

OUR MISSION

To create a new generation of outdoor stewards by teaching and normalizing outdoor spaces, while increasing access in underserved and marginalized communities.



OUR VISION

To see a healthy and more diverse outdoor community in which outdoor education, recreation, and career pathways are within reach, creating a lasting equitable future.





TEACHING THE FOUNDATIONS OF ADVENTURE!

How do we define adventure?

Adventure often involves going outside one's comfort zone and exploring new things. This can be anything from a walk in your local park to summiting the highest peak. We teach the life skills to prepare our students for further adventures!

OUR VALUES

Diversity & Inclusion
Experiential Learning
Equitable Access
Stewardship
Care

HOW WE DO IT!

We Educate!

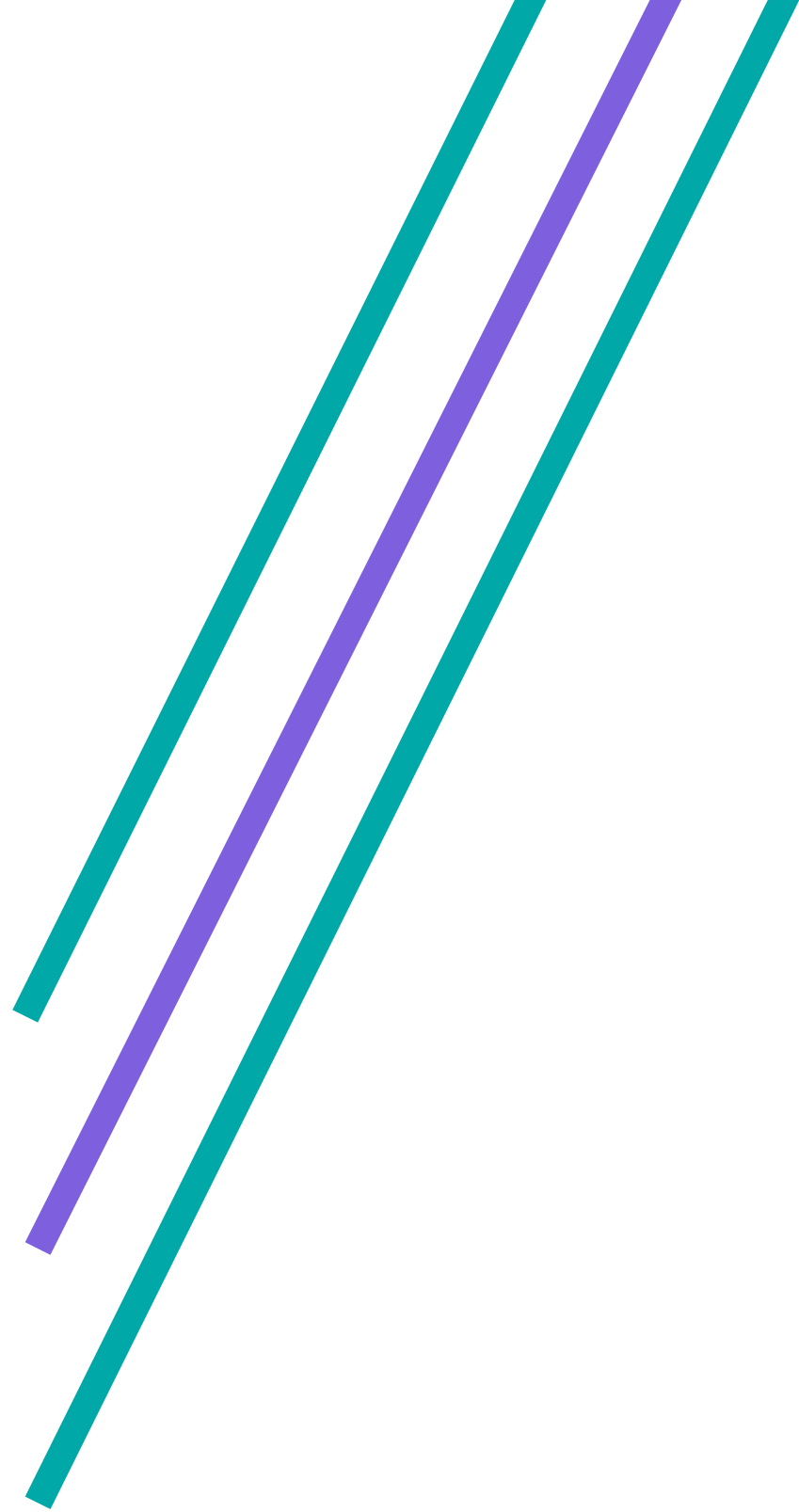
By meeting our youth where they are, both physically and emotionally, we can give them the knowledge and training they need to explore the outdoors and natural world in a familiar, comfortable, school setting.

