

Certified



Corporation[®]



AVID 4 ADVENTURE

2022

I M P A C T S U M M A R Y

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A LETTER FROM LEADERSHIP



INTRODUCTION

This Report

Welcome to our 2022 Impact Summary! As a Certified B Corp, we are committed to public transparency and accountability. In this report you will learn more about some of our key initiatives from 2022, improvements we've made, challenges we've faced, and our goals for a sustainable and inclusive future.

Our Story

Our Founder, Dave Secunda, realized in the early 2000s that he (a long time "outdoor person") was struggling to find the time to get his own young kids outside. In addition, increasing rates of screen time and childhood obesity were at the forefront of his mind. Fueled by his vision to help parents fundamentally get their kids outside and reverse these national trends, Dave founded Avid4 Adventure.

Our Mission

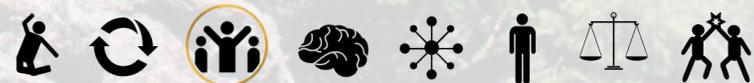
Our mission is to empower kids to lead active lifestyles in the outdoors.

About Avid4 Adventure

At Avid4 Adventure, we offer outdoor programs for kids aged 3-17, including summer day camps, overnight camps, and camping expeditions. In 2022, we operated programs in 6 states: Colorado, California, Oregon, and, (as of this year) Washington, Minnesota, and Maine. In 2023, we will further expand into Illinois (Chicago area) and Massachusetts (Boston area). Our camps deliver authentic, professional, fun, and empowering experiences uniquely designed to promote positive risk and deepen the physical and mental health of our campers and staff.

Our Core Values

Our eight core values guide us as we pursue our mission at Avid4 Adventure. Each year, we select one core value to focus on as a team. The core value of the year for 2022 was **Live Truth**. For our team, living in truth is about listening to others first, creating a culture of candor, and arriving in spaces with empathy and honesty for ourselves and others.



Our B Corp Journey

Certified since February 2020, we are proud to be a part of the global B Corp Community! Our B Corp Certification distinguishes us as a purpose-driven company, as we are assessed on some of the highest social and environmental standards worldwide and held accountable to our stakeholders. Avid4 Adventure is proud to be one of the only Certified B Corp summer camps in the world.

In 2020, our impact was verified by B Lab across five impact categories: Governance, Community, Workers, Environment, and Customers. In 2021-2022, we created an official B Corp Committee, and we look forward to further developing our longer term B Corp vision. We will recertify in 2023 and we are eager to improve and continue our impact journey. This report shares some of our progress in each of these areas.

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This business is part of the global movement for an inclusive, equitable, and regenerative economic system.

Corporation

85.4

Governance 14.4

Community 22.23

Environment 15.0

Workers 24.3

Customers 9.3

OUR CAMPERS & PARENTS

11,475

unique campers served

90.2

parent satisfaction NPS score for day camps

80

parent satisfaction NPS score for overnight camps

OUR STAFF

9.2/10

seasonal staff satisfaction rate for day camps

5.2/6

full time staff satisfaction and engagement

20%

of our staff identified as non-white

8.8/10

seasonal staff satisfaction rate for overnight camps

100%

of full time employees paid above a living wage

OUR COMMUNITY

8

partnerships deepened with organizations working towards BIPOC justice and equity missions

\$356,505

went directly to our scholarship program

7%

of our campers received financial assistance to come to camp

OUR PLANET

100%

of our day camp sites were fully equipped with zero waste stations

100%

of our scope 1 and 2 carbon emissions were offset

11,475

unique campers received Leave No Trace training

OUR CAMPERS & PARENTS

Vision

Our vision is to create positive, fun and empowering experiences for kids from a young age so that in the long-term, they choose to live a healthy and active lifestyle in the outdoors. To achieve this vision, we are committed to maintaining open and transparent communication with our parents and campers and actively integrating their feedback into our daily operations.

Progress

This year we added new day camps in Minneapolis (MN), Falmouth (ME), and Seattle (WA), and also new overnight camping expeditions in the Pacific Northwest. With this increased programming for campers across the US, we were proud to maintain high satisfaction scores for both our day camps and overnight camps! Of course, Covid continues to be a difficult backdrop to all of our lives, and so it was a big win for us that Covid did not negatively impact our camper or parent experiences in 2022.

