AVID 4 ADVENTURE

CERTIFIED B CORPORATION

2025 B Corp Impact Report

Twenty-one years of empowering kids to choose active outdoor lifestyles — and holding ourselves accountable for it.

Certified B Corporation

This company meets the highest standards of verified social and environmental impact.

2025 IMPACT SUMMARY

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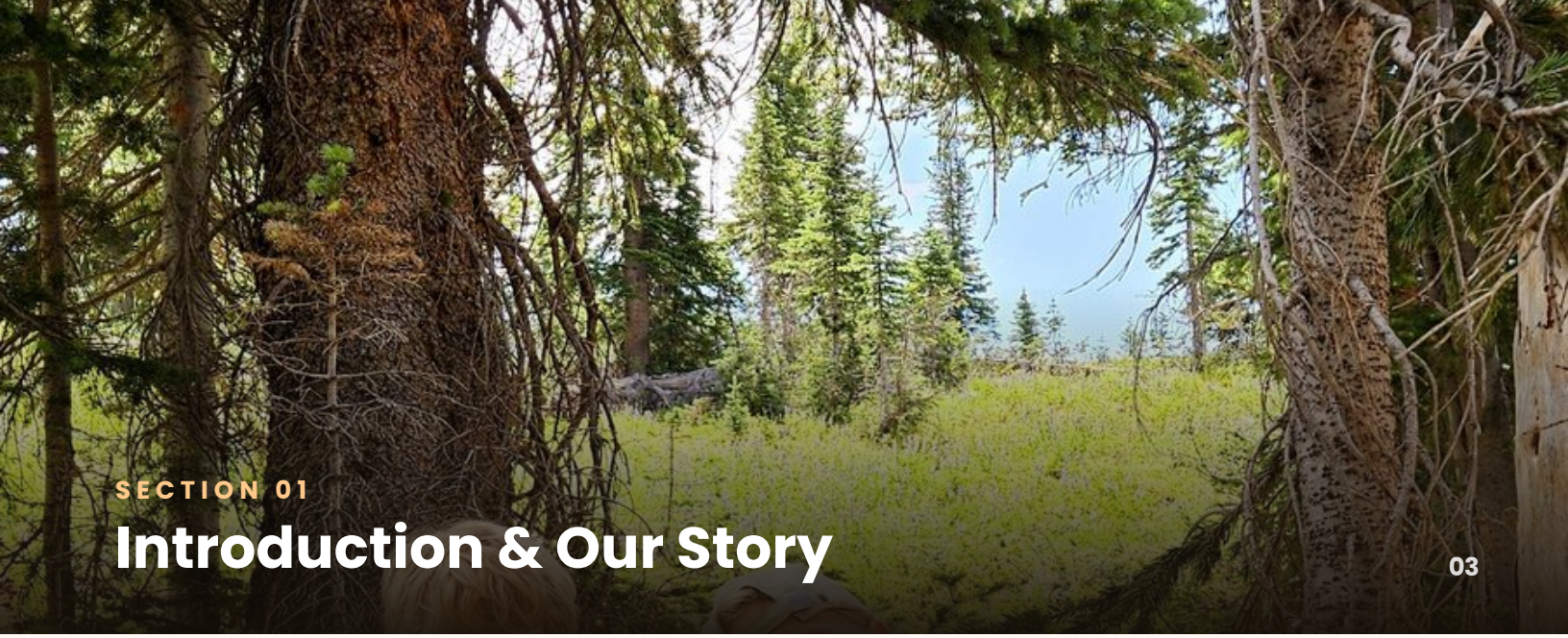


SECTION 01

Introduction & Our Story

Welcome to Avid4 Adventure's 2025 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 2025, improvements we've made, challenges we've faced, and our goals for a sustainable and inclusive future.

