

# 2020 BENEFIT REPORT

 **AVID 4 ADVENTURE**

Certified



Corporation

# TABLE OF CONTENTS

## OUR IMPACT JOURNEY

---

- 03 Introduction
- 04 An Unexpected Year
- 06 Becoming a Certified B Corp
- 08 Aligning Our Values
- 09 Benchmarking for Future Impact

## OUR PURPOSE

---

- 11 Our Mission
- 12 Our Core Values
- 13 Our Programs

## OUR CAMPERS & PARENTS

---

- 19 Empowering Our Campers
- 20 Serving Our Parents
- 22 Gathering Feedback & Gaging Satisfaction
- 23 The Challenges
- 23 Our Goals

## OUR STAFF

---

- 26 Offering World-Class Benefits
- 29 Prioritizing Employee Development
- 31 Gathering Feedback & Gaging Satisfaction
- 33 The Challenges
- 33 Our Goals

## OUR COMMUNITY

---

- 37 Building a Just, Equitable, Diverse and Inclusive Community
- 40 Supporting Our Charitable Partners
- 44 The Challenges
- 45 Our Goals

## OUR PLANET

---

- 48 Leaving No Trace
- 49 Reducing Our Carbon Footprint
- 50 Managing Our Waste, Water, and Energy
- 52 Sourcing Responsibly
- 53 The Challenges
- 54 Our Goals

## A FINAL WORD

---

- 56 A Letter from Our CEO

# OUR IMPACT JOURNEY



# Introduction

The purpose of this report is to **storytell around Avid4 Adventure's journey as a purpose-driven company and a Certified B Corp.** It highlights our social and environmental impacts from the past year and openly shares this year's challenges and pivots alongside our successes and goals for the future. Our hope is that this report will give you a glimpse into the impacts we made across our entire business model this past year.

Our impact was only made possible with the involvement and cooperation of our staff, campers, parents, community partners and suppliers. Creating positive social and environmental impact has been a priority for us since the founding of Avid4 Adventure, and in such an unexpected year, we are proud to have made steps toward a more sustainable and inclusive future for the Avid4 community.





\*The photos in this report are from years prior to 2020 and do not reflect the standards we held for social distancing and safety.

## An Unexpected Year

**The outbreak of COVID-19 posed unforeseen health and safety concerns for camps like ours. Ultimately, more than half of U.S. summer camps would decide to remain closed this year.** Our team quickly formed multiple task forces dedicated to the creation of new and different camp programming that would serve at least some of the emotional and social needs for kids and parents while still meeting physical health and safety concerns.

**This summer, we moved forward with opening our doors, believing our campers, parents, and staff needed us more than ever this year.** We created programs to meet families where they were, whether online or outdoors. Making the decision to open with limited programming allowed us to still hire 259 seasonal staff members, and communicate early to others we were unable to hire. **We're proud to say none of our campers tested positive for COVID-19.**

In the midst of our health and financial worries, racial justice moved to the forefront of our minds with the shootings of George Floyd and Breonna Taylor. The groundswell for racial justice rightfully forced the outdoor industry, and camps like ours, to reflect on its own community and practices. **We have been committed to Justice, Equity, Diversity and Inclusion (JEDI) work for a long time, but this year pushed us to redefine certain goals and initiatives.** As we enter 2021, Avid4 is proud of our past work, and recognizes that we still have a long way to go.

**In such an unexpected year, our team rose to the occasion: implementing increased health and safety measures, adapting programs to life in lockdown, undertaking education and initiatives to combat the lack of diversity in the outdoors, and ultimately, creating a joyful safe haven for more than 8,000 campers.**

# Certified



®

# Corporation

## 2nd

Certified Summer  
Camp in the World

## 3,600+

B Corps Across  
the Globe

## 1

Unifying goal

## 150+

Industries

## 5

Areas of Impact

# Becoming a Certified B Corp

We are the second summer camp in the world to become a Certified B Corp, and the first summer camp in Colorado to be certified.



**This year, to hold ourselves more accountable to our social and environmental commitments, we proudly became a certified B Corp and public benefit corporation!** We were the first summer camp in Colorado to achieve these designations. You can take it as a sign that we're "all in" when it comes to prioritizing our positive impact.

**So what is a Certified B Corp?** B Corps are businesses that meet some of the highest international standards of social and environmental responsibility worldwide. Not only are the standards high, but they are also extremely holistic. Companies must demonstrate that they actively care for their communities, empower their workers, steward the environment, and prioritize the wellbeing of their customers.

The movement is rapidly growing, but right now we are one of only 3,600+ companies who have achieved these standards across the globe. Becoming a certified B Corp was no easy undertaking, as it took nearly our whole team to get it done, but we knew it would be worth it.

We began the rigorous certification process by taking B Lab's 3rd party assessment that measured our social and environmental performance across the five impact areas: Governance, Workers, Community, Environment and Customers. Once we scored 80+ points on this B Impact Assessment and completed a thorough review with B Lab's standards team, we officially became a certified B Corp! **It was more challenging than we expected, but we are incredibly proud to say that Avid earned a score of 85.4 on the B Impact Assessment.**

As a Certified B Corp, we are now held accountable to balancing our purpose and profit as we consider our impacts on all of our stakeholders. As a team, we are thrilled with how much positive impact we have made so far, and we're eager to improve and continue our impact journey as a Certified B Corp.

We officially became certified in February 2020, and with the health crisis approaching, we could not be more grateful for the timing. We are thankful and inspired by all of the support B Lab and the greater business community offered to other B Corps this year.