Challenges

The most notable challenges we faced this year were due to staffing shortages. We unfortunately had to cancel many programs on parents, which was very hard, however, we felt the need to take care of our community by notifying parents as early as possible and not overworking our current staff.

Goals & Commitments

Our goal is to maintain our satisfaction rates (NPS) for campers and parents in 2023. We are committed to not canceling any of our planned 2023 camps (which we had to do in 2021 and 2022 due to staffing shortages). We are excited to open up new camps in Chicago and Boston to provide even more outdoor experiences for kids across the US.



AVID 4
ADVENTURE

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OUR STAFF

Vision

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 for our staff. Our vision is for folks to feel connected to an inclusive and welcoming community at Avid and beyond.

Progress

We are proud to have improved our staff satisfaction rate for full time and seasonal staff and to have increased our percentage of non-white identifying seasonal staff by over 4% each year for the past three years! This year, we offered an additional series of workshops for our seasonal staff to support their leadership, communication, and self-care skills which turned out to be a success.

Challenges

As discussed previously, staffing was a major challenge for us this year. We hired over 650 seasonal staff, but had planned to hire many more. This led to us proactively canceling about 20% of our expected programming so that we did not stress our employees or organizational systems. Ultimately, it was for the good of our community, but it was certainly a significant logistical and financial hurdle for us in 2022.

Goals & Commitments

Our goal is to maintain our staff satisfaction ratings and to increase our percentage of non-white identifying seasonal staff by 5% in 2023. We plan to hire the same amount of staff and support next year.



KPI	2021	2022
Seasonal staff satisfaction rate for day camps	8.8/10	9.2/10
Seasonal staff satisfaction for overnight camps	8.2/10	8.8/10
Full time staff satisfaction and engagement	5.2/6	5.2/6
Full time employees paid a <u>living wage</u>	100%	100%
Seasonal Staff identified as non-white	16%	20%

OUR COMMUNITY

Vision

To achieve our vision of creating an inclusive and welcoming future for our staff, campers, and wider community, we are committed to increasing funding for our campers, measuring our performance overtime, and deepening our partnerships with organizations focused on JEDI work.

Progress

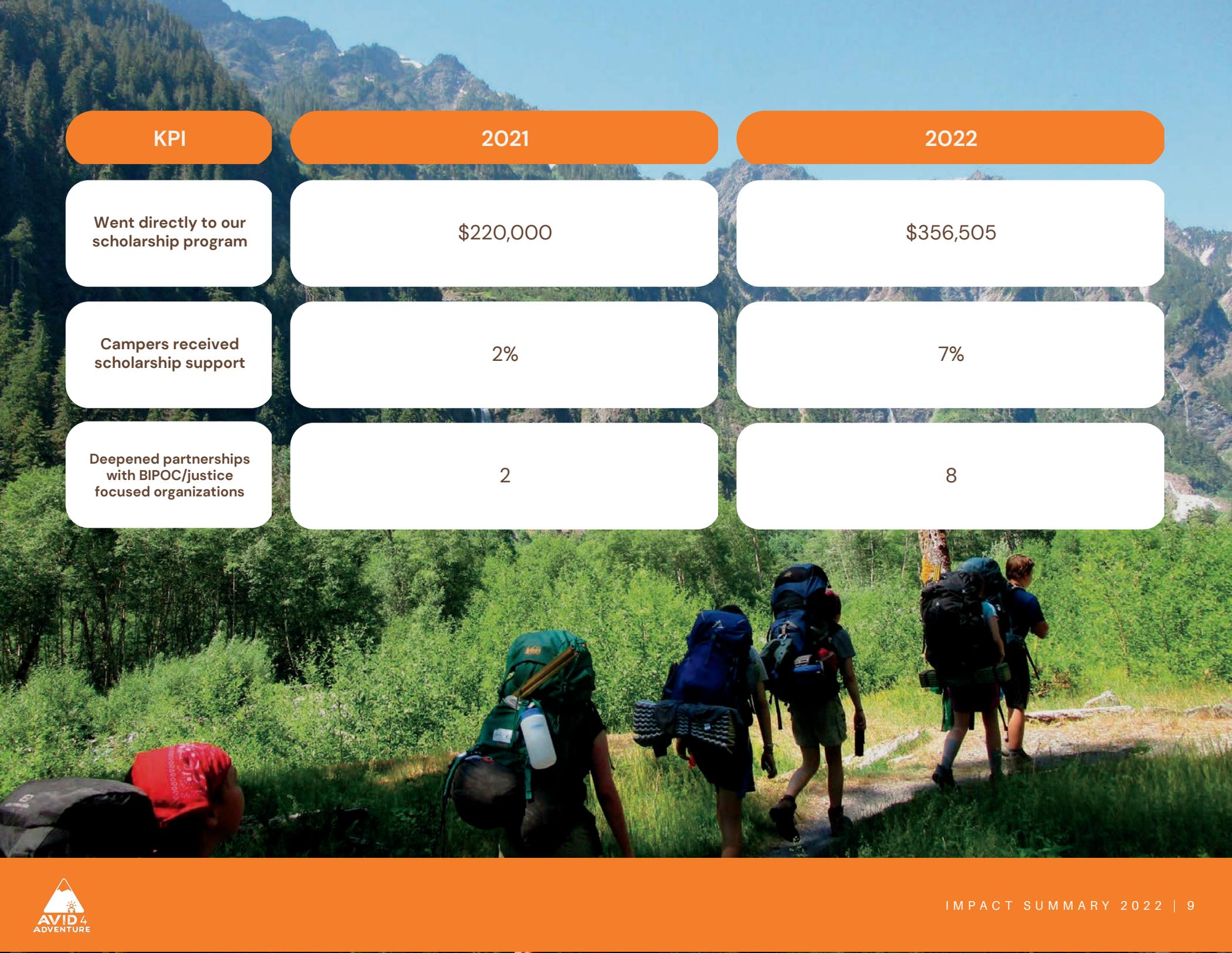
In addition to maintaining our relationships with our 45 JEDI partners and increasing the percentage of our campers receiving scholarship support, this year we gave back to those who lost their homes in the Marshall fire. Over one thousand homes were lost in Louisville where our office is, and we gave a week of free camp for the families directly affected.

