

BOAT

Bus for Outdoor Access & Teaching



annual report
2019

OUR MISSION

The **Bus for Outdoor Access & Teaching**, or “**BOAT**,” strives to get more people outside on the most accessible outdoor program in America....

A wilderness program on wheels, we bring a full-service outdoor program to the front door of any organization the country. We partner with organizations to take their missions outside. By taking care of logistics, transportation, and gear, BOAT resolves the major barriers to outdoor access in America.



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PRESIDENT'S GREETING



Greetings!

What a year! 2019 has been the kind of year where, as President, I want to have some stately comment on the progress of the organization, or a great quote about wilderness and our impact on youth in Colorado. But the reality is 2019 is defined by a single overwhelming thought:

“Wow. We did it.”

We started BOAT with a simple goal: to make it easier for people to get outside by targeting barriers we see again and again in the industry. It was just over a year ago we had *just* finished converting our first bus. We were promising people it could be a fully functional wilderness program the next summer, carrying the gear, staff, maps, and food while providing for a spectacular experience in the outdoors. But here's the thing - we weren't really sure we could do it.

After all, it was only a year prior that we did some quick math to figure out the cubic footage of a bus versus a backpack, and multiplied that out to get the “magic number” of people we thought a bus could serve at 1 time. And it was just over a year ago that we got a fantastic email from our friends at Cherry Republic, offering us a bus. Three of us drove it out to Colorado (one of us must have missed a flight because we *may* have failed to realize how slow a bus can be). It was only last October we finished converting the inside, and it wasn't until the spring of 2019 we actually got to load the bus with equipment.

But now it's very, very real. We have served over 300 individuals, crossed over 3,000 miles, stocked equipment for 36 (that magic number was right!), and run 6 expeditions. On top of that, in our first year we've essentially broken even financially, proving that you can have a self-sustaining economic model while remaining affordable. That's a really big deal for outdoor access, and also a big lesson for ourselves - we can keep this experiment going!

It's been a tremendous year with a lot of sacrifices and contributions from many bright, thoughtful people I am honored to know. I hope you enjoy reading on through the following pages for a breakdown of our work - and if you want to follow our mission to get the outdoors to more people, follow our [facebook](#) or [instagram](#), or [get on our e-mail list](#).

Looking forward to seeing you on the trail!

Micah Leinbach
President/Founder, BOAT

A blue tarp tent is pitched on a grassy hill. In the background, there are rolling hills and a valley under a vibrant sunset sky with orange and yellow hues. The text is overlaid on the top portion of the image.

WE BELIEVE any outdoor space can be a classroom. Our team of educators is deeply committed to **BRINGING YOUR MISSION OUTSIDE**

OUTDOOR CLASSROOMS are powerful for all kinds of learning. You know about leadership development or environmental education. **But why not social justice? Civics? Art? Music? Writing?** **WE'LL FIGURE OUT HOW WITH YOU.**



by the numbers
2019 was a big year.



371

students served on
trips



7,000+

people reached
through education



9+

program partners



3,032

miles traveled



by the numbers
2019 was a big year.



