Foundation, Lee Canyon, National Fish and Wildlife Foundation, USFWS Retirees Association, and National Park Foundation.
CLARK COUNTY SUMMER CAMP PROGRAMS

For the second season, GON has partnered with five Clark County Recreation Centers to offer summer camp programs. Over a nine-week period, GON completed 32 on-site programs, and nine field experiences with 1,343 points of contact. Program topics included Water in the Desert, Life Zones of the Spring Mountains, and Using Your Senses. Field trip partners and sites included Guest Services and the National Park Service at Willow Beach, U.S. Fish and Wildlife Service at Desert National Wildlife Refuge, and Go Mt. Charleston and the Nevada Department of Wildlife at Spring Mountains National Recreation Area. Field experience activities included a river raft trip, hiking, nature photography, and a sensory hike.

GON collaborated with Winchester Cultural Center to provide an immersive summer camp called Act2Nature. The camp incorporated dance, art, theater, cultural history, and nature in 18 classroom programs, and five field experiences with 340 points of contact. Partners included the Bureau of Land Management at Red Rock Canyon, U.S. Fish and Wildlife Service at Desert National Wildlife Refuge, Go Mt. Charleston and the National Park Service at Lake Mead National Recreation Area, Red Rock Audubon Society, and Doyle Wayman. Field experience activities included rafting, hiking, and ethnobotany.

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

NATIVE HABITAT PROGRAM

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

In 2019, GON completed two native habitats (totaling over 66,000 square feet) to benefit threatened local wildlife at Craig Ranch Regional Park and Eldorado High School. Additionally, GON assisted in the rehabilitation of three native habitats at Rainbow Owl Preserve, Henderson Bird Viewing Preserve, and Winchester Cultural Center. Our Native Habitat Program provided 58 education and volunteer programs and connected with 1,369 students and community members.

Our participants included Eldorado High School, Silverado High School, Lomie G. Heard Elementary School, Mark L. Fine Elementary School, Patricia A. Bendorf Elementary School, Blue Diamond Elementary School, and Bob Price Community Center.

Our partners included Partners for Fish and Wildlife, U.S. Fish and Wildlife Service, City of North Las Vegas, Doyle Wayman, Nevada Division of Forestry’s State Tree Nursery, Tortoise Group, Gilcrease Orchard, Go. Mt. Charleston, Lee Canyon, Nevada Department of Wildlife, Tortoise Group, Red Rock Audubon Society, and Sierra Club's Inspiring Connections Outdoors.

INTERPRETIVE TRAININGS

2019 was a great year for Interpretive Trainings at GON. In total, GON conducted 12 Professional Development programs that trained or certified 220 teachers and professionals. This included one Certified Interpretive Guide Course taught in February 2019, certifying nine professionals. This also included six Project Wet and Discover a Watershed workshops, taught in partnership with Amy Page and Paula Jacoby-Garrett. 2019 also included a significant expansion of our training program, as we began projects to offer trainings at Mt. Charleston and in partnership with the Nevada Division of Environmental Protection.
Our parks, trails and open spaces are part of our community's legacy. Community members understand that we need to care for these places that belong to us, and GON helps our community to do so through our volunteer program.

In 2019, GON’s Volunteer Program saw record numbers, completing a total of 122 volunteer events with 3,988 volunteers that generated 10,211 volunteer hours, providing a total of $259,665.73 in value to the region.

Since the beginning of our service programs, GON has led 492 volunteer events with 16,977 people generating 42,079 hours of volunteer support for our community valued at $1,070,063.
In 2019, GON’s main focus was volunteer maintenance of urban trails and parks, with support from the Regional Transportation Commission of Southern Nevada and the City of North Las Vegas. Funds were also secured from REI for two special projects in partnership with the Bureau of Land Management at the Great Unconformity site, five park community park cleanups around Clark County, and to support the volunteer planting of the GON Native Habitat Program at Craig Ranch Regional Park in the City of North Las Vegas. The wide reach allows us to service the community at large, providing civic engagement opportunities around the region.

GON also completed projects, supported by REI funds, at Six Mile Cove at Lake Mead National Recreation Area, Lovell Canyon at the Spring Mountains National Recreation Area, and at Desert National Wildlife Refuge, in collaboration with the National Park Service, the U.S. Forest Service, and the U.S. Fish and Wildlife Service respectively.
Since 2018, GON has focused on creating consistent volunteer opportunities open to the community at large, available through the GON website and Volunteer Match, with a heavy focus on social media engagement through Instagram and Facebook. In 2019, in an effort to increase outreach, GON distributed flyers advertising open volunteer opportunities locally through churches, high school student council members and REI stores. Flyers were available in both English and Spanish.
COMMUNITY SUPPORT

As the GON volunteer team focuses on providing a safe and meaningful experience, the popularity of the program has been evident by the increase in the number of volunteers attending our open events, as well as by the attention the program has received in the media and corporate worlds. One example was the wonderful coverage from Las Vegas Review Journal of the REI #optoutside event.
GON was thrilled when CarMax reached out to our organization to let us know that we had been selected for a $10,000 donation through their Stickers For Good campaign! This call came just at GON was looking for a second truck. With 122 events in 2019, and often three or even four clean-ups in one weekend, it was clear one truck and one trailer were not going to be enough for 2020. With this grant, the support of individual donors, and the support of the Regional Transportation Commission of Southern Nevada, GON purchased a much needed second truck in December 2019.

