

MISSION

Our mission is to teach socioeconomically diverse youth the foundations of adventure so they can safely and confidently experience the outdoors.



VISION

Our vision is that through school partnerships, we can bring experiential and social-emotional learning to the classroom so that the outdoors can be accessible for all of Denver's youth to safely explore.





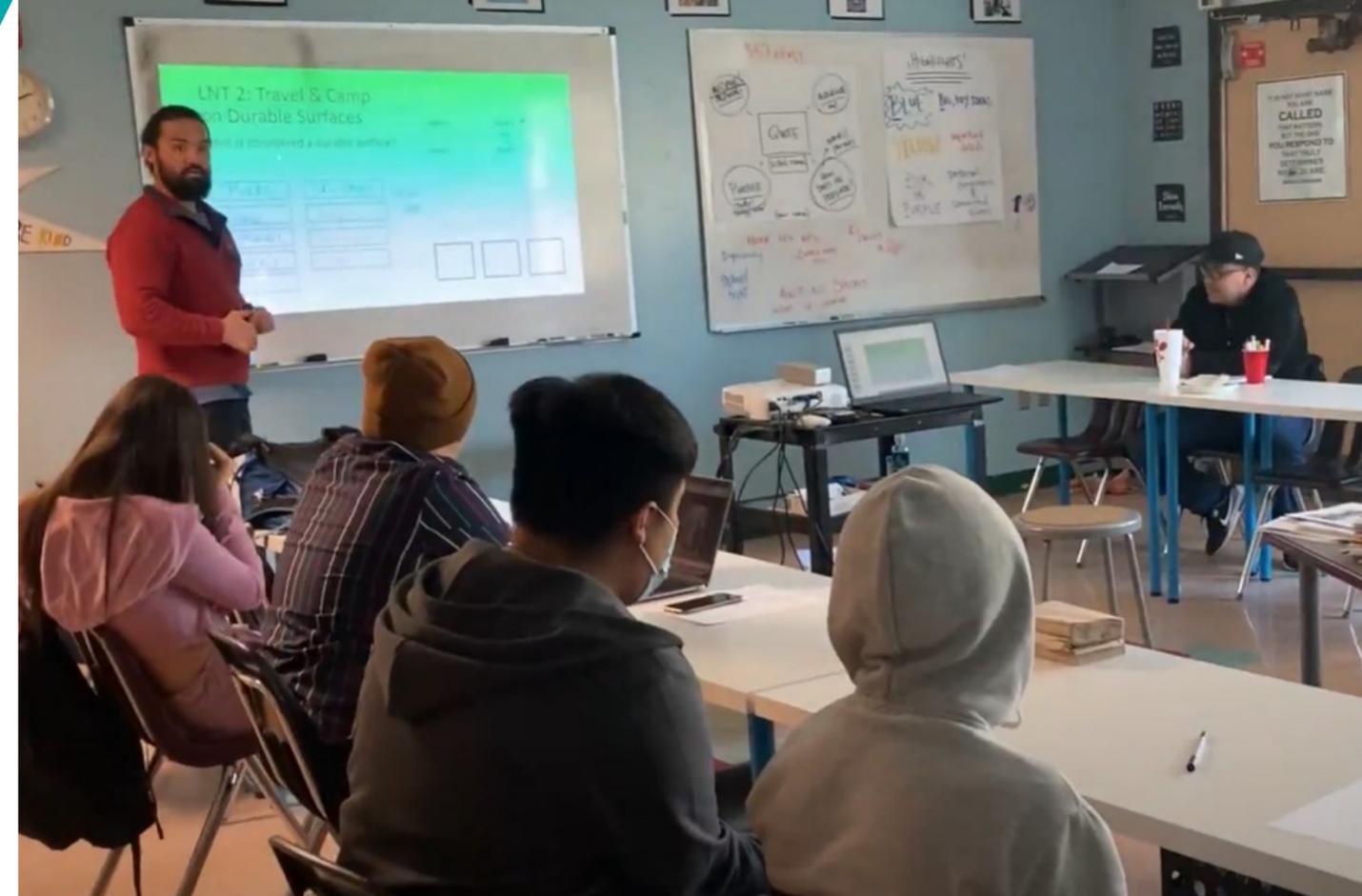
WHY WE DO IT!