We Recreate!

Taking our youth on full day trips helps promote resiliency and solidifies the in-class lessons into practical application.

We Create!

Through paid internship opportunities our youth are able to gain entry level job experience and certifications to pursue many outdoor careers.





ADVENTURE WITHIN REACH!

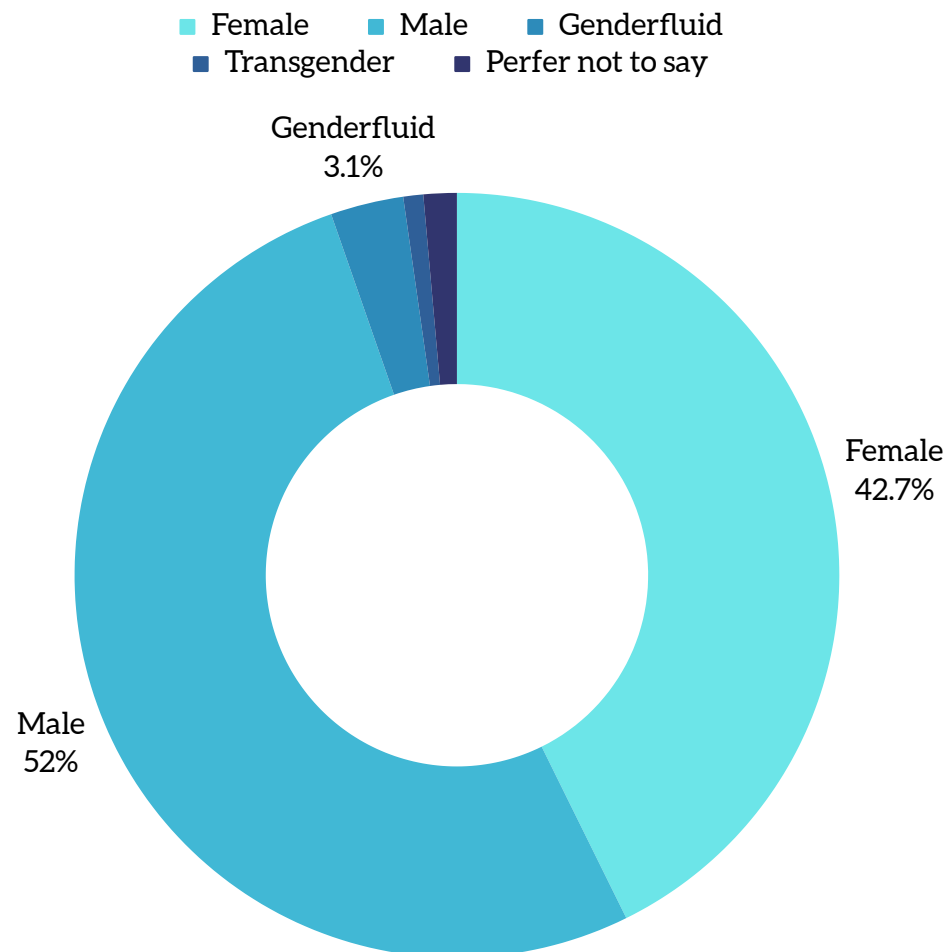
New Treks focuses on Education, Recreation, and Job Training. We work in Title 1 schools, with underprivileged youth, in which we provide accredited outdoor education classes for grades K-12. These classes range from environmental science to outdoor recreation. After building the knowledge, comfort levels, and skills in the classroom we help our students put these into practical use by facilitating full day adventures that promote teamwork, personal growth, and self-confidence. We then provide a paid internship program, where our high school students work side by side with our professional staff over the summer, providing programming for youth residing in residential treatment programs and low-income housing.



