



2022

ANNUAL
REPORT



CONTENTS

0 1

BOARD OF DIRECTORS
STAFF

0 2

JOEY TAYLOR-MOON
BOARD CHAIR LETTER

0 3

HANNAH INMAN
CHIEF EXECUTIVE OFFICER LETTER

0 4

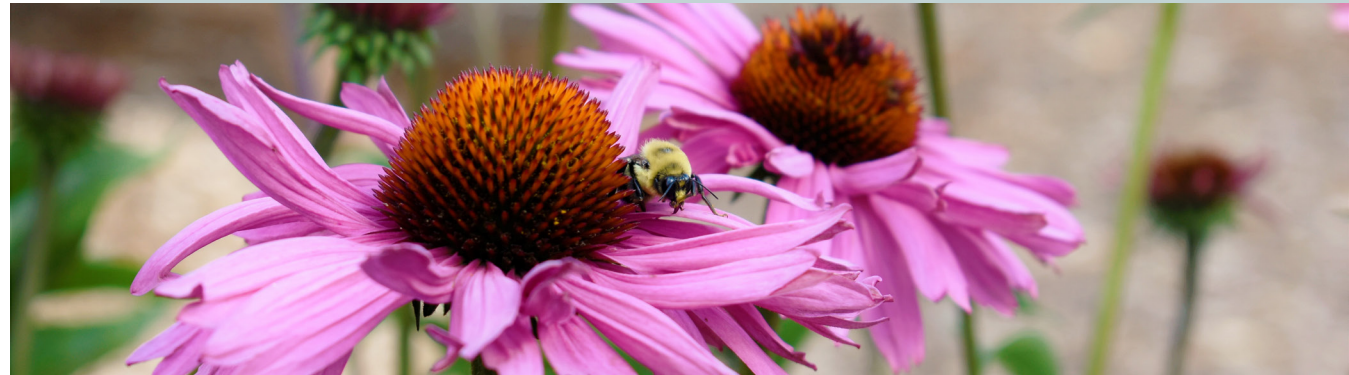
BY THE NUMBERS

0 5

UPCOMING EVENTS

0 6 - 0 8

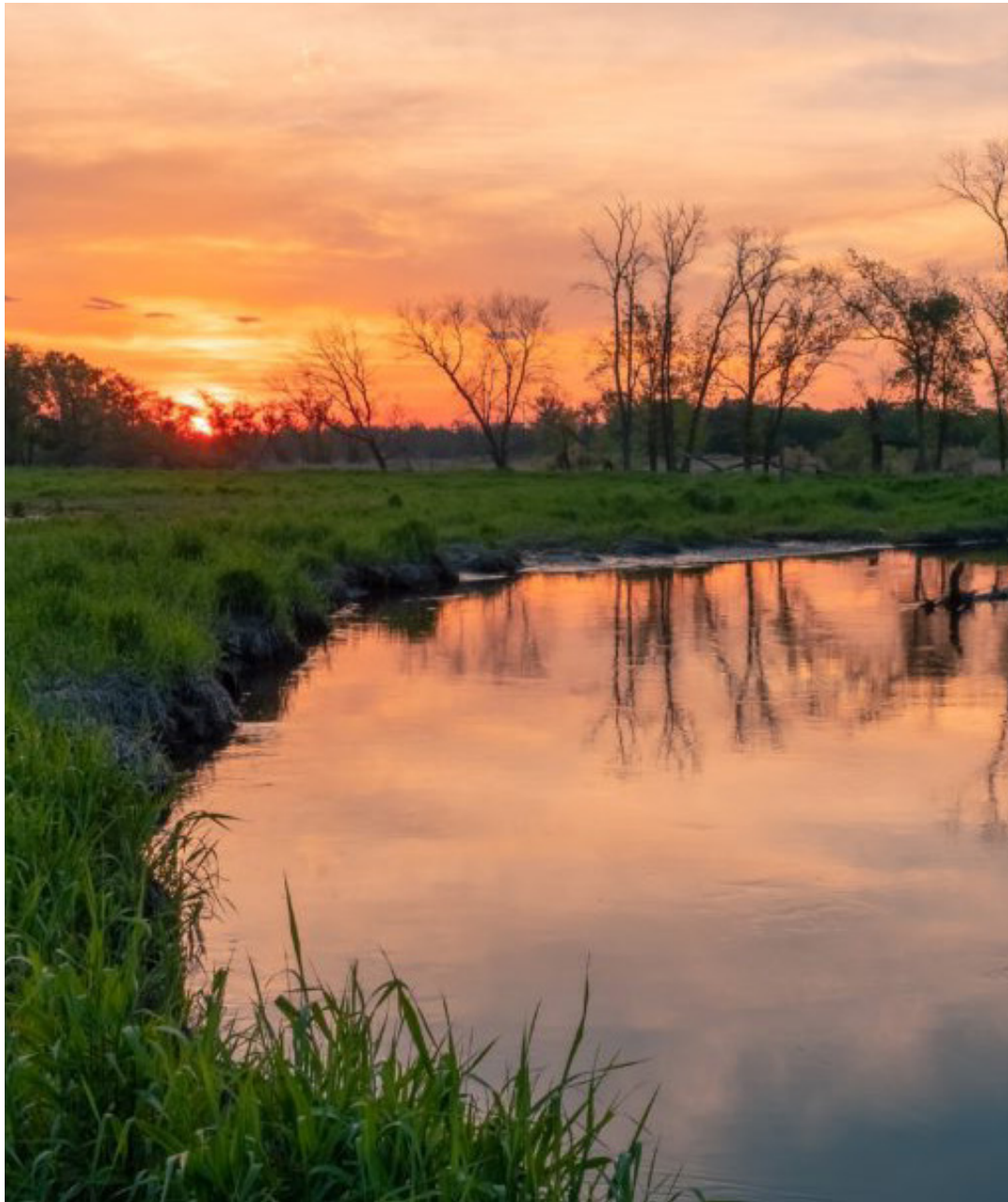
DONOR RECOGNITION



We provide leadership, foster partnerships, increase awareness, and raise funds — serving as a catalyst to power passion and support for regional projects that expand and restore natural spaces, enhance outdoor recreation and learning opportunities, and promote conservation.

We connect people of all ages and backgrounds to nature by collaborating with other organizations who share a common vision of healthy environments that provide a variety of outdoor recreation and education opportunities. Driven by our clear purpose, we challenge ourselves to seek and take on partner projects offering exceptional and long-term impact requiring a regional approach and creative funding.

98% of funding received is invested directly into conservation and outdoor recreation initiatives.



BOARD OF DIRECTORS

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Monica Converse, ICON Water Trails Project Manager

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Kaitie Hartmann, Director of Marketing

Hannah Inman, Chief Executive Officer

Cole Miller, ICON Water Trails Regional Coordinator

Growing up in rural Iowa, I learned from a young age to appreciate our natural resources. From camping to fishing, boating to gardening, I absolutely love being in the great outdoors. In 2020, just before our world was forever changed by the global pandemic, I had the opportunity to join the board of directors for the Great Outdoors Foundation. It seemed like — and has been — a natural fit. Not only do my own personal values align perfectly with that of the organization, but my employer, Hubbell Realty Company, has been a longtime supporter of GOF and its work in our community. In fact, the very first \$1 million gift to the then Central Iowa Water Trails capital campaign came from Hubbell Realty Company thanks to the leadership of our President & CEO, Rick Tollakson.

I share all of this to say that when I joined the board, I felt like I had a very solid understanding of the role the Great Outdoors Foundation played in our community. Like many of you, my interactions with GOF were centered around major placemaking initiatives such as the Jester Park Nature Center or ICON Water Trails. What I didn't realize at the time, and what I've become intimately acquainted with as board member and chair, is that the work of GOF goes so much further than what many in our community even recognize.

