



2017

ANNUAL REPORT

Building Resiliency, Broadening Horizons, Ensuring Skills for Success



City Kids is a great program and we are all blessed to have it in our lives. It has lead us down a good path and will help us in the future. Without City Kids we wouldn't have experienced half of this stuff like kayaking, hiking, rock climbing or whitewater rafting.

*THIS PAST FOUR YEARS, I HAVE
MATURED AND BUILT MANY
EVER-LASTING FRIENDSHIPS
AND RELATIONSHIPS.*

As we prepare to go back home, we should bring this knowledge to our neighborhoods and maybe one day change our homes for the better.

— LEADERSHIP BOY CAMPER —

Dear Friends,

Every year, City Kids provides programming and support for over 130 DC youth and young adults. In recent years, several alumni have joined our staff and are now leading City Kids program activities. This has a tremendous impact on our work and is a testament to the impact of the program.

After a year long pro-bono consultancy with Boston Consulting Group, we entered 2017 with a new strategic plan and a clear road map to guide our growth and impact. Our strategic pillars include a continued focus on financial sustainability, a commitment to expanding our staff team to better support our work, a critical focus on diversity, equity, and inclusion, and addressing the need for a program home in DC that mirrors the sense of home we have with our summer program at Broken Arrow Ranch. Programmatically, we continue to focus on long-term impact, and building out support for young alumni as they embark on post-secondary educational and employment opportunities.

City Kids continues to receive prominent recognition and support, and in 2017 we were awarded the Eleanor P. Eells Award for Program Excellence from the American Camp Association which we received at the National ACA Conference in Tampa. City Kids was also selected as one of the DC region's best nonprofits by the Catalogue for Philanthropy, and received a Force of Nature grant from REI in support of our gender equity work in utilizing the outdoors to empower and inspire women and girls.

Our achievements are only possible due to the generosity and support of our individual donors, foundation and corporate partners, dedicated board, staff, JETs, and volunteers. We are deeply grateful for your support and are honored to be working together to create positive opportunities for our youth and lasting change in our community.

With heartfelt thanks,

Eloise Russo

Eloise Russo
EXECUTIVE DIRECTOR



Randy Luskey

Randy Luskey
FOUNDER AND BOARD CHAIR



A young man with dark skin and short hair is smiling broadly, wearing a red jacket. He is sitting in front of a calm lake that reflects the surrounding landscape. In the background, there are steep, rocky mountains with patches of snow and evergreen trees. The sky is blue with some clouds. The overall scene is peaceful and scenic.

OUR MISSION

City Kids Wilderness Project is a nonprofit organization founded on the belief that providing enriching life experiences for DC youth can enhance their lives, the lives of their families and the greater community.

OUR MODEL

Our program is based around three core principles: long-term youth engagement, outdoor adventure and experiential education programming, and goal setting with a focus on future planning. Youth develop a positive self-identity by overcoming challenges, building strong relationships with peers and adult mentors, and exploring personal possibilities.

OUR YOUTH

Our youth live in communities where access to resources are limited, adult unemployment rates are high, and post-secondary education levels are low. 68% of our youth live in DC's Wards 5, 7, and 8, historically the most impoverished Wards in the city. The remaining 28% live in Wards 1, 2, 4, and 6, and 4% have moved to Maryland since first enrolling in the program. 93% of our youth self-identify as African American, and 7% self-identify as Latino or Hispanic. 87% are eligible for free or reduced school lunch.

OUR IMPACT

Of the 26 youth who completed our expanded high school program in the last three years, 100% of participants have graduated from high school. In comparison, the DC graduation rate is currently less than 73%. 85% enroll in college or other formal programs such as vocational training or the military directly after high school. 88% of participants report that they think about their purpose in life often, 84% of youth report that they plan ahead and make good choices, and 87% try again even after experiencing failure.

THE CITY KIDS JOURNEY

The City Kids journey begins when youth enter the program in the sixth grade and continues through middle school, high school, and beyond. Programming is based on the positive youth development framework, and the program is carefully structured to provide age and stage appropriate support as youth mature. Each year brings new challenges, opportunities, and excitement as youth gain new skills, and explore Washington, DC, the wilderness areas of the Mid Atlantic, and participate in summer programming at Broken Arrow Ranch in Jackson, Wyoming.

