WILDERNESS ADVENTURES
FOUNDATION • EST 2022

IMPACT STATEMENT 2026










DO SOMETHING WILD
INSPIRE GROWTH
AND WONDER



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A LETTER FROM THE DIRECTORS

Dear Friends,

Each summer at Wilderness Adventures, we witness countless “firsts”...

The first time a camper sleeps under the stars.
The first time they paddle a river, reach a summit, or lead a group.
The first time they realize they’re capable of more than they ever imagined.

These moments, big and small, are what define the camp experience. They are the sparks that build confidence, curiosity, and courage. In a world where children’s lives can feel carefully mapped and managed, camp offers a different kind of gift: discovery.

Through the Wilderness Adventures Foundation, we believe every young person deserves the chance to experience these powerful firsts. Because in that first step onto the trail, that first leap into a lake, or that first time leading a team, something changes – they begin to see themselves differently.

In 2025, your support helped make these moments possible for so many campers. Thanks to your generosity, children from across the country experienced their first true adventures in the outdoors and discovered a lifetime of confidence and wonder in the process.

As you read this year’s Impact Statement, I hope you see what we see every summer: the incredible ripple effect that begins with a single opportunity.

Thank you for helping create so many firsts that will last a lifetime.

With gratitude,

Tom + Catherine

Tom and Catherine Holland



TOM AND CATHERINE HOLLAND
WAF Directors + WA Owners and Directors

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OUR MISSION

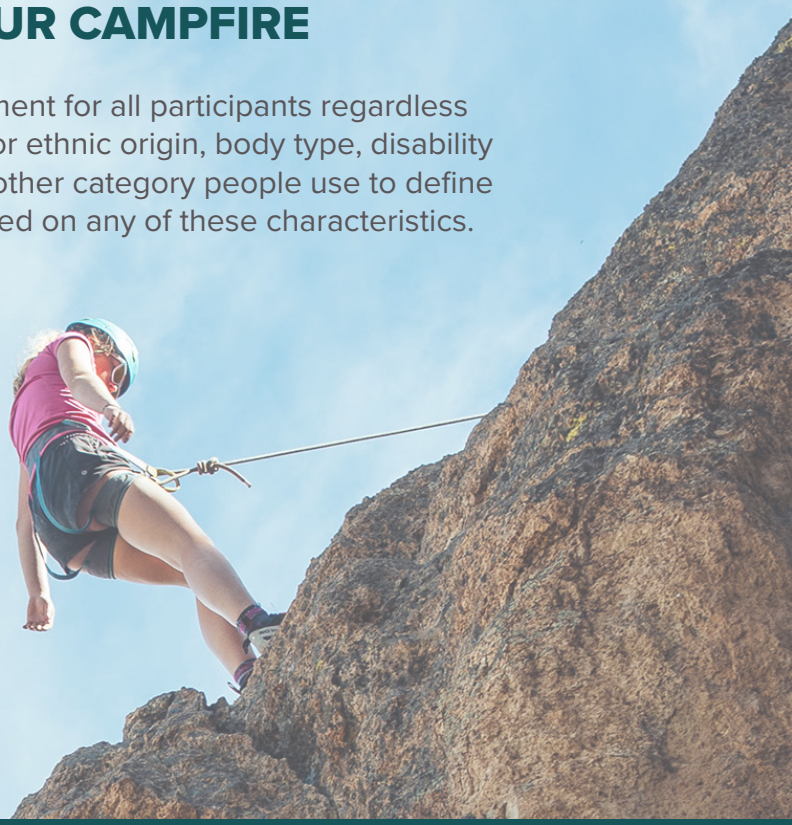
SEEKING TO MAKE THE SUMMER CAMP EXPERIENCE A POSSIBILITY FOR ALL CHILDREN

The Wilderness Adventures Foundation was established in 2022 on the premise that socio-economic circumstances should never impede a child from having a summer camp experience.

Each year, the WAF provides financial aid opportunities allowing students who are passionate about joining a summer camp program to do so without regard to their family's financial position.

MAKING SPACE FOR ALL AROUND OUR CAMPFIRE

At Wilderness Adventures, we believe in fostering an inclusive environment for all participants regardless of race, sex, gender identity, sexual orientation, faith or religion, national or ethnic origin, body type, disability (assuming the disability permits safe participation in the program) or any other category people use to define themselves. We celebrate diversity and will not tolerate harassment based on any of these characteristics.



FUNDRAISING EFFORTS

OLD BILL'S FUN RUN

Old Bill's Fun Run is a unique and highly successful fundraiser in Jackson Hole, focused on community and collective impact. Without finish lines, podiums, or medals, it unites participants in a shared goal to raise money for local non-profits and causes, amplifying generosity to create lasting change.