Our volunteer team can't wait to get out with the trucks in 2020!
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 also receive funding from the City of North Las Vegas and REI. In-kind support is provided by the wonderful staff of the City of Henderson, the City of Las Vegas, Clark County and our federal partners.
In 2019, Get Outdoors Nevada served as the philanthropic partner for Lake Mead National Recreation Area; partnered with the City of Las Vegas and the Las Vegas Community Healing Garden Committee; and continued to amplify the business voice in support of the outdoors and our public lands through 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. GON also formed a new partnership with dT-Alley, serving as the non-profit partner for this project that is activating an alley space as a vibrant outdoor place in downtown Las Vegas.
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. In 2019, the NVOBC worked with partners to establish the Division of Outdoor Recreation. With this, Nevada became the thirteenth state in the nation to have a state office dedicated to outdoor recreation; Nevada also signed on to the Confluence Accords, pledging to work with other states to encourage outdoor recreation while balancing it with stewardship, a commitment to diversity, and activating our outdoors for education.
In 2019, GON partnered with the Boulder City Chamber of Commerce to bring Get Outdoors Nevada Day to the Spring Jamboree. 32,000 visitors came out to the Jamboree. In a survey of attendees, 18 percent noted that they came out specifically for the GON Days outdoor expo.
WE LOVE LAKE MEAD

In 2018, GON launched its first year as the official Friends Group for Lake Mead National Recreation Area. In 2019, GON was honored to receive support from the John C. Kish Foundation for veterans' diving programs at the Park.

GON devoted donations from caring individuals to support safety by providing life jackets. In the spring and summer of 2019, GON provided 144 lifejackets to Lake Mead National Recreation Area for its life-saving life jacket loaner station. The National Park Service and GON received support from the National Park Foundation for programs connecting youth to Lake Mead National Recreation Area.
RIVER MOUNTAINS LOOP PARTNERSHIP

GON has been proud to be home to the River Mountains Loop Partnership. This group of dedicated folks have been meeting monthly since 1998 when the idea of the trail was born; it was completed in 2011. Now, the group meets to discuss maintenance issues, participates in cleanups, and works to update and promote the map!

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.

LOWER COLORADO RIVER WATER TRAIL ALLIANCE

GON continued as the home to the Lower Colorado River Water Trail Alliance, and to offer the Black Canyon Water Trail Guide to people from around the country.
In 2017, GON became a partner in the stewardship of the Las Vegas Community Healing Garden, partnering with the City of Las Vegas. This Garden was the community's response to the mass shooting at the Route 91 Harvest music festival on October 1, 2017. The Garden features a Remembrance Wall, a grove of 58 trees (for each life lost that night), shrubs and flowers, all encircling a beautiful oak tree known as the Tree of Life.

In 2019, GON partnered with an incredible team from the University of Nevada at Las Vegas to create and publish *Healing Las Vegas*. This book was inspired by the people who created the Garden in honor of those forever changed, and relates our community's process of healing. In 2019, GON also continued to assist with hosting the annual Remembrance event and to support cleanups and community events at the Garden.

**DT ALLEY**

dT alley is a T-shaped space that creates new experiences. Located between Fremont/Carson and Las Vegas Boulevard/6th Street, this space incorporates art and interactivity for locals and visitors through the use of murals, sculptures, innovative landscaping, and multiple interactive “moments.” All of these help to activate this public space to create an outdoor place for this urban downtown community.

At the end of 2019, GON partnered with dT alley to support this important community project and to manage all donations. We are looking forward to the growth of this project in 2020!
2018 saw a spike in funding as GON raised support for the Remembrance Wall at the Healing Garden. In 2019, funding levels remained solid, with similar ratios of grants, contributions, and funds through contracts and agreements. As exhibited on the next page, GON continues to shepherd its resources carefully with a strong focus on providing excellent programs.
RESOURCES

RESOURCE ALLOCATION

In our financial management, GON has always been committed to a set of core principles. We operate with complete transparency. Our audits and tax statements are available on our website and through Guidestar (where we have a platinum rating). Our focus is on providing quality programs. Expenses for staff and other costs support these programs, while keeping the percentage of purely administrative and development costs low.
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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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