2018 CITY KIDS



100% of high school participants graduate

85% enroll in college, the military or vocational training

OVER THE LAST THREE YEARS

94% of our youth are open to trying new things

COLLEGE & POST-SECONDARY TRANSITION

INTERNSHIP EXPERIENCE

GRAND TETON CLIMB

CAREER EXPLORATION

LEADERSHIP TRAINING

SUMMER CAMP

OUTDOOR ADVENTURES

AFTER SCHOOL PROGRAMS

134
YOUTH

7 year cohort model

88% of youth report that they are thinking about their purpose in life often or always

89% of our youth are very or extremely eager to do well in school and other activities



AGES 11-13

RANGER & MOUNTAINEER

Participants learn outdoor skills and try new things at summer camp, and during the school year through our afterschool and weekend outdoor-adventure programming:

- Outdoor adventures including canoeing, backpacking, horseback riding and climbing
- Study skills and homework support

AGES 14-15

ELITE

Participants tackle physical challenges in the wilderness including:

- Backpacking in the Sawtooth Mountains and kayaking in Yellowstone
- Weekend outdoor adventures
- Week-long kayak trip in the rivers, swamps and ocean of South Carolina

AGES 15-16

LEADERSHIP

Participants test their mastery of outdoor skills through high-adventure activities, and demonstrate newfound leadership skills by exploring issues within their communities:

- Rock climbing and white water kayaking
- 24 hour solo
- Weekend outdoor adventures
- Community service and volunteer programming
- Social justice workshops

THE CITY KIDS

ROADMAP

AGES 15-18

JET (JOB EXPERIENCE TRAINING)

Year-round training opportunities lay the foundation for transferable job skills, and future focused planning provides youth with a clear road map after high school.

- **CAMP LEADER:** Paid summer job opportunity as a peer mentor and program assistant, preceded by six weeks of training during the school year
- **CAREER EXPLORATION:** Workshops, job shadows, and mini-internship placements to test and explore career and post-secondary education interests
- **CITY KIDS SERVE:** School year service learning program
- Weekend outdoor adventures
- Post-secondary planning and college preparation support
- Opportunity to be certified in CPR and Wilderness First Aid
- Opportunity to attend a course through the National Outdoor Leadership School (NOLS), North Carolina Outward Bound School, or Wilderness Adventures
- Opportunity to summit the Grand Teton as a culminating adventure

AGES 18+

ALUMNI

Alumni receive regular check-ins and support for at least two years after completing the program. All alumni are eligible for the following:

- One-on-one mentorship and career planning support
- Post-secondary education planning and job coaching
- Alumni outdoor adventures and networking gatherings
- Volunteer engagement and job opportunities with City Kids programs

OUR VALUES

MANAGING FEELINGS IN
A CONSTRUCTIVE WAY

TEAMWORK

DEVELOPING A POSITIVE
VISION FOR THE FUTURE

GOAL SETTING

PERSONAL
CONTRIBUTION &
LEADERSHIP

NON VIOLENT CONFLICT
RESOLUTION

MENTORSHIP

COMMUNITY LEADERSHIP
& CIVIC ENGAGEMENT

OVERCOMING
CHALLENGES

TAKING CARE OF
SELF, OTHERS & THE
ENVIRONMENT

MASTERING &
APPLYING NEW SKILLS



City Kids has offered opportunities to
my son that I could not have been able to
provide for him on my own.

*THE OUTDOORS HAS BECOME A
SECOND HOME TO HIM, THAT HE
WOULD HAVE NOT HAD WITHOUT HIS
EXPERIENCES OUT IN WYOMING.*

— PARENT OF A CITY KIDS ALUMNUS —



IN THEIR OWN WORDS

"Through City Kids I have learned that I am extremely persistent in whatever I'm doing. I'll push through even if it's hard."

LEADERSHIP GIRL CAMPER

"Since I started City Kids, I feel that I have acquired a love for the outdoors as well as more effective leadership skills. The outdoors has become a second home to me."

2ND YEAR JET

"Because of City Kids, he is so much more outgoing! He also now has the willpower to not quit on something challenging."