# Our B Impact Assessment Score

## Overall

# 85.4

## 14.4

### Governance:

Our policies and practices for transparency, accountability and ethics within our company

## 15.0

### Environment:

Our environmental stewardship including our waste, emissions, energy use, and transportation

## Certified



## Corporation

## 22.23

### Community:

The impacts on our community from our suppliers to our engagement, philanthropy, and diversity

## 24.3

### Workers:

The well-being of our staff, including compensation, benefits, training, and work environment

## 9.3

### Customers:

The value we generate for our campers and their parents

*As we become an even more socially and environmentally responsible company, we hope to improve our B Impact Assessment score over time.*



# Aligning Our Values

**In addition to becoming a certified B Corp, Avid4 Adventure changed our articles of incorporation to become a public benefit corporation.**

A benefit corporation is a legal designation and corporate entity that allows for-profit businesses like Avid4 to intentionally and actively pursue positive impact for various stakeholders as they generate profit.

Changing our legal status to a benefit corporation gives us an even higher level of legal protection, accountability, and transparency. Put simply, it enables us to further uphold and protect our mission in the long-run. The decision to become a benefit corporation was unanimous among our board of directors and owners. It reaffirms our “all in” commitment to social and environmental responsibility.



# Benchmarking for Future Impact

In the remainder of the report, you'll find more information on the impact we've had on our campers & parents, our workers, our community, and our planet over the past year along with the challenges we faced and goals we have for the future. These four impact areas guide our vision as we plan for our future as a Certified B Corp and benefit corporation.

## OUR CAMPERS & PARENTS

8,000+

campers served

90

NPS score for our small group adventures

0

known cases of COVID-19

\$25,000

went directly to our scholarship program in 2020

\$10,745

donated to racial justice organizations

## OUR COMMUNITY

## OUR STAFF

259

seasonal staff

5.3/6

score for full time staff satisfaction

\$13,156

toward professional development

8.5/10

our seasonal staff satisfaction rate for overnight camp

1,322 HRS

spent on professional development

## OUR PLANET

100%

of our carbon emissions offset



+



# OUR PURPOSE



# Our Mission

To empower kids to  
choose active and  
healthy lifestyles in the  
outdoors.





# Our Core Values

Our **eight core values** guide us as we pursue our mission at Avid4 Adventure.



**Live Fun.** We believe that being outdoors creates joy. We support kids and teens, their families and our peers to adventure exuberantly out in the world.



**Live Environmentally connected.** We create environmental stewards. We walk our talk by minimizing the environmental impact of our programs, teaching Leave No Trace principles and environmental consciousness.



**Live truth.** First we listen. We notice other people's uniqueness, goodness and successes and speak of them. We express gratitude. We have meaningful conversations.



**Live smarter.** We are committed to training and development. We track and advance campers' skills and support our staff to develop technical outdoor and business expertise.



**Live gratitude.** In times of success and through times of challenge, we remain grateful. We say "Thank you!" for things both large & small. We try to value all areas of our lives and bring a sense of gratitude to all aspects of work and play.



**Live empowered.** First we ask, "What would you do?" We are confidence builders. We trust others to make good decisions, give them opportunities to lead and encourage positive risk taking.



**Live balanced.** We bridge the passion we have for work with the passion we have for the outdoors, community, family and ourselves, deliberately allocating meaningful time for each.



**Live community.** We create connections. We work, play and volunteer together, inspiring growth through shared adventure.

# Our Programs

In a normal year, Avid4 Adventure offers outdoor programs for kids aged 3-17, including summer day camps, resident camps, and expeditions. Avid4 operates programs in 3 states: Colorado, California and Oregon. Our camps deliver authentic, professional, and empowering experiences uniquely designed to maintain the health and safety of our campers and staff. This year's offerings looked a little different due to the COVID-19 outbreak.





# This Year, We Offered...

## “Small Group Adventure” Day Camp

Day camps with single and multi-sport options with added health and safety measures for PreK through 7th graders.

## Camp At Home

At-home programming in California and Colorado with a personal instructor in the backyard offered a tailored outdoor experience for families of 1st through 5th graders.

## Expeditions

One-week, small group experiences in stunning locations for skill building and outdoor education. 5th through 12th grade campers stayed in tents, cooked outdoors, and practiced outdoor sports each day.

## Virtual Adventure Club

An interactive, online camp experience conducted entirely through Zoom video chat with a live Avid4 instructor teaching yoga, outdoor skills and camp games for 1st through 5th graders.

# 2021: Continued Precautions and More “Camp as Usual”

**Although 2020 brought many challenges, we are well prepared for our 2021 season.** Health and safety remain our #1 priority as we plan for even more camp sessions next year, including a re-opening of our resident camps, Camp on the Go and expanded capacities for both day camps and expedition camps.