OUR IMPACT

2021 - Dec 2023:

- \$0 cost to youth and families.
- 750+ youth received opportunities.
- 11 different schools served in 3 districts year-round.
 - 60 youth impacted per school year class.
 - 46 different quarter classes.
- Summer Programs
 - Youth and Family Services
 - Low Income Housing
 - Behavioral Health Center

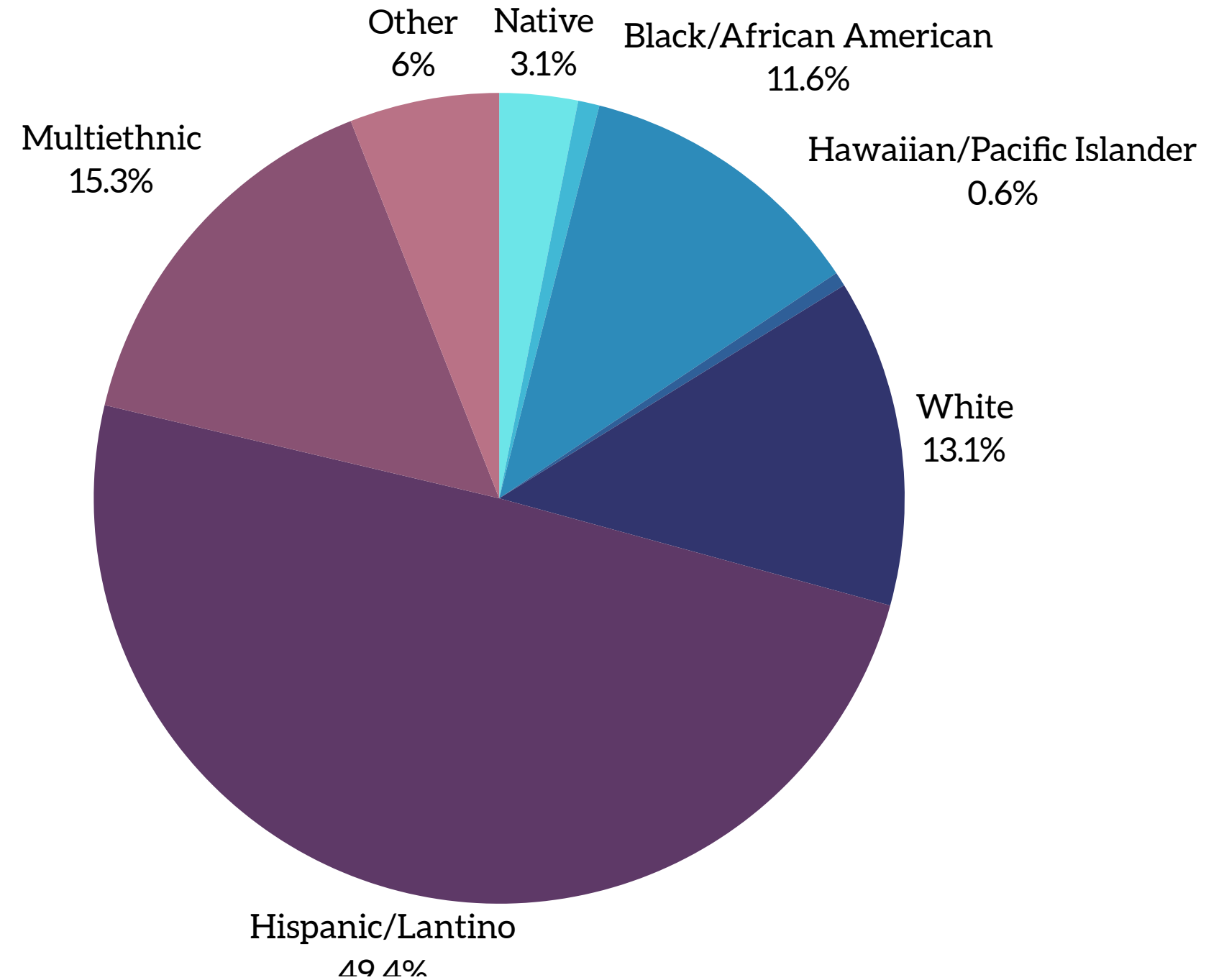


~86% of our students identify as a person of color.

100% receive free lunches at school.