New Treks lowers barriers and increases access to the outdoors for underserved youth in the Denver area.

- Working through Title 1 Schools and other Organizations eliminates costs to youth and families.
- Teaching an in-school class builds trust and rapport with students, creating a safer environment where they can explore outside of their comfort zone.
- We are creating new opportunities for underprivileged youth and teaching them the life skills to adapt, overcome, and problem solve.
- We open up pathways for our students, from developing healthy coping mechanisms to new career choices.

OUR APPROACH

- Teaching Elective/Enrichment Classes
 - Rock Climbing
 - Backpacking/campcraft
 - Canoeing/kayaking
 - Teambuilding
 - And much more...
- Working with various Organizations
 - Youth and Family Services
 - Low Income Housing
 - Behavioral Health Facilities
 - Title 1 Schools
- Connecting youth and partners with other nonprofits for more opportunities
- Fundraising and gathering donations to provide families with novel outdoor experiences





Partnership

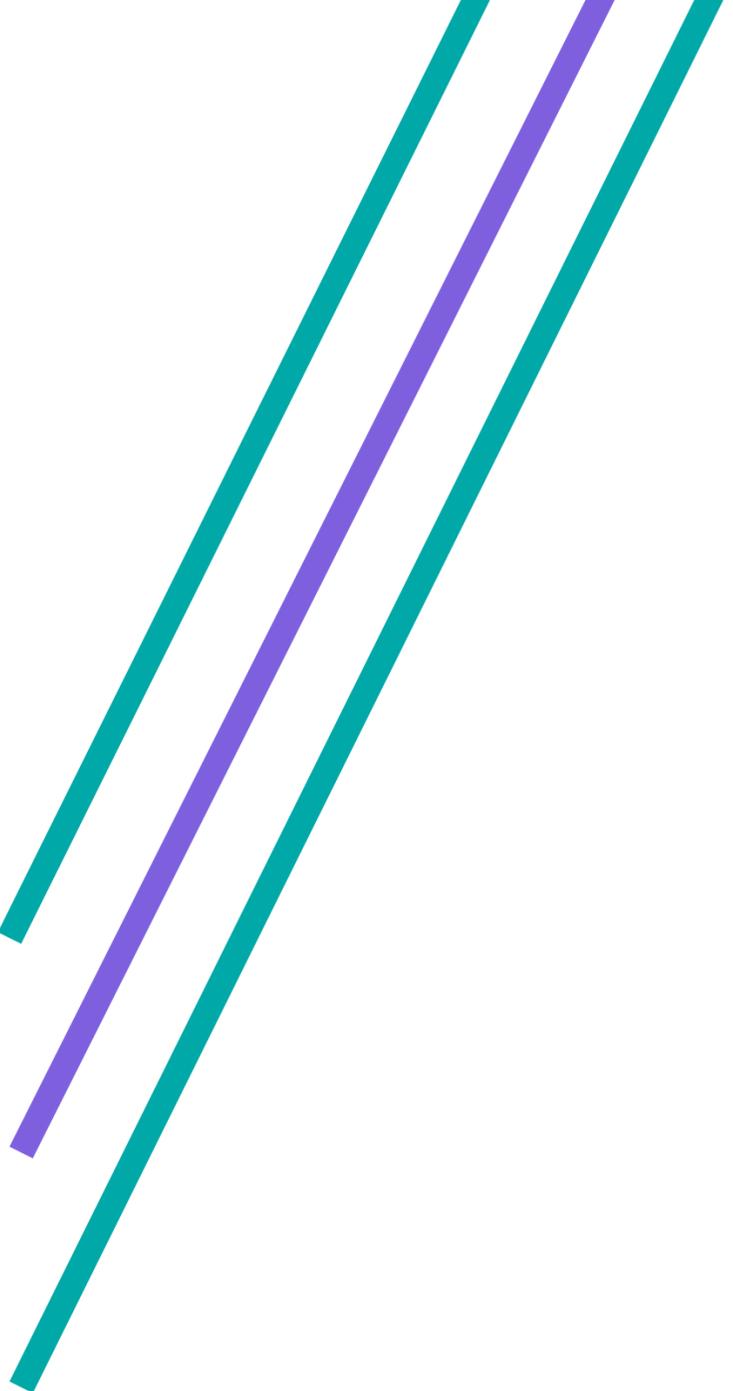


Tiers	Donation Amount	Benefits
New Trekker	Up to \$50,000+	<ul style="list-style-type: none"> + Decal on our transportation bus
