

MIGHTY BOOTS WILDERNESS PROJECT



ANNUAL REPORT 2020

www.mightyboots.org



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Co-Founders & Directors
Danny Taber &
Courtney Bellissimo

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[#mightybootswilderness](https://www.instagram.com/mightybootswilderness)

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We strive to make nature experiences accessible, repeatable & empowering for everyone. Our corporate and community sponsors join us for adventures and their contributions support free and reduced programs for under-served youth." -Danny Taber, Co-Director & Founder

2020 Recap



Despite setbacks due to Covid-19, Mighty Boots Wilderness Project (MBWP) successfully ran a reduced number of programs and continued to form partnerships and gain sponsors.

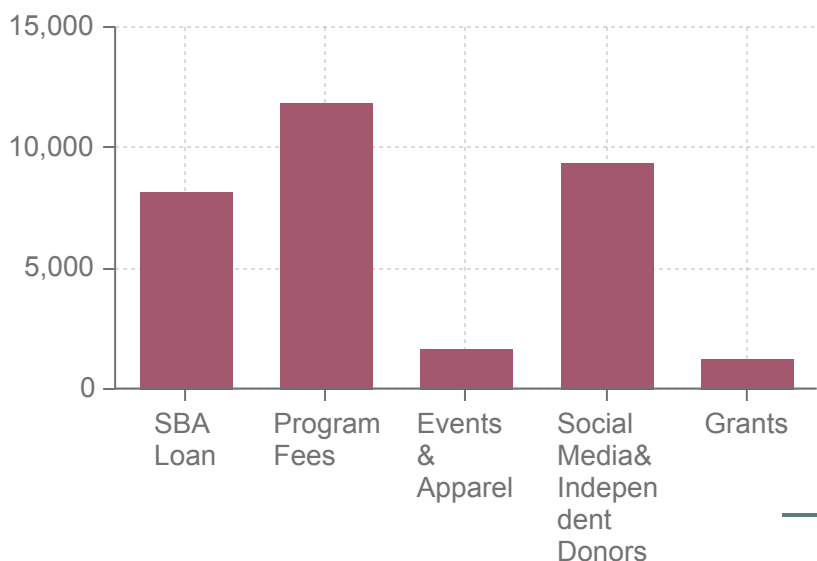
Partnerships:

Green River Preserve | Life Set, Youth Villages
PHX Rock Gym | Temple University School of
Business | Villanova Business School
| AZ Hike Shack

Sponsors/Corporate Donors

Pollination Project | AZ On the Rocks
Dicks Sporting Goods | Backpacker's Pantry
Flagstaff Climbing Center | Rocks & Ropes
White Wall Graphics | Lovitt & Touche

Income



Income
\$24,232



Spent
\$24,474



Participants
132



Corporate
Partners= 6



Recap Continued

2020 Programs:

McDowell Mountains, AZ
 Superstition Wilderness, AZ
 Queen Creek, AZ
 Birdsboro Quarry, PA
 Wissahickon Park, PA
 Green River Preserve, NC

- Camping/Backpacking
- Rock Climbing
- Environmental Education
- Hiking
- High-school Leadership Program
- Women's Leadership Program



Programs in
three states



Programs in
6 wilderness
locations



> 80% of
Gear from
Donors

Finances

Expenses

Staff Cost: stipend to cover costs for employees certifications, training, and background checks. Includes salaries

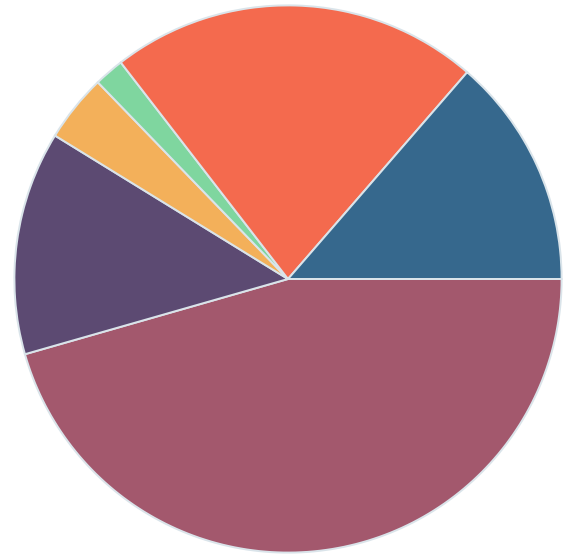
Rent: MBWP is a mobile organization. “Rent” includes gas money & temporary property use (campsites & other program locations)