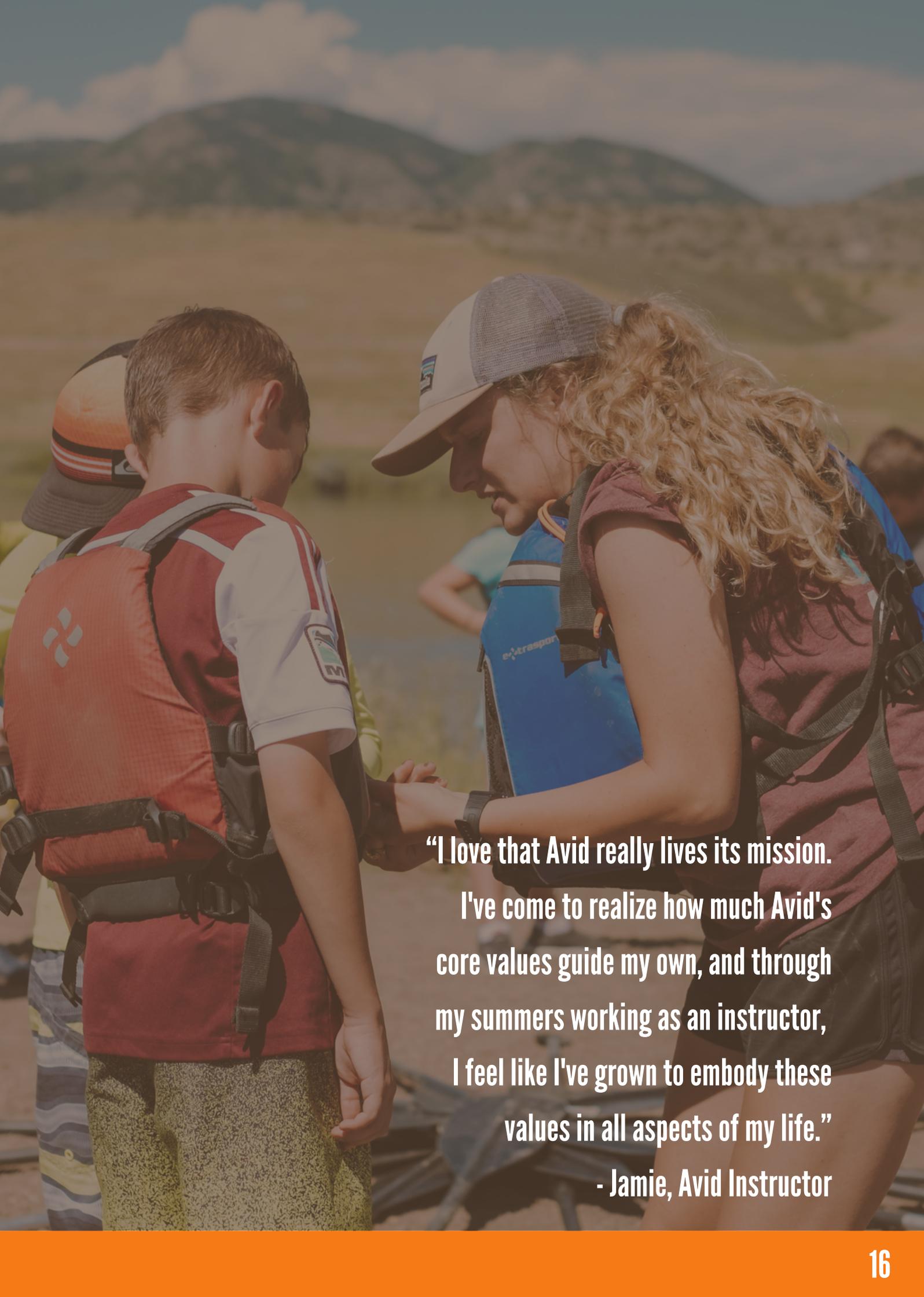
You'll find our ongoing commitment to positive social and environmental impact as a B Corp integrated throughout the Avid experience in 2021 from staff training and incentives to camper education on conservation and Leave No Trace principles.