Pathfinder	Up to \$25,000	<ul style="list-style-type: none"> + Promotional marketing at events
Explorer	Up to \$10,000	<ul style="list-style-type: none"> + Blog post Media collaboration
Adventurer	Up to \$5,000	<ul style="list-style-type: none"> + Tags/mentions in a social posts'
Weekender	Up to \$2,500	<ul style="list-style-type: none"> Social media post Recognition on our website

Create Change

Amount	What it covers
\$250	<ul style="list-style-type: none">• Indoor climbing day
\$500	<ul style="list-style-type: none">• Full-day outdoor activity
\$1,500	<ul style="list-style-type: none">• 1-Day snowboard or ski lesson
\$2,500	<ul style="list-style-type: none">• 3-day, 2-night CO State or National Park trip• Or an international trip for one youth
\$5,000	<ul style="list-style-type: none">• 5 day 4 night CO State or National Park trip
\$25,000	<ul style="list-style-type: none">• 1 school year class

-Priced out for one group or class of 12 participants.



Demographics



- 4% ■ American Indian or Alaskan Native
- 8% ■ Black or African America
- 79% ■ Hispanic or Latino
- 4% ■ Multiethnic
- 0% ■ Asian
- 0% ■ Native Hawaiian or Pacific Islander
- 3% ■ White
- 2% ■ Other

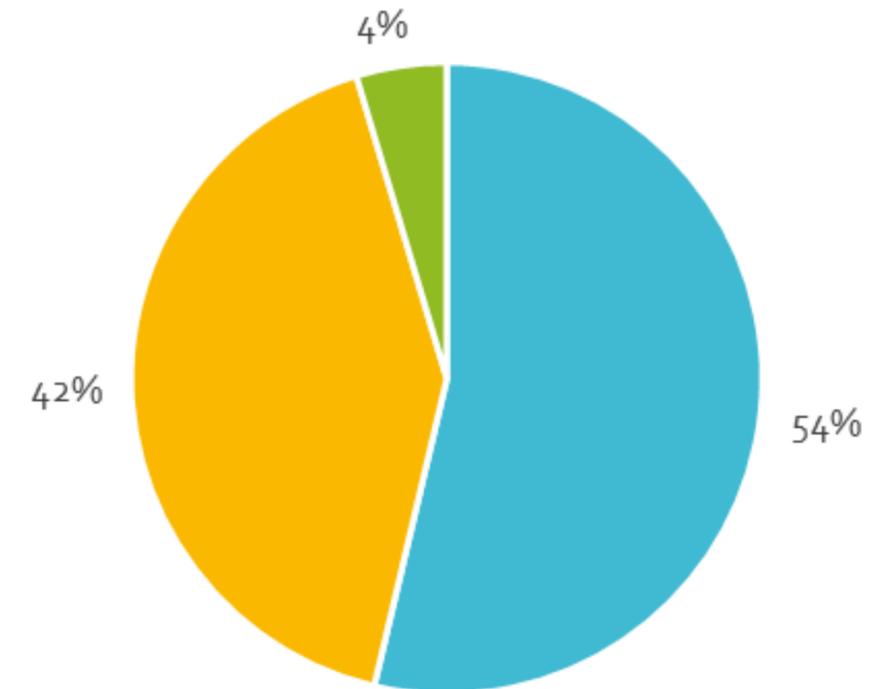
OUR IMPACT

Year 1:

