



Annual Report

2022

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About Us

Our Core Values

Integrity - Each of our actions are driven by our values; we seek to fill every action with deep intention.

Inclusivity - Our community is stronger when we welcome all and all deserve access to outdoor recreation.

Collaboration - Through strong, intentional collaborations, Winona Outdoor Collaborative can grow and foster a more sustainable, stronger future for the community of Winona.

Conservation - When we care for our environment, we create deep roots for our future. Winona Outdoor Collaborative seeks to lead by example, encouraging others to grow a deep passion for stewardship and a commitment to protecting our natural lands, guided by the principles of Leave No Trace and environmental conservation.

Our Mission - The Winona Outdoor Collaborative seeks to promote inclusion and accessibility through community partnerships, environmental stewardship, and educational programming directed at reducing barriers to outdoor recreation.

Our Vision - Winona Outdoor

Collaborative works to build cooperative action around environmental stewardship in Winona by fostering a deep passion for outdoor recreation in all community members. With a vision towards exploring more together, Winona Outdoor Collaborative hopes to lead the Winona community towards collective action to protect natural resources while developing new skills and passions in the outdoors.



Executive Director Report

I've had the honor of working for the Winona Outdoor Collaborative since its inception in August of 2019. It's been such a pleasure to watch the organization grow and change over the past four years, each day reaching closer toward what we envisioned all those years ago. I'm extremely proud of the efforts of our small team and so grateful for the abundance of support we have continued to receive from the community.

It was a banner year for us. We kept busy with routine programming like monthly meetups, quarterly workshops, and guided retreats. Beyond programs, our team worked towards developing community partnerships that aim to increase access to the outdoors.

For example, we hosted a Free Equipment Rental Day in collaboration with the Statewide Health Initiative Partnership that provided Winona residents and tourists the opportunity to try out many different outdoor activities.

Some of those activities were mountain biking at Holzinger Lodge, bouldering and slacklining at Levee Park, and geocaching at Prairie Island Camground. Although weather influenced the day, our entire team had such a wonderful time meeting new friends and getting outdoors to explore more, together.

We were also fortunate to receive funding from a number of local granters to continue pursuing other mission-driven projects that aim to reduce barriers to accessing the outdoors. Through funding from the Winona Community Foundation and the Minnesota Department of Natural Resources, our team officially began to develop our Environmental Education Department.



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Education is intricately linked to our mission; we aim to provide access to education to support comfort and confidence in getting outdoors. The development of our Environmental Education department has been a large undertaking, but we've received a great deal of volunteer support to build curriculums, discuss strategy, and develop programs. With these efforts, we were able to launch our first program in the spring of 2023 with Riverway Learning Community students!

Above all, our team is especially proud of the launch of BaseCamp Provisions and Driftless Thrift. Basecamp Provisions is our partnership with Sanborn Canoe Company to provide equipment rentals, a retail and consignment shop, and local guided experiences right here in the Driftless Region of Southeastern Minnesota. Driftless Thrift is the consignment shop that provides access to thrifted outdoor clothing and gear. This venture supports individuals in obtaining the things they need to pursue their passions outdoors.

We wanted to thank each and every one of you for your support, encouragement and participation over the past four years. We're so excited to see what year five of the Winona Outdoor Collaborative looks like!

Happy Trails,
Alexa Shapiro, Executive Director



Board President Report

There has been a lot of movement within the Board of Directors for the Winona Outdoor Collaborative.

During 2022, the Collaborative's finance committee has worked to increase the Board of Directors' financial literacy in many different ways. This board appointed committee organized a financial training in January with a professional fundraiser. The knowledge gained in this training was able to assist in the organization's success during the Give To The Max Day Campaign and the Collaborative's Annual Campaign. In addition, the training helped create a financial reporting system to include review of the fiscal budget as an organization. Finally, thanks to the finance committee, there have been a number of approvals to the budget for the Collaborative's consignment shop, which have contributed to its expansion and success.

The other board appointed committee, Board Development committee, experienced success as well during 2022. During this past year, this committee was able to revise its recruiting system to ensure a wider range of perspectives through the Board Matrix system.

When new board members joined, this committee implemented a personality questionnaire to understand the characteristics of the individuals that make up the board. The Board Development committee also worked to create the Executive Director review to which the Board conducted. The board members can also expect quarterly check-ins, self evaluations, and newsletters tailored for the board to be updated on the day-day of the organization.



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Within 2022, the Board of Directors participated in many trainings. The first being an ongoing training with Diversity Council covering topics and encouraging discussion on Inclusive Language for Organizations and Gracious Hosting. The second set of training was in October, during a board meeting, where we learned about how to support individuals with dementia through the Dementia Friends program.

The strategic initiative #1 (Diversity, Equity, and Inclusion) conducted board discussions monthly during 2022. These discussions included, individuals with disabilities in an effort to promote accessibility in outdoor recreation, children in the outdoors, mental health and the outdoors, Martin Luther King Jr. Day, the Hindu Holiday in February and Black History month, Outdoor Engagement for Individuals on the Autism Spectrum, connecting with youth, and conversation starters for programs and events.