Certified



Corporation



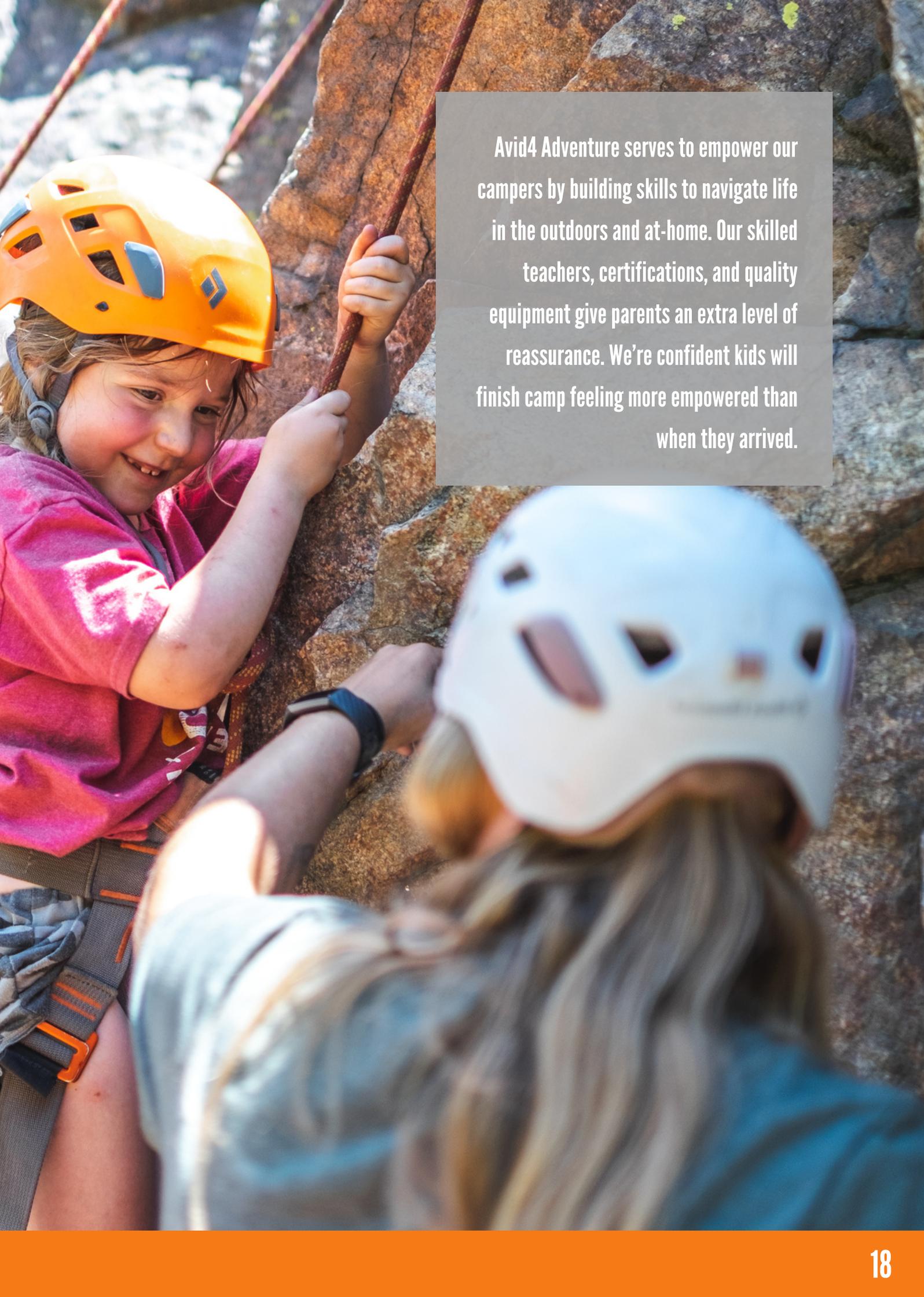


**“I love that Avid really lives its mission. I've come to realize how much Avid's core values guide my own, and through my summers working as an instructor, I feel like I've grown to embody these values in all aspects of my life.”**

**- Jamie, Avid Instructor**

# OUR CAMPERS & PARENTS





Avid4 Adventure serves to empower our campers by building skills to navigate life in the outdoors and at-home. Our skilled teachers, certifications, and quality equipment give parents an extra level of reassurance. We're confident kids will finish camp feeling more empowered than when they arrived.

# Empowering Our Campers

**Our programming improves the confidence and leadership of our campers through outdoor adventures designed to help them overcome failure and manage their risk-taking.**

We encourage our campers to assess and take risks, guiding them when they fail and celebrating them when they succeed. Camper goals, improvements and achievements are tracked through their personal passports as they complete different activities.





# Serving Our Parents

**Our skilled instructors, accreditations, safety measures and quality equipment give parents an extra level of reassurance.** We designed policies around our safety procedures to keep ourselves accountable, including daily health checks and ongoing communication between our task forces.

**4+ HRS**  
Average daily screen  
time of 8-13 year olds

**By instilling campers with a love of the outdoors and increased confidence, we're making it easier for parents to encourage healthy lifestyles in their children.** Ultimately, we hope parents are able to better connect with their kids off-screen, too.



**“My daughter really enjoyed both the three weeks of engaging online camps she did and the in-person girls shred camp (that was a game-changer for her - her confidence on the bike is so much improved!) As a mom, I appreciated the safety measures and small group of the bike camp, and the easy materials lists and super energetic counselors for the online camps.”**  
**- Jennifer, CO Parent**



## Gathering Feedback & Gaging Satisfaction

**Our families have responded with overwhelmingly positive feedback for our staff and programming for 2020.** We could not be more grateful for the campers who sought adventure and the parents who trusted us with their health and safety in such an uncertain year.

Each of our programs end with comprehensive surveys taken by parents. Survey feedback provides important insights that serve as a gage for our performance. Our parents gave all of our primary programs the following Net Promoter Scores (NPS):

**Small Group Adventures: 90**

**Camp at Home: 86**

**Online: 84**

**Expeditions: 84**

Ultimately, these feedback loops help us create a more valuable experience for our campers and their parents in the future.

# The Challenges

The COVID-19 outbreak created considerable challenges to serving our campers and parents. Recognizing the risks of prolonged contact and exposure, we pressed pause on our resident camps for the 2020 season.

While operating under stricter health and safety measures, we had more than 8,000 campers register with zero known cases of COVID-19 across all of our programs.



# Our Goals

As we look ahead, we hope to continue earning the trust of campers and their parents. **Our goal in 2021 is to maintain or improve our satisfaction rate among parents.** We commit to open and transparent communication, making valid the concerns of our campers and parents, and integrating their feedback into our daily operations.



# OUR STAFF





We aim to hire and train a diverse team to lead Avid's programming and operations. The cornerstone of who we are, our staff, rank among the best instructors and outdoor guides. We recognize their hard work through competitive wages and benefits, and do our part to create an empowering and rewarding atmosphere. All employees are also offered exceptional benefits with opportunities for personal and professional development when they join our team. In 2021, all seasonal staff will make more than the Living Wage where they are working.



# Offering World-Class Benefits

We believe a happy staff leads to happy campers. Avid's flexible work environment helps staff members better care for themselves. **Avid champions a work-life blend, where our employees can blend their passion for the outdoors with their home life.**

Our exceptional employee benefit program reaffirms Avid's holistic approach. Here are some of the great team member benefits we offer:

**Pro deals on outdoor gear**

**Free use of company outdoor equipment**

**Team rec outings all year long**

**An annual three-day mountain retreat**

**Anniversary bonuses for full-time staff**

**Unlimited vacation for all salaried staff**

Fortunately, we were able to adapt our benefits to the growing health and employment crisis by offering paid sick time for seasonal and full-time employees and stipends for staff to set up their home office.

**\$7,500 +**  
**in emergency funds**  
**distributed to staff**

Avid also created an emergency assistance fund to support seasonal staff with medical, housing, or food needs during the COVID-19 outbreak.





**“I love working for Avid because they feel like family... I also love how current Avid stays with current events... how they consistently take steps towards being a more inclusive organization that cares about social issues and their employees’ mental health.”**

**- Jordan, staff member**

# Prioritizing Employee Development

As an employee-centric company and a certified B Corp, we place a strong emphasis on the personal and professional development of our staff. Our aim is to empower them to take their growth into their own hands with the support of our management and leadership teams.

**Along with our robust benefits package, we offer a host of opportunities and funds for our staff to grow as instructors, leaders and individuals.**

As our development opportunities expand, our goal is to create an environment where our staff members feel supported and deeply satisfied by their work at Avid4.