\$3.07
average cost per
day per person



12,051
elevation reached



18+
staff & volunteers

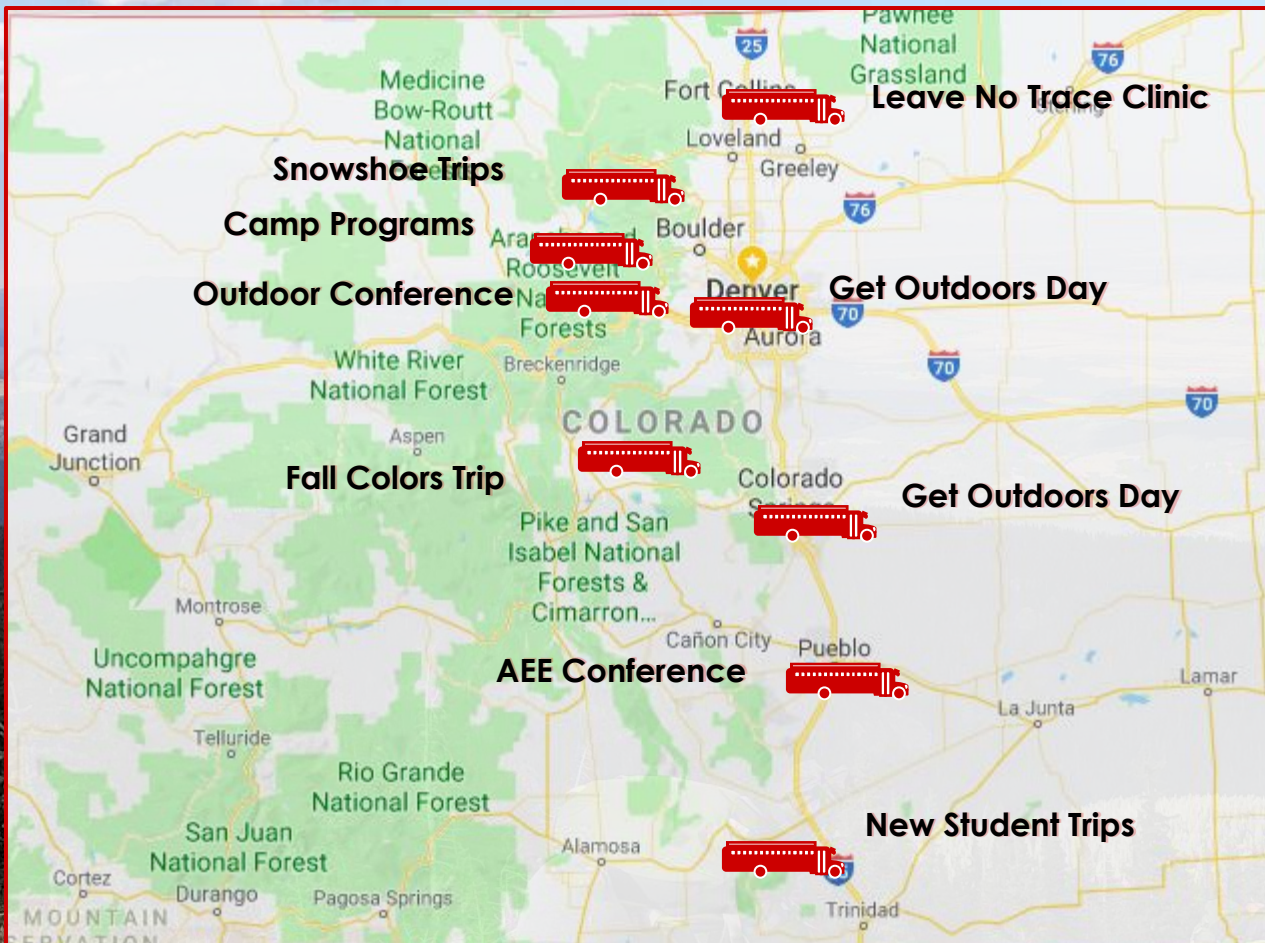


1
awesome summer



by the miles

BOAT made the rounds in 2019



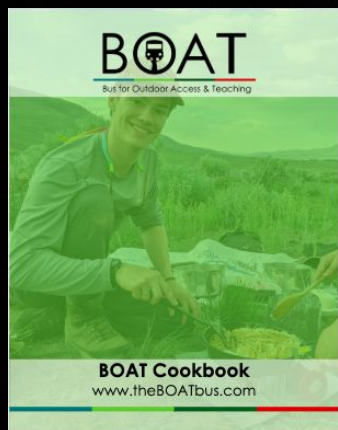
We're going places.

A transportation solution is core to our idea - turns out, people really do need it! BOAT went over 3,000 miles in 2019, delivering hundreds of people to outdoor experiences all along the front range of Colorado - and "Big Red" even summited a mountain (OK almost, Micah said no).

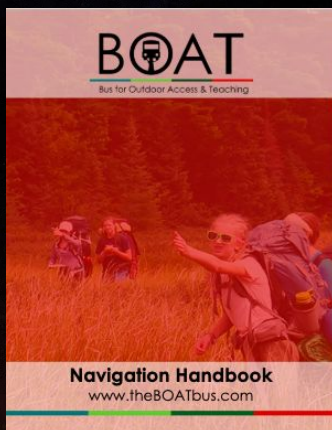


by the book(s)

BOAT released several publications supporting outdoor education...