“

**We have one precious earth,
and it belongs to us all.**

What started off as a grassroots fundraising effort has now grown and developed into a sophisticated, collaborative entity, leading the creative conservation work needed in our state to steward our natural heritage and increase recreation accessibility for all. Behind the scenes, the Great Outdoors Foundation and its partners are bringing key leaders to the table from both the public and private sectors to invest the time, energy, and resources needed to address complex issues in our region. Yes, we're experts in fundraising for conservation and outdoor recreation, but the initiatives GOF is a part of impact everything from economic development to diversity and inclusion, talent attraction and retention to public safety. At our core, we are problem solvers, and we're committed to taking a cooperative approach at addressing critical issues in our region, state, and country.

We have one precious earth, and it belongs to us all. What I love most about the Great Outdoors Foundation is that there is a seat for everyone at the table. So, whether you're a longtime supporter who purchased one of our five-dollar firewood bundles ten years ago or you're a new friend of our organization interested in our work upstream, we're so glad you're here. If there's one thing I've learned during my tenure on the GOF board, it's that it takes us all to make an impact. Together, we're safeguarding our natural resources and increasing access to outdoor recreation for the hundreds of thousands of individuals who call Iowa home.

I'm so proud of what we've accomplished in the last year, but I can tell you it truly pales in comparison to what is to come. In a recent survey to our board, donors, and partners, someone referred to GOF as “happy disrupters.” In a world marked by status quo and tired strategy, we're quite content to shake things up.

We hope you are too,



Vice President of Marketing, Hubbell Realty Company

Board Chair, Great Outdoors Foundation

For more than two decades, the Great Outdoors Foundation has served as a leader in conservation and outdoor recreation. We've had the privilege to be a part of major placemaking and quality of life initiatives, and regardless of the objective or outcome, one common theme remains the same: collaboration. Whether it's the Athene Pedestrian Bridge, Polk County Water and Land Legacy Bond, or ICON Water Trails, it takes all of us to make an impact. Time and time again we've seen how public-private partnerships coupled with the tenacity of the individuals in our community activate what was once just vision and transform what could be into what is.

That couldn't be more true when it comes to our newest endeavor — the Great Outdoors Foundation Conservation Fund. Ingenuity and innovation are almost innate to our organization, and so when faced with the complexities of addressing multifaceted conservation issues including water quality, habitat restoration, and carbon offsetting, we turned inward and developed the Conservation Fund to connect experts on the ground to strategic funding already available in the marketplace.

The Conservation Fund is the next evolution of the Great Outdoors Foundation. Our grassroots support is stronger than ever, and thanks to years of faithful stewardship, relationship building, and thoughtful leadership, we are now poised to affect systematic transformation at a scale unprecedented in our organization. This dynamic fundraising mechanism is designed to impact meaningful change at a meaningful pace. As the first non-profit in Central Iowa with the ability to accept ESG funding, the Great Outdoors Foundation, and our Conservation Fund, will provide sustainable support and measurable progress in our state — and beyond.

Already, we are integrating our strategy with agricultural stakeholders upstream and assessing barriers to change that, when addressed, will unlock a way forward that not only satisfies the economic incentives of our agriculturally-driven state, but also safeguards our water, land, and other natural resources for future generations. We see ourselves positioned to connect all of the existing components — conservation best practices, existing government funding, private dollars from socially conscious businesses, and farmers and landowners — to move the needle on water quality in a calculable way.