Marketing: business cards, free apparel, and boosting social media posts

Administrative: costs such as paperwork filings & office supplies

Program Costs: food for programs, first aid supplies, & gear

Insurance: monthly premium plus finance and permit adjustments



Staff	11,152	Rent	3,234
Marketing	976	Administrative	432
Program	5,343	Insurance	3,337

Despite challenges from Covid-19, Mighty Boots Wilderness Project was able to run

6 Months of Programs



Featured Programs



Corporate & Private Expeditions/Team-building

We strive to create mutually beneficial partnerships with our donors. We offer private expeditions and outdoor corporate team building events that include outdoor rock climbing, hiking, camping, and backpacking. All proceeds go towards our cause of offering free and reduced cost programs for our under-served youth.



Climb Like a Girl, Women's Leadership

Through mentoring and community building, Mighty Boots aims to foster programs that promote future Women leaders in the outdoor industry. Our Climb Like a Girl program targets Women seeking challenge and leadership opportunities through outdoor adventure.



YOUTH OUTDOOR LEADERSHIP CERTIFICATION

One of our main goals of 2020 is the development of our Youth Outdoor Leadership Certification. This program targets youth who are aging out of the foster care system. Through multiple outdoor adventures that promote leadership and confidence, youth can earn a certificate of completion to be used as a resume builder and put towards future life goals such as school or job opportunities as well as gain references from the Mighty Boots Wilderness Project Directors.

SWOT ANALYSIS

STRENGTHS

- Positive feedback from every program
- Returning customers
- Access to private land at Green River Preserve
- Clientele in multiple states/strong flexibility
- Relationships with potential staff around the country

WEAKNESSES

- Covid limits group sizes and deters new clients
- Last minute advertising due to schedule and location changing
- Only 2 permanent staff
- Challenges with in-person fundraisers
- Can not charge as much money for programs in Philadelphia

OPPORTUNITIES

- Relationship with GRP provides a safe and accessible place to run programs
- Continuing relationship with foster care close to program area (Lifeset in Asheville)
- Continuing relationship with Run4AllWomen
- Success with selling ClimbLikeaGirl apparel; can continue this fundraising method

THREATS

- Uncertainties due to COVID
- NC weather limits time for programs
- Insurance is a major expense

Testimonials



"I had the most amazing time with Mighty Boots back in March in our group trip to AZ, Courtney, Danny and the staff are amazing, the food was incredible, they are super positive, welcoming and made the experience even better!!!! I'll definitely recommend Mighty Boots, can't wait for another adventure with them!!!" -Livia Caires, March 2020 Women's Leadership Summit



“ We had such a nice time and are very appreciative of all the care, time & Positive energy you & Danny invested in Noel and Tess & our whole family for that matter!" -Tim Neville (Climbing Participant at Green River Preserve)

Special shout out to Mighty Boots Wilderness Project, Courtney Bellissimo, Kelvina Doss, and Juliana Galan you ladies are amazing. You have so much experience, you always kept us safe, you are so passionate about being outdoors, you challenged us in the best possible way, and the preparation of food was awesome.
-Lisa Cooper, 2020 Women's Leadership Summit



"Taken away by how amazing and inspiring these two humans are.. couldn't be more grateful to be apart of their Mighty Boots Wilderness Project"
-Juliana Galan, Volunteer with Mighty Boots Wilderness Project



"Danny and Courtney are such expert environmental educators, who cultivated a sense of growth for all of us, from the youngest climber to the most experienced." -Chris Paul, GRP Board of Directors



"Building Leadership & Confidence Through Outdoor Adventures"

Sponsors & Partners