OUR STORY

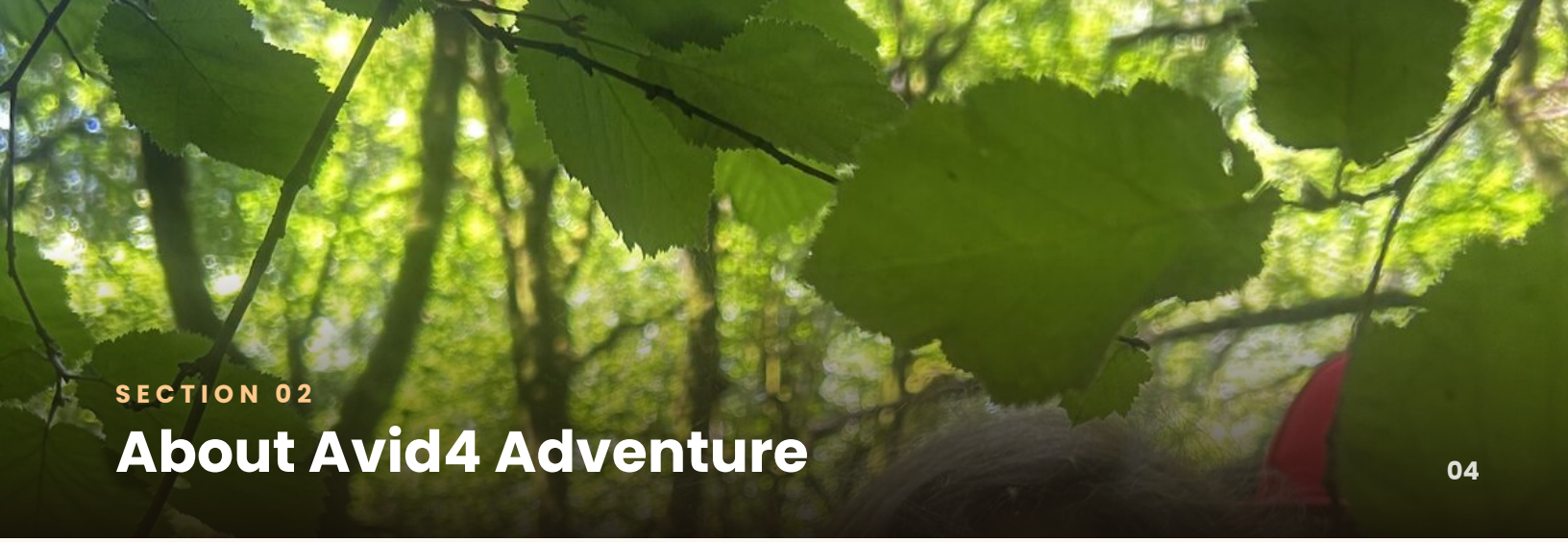
Our Founder, Dave Secunda, realized in the early 2000s that he (a long time "outdoor person") was struggling to find the time to get his own young kids outside. In addition, increasing rates of screen time and childhood obesity were at the forefront of his mind. Fueled by his vision to help parents fundamentally get their kids outside and reverse these national trends, Dave founded Avid4 Adventure. In 2025, we celebrated **21 years** of Avid4 Adventure programming!

> *"We empower kids to choose active outdoor lifestyles."*
>
> — OUR MISSION

21
YEARS OF PROGRAMMING

4
STATES SERVED
CO · CA · OR · WA

8,623
UNIQUE CAMPERS IN 2025



SECTION 02

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 2025, we operated programs in **4 states**: Colorado, California, Oregon, and Washington. 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 EIGHT CORE VALUES

Live Fun

Being outdoors creates joy — we adventure exuberantly with kids, families, and peers.

Live Environmentally Connected

We minimize our footprint and teach Leave No Trace & environmental consciousness.

Live Truth

First we listen. We speak to others' uniqueness, goodness, and success.

Live Smart(er)

Committed to training & development — tracking skills and building expertise.

Live Gratitude

In success and challenge alike, we say "thank you" for things big and small.

Live Empowered

"What would you do?" — we build confidence and encourage positive risk taking.

Live Balanced

We bridge passion for work with passion for the outdoors, community, and family.

Live Community

We create connections — working, playing, and volunteering together.

SECTION 03

Our B Corp Journey

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

We recertified in 2023 and, in preparation for updated standards, will join the **B Impact Clinic** through CU Boulder's Masters of the Environment Program in 2026 — building a gap assessment and action plan toward re-certification in 2027.