PARENT OF A MOUNTAINEER YOUTH



"Through City Kids I have learned that I am extremely persistent in whatever I'm doing. I'll push through even if it's hard."

LEADERSHIP GIRL CAMPER

"City Kids not only shows you different things and experiences but the program brings you and others together and becomes like family"

1ST YEAR JET

"Since I started City Kids, I have learned to trust not only myself but others, I contribute more to the table than I used to, and my drive and ambition is becoming stronger than when I first started."

LEADERSHIP BOY CAMPER

• TRANECEE LEE THOUGHTS & EXPERIENCES

Traneece Lee is in her fifth year with City Kids as a first year JET and is in the 11th grade at KIPP College Prep. Traneece has accomplished a great deal in the past five years, including backpacking in Shenandoah National Park, rock climbing in the Wind River Range, whitewater kayaking the Snake River in Jackson, WY and completing the high school JET Training program. Traneece was a member of the 2018 Force of Nature Committee and was instrumental in the planning and implementation of the first-ever City Kids & REI symposium focusing on "Women Redefining the Outdoors."

Traneece's proudest moment while at City Kids was when she completed her 24-hour wilderness solo during

her Leadership year. This was her first time being in the wilderness alone, and she found that it took a great deal of courage and determination and she learned a lot from the experience.

Traneece is excited to spend a month of her summer at Broken Arrow Ranch where she will take part in Career Exploration partnerships throughout Jackson. She will also serve as a JET Camp Leader for the Mountaineer girls. Her goal at City Kids is to grow more as a JET and to have fun with her campers. Through her years as a camper, Traneece has been working towards her own personal goal of staying calm and not stressing out when she is faced with difficult situations.



CITY KIDS IS THERE WHEN YOU NEED THEM.

At first I did not want to be in City Kids but being open to opportunities will lead to good outcomes.

TRANECEE LEE, JET

CHRIS ALLEN

THOUGHTS & EXPERIENCES

Chris Allen is a City Kids Alumnus who first joined City Kids in 2005. After four years in the program, Chris went on to become a JET for two years before going to college. Currently, he is a Conservation Legacy Outreach Coordinator, working collaboratively with both National Park Services-Rock Creek Park and City Kids, focused on recruitment and outreach projects.

Chris credits City Kids with helping him throughout his early life. "I made lifelong friends in the program...I was able to go to NOLS, which is something I hadn't even heard of until City Kids presented it to me."

After graduating from Proctor Academy in NH, Chris attended West Virginia University, where he graduated in 2017 with a degree in Marketing and Public Relations. "I would come home every summer to go out to Wyoming. I used to get excited because I knew I'd learn something new about myself every time I went to Jackson Hole," Chris says.

Chris is excited to help bring in the next group of youth to City Kids so that they may have the same incredible experiences he once had as a camper.

"IT IS UNBELIEVABLE TO BE BACK AND REALLY HAVE A CHANCE TO SEE THE OTHER SIDE OF CITY KIDS. I AM LEARNING SO MUCH PROFESSIONALLY. I HAD NO CLUE ABOUT HOW EVERYTHING WAS RUN. IT AMAZES ME TO SEE HOW MANY PEOPLE ARE WORKING TO ADVOCATE FOR AND EDUCATE OUR CITY'S YOUTH!"



FINANCIAL STATEMENT FOR CALENDAR YEAR 2017

JANUARY 1, 2017 - DECEMBER 31, 2017

STATEMENT OF ACTIVITIES/ CASH FLOW ANALYSIS

SUPPORT & REVENUE

Donations	\$1,234,915
In-Kind Donations	497,258
Rental Income	59,380
Other Income	288,289
Total	\$2,079,842

EXPENSES

Program Services	\$1,408,824
Management & General	99,413
Fundraising	290,177
Total	\$1,798,414

Change in Net Assets \$281,428

CASH BASIS ADJUSTMENTS

Depreciation	14,832
Net gain from sale of property	(185,875)
Purchases of investments, equipment	(27,124)
Other adjustments	(154,855)
Net Change in Cash Position	(\$71,594)

STATEMENT OF FINANCIAL POSITION - ACCRUAL BASIS

ASSETS