During Old Bill's Giving Season, WAF and our community unite, cultivating generosity that allows us to break financial barriers and offer camp experiences to all children. We are so grateful for each donation to the Wilderness Adventures Foundation through Old Bill's.

By the end of this year's Old Bill's Fundraising season, WAF raised a total of...

$59,630.00

***This total incudes the match award from The Community Foundation of Jackson Hole: $22,050.*

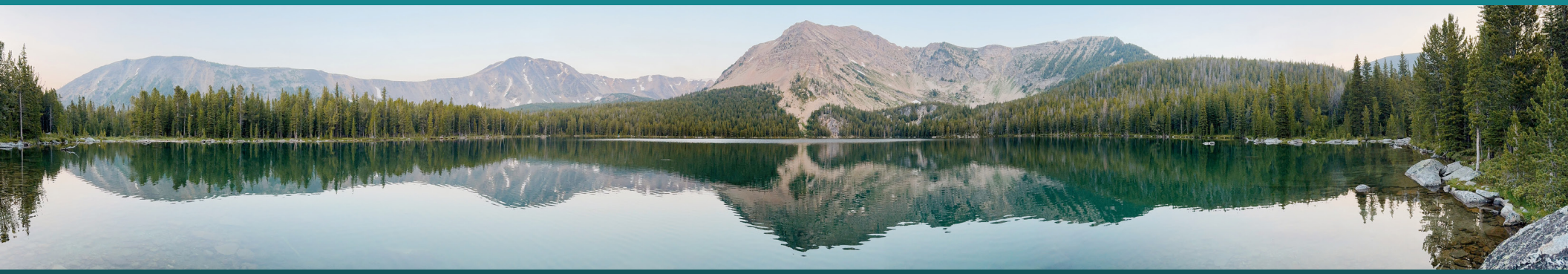
YOUR DOLLARS AT WORK

As Wilderness Adventures continues to grow, our partnerships with organizations, community foundations, and individuals who share our mission to make the outdoors accessible to all do as well. These collaborations allow us to expand our reach and deepen our impact, creating even more opportunities for youth to experience the transformative power of adventure. Your donations make this possible.

What began as a single vision to help young people grow through adventure has evolved into a network of programs that reach children and teens across the country. From day camps in Missoula and Jackson Hole to overnight adventures across the lower 48, each experience shares the same purpose: to inspire confidence, leadership, and a lifelong connection to the natural world.

Every dollar contributes to moments of discovery, laughter around a campfire, and lifelong friendships that form in the outdoors. Because of your support, more young people are finding courage in challenge, strength in community, and joy in nature.

As you flip through the pages of this Impact Statement, you'll see how your contributions are fueling adventure and opportunity across each unique program. Together, we are shaping the next generation of outdoor leaders and stewards.



WILDERNESS ADVENTURES

THE IMPACT

Since 1973, Wilderness Adventures had been taking students beyond the familiar, offering adventure travel experiences that build confidence, leadership, and a sense of purpose. Whether backpacking in the Rockies or sea kayaking in Alaska, participants learn to lead, collaborate, and grow through shared challenges and unforgettable experiences in the outdoors.

"I can not begin to tell you how much of an amazing experience this trip was. At the beginning of the trip I was extremely nervous, this trip was way out of my comfort zone, however just two days into my trip I had made 14 amazing connections with the people around me. I not only was shown the absolute beauty of nature but also the strength in having truly inspiring people surround you. Throughout the two weeks my strengths were tested and new profound strengths were found that I didn't know I had in me. Throughout the trip I gained more and more confidence in myself. At first I was timid, scared to do some things that made me nervous but soon I was running up rock formations and watching the sunset on top of the mountain behind our campsite. The countless nights of stargazing, laughing with our group and cowboy camping will be something I will forever cherish. I am still in contact with many of the people on my trip and am so grateful that I met these amazing people. I boarded the plane to head back to Saint Louis with a feeling of fulfillment, joy, accomplishment and of course sadness that I was leaving all of the amazing people I had met. The first thing I said to my mom when I met her in the airport was "I am a totally different person! I am forever changed!!" and that couldn't be more true. I now feel confident, capable, inspired to do more exploring and extremely grateful. I had the most amazing time on this trip and I am so grateful that you made it possible for me to attend. Thank you so so much!"

– 2026 WAF Financial Aid Recipiant

THE NUMBERS

$149,788.39
total gifted to WA students/campers

85.5%
of tuition costs covered on average

27 WA students aided

12 different destinations traveled to

4 partner organizations







BASE CAMP

THE IMPACT

Each summer, Base Camp invites kids in K-8th grade to discover the beauty and adventure of Jackson Hole. Every week of camp is action-packed and each day is an opportunity to grow, explore, and connect with the wild places and people that make Jackson Hole so special.