Challenges

In the spirit of Live Truth, we experienced a financially challenging year due to inflationary pressures and cancelation of programs which greatly impacted our ability to financially support our non-profit partners.

Goals & Commitments

Our goal is to continue to increase the percentage of campers who receive scholarship support, with the ultimate goal of supporting 10% of our applicants by 2027. We also intend to strengthen our partnerships with the organizations working towards BIPOC justice and equity.



KPI	2021	2022
Went directly to our scholarship program	\$220,000	\$356,505
Campers received scholarship support	2%	7%
Deepened partnerships with BIPOC/justice focused organizations	2	8

OUR PLANET

Vision

Our vision is to inspire our campers to be active stewards of our planet by stirring their environmental consciousness. We recognize our deep connection with the planet and we are committed to becoming more environmentally responsible.

Progress

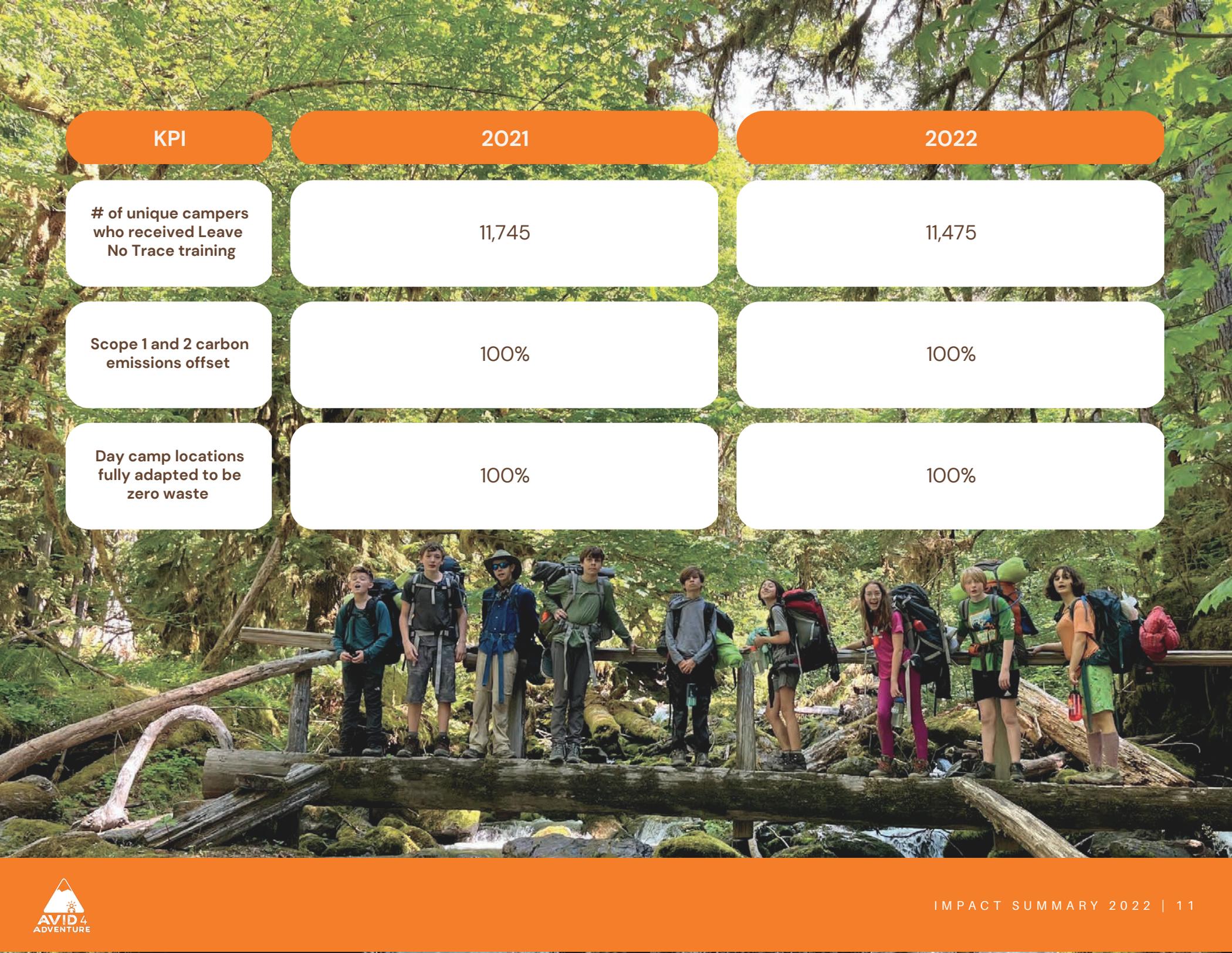
We continue to teach Leave No Trace principles to our campers as the first organization in the world to become Youth Accredited as a Leave No Trace Program. We also offset 100% of our scope 1 and 2 emissions, support zero waste stations at all day camp locations, and have been tracking our energy usage.

Challenges

Our primary challenge to reducing our environmental impact is transportation, as the largest part of our footprint by far is utilizing 15 passenger vehicles to drive to nearby authentic adventure sites. We are continuously looking into ways to reduce driving, as we have successfully done in California by adjusting our camp model slightly. We are also unable to compost in our resident camps, due to the risk of bears and other wildlife. Lastly, shared and rented spaces and facilities have made it difficult to track our own waste and water usage.

Goals & Commitments