DEMOGRAPHICS

- Native
- Asian
- Black/African American
- Hawaiian/Pacific Islander
- White
- Hispanic/Lantino
- Multiethnic
- Other



OUR AUDIENCE

Year 2023

New vs returning visitors



- New
98% • 3,402
- Returning
2% • 63

Site sessions
4,940 ↑ 18%

Unique visitors
3,465 ↑ 2%

3,130 being from Colorado.

Email marketing

Sent
1,976 ↑ 132%

Unique clicks
54 ↑ 170%

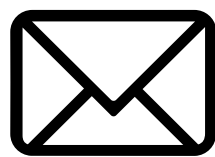
Click rate
5.9% ↑ 79%



502 followers



79 followers



260 subscribers



Create Change

Amount	What it covers
\$25,000	One full year class at a partnered school
\$15,000	New staff training to diversify our instructors
\$7,500	*Statewide National Park overnights
\$5,000	Paid summer intern
\$1,500	*Snowboard/Ski Day at Echo Mountain
\$600	*Full day Activity

*Priced out for up to 15 participants.

Partnership

Tiers	Donation Amount	Benefits
New Trekker	\$25,000+	+ Quarterly social media post, tagged in school posts
Pathfinder	\$15,000 - \$24,999	+ Welcome back to school newsletter mention
Explorer	\$7,500 - \$14,999	+ bi-annual social media post, mention at 1 yearly event
Adventurer	\$5,000 - \$7,499	+ 1 social media post a year
Weekender	up to \$2,500	Logo on website, acknowledgment in newsletter





YOUR IMPACT

With your support we are able to reach more youth, change more lives, and lower more barriers to the outdoors.

- Reduce costs to Title 1 schools and other nonprofit organizations.
- Promote diversity and inclusion in the outdoors.
- Providing experiential education classes for underserved youth.
- Build a multi-lingual staff to accommodate our wide demographic.
- Promote multi-generational outdoor enthusiasts.
- Create a new generation of outdoor stewards.
- Increase access to the outdoors by reducing barriers.
- **Create lasting equity in the outdoors!**

HAVE YOU HEARD?

Magen K. Social Science and Core Trauma Lead, AUL Denver

"...Many of our scholars have had very little to no experience in the world of adventure and the outdoors...and having the chance to witness their curiosity and exploration has been incredible."

School Psychologist, AUL Denver **Erin P.**

"...By offering school-based skill development, coupled with real-life experiences, New Treks is cultivating a love for the great outdoors that is often inaccessible to students experiencing poverty. At AUL Denver, Andy & his team are inspiring a new generation of outdoor enthusiasts, and helping our students develop curiosity & confidence along the way."

Alina A. Math Teacher, AUL Denver

"...They're having all those shared experiences I think is not only good for knowledge and safety and learning for the future but also just them and building memories and relationships with each other and creating that community is just so unparalleled. So to any school considering new treks, I highly highly recommend it. There is nothing like it"

Jason K. ”

After the rock climbing day in Evergreen, I went home and wrote a rap about it.

Jolianna ”

I like this class because it is so positive and uplifting.

Armani ”

One thing I liked about the class was going to the rock climbing gym. It taught me how to actually rock climb the walls.

Jason J. ”

I'm in 11th grade. I enjoy this class because it helps a lot in the real world and how to survive. What we are learning about right now is the environment and nature.

Amadeus ”

This is my favorite class of the day. Every Friday and Tuesday we do something outdoors which gives me good experience and now made rock climbing more interesting and my understanding of it always increases every time I go rock climbing with this class.

Jayden ”

I really enjoy this class because they introduced me to new things I never experienced before such as rock climbing and wood carving.

Victor D. ”

This class made me more active and taught me more life skills than I've ever learned. Love how much it can teach about being outdoors.

Rafael ”

I'm a senior. About two weeks ago I went rock climbing with Andy and his team and it was probably the best experience I've ever had - it's an adrenaline rush!

LEAD THE WAY

Be responsible for changing the lives of countless youth. Lower barriers to the outdoors and support more people getting outside. Together, we can cultivate a generation of diverse stewards which will impact education and the outdoor community.

Invest in the future of outdoor education for ALL youth.