- 2 schools served, 2 classes
- Summer Programs
 - Youth and Family Services
 - Low Income Housing
 - Behavioral Health Center
- Impact roughly 75 underserved youth
- 100% on Free or Reduced Lunch

Year 2:

- 7 school contracts, 9 classes
- Summer Programs
 - Prefilling for next summer
- Impact estimated upwards of 300 underserved youth
- 100% on Free or Reduced Lunch



- Male
- Female
- Genderfluid

YOUR IMPACT

With your contribution we are able to reach more youth, change more lives, and lower more barriers to the outdoors.

- Support underfunded schools to supplement costs for programming.
- Promote diversity and inclusion in the outdoors.
- Providing experiential education classes for underserved youth.
- Provide day programming that offers new experiences.
- Support scholarships for schools, organizations, and youth.
- Provide a new outlet for youth





OUR AUDIENCE

Website

3,288 Unique visitors in the past year.

4,360 Site sessions in the past year.

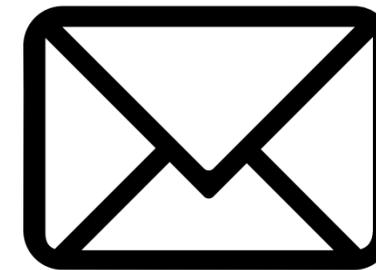
2,359 being from Colorado.



271 followers



65 followers



123 subscribers

Help Us

- Build a multi-lingual staff to accommodate our wide demographic.
- Promote multi-generational outdoor enthusiasts.
- Create a new generation of outdoor stewards.
- Reduce costs to schools and organizations.
- Increase access to the outdoors by reducing barriers.
- Make a lasting impact on students' relationships with the outdoors

Help Yourself

- Be a brand our youth learn to know and trust.
- Grow your outreach into a new market.
- Create product awareness and visibility.
- Supply products for those in need and with less resources
- Build new and deeper community networks.
- Drive new retail traffic and sales.

LEAD THE WAY

Be responsible for changing the lives of countless youth. Lower barriers to the outdoors and support more people getting outside. Together, we can cultivate a generation of diverse stewards which will impact education and the outdoor community.

Invest in the future of outdoor education for ALL youth.