**BOAT
cookbook**



**BOAT
Navigation
Handbook**



**BOAT Guide
Manual**



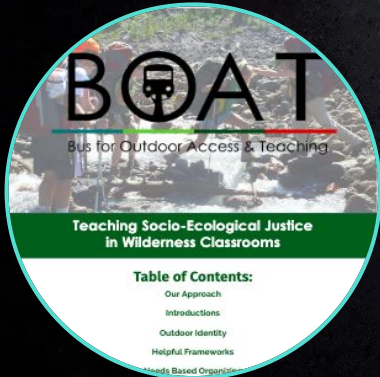
It's about access *and* teaching.

Getting people there is one thing, but we also need to make sure they know what to do when they get there. That's why we publish and share three different books on the skills that can make or break a camping trip. Pick them up next time you visit the bus!



by the classes

...supplemented by workshops we ran around the state.



Outdoor Ed & Social Justice



Leave No Trace Awareness Clinics



Alpine Ecology



Outdoor industry History



Wilderness Navigation



"Gear Guru"

Outdoor education where *the people are*...

...and sometimes that's cities, hotel lobbies, or parks. So we brought our skills to those places, running over a dozen formal workshops alongside 5 large events, ultimately reaching over 7,000 people through events - and no, that's not a typo, it was over 7,000.



By our students Who we worked with...



Outdoor access works best as a partnership.

We always believed BOAT needed to operate on a partnership model. Working with existing orgs saved us marketing costs while ensuring programs were easier to find and join. We were just lucky to find so many good partners, ready to connect us to their communities!



By our students

...and what they said (word for word)



How would you **DESCRIBE BOAT** to a friend?

An incredible backpacking trip
showed me I could
do more than I expected.

What would you say you **LEARNED** on your trip?

HOW TO PERSIST, KEEP A POSITIVE MINDSET,
AND HOW TO LOOK FORWARD TO THE GOOD.



How would you **DESCRIBE BOAT** to a friend?

SWEET GROUP OF INDIVIDUALS READY FOR
ANYTHING. BEST GROUP OF PEOPLE TO LEAD
YOU INTO THE WILDERNESS.

FANTASTIC



"Rawrrrarrrr"

BOAT RETRO





What is success?

the math behind the mission

OUTDOOR ACCESS EQUATION

BOAT's success depends on a few key variables. Maximizing these means more people outside, both with us and on their own time.

VISIBILITY		KNOWLEDGE		ATTRACTION		LOGISTICS		RETENTION
V	×	K	×	A	×	L	×	R
Demonstrate the existence and value of outdoor experiences to target communities.		Build comfort and skills to encourage outdoor participation and drive the outdoor economy.		Position BOAT as the ideal partner for outdoor access via marketing, affordability, and convenience.		Seamlessly execute enjoyable, risk managed trips with limited overhead and lag time.		Provide an experience that keeps programs returning again, and with expanded participation.
# students reached		# students trained		# client trips % enrollment increase		staff hours/trip per person cost/day		% clients returning
371		7,000+		19 na		5.36 \$3.07		100%

What is this?

This is a Drake's Equation. Some of you nerds may know it as a calculation (by Drake - but not that Drake - a physicist Drake) to calculate the chances of finding life on other planets. But more generally, he devised a way to take a really complex problem and break it down into its component parts.

Our complex problem: how do we make the outdoors more accessible?

Our components: the barriers we've identified to outdoor spaces

The better our numbers, the better our work.



How did we do?

the metrics behind the mission



No pie charts (other than staff dinner) but we got #s:

Our goals were simple - we wanted to maximize each of the following.
You now what? We're feeling pretty good about how we did:

(1) # of expedition days (people * number of nights in the field)

We hit 674

(2) # of expedition days at below industry average daily rates (\$215)

...still 674 (100%)

(3) # of expedition days at below \$110 daily rates (our "reasonable")

...still 674 (100%)