We want to partner! Contact:

[Andy Hartman, Founder/CEO](#)

Andy@newtreks.org

www.NewTreks.org





CURRENT SUPPORT

Colorado Health Foundation

Outdoor Recreation Office

REI Cooperative Action Fund

Colorado Parks and Wildlife

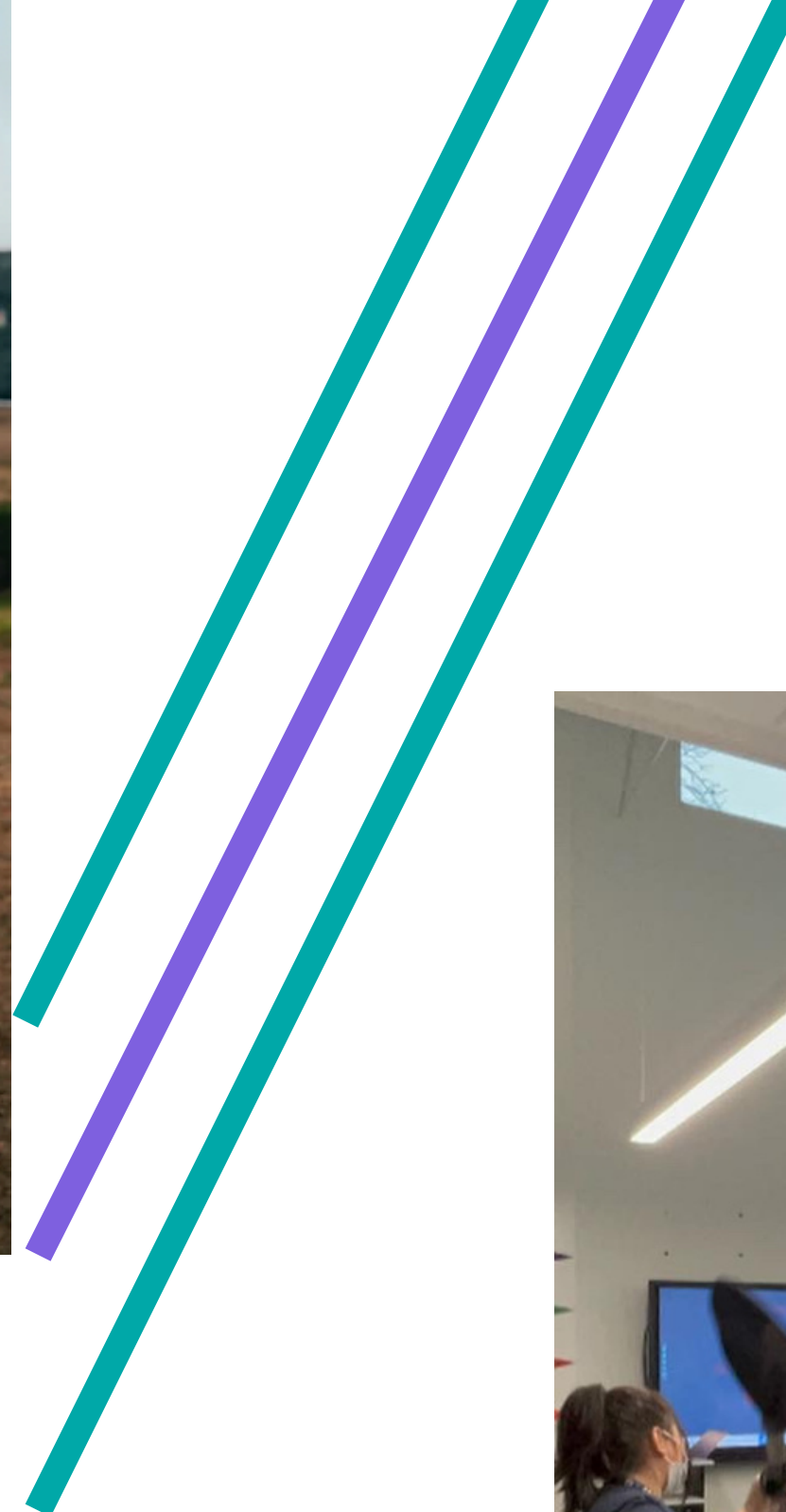
Bass Pro Shop Cabela's

Telluray Foundation

Ent Credit Union

PwC

Sawyer



CHANGE LIVES

CREATE A NEW FUTURE

Want to partner?

Contact:

Andy Hartman, Founder/ED

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