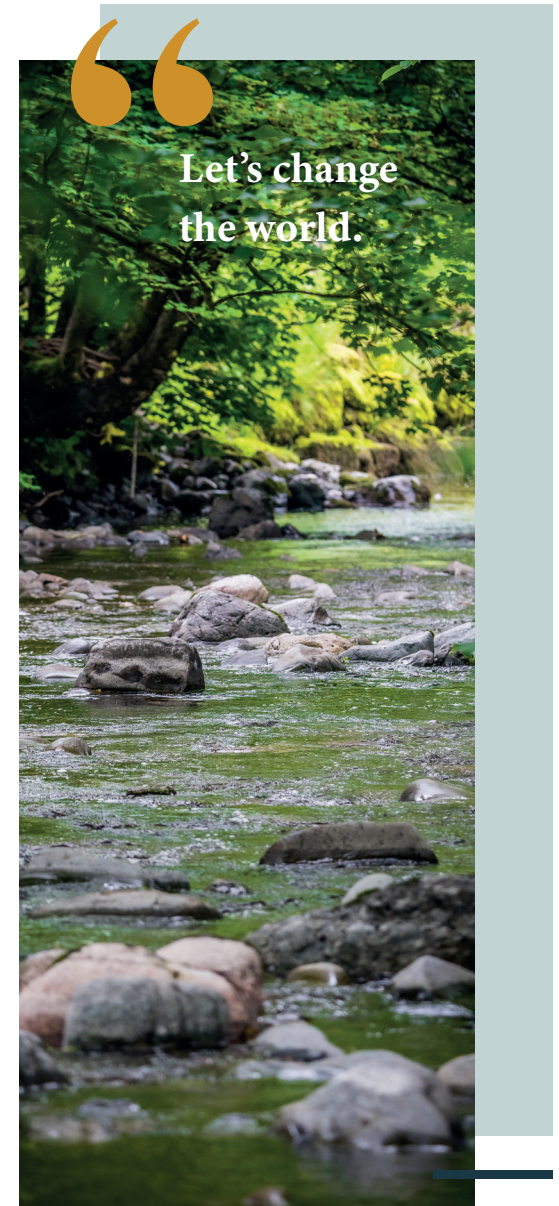
We are pioneering a way forward that brings all parties to the table and implements the infrastructure needed to funnel capital into targeted tributaries, communities, and watersheds. Our proprietary system isn't an additive; it's a multiplier. Over the last three years, the Great Outdoors Foundation has invested more than \$200 million in conservation and outdoor recreation. In another three years, I'm confident that amount won't just double, it will be exponentially leveraged and invested in our most precious resources.

If we want to do what has never been done, we have to go where no one has ever gone. The Conservation Fund is the first of its kind, and we're stepping into the new role of conservation venture capitalist as we manage a portfolio of projects and initiatives that provide a quantifiable return on investment for those who choose to partner in our vision. I am grateful to you, to our hundreds of faithful donors, and to our dozens of ally organizations who not only believe in our mission but are trailblazing right alongside us. If there is one thing I know from my years with the Great Outdoors Foundation it's that there is only one way forward: together.