Campers are immersed in hands-on activities and experiences like arts and crafts, nature science, target sports, hikes, ropes courses, song and dance, and sometimes even a field trip to a nearby hike. Through outdoor play and creative challenges, campers develop independence, resilience, and meaningful friendships.

Over the past few summers, WAF has provided financial assistance to deserving families so their children can benefit from the fun, friendship, and growth that Base Camp offers and we look forward to continuing to offer increased financial support in the coming years.

THE NUMBERS

$2,281.40

total gifted for Base Camp campers

18 sessions of camp aided

13 Base Camp campers aided

1 partner organization







MOLA

THE IMPACT

Missoula Outdoor Learning Adventures (MOLA) gives kids in grades K-10 the chance to explore their local trails, rivers, and mountains while learning valuable lessons in teamwork and leadership. Each day offers new outdoor challenges – from hiking and rafting to biking and climbing. Through these adventures, campers develop outdoor and leadership skills, build self-confidence, strengthen their sense of teamwork, and deepen their appreciation for the natural world.

MOLA has been serving the Missoula community since 2000, and thanks to generous donors, WAF is able to provide financial assistance to deserving children, ensuring that every camper has the opportunity to experience the magic of MOLA.

"[My daughter] had so much fun! She loved the daily adventures, camaraderie, and fellowship with the group. Even though she was coming from out of town, she felt at home. So lovely!"

– MOLA Parent
2026 WAF Financial Aid Recipiant

THE NUMBERS

$6,747.00
total gifted for MOLA campers

31 sessions of camp aided

14 MOLA campers aided





CAMP NEW FORK

THE IMPACT

For nearly 100 years, Camp New Fork was operated by the Boys Scouts of America: Crossroads of the West as a premier destination for scouts from around the United States. With the support of the US Forest Service, Wilderness Adventures and the Boys Scouts worked to transfer the USFS special use permit.

Last year, as Wilderness Adventures brought summer camp back to Camp New Fork, support from the Wilderness Adventures Foundation made it possible for families to send their children to Camp New Fork who might otherwise not have had the opportunity. We look forward to supporting even more families in the years to come.

Camp New Fork gives 2nd-8th graders the chance to unplug and immerse themselves in exciting outdoor adventures. Camp New Fork is filled with classic camp fun that fosters friendships, teamwork, and plenty of laughter. These sessions are a great stepping stone for campers who are interested in eventually exploring longer overnight programs, or for those who simply want to experience the magic of summer camp.

THE NUMBERS

$3,930.00

total gifted for CNF campers

7 sessions of camp aided

7 CNF campers aided







COOMBS OUTDOORS

THE IMPACT

Through a competitive grant from the Community Foundation, funds raised through Old Bill's, and other donations, Wilderness Adventures was able to partner with Coombs Outdoors to offer several fantastic trips for Teton County youth in 2026. Opportunities were provided for 102 underserved students from Teton County to immerse themselves in nature on overnight trips this summer. These students camped at Camp New Fork, paddled on Yellowstone lake, backpacked in the Bridger-Teton National Forest and the Wind River Range, rafted in Missoula, and whitewater kayaked down the Snake River.

We are incredibly grateful for this opportunity provided by the Community Foundation of Jackson Hole. After another successful summer, we are already beginning to plan Coombs Outdoors trips for 2027 and are excited to continung to deepen this partnership as it aligns with the mission of WAF.

"Through our continued partnership with Wilderness Adventures, Coombs Outdoors is expanding opportunities for local youth to participate in transformative outdoor experiences. This collaboration brings together shared resources and expertise to support youth development, encourage exploration, and create lasting connections through shared outdoor adventures."

– Yolanda Vazquez
Engage Program Manager for Coombs Outdoors

THE NUMBERS

$15,000 gifted from the Wilderness Adventures Foundation

$10,710 gifted from WAF for 2 full-ride Wilderness Advntures trips

$2,972 gifted from the Community Foundation Youth Philanthropy Grant

102 students served





WITH SINCERE GRATITUDE TO ALL WILDERNESS ADVENTURES FOUNDATION DONORS

INCLUDES ALL DONORS 10/1/2025-10/1/2026

**A special thanks to members of the WA Leadership Team and the WAF Board of Directors for their ongoing support of the Wilderness Adventures Foundation and commitment to providing amazing adventures to students in wild places.*

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thank you!

















ways to donate

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307-733-2122

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Wilderness Adventures Foundation
PO Box 2768
Jackson, WY 83001

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CLICK HERE

get in touch

WAF TAX INFORMATION
EIN: 86-2979213

ADDRESS
85 E Snow King Avenue
PO Box 2768
Jackson, WY 83001

CONTACT
info@wildernessadventures.com
307-733-2122

WILDERNESS ADVENTURES
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We are greatly honored by all the individuals who have supported our efforts to make camp a reality for all kids.