*Looking ahead: our goal is to complete a full gap assessment with CU Boulder's MENV cohort and support Avid4 Adventure's B Corp re-certification in **2027**.*

SECTION 04

Our Campers & Parents

Our vision is to create positive, fun and empowering experiences for kids from a young age so that, long-term, they choose to live a healthy and active lifestyle outdoors — through open, transparent communication and feedback with parents and campers.

8,623
UNIQUE CAMPERS SERVED
up from 8,603 in 2024

92
OVERNIGHT CAMP NPS
historic high · parent satisfaction

84
DAY CAMP NPS
81 for expeditions

PARENT SATISFACTION TREND (NPS)

Challenges: *Day camp registrations are declining, prompting a new, more affordable facility-based pilot in 2026. Expedition enrollment has also dropped — we're responding with shorter trips and hybrid programs.*

SECTION 05

Our Staff

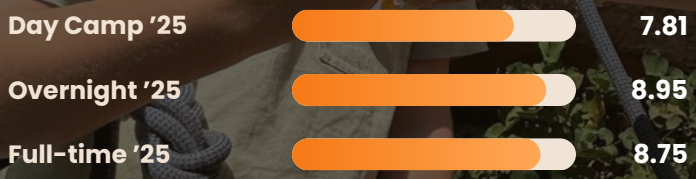
We remain committed to competitive wages, unparalleled professional development, best-in-class parental leave and childcare benefits, and generous paid time off — with a vision for staff to feel connected to an inclusive, welcoming community at Avid and beyond.

8.75/10
HQ STAFF SATISFACTION
up from 8.0 in 2024

32%
SEASONAL STAFF BIPOC
up from 29% in 2024

105%
RETENTION VS. GOAL
31 former campers hired as 1st-year staff

SATISFACTION BY PROGRAM (2023–2025)



Day Camp satisfaction dipped from 9.0 (2023) — a focus area for 2026.

While total staffing goals were met, Overnight Camp instructor roles remain hard to recruit — a key focus for 2026.

SECTION 06

Our Community

To achieve our vision of an inclusive, welcoming future for staff, campers, and our wider community, we are committed to increasing funding for our campers and measuring our performance over time.

$99K

SCHOLARSHIP FUNDS DEDICATED

$99,086 in 2025

1.94%

CAMPERS RECEIVING SCHOLARSHIPS

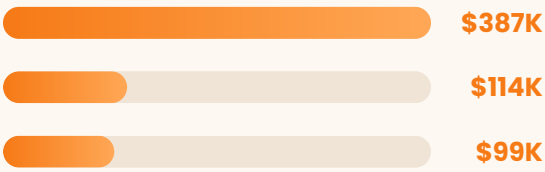
goal: 10% by 2027

7+

ELIGIBLE COMMUNITY ROLES

firefighters, EMS, teachers & more

SCHOLARSHIP FUNDING TREND



Inflationary pressure constrained non-profit partner funding in 2025 — pricing held static to protect access.

In 2025, we expanded our Service Member discount into a broader community initiative — now including firefighters, law enforcement, first responders, healthcare support staff, teachers, and essential workers in retail, food service, delivery, agriculture, and cleaning.

SECTION 07

Our Planet

Our vision is to inspire campers to be active stewards of the planet. As a Leave No Trace Gold Standard Youth Program, we teach environmental consciousness on every adventure — and hold ourselves to the same standard.

14%

SCOPE 1&2 EMISSIONS CUT

second year in a row

56%

LESS STAFF VEHICLE MILEAGE

20,000 mi in 2025, down from 47,000 mi

8,623

CAMPERS TRAINED IN LNT

100% of campers served

Challenges: *Transportation — 15-passenger vehicles to adventure sites — remains our largest footprint. We've cut driving in California by shifting to bus transport, and shared facilities have made water/waste tracking hard, addressed by a custom tracker built with our CU B Impact Clinic cohort. Bear safety still limits composting at resident camps.*

OUR GOAL

Move toward full, certified Carbon Neutrality.

AVID4 ADVENTURE

Thank you for being part of our journey. — Avid4 Adventure