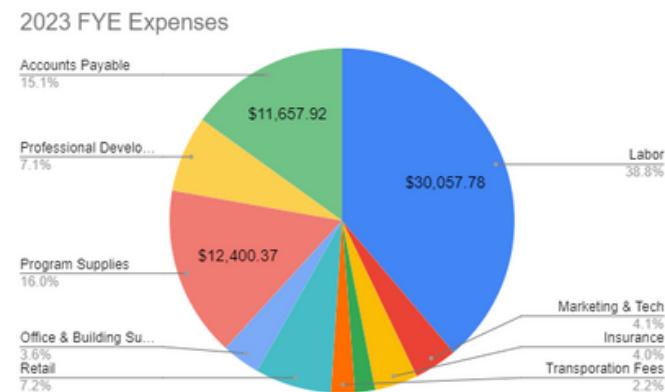
In December, the Board of Directors held a strategic planning session. During this, the board reviewed the mission and vision of the organization and began the process moving towards a more advisory and governance form of decision making. Finally, for the next 3 years, the Board desires to focus on initiatives for DEI, the Outdoor Recreation Hub, and education.

Although 2022 was full of many logistic and organizational changes, the Board of Directors still managed to hold in person meetings and build relationships outside of the work we do through group activities, such as paddling.

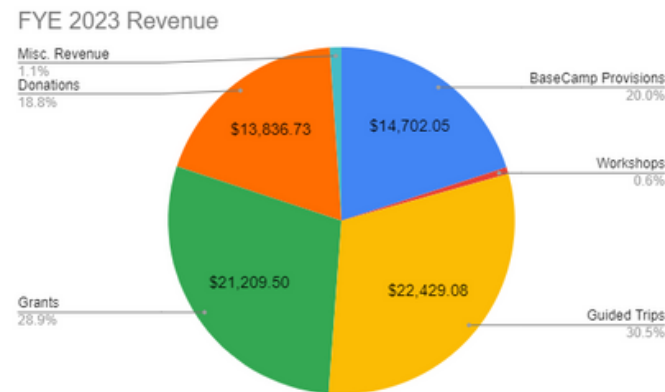
Asiah Reedy, 2022 Board President



2022 Financial Report



2022 saw a large increase in both revenue and expenses as we launched a few new programs and services. BaseCamp Provisions required a bit of behind-the-scenes costs in materials and office supplies, attributing to 3.6% of our total expenses. Additionally, with a new store to stock full of outdoor equipment and clothing, our retail budget increased to approximately 7.2% of our total expenses for 2022. For revenue, we saw an increase in guided trip revenue as we increased our offerings during the 2022 summer season. Guided trips accounted for approximately 30.5% of our total revenue. We were also fortunate to receive a number of donations and grants, which in total made up approximately 48% of our revenue. We're excited to watch BaseCamp Provisions and Driftless Thrift continue to grow in 2023, with a goal of increasing revenue from 20% in 2022 to approximately 45% of our total earned revenue for 2023.

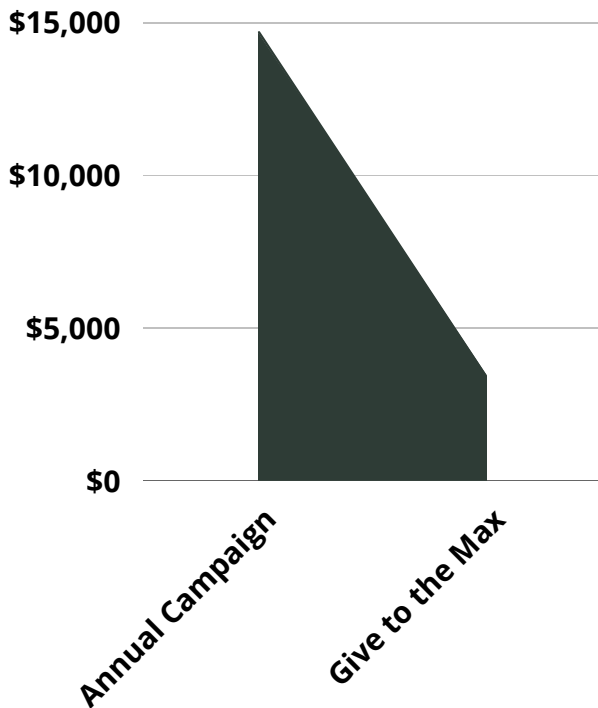




Donations

We are grateful for those who choose to invest in the Winona Outdoor Collaborative. This list represents gifts made between January 1 and December 31, 2022.