## PERSONAL DEVELOPMENT

- Lunch & Learn conversations meant to inspire our staff and foster an environment of learning
- Individual Development Plans blend personal and professional development goals with dedicated hours each month to pursue them
- 2020 Adventure Grant awards one deserving staff member funds to travel each year
- Specific JEDI training focused on implicit bias, allyship, and action
- Psychological First Aid training and resources

**\$13,156**

toward  
professional  
development

**1,327 HRS**

spent on  
professional  
development

**16 HRS**

for quarterly  
new staff  
development

**14 HRS**

for quarterly full-  
time staff  
development

## PROFESSIONAL DEVELOPMENT

- Core-Sport Training Programs further develop our staff's technical skills in outdoor activities
- Avid4 Principle Classes taught bi-monthly by senior members of staff on the guiding principles and practices of our company
- Never Stop Learning weekly training and team-building on a range of topics held at each camp location
- In Memoriam Scholarship funds a staff member to complete a Wilderness First Responder course and single pitch instructor SPI course

Certified



Corporation

# Gathering Feedback & Gaging Satisfaction

**As with our parents, we use surveys and welcome feedback to ensure the Avid4 staff feel prepared, equipped and supported throughout the summer programming.** For our seasonal staff, we administer surveys at the start of the season, each week during our programming, and at the end of the summer to help us keep an on-going pulse on the experience of our team. To ensure staff feel listened to, we follow up early and often. For our full-time team, we provide feedback opportunities throughout the year, and we also have everyone complete the Gallup Q12 survey at the end of every quarter.

In a year like 2020, these open communication channels proved invaluable as we quickly responded and adapted to changing health and safety measures. Feedback from this past year is vital to our 2021 programming and operations.





On a scale of 1-10, our seasonal staff's overall satisfaction rating for working with Avid4 Adventure was 8.0 for day camps and 8.5 for overnight camps.

**8.5/10** our seasonal staff satisfaction rate for overnight camp

Despite all of the challenges in 2020, the results of our Gallup Q12 survey for Q3 showed that our overall employee satisfaction and engagement remained on par with prior years. Our full time staff averaged a score of 5.36 / 6 for their overall satisfaction and engagement with Avid4 this year. In addition, 100% of FT staff slightly agree, agree, or strongly agree with **"My overall level of satisfaction in working with Avid4 Adventure is great!"**

**5.3/6** our full-time staff satisfaction and engagement rate

# The Challenges

Our organization faced considerable challenges in 2020 due to the COVID-19 outbreak. In addition to hiring less seasonal staff than anticipated, many of our daily operations and meetings moved online. Over the summer, we were unable to come together (like usual) as a team in-person. Many of our team perks, benefits and development opportunities were paused or moved online.

# The Goals

Our primary goal is to build a team of inspired workers that take pride in their craft and learn from each other everyday. **As we look ahead, Avid4 aims to further embrace our B Corp commitments and continuously offer competitive wages, unparalleled professional development opportunities, maternity and childcare benefits, and generous paid time off.**





We will continue to provide a range of professional development opportunities for staff, adapted for online and in-person experiences. **We're committed to improving the depth and effectiveness of development programs every year through feedback from our staff.**

**8%** increase in the diversity of our team

**In 2021 and beyond, we intend to hire an even more diverse team of professionals.** Our objective is to increase the diversity of our team by 8% in 2021. In addition to growing our team this year, we want to ensure our satisfaction rating stays at or above 90% for full-time and seasonal staff.

**90%** the threshold for our full-time staff satisfaction rate

# OUR COMMUNITY





Operating in communities across three different states, Avid4 has always sought to better connect with and serve the people and places we love. This year, our attention rightfully turned toward the national movement for racial justice. We acknowledged our own role in perpetuating whiteness and white privilege in the outdoors and took steps to becoming a more inclusive organization. We're grateful to our staff for leading our JEDI efforts as we deepen our allyship and foster a more inclusive community.

# Building a Just, Equitable, Diverse, and Inclusive Community

In solidarity with Black Lives Matter and the national movement for racial justice, we strengthened our ongoing JEDI initiatives at Avid4, recognizing the overwhelming whiteness of the outdoors and committing to change it for the better within our community.

**< 10%**

**of visitors to public lands identify as Hispanic/Latinos or African American**

An estimated 88 to 95% of all visitors to public lands are non-hispanic whites -- African Americans comprise only 1 to 1.2% of all visitors to public lands and Hispanic/Latinos between 3.8 and 6.7% Yet, recreation rates for outdoor activities are nearly the same across racial and ethnic groups. (Source: [Resources Magazine](#)).





The reality is that significant barriers exist to non-white and less privileged communities enjoying public lands and outdoor recreation.

**These barriers include (but are not limited to):**

- Affordability and access**
- Early childhood experiences**
- Cultural factors**
- Discrimination**
- Historical trauma**
- Concerns of physical safety**

Our JEDI initiatives intend to curb the culture of whiteness in the outdoors and address these barriers head on at our Avid4 camps. Our [CEO Pledge](#), our JEDI committee, our connection/affinity groups, partnerships, donations, grants and scholarships demonstrate our belief that change can start here.