(4) # of people attending educational programs independent of expeditions

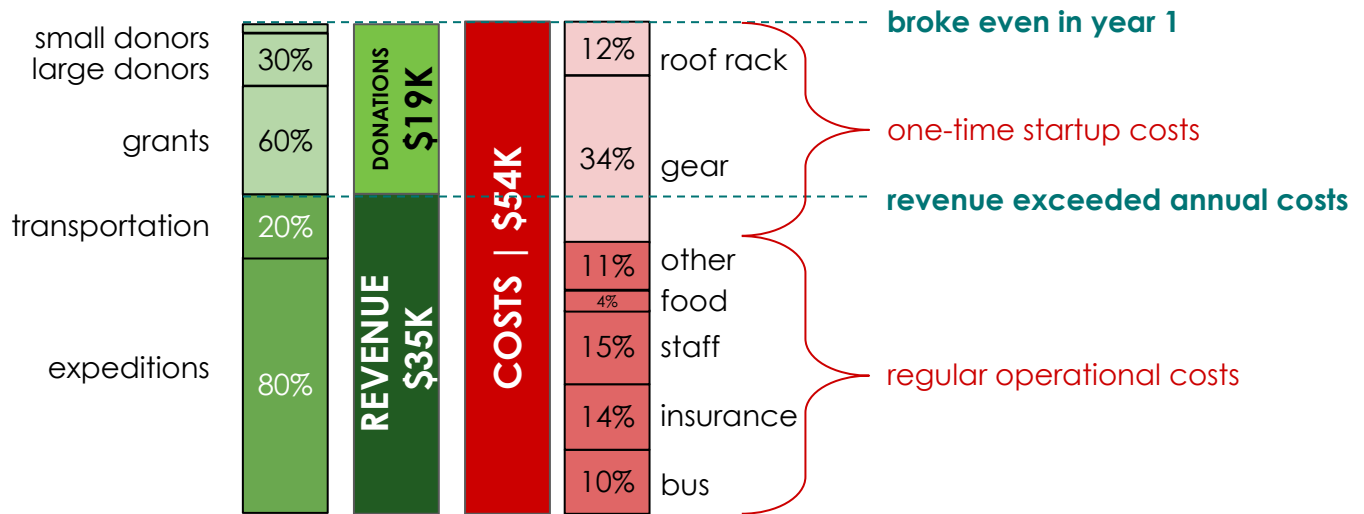
...and over 7,000 counting event drop bys!



How did we fund it?

the money behind the mission

2019 Budget Breakdown



Cost is a barrier to outdoor access.

Don't believe us? Just go shopping for gear. Lowering costs is key to our model - so we've got to be transparent about how we're doing it. Thanks to your support, we were able to break even in Year 1. Better still, our operating revenue exceeded our operating costs - this is a sustainable idea, and is helping us figure out how many BOATs a community needs and can support.

But initial success is still a start, not an ending. To grow and expand we continue to rely on donations of time, money, and connections- your support helped us get this far, and every dollar you give now goes right to 2020. **Think you can support? Reach out to us!**

BOAT 2020





2020 VISION

Down the road with BOAT

BOAT has a lot of room to grow, and we're planning a big 2020 to keep the momentum going - but we need your support!

JAN

FEB

We'll launch our Winter Wilderness Workshops, a partnership with Patagonia Denver to provide outdoor education at their downtown store while it's still cold out.

APR

MAR

Expect our next round of backpacking expeditions - and the beginning of spring group transport.

MAY

JUNE

JULY

AUG

SUMMER SUMMER SUMMER. We launch with two massive "Get Outdoors Days" and are working on multiple expeditions. If you know someone looking to schedule, they should reach out soon!

OCT

SEP

Fall is for school trips, with back to school programs lasting 4 to 7 weeks.

NOV

...as the year ends, we fix up the bus, do our taxes, and send you another annual report.

DEC





What do we need?

Support our mission in 2020



BOAT is possible because of volunteers and donors

We're an unconventional idea, with some unconventional asks. Grinding rusty bolts to remove seats? Figuring out how to hold books in a shelf that moves? Converting an old file cabinet into a mobile medicine cabinet?

All of these projects take a dose of creativity, resilience in the face of obstacles (and rust), and funding for a few trips to the hardware store (plus a mistake or two). That's built a program that's changing how outdoor services are made available, and if you're receiving this report that is probably thanks to you.

In 2020 we need a few things:

- **TIME:** Want to volunteer to run programs or build Big Red? theBOATbus.com/support
- **GIFTS:** Able to support our programs financially? theBOATbus.com/donate

Want to partner with us on any of the above? Reach out at micah@theBOATbus.com.



help us go
THE EXTRA MILE

A donor has offered to match every dollar up to \$2,500 through the end of 2019 as part of our "extra mile" end of year campaign. Support at theBOATbus.com/extramile



BOAT

Bus for Outdoor Access & Teaching



Get in touch!

Start planning today:

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