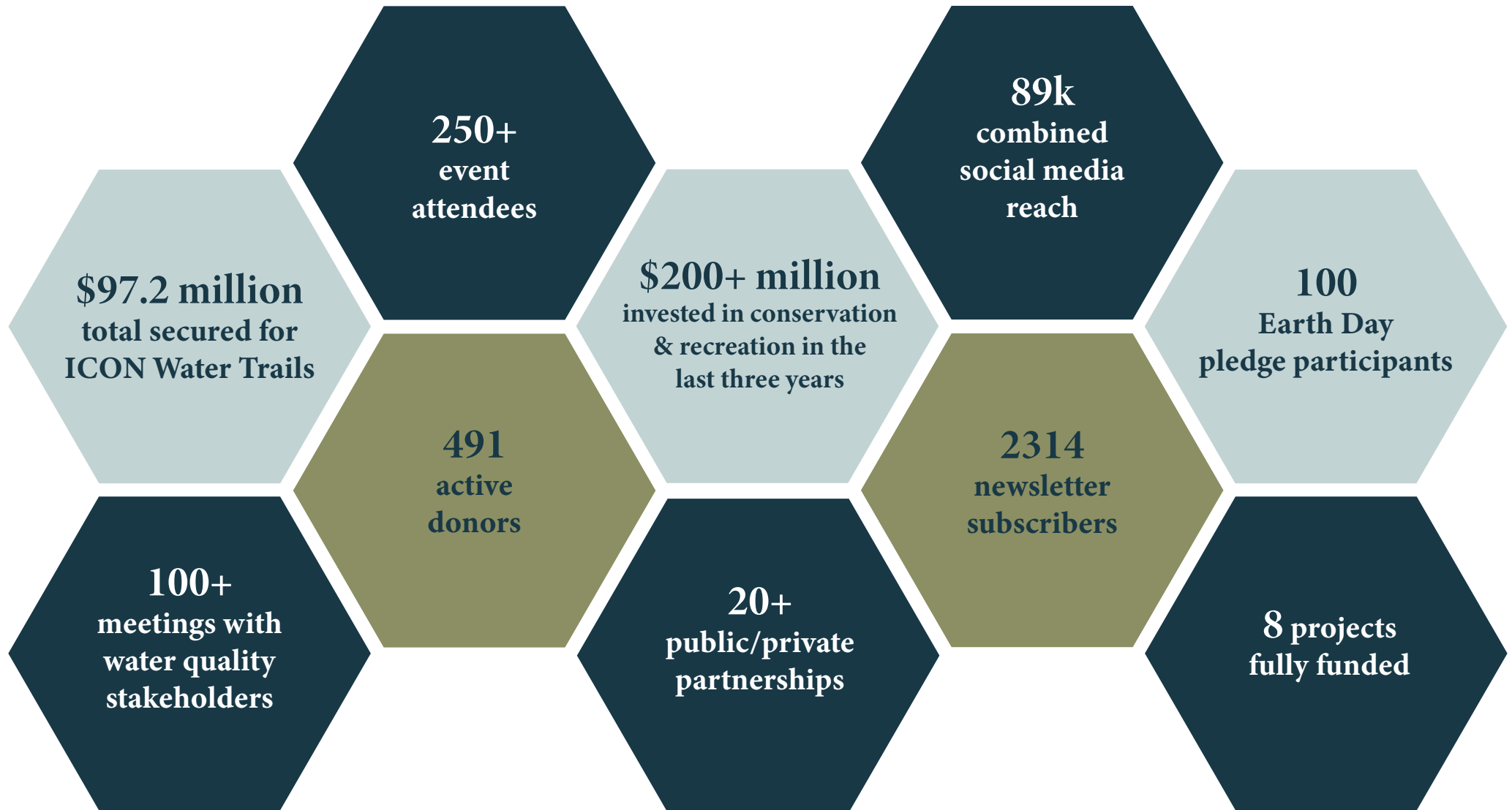


Chief Executive Officer, Great Outdoors Foundation

Interim Director, ICON Water Trails



BY THE NUMBERS



UPCOMING EVENTS

Aug.
30

Annual Golf Outing

Wednesday, August 30 · 8 a.m. – 1 p.m.
Jester Park Golf Course | 11949 NW 118th Avenue, Granger, IA 50109

Swing for a cause at the beautiful Jester Park Golf Course! Foursomes, individuals, and sponsorship registrations available. Learn more at GreatOutdoorsFoundation.org/Events.

Oct.
12

Third Annual Wild Prairie Showdown

Thursday, October 12 · 6 p.m. – 10 p.m.
Toast | 1345 SW Park Square Drive, Ankeny, IA 50023

Join us for the Wild Prairie Showdown, a competition to name the MVP - Most Valuable Philanthropist. Proceeds benefit the Great Outdoors Foundation and ICON Water Trails. It's fashion meets, advocacy, meets fundraising, and you don't want to miss it.



DONOR RECOGNITION

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Albaugh, Inc.
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Matt Anderson
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Betts Foundation
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Ryan Crane

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Maria Davis
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Cindy De Gloppe
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Janet Knock
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Richard & Michele Kolz
Sachi Komai
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