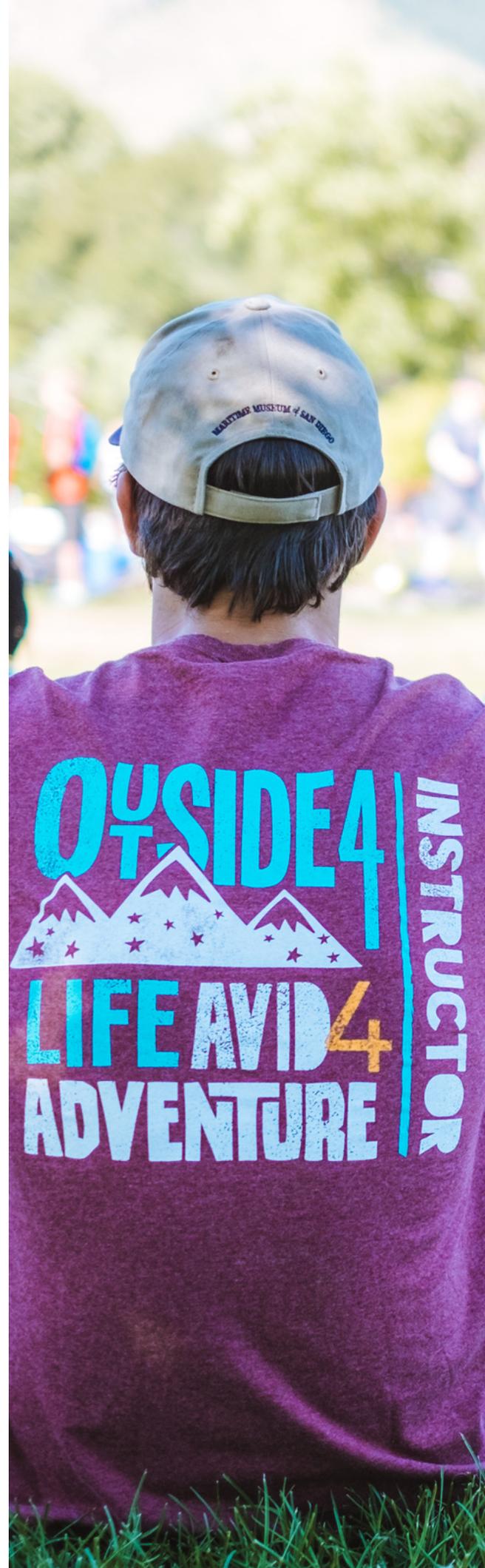


# JEDI Committee & Connection Groups

This was the second year of our JEDI committee, made up of full-time staff, seasonal staff, and other professionals working to address a range of issues related to justice, diversity, equity and inclusion. Our 2020 JEDI committee was particularly focused on staffing efforts and made a commitment to increase the diversity of our team in future hiring.

Spearheaded by one of our seasonal instructors, three JEDI connection groups met bi-weekly in Boulder, Denver, and online throughout the summer. **The groups provided a space for staff members to chat, ask questions, share resources, and dive into topics such as race, allyship and diversity.**

We ended 2020 by documenting and committing to [various action steps](#).





# Supporting Our Charitable Partners

**Over the past year, Avid partnered with more than 45 organizations that align with our JEDI advocacy efforts.**

Many of the partner organizations listed on the following page are HBCUs (Historically Black Colleges and Universities) or organizations who support and encourage non-white participants in the outdoors.

Partnerships range from outdoor clinics, financial support and recruitment activities.

**45 +**

**partner organizations that align our JEDI efforts**

# Our Charitable Partners

- Albany State University
- Alpen Glow Collective
- American Indian College Fund
- Avarna
- Benedict College
- Bennett College
- Bold Betties
- Bowie State University
- Brown Girls Climb
- Center for Diversity and the Environment
- Clark Atlanta University
- Diverse Environmental Leaders
- Elizabeth City State University
- Fayetteville State University
- Florida A&M University
- Florida Memorial University
- GirlVentures
- Greening Youth Foundation
- GreenLatinos
- Hampton University
- Shaw University
- Spelman College
- Tuskegee University
- University of Maryland Eastern Shore
- Howard University
- Huston-Tillotson University
- If She Can Do It, You Can Too
- Johnson C Smith University
- Kai Lightner
- Kentucky State University
- LatinaxLatino Outdoors
- Livingstone College
- Morehouse College
- Morgan State University
- Native American College Funds
- Nature Kids
- North Carolina A&T State University
- North Carolina Central University
- Outdoor Afro
- People of Color Climbing
- Paul Quinn College
- Prairie View A&M University
- Queer Nature
- Savannah State University
- University of the District of Columbia
- Unlikely Hikers
- Wiley College
- Winston Salem University



# Grants & Scholarships

Reaffirming our commitment to make outdoor recreation and our own camps more inclusive spaces, Avid4 provides scholarships to reduce financial barriers for campers and their families.

**Donations made to our scholarship fund by parents and staff members are matched 2:1 by Avid4.**

In previous years, this has been a very successful program with 4-5% of our total campers receiving assistance. This year, only 1% received funding due to limited applications. However, 100% of those who applied received assistance. In total, we allotted 50K for our scholarship program and only 25K was used. We are hopeful that applications will increase again in 2021 and that our numbers will be even higher than in 2019.

## \$25,000

went directly to our scholarship program in 2020

# Donations

This year, we pledged to donate **\$10,000** across 4 national and regional organizations to support **Black Lives Matter**. With this pledge, we matched all staff donations to these organizations because we wanted their values to inform where our dollars went.

# \$10,745

donated to organizations that support the Black Lives Matter movement

**Campaign Zero** was selected as our national recipient. We honored George Floyd by donating to **Black Visions Collective** based in Minneapolis. We elected to also donate to three other local organizations where our programs were running in Portland, OR, Oakland, CA, and Denver, CO: **Black Lives Matter 5280** and **Black Organizing Project**.

In total, Avid ended up donating \$10,745 to organizations carrying out JEDI efforts.





# The Challenges

**We acknowledge that the JEDI initiatives in 2020 were small steps in a much longer journey for Avid4 and the broader outdoor community.**

The biggest challenge we've faced as an organization is improving the diversity of our HQ hiring and increasing scholarship participants at our camps. Our hope is that the recruitment of staff and campers improves as we strengthen our JEDI partnerships and local community ties.

Beyond Avid4, a deeper and wider culture of whiteness in the outdoors must change. Those who are non-white, have diverse physical abilities, are less privileged financially or identify as LGBTQ+ must feel safe and welcomed in the outdoors.