Aaron Turcott	Kathy Hovell & Tom Slaggie
Adam and Eryn Potthast	Katrina Evason
Adam Demers	Kayleen Berwick
Adefoluke Shemsu	Kelsey Scott
Alexa Shapiro & Cooper	Kent Grover
McCormick	Kim Glaysher
Alexandra Shubin	Kylie Wharton
Amy Hermodson	Lars Swedberg
Andrea Strain	Laura Johnson
Aoife Hayes	Laura Pettersen
Augie Yanta	Lexie Green
Aurea Osgood	Lori Nagle
Bailey Sapa	Maci Lehman
Barbara Wynn	Mari O'Connor
Bill Baker	Mary Kirk
Blayr Thompson	Michelle Hagman
Brigitte Bailey	Michelle Harris
Cara Olson	Mike and Kris Bockelman
Carolyn O'Grady	Mike Cichanowski
Cathleen Faruque	Mitch Johnson and Marcia Ratliff
Christian Taylor	Nancy Denzer
Chuck and Judy Shepard	Natalie Siderius
Connor Klausing	Nick Buban
Craig and Jill Klausing	Pat and Larry Stillman
David and Debra Hammel	Patti McCarthy and Lynn Shapiro
Dean Friton	Paul Schollmeier
Dom Cummings	Rachel Jacobson
Fight for Something	Rachel Seisler
Garrett Mastin	RaeNelle Ostberg
Grant Bullert	Randi Campbell
Isaac Yanta	Randy Burgett
Jackie Borman	Ruth Charles
Jackie Henderson	Sam Steukens
Jackson Ramsland	Sharon Mansur
Jeff Strand	Sophie Davitt
Jennifer Gibson	Susan Spafford
Jessica Cochrane	Tali Nyala and Josiah Litant
Jim Ellis	Tanya Ryan
Joe and Sandie Johnson	Thaine Koen
Jonelle Moore	Theresa Furan
Julie and Joe McCormick	Thomas Jaszewski
Kaeli Melin	Tim Ostberg
Katherine Gilmer	Trevor Biederman
Kathy Beezley	Trisha Karr



Grants

Bass Pro Shop | \$1,000

Covered the cost of permits and professional development training courses.

Elizabeth Callender King Foundation | \$9,000

Through this grant, we are able to cover all the costs of nine free meet-ups and nine partnered meet-ups for the entire 2023 program year.

George Kaiser Family Foundation & Digital Lift | \$1,000

Covered marketing and technology expenses and a donor database software to enhance fundraising efforts.

Gunderson Health Systems | \$1,499

Funded the purchase of 14 pairs of youth snowshoes for rentals and programs.

No Child Left Inside | \$5,000

Funded environmental education, including equipment, educational development, and program facilitation.

Statewide Health Initiative Program | \$2,195

Allowed us to host a Free Equipment Rental Day in Winona, where we offered access to equipment and recreational instruction at three program areas. Activities included mountain biking, geocaching, and climbing.

Winona Community Foundation | \$5,000

Funded environmental education, including equipment, educational development, and program facilitation.

Winona Health | \$250

Funding for programming that supports marginalized or underrepresented identities in accessing the outdoors.

WNB Financial | \$250

Funding for the annual spring clean-up and campaign kick off party.



Programs & Volunteers

You make a living by what you get. You make a life by what you give. We couldn't be more grateful for the volunteers that have been showing up to support the Winona Outdoor Collaborative. Here is a comprehensive report on the programs we offered in 2022 and the volunteers who helped make it happen.



1

We hosted **16 events**, including local meetups, workshops, and guided retreats.

2

336 community members participated in these events - 277 at meetups & workshops, 59 at guided retreats!

3

Between **program volunteers, administrative volunteers, board members, and interns**, we tallied up **1,032 volunteer hours** - a value of **\$30,908!** We literally couldn't make this happen without all of you!

Liabilities Report

Over the course of the last year, the Winona Outdoor Collaborative made concerted efforts to increase our transparency to the public and ensure all liability considerations were addressed. We now have a page on our website where we post meeting minutes and other documents to provide information on our ongoing work. We continue to work with insurance agents that work to provide the best coverage for our organization, staff, volunteers, and directors, as well as ensuring protection for every type of program. Our employees invested considerable time this year in earning and maintaining various outdoor industry certifications, and we are working to grow the number of certifications we collectively have over the next year as well. All staff members met to review all policies and procedures that guide our operations to ensure consistency, accuracy, and that we meet all industry standards with our work. In all we do, we strive to provide the best experience for our participants & introduce more people to the outdoors, and we seek to ensure our policy & liability efforts are as strong as possible so that we execute on our mission in a responsible way.

Our Staff & Board of Directors in 2022

Alexa Shapiro, Executive Director
Sydney Bockleman, Director of Wayfinding
Taylor Olson, Director of Granola
Miranda Maurer, Director of Flow
Felicia Hokenstad, Director of Wanderlust
Claire Severson, Director of Serendipity

Asiah Reedy, Board President
Trisha Karr, Board Vice President
Mandy Hansel, Board Treasurer

Adefoluke Shemsu, Board Member
Garrett Hopkins, Board Member
Taylor Olson, Board Member
Tara Stenson, Board Member
Josh Johnson, Board Member
Taylor Juresh, Board Member
Paul Schollmeier, Board Member
Jake Allen, Board Member
RaeNelle Ostberg, Board Member
Zoe Kwitek, Board Member