



# 2021 IMPACT SUMMARY



# A LETTER FROM LEADERSHIP

We all thought that 2020 was going to be the most difficult year any of us would face. It turned out that 2020 just got us ready for even greater challenges. In 2021, multiple external forces stressed our systems and our people like never before; more than ever before, our B Corp values and initiatives helped guide us through this challenging, but ultimately incredibly successful year!

Every year, we choose one of our **8 core values** to focus on just a bit more than the others. In 2021, we chose Live Community as our core value of the year. Live Community is about connection, caring, and compassion. Despite the challenges of this past year, we are proud that we took care of our staff (physically and emotionally), gave back to our external communities more than ever before, and made great advancements in our initiatives and action steps around justice and equity issues.

This 2021 Impact Summary outlines some of our successes and challenges from 2021. Thank you for reading! And, thank you for coming along this journey with us. If you have any questions or want more detailed information about anything you read here, please email me at [paul@avid4.com](mailto:paul@avid4.com).

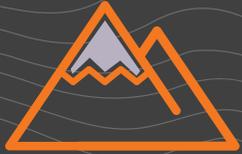


Paul Dyer



# OUR PURPOSE:

**EMPOWER KIDS TO LEAD ACTIVE AND HEALTHY LIFESTYLES IN THE OUTDOORS.  
OUR EIGHT CORE VALUES GUIDE US AS WE PURSUE  
THIS 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.



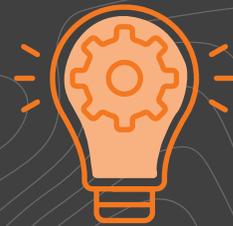
## LIVE TRUTH

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



## LIVE 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 SMART(ER)

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 IMPACT

As a certified B Corp, we are held accountable to balancing our purpose and profit as we consider our impacts on all of our stakeholders. The purpose of this summary is to report on our progress as we work to prioritize our purpose and become more socially and environmentally responsible. It provides updates on the specific impact we've had in 2021 on **our campers & parents, our workers, our community, and our planet.**

## 2021 KPIS



### CAMPERS & PARENTS

**11,700+**  
campers served

**90%**  
of **parents responded**  
that **our work** met,  
exceeded or greatly  
**exceeded expectations**

**0**  
known **cases** of community  
spread **Covid-19**

**\$15K**  
**donated** to **BIPOC**  
identifying **campers**  
through new programing



### OUR STAFF

**5.2/6**  
score for **full time staff**  
**satisfaction** and engagement

**8.7/10**  
seasonal staff **satisfaction**  
rate for **day camps**

**8.2/10**  
seasonal staff **satisfaction**  
rate for **overnight camps**

**100%**  
of full time employees were  
**paid** above a **living wage**

**18%**  
of our staff  
**identified as BIPOC**  
(an increase of 4.5% from 2020)



### OUR COMMUNITY

**2**  
**partnerships** were  
**deepened** with organizations  
working towards BIPOC  
justice and equity missions

**\$65K**  
**donated** to our  
nonprofit partners

**\$220K**  
went directly to our  
**scholarship program** in 2021.  
Overall, about **2% of our campers**  
received scholarship support.



### OUR PLANET

**100%**  
of our scope 1 and 2  
**carbon emissions**  
were **offset** through  
Native Energy

**100%**  
of our day camp sites  
were fully equipped  
to be **zero waste**

# BENCHMARKING FOR FUTURE IMPACT

This Impact Summary also covers the challenges we faced and specific goals we have for the future. Our four impact areas will continue to guide our vision as we plan for our future as a certified B Corp and benefit corporation. 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.

In 2021 we also established an official B Corp committee who is working on a long term vision for our impact journey.

## 2022 CHALLENGES AND GOALS



### CAMPERS & PARENTS

As we look ahead, we hope to continue earning the trust of campers and their parents. Our goal in 2022 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.

We aim to further increase our financial support for campers from marginalized communities.



### OUR STAFF

We will continue to assess how to best support our team of inspired workers. As we look ahead, we remain committed to offering competitive wages, unparalleled professional development opportunities and benefits, best in class maternity, paternity, and childcare benefits, and generous paid time off. In 2022, we aim to pay 100% of our employees a living wage, including all seasonal staff.

Our professional development opportunities will be fully adapted for online and in-person experiences. We're committed to improving the depth and effectiveness of these development programs every year through feedback from our staff.

Our goal is to maintain or improve our staff satisfaction rate for full-time and seasonal staff.

In 2022 and beyond, we intend to hire an even more diverse team of professionals. Our objective is to increase the percentage of BIPOC-identifying staff on our team by an additional 5% in 2022 to 23% of our staff.



### OUR COMMUNITY

2021 was the first year we began measuring our company's impact and establishing goals around our JEDI work. Now that we understand better where we are at and how we can improve, we are committed to measurable action and improvement moving forward.

In the year ahead, we hope to continue and deepen our justice, equity, diversity and inclusion work through meaningful partnerships, grants, and scholarships. In 2022 we aim to increase and deepen our partnership strategy to include 2 additional organizations working to advance racial equity and justice.

In the coming years, we will be increasing the number of campers who receive scholarship support, with the ultimate goal of supporting 10% of our applicants by 2027.



### OUR PLANET

We continue to actively seek solutions to reduce our carbon footprint and to track our waste, water, and energy more efficiently over time.

Our goal is to track 100% of our water, energy and waste by the end of 2023. Additionally, in 2022, we hope to bring Zero Waste practices to all Resident Camps.

We are committed to reducing our footprint each year, even as our company continues to grow.

# LOOKING TOWARDS 2022

As we look towards 2022, we are full of excitement and gratitude for the opportunities ahead. Avid4 continues to grow and expand—opening new camps in 2022 in Seattle, Minneapolis, Chicago, Boston, and Portland ME. This kind of growth is a symbol of how needed outdoor experiences for youth are in the world at this moment in time, and we couldn't be more humbled to be answering the call. This growth will give us an opportunity to increase the scale of our impact on all stakeholders. In 2022, we will hire over 800 seasonal staff, and continue to grow our full-time team. In this continued time of uncertainty, anxiety, and stress, we are proud to provide fulfilling and empowering work for so many. In addition, we are launching an expanded suite of exceptional staff benefits that will serve both full-time and seasonal employees. As we grow, we are committed to maintaining a culture of connectedness, inclusion, equity, and wellness that is unparalleled in our industry for all of our employees.