Our goal is to move towards full (and certified) Carbon Neutrality.



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A LETTER FROM LEADERSHIP

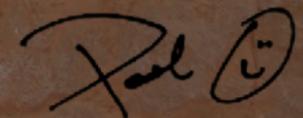
At Avid, we thought that 2020 would be the hardest year any of us would experience. We were wrong. The last two years have proven to be more challenging and complex than that initial Covid year. As we end 2022, we again find ourselves saying, “Wow, I think that was the hardest year yet.”

Continued supply chain issues, increasing inflationary pressures on our expenses, and truly unique and unprecedented staffing challenges all contributed to a straining year financially for Avid4 Adventure. In a year where we put additional focus on Live Truth (one of our 8 core values), it feels both important (and hard) to share with the world our internal difficulties in this B Corp report.

We know that 2022 brought increasing pressures and challenges not only to Avid and not only to business, but also to individuals. We know that many of our staff, our parents, and our campers felt increasing stress in their lives this past year. Our mission at Avid4 has always been important, but I am more proud than ever before of our ability to deliver empowering outdoor adventure to so many people in 2022. This year, we took another step in returning to “camp as usual” and we opened and ran camps in 3 new states (Washington, Minnesota, and Maine). Our parent feedback on camps and our staff satisfaction scores were as positive as ever.

Beyond the numbers, it was rejuvenating and inspiring to see so many smiles, so much learning, and such deep connections happening at all of our Avid4 camps. In the true spirit of B Corp, I know that through the magic of camp and the outdoors, in 2022, we helped our community and our workers be and feel stronger, happier, and more empowered in their lives.

Paul Dreyer, CEO





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