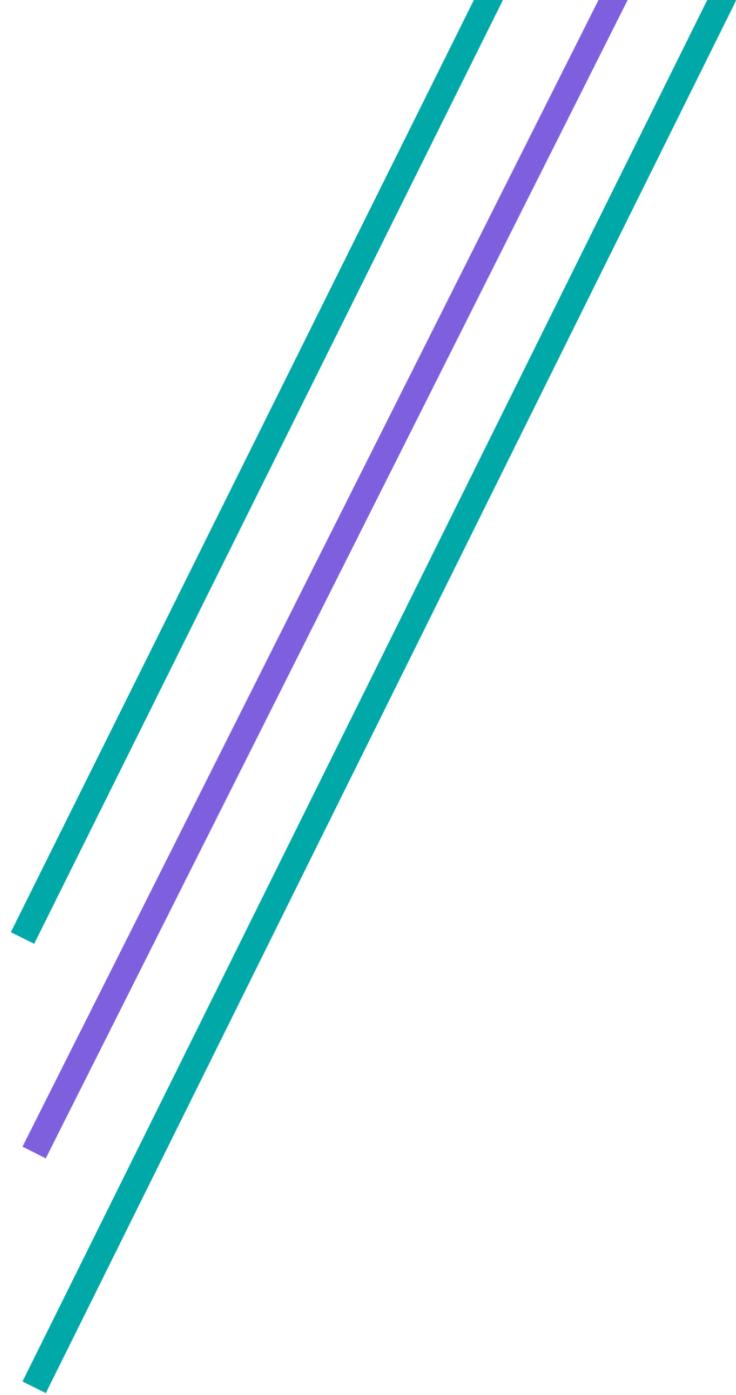
We want to partner! Contact:

[Andy Hartman, Founder/CEO](#)

Andy@newtreks.com

www.NewTreks.com





HAVE YOU HEARD?

Magen K. Social Science and Core Trauma Lead, AUL Denver

"...Many of our scholars have had very little to no experience in the world of adventure and the outdoors...and having the chance to witness their curiosity and exploration has been incredible."

School Psychologist, AUL Denver

Erin P.

"...By offering school-based skill development, coupled with real-life experiences, New Treks is cultivating a love for the great outdoors that is often inaccessible to students experiencing poverty. At AUL Denver, Andy & his team are inspiring a new generation of outdoor enthusiasts, and helping our students develop curiosity & confidence along the way."

Alina A. Math Teacher, AUL Denver

"...They're having all those shared experiences I think is not only good for knowledge and safety and learning for the future but also just them and building memories and relationships with each other and creating that community is just so unparalleled. So to any school considering new treks, I highly highly recommend it. There is nothing like it"

Jason K. ”

After the rock climbing day in Evergreen, I went home and wrote a rap about it.

Jolianna ”

I like this class because it is so positive and uplifting.

Armani ”

One thing I liked about the class was going to the rock climbing gym. It taught me how to actually rock climb the walls.

Jason J. ”

I'm in 11th grade. I enjoy this class because it helps a lot in the real world and how to survive. What we are learning about right now is the environment and nature.

Amadeus ”

This is my favorite class of the day. Every Friday and Tuesday we do something outdoors which gives me good experience and now made rock climbing more interesting and my understanding of it always increases every time I go rock climbing with this class.

Jayden ”

I really enjoy this class because they introduced me to new things I never experienced before such as rock climbing and wood carving.

Victor D. ”

This class made me more active and taught me more life skills than I've ever learned. Love how much it can teach about being outdoors.

Rafael ”

I'm a senior. About two weeks ago I went rock climbing with Andy and his team and it was probably the best experience I've ever had - it's an adrenaline rush!



CURRENT SUPPORT

Ent Credit Union

Bass Pro Shop Cabela's

Sawyer

Colorado Parks and Wildlife





We want to partner! Contact:

Andy Hartman, Founder/CEO

Andy@newtreks.com

www.NewTreks.com

**CHANGE LIVES
CREATE A NEW FUTURE**