# The Goals

In the year ahead, we hope to continue our justice, equity, diversity and inclusion work through meaningful partnerships, grants, and scholarships. **We intend to deepen and codify our partnerships with organizations aligned with JEDI efforts and widen the circle of inclusion for Avid4 staff and participants.** As a certified B Corp deeply committed to our JEDI initiative, Avid4 is determined to be at the forefront of this shift.

**Another primary goal will be increasing the number of campers who receive scholarship support to 4-5% in 2021 with the ultimate goal of consistently supporting 10% of our applicants in the years ahead.**

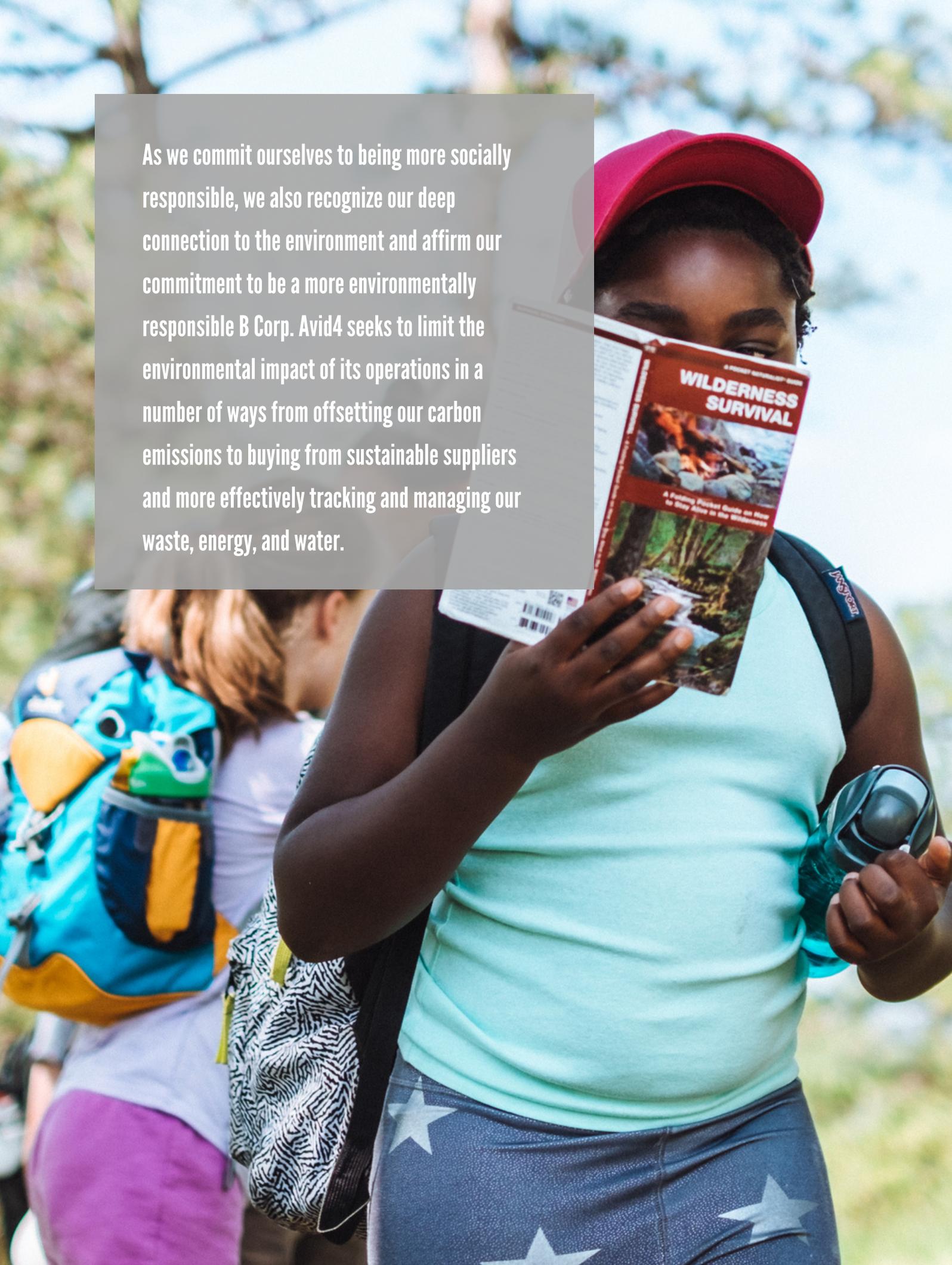
Internally, we will further improve the language on our website, job descriptions, and promotional materials to be more inclusive. This also includes sharing pronouns within our team and during programming, and including land acknowledgements at all formal gatherings and speaking engagements.



# OUR PLANET



As we commit ourselves to being more socially responsible, we also recognize our deep connection to the environment and affirm our commitment to be a more environmentally responsible B Corp. Avid4 seeks to limit the environmental impact of its operations in a number of ways from offsetting our carbon emissions to buying from sustainable suppliers and more effectively tracking and managing our waste, energy, and water.





# Leaving No Trace

Avid4 Adventure is proud to be the first organization in the world to become Youth Accredited as a Leave No Trace Program. Our youth accreditation was designed and piloted by our team with our campers leading the charge.

We aim to create stewards of our campers, by teaching Leave No Trace (LNT) principles and stirring their environmental consciousness.

The seven LNT principles are embedded into all of our training and programs, and with the influx of people on the trails throughout the COVID-19 lockdowns, stewardship became all the more important this year.

We believe it's important that our campers feel empowered as stewards and leaders in conservation efforts, as they will be our environmental leaders in the years to come.



# Reducing Our Carbon Footprint

We are committed to continuously measuring and reducing our carbon footprint and working towards becoming a carbon neutral organization. In calculating and offsetting our carbon footprint annually, we have discovered that transportation and fuel usage are the highest contributors to our carbon footprint. We chose to offset 100% of these vehicle emissions and as we look ahead, we are exploring options to lessen the impact and emissions created by travel.

**100%** of Scope 1, 2 and 3 GHG emissions offset

In 2020, we offset 100% of our [scope 1, 2, and 3 GHG emissions](#) through [Native Energy](#), a third party provider who is also a certified B Corp. This year we continued to support two different projects: Jagers Ranch Grassland Conservation and the Honduras Coffee Growers' Clean Water Project.





# Managing our Waste, Energy, and Water

With most of Avid's programming happening outside, our facilities get very little use. We're committed to limiting our waste, energy and water at these sites; however, we rent and share the majority of our facilities which makes it difficult to track our usage.

At our 2 resident camp locations, we are the sole summer tenant, and so we see opportunities at those locations to improve our systems for limiting and tracking our waste, energy, and water.



## WASTE

Our waste program centers around educating our campers about composting, recycling and landfill waste. There are labeled waste receptacles at all of our camp locations, our warehouse facility, and our office, enabling us to properly dispose of waste and recyclables. These zero waste stations also enable campers to recycle their bar wrappers through TerraCycle.

As we launch resident camps in 2021, we will explore options for more effectively tracking food waste in our commercial kitchens. Avid4 has not yet found a solution for accurately tracking food waste at scale.

While it is challenging to manage our waste from suppliers, we recycle and reuse the packaging from our large shipments of outdoor equipment to the best of our ability. This includes separating mixed use recycles, plastic bags, hard plastic, scrap metal, and trash. When possible, we ask manufacturers to limit their packaging when shipping bulk orders, and when possible we REUSE as much as we can.

## ENERGY & WATER

Since most of Avid4's activities are conducted outdoors, we use very little energy and water at our camp facilities, with the exception of resident camps. We use low flow toilets and encourage kids to use reusable water bottles. Hydration stations allow us to refill water bottles throughout the day.

### REDUCE

our waste, energy and water usage on-site

### REUSE

water bottles & supplies, when possible

### RECYCLE

packaging, plastic, scrap metal and trash



# Sourcing Responsibly

Through our journey in becoming a certified B Corp, we began taking steps to trace our supply chain to ensure our suppliers meet our standards for social and environmental performance while abiding by laws and regulations.

We developed an environmental purchasing policy to guide our team and screened our suppliers by sending an annual questionnaire that gathers information on their social and environmental performance. From this questionnaire, we're able to make more informed decisions about our relationship with suppliers.

# The Challenges

Many of the challenges to achieving our goals of carbon neutrality and lower environmental impact are related to our daily operations, especially transportation. Avid4's growth is connected to our ability to transport campers, staff and supplies to and from outdoor destinations. This makes emissions reduction counter to our growth, which is why we have explored offset options instead.

Additionally, shared spaces and facilities make it difficult to track our own waste, energy, and water usage. Without clear data or benchmarks, it becomes difficult to do better. Working remotely also poses the challenge of having individual employees track the water and energy related to their work.





# Our Goals

We are just scratching the surface of where we'd like to be when it comes to our environmental impact. We are actively seeking solutions to reduce our carbon footprint and to track our waste, water, and energy.

**Our goal for 2021 is to begin tracking our energy and water usage at our warehouse facility with the intention to set reduction goals going forward.**

Our hope is that in 2021, we will make great strides toward reducing our overall environmental impacts as a company!

# A FINAL WORD



## Dear Reader,

History will remember 2020 as a year of crisis. COVID-19 led to worldwide health and economic crises, and racial injustices throughout our county reminded all of us that we continue to be in a crisis of equity and equality. However, the Avid4 Adventure history book will also show that 2020 was the year that we officially became a certified B Corp and a legal Benefit Corporation. I am so proud of our entire team for completing this long and thoughtful process of becoming a B Corp. It truly took our whole village.

As I reflect on this year, I believe that our commitment to the B Corp process and the B Corp values helped set us up for success in responding to these crises. Yes - "success" - I believe that the Avid4 history books will also see this unprecedented year as a successful one. When COVID-19 hit in March, we created various financial projection models. Considering only bottom line profit, the best choice was likely to shutter our operations for 2020 and just wait until next year to resume programming. Indeed, the majority of summer camps in the US chose this path. However, we chose the more difficult path.

We chose the path of innovation, creativity, and perseverance. In the end, we were able to create 3 alternative camp models, run hundreds of camps for thousands of kids in 3 different states, and report zero cases of COVID-19 transmission at any of our camps. Most importantly, during this year of crisis and uncertainty, we were able to provide some semblance of normalcy, a bunch of emotional health, and tons of outdoor play and adventure to many kids, parents, and staff. We helped create a lot of smiles and laughter (behind masks). Success.

Again, I believe that a large part of our ability to realize this success comes from the fact that we had existing structures and systems that are committed to transparent governance, worker fairness, environmental stewardship, and community partnership. Sure, this year we created specific COVID-19 procedures and we took specific justice and equity measures, but I am grateful that so much of our work this year was buoyed by existing Avid culture.

I wanted to conclude with just a bit more gratitude. We are thankful to be a part of the greater B Corp community, which provided us with various support throughout 2020. We are thankful for our seasonal staff, who carry the heavy burden of bringing Avid4 Adventure alive in challenging and ever-changing environments. Lastly, we are thankful for our Avid4 campers and parents - our adventure continues, thanks for coming along!

A handwritten signature in black ink that reads "Paul" followed by a simple smiley face drawing.

**Paul Dreyer**

Chief Empowerment Officer (CEO)



AVID  
ADVENTURE



**AVID 4**  
**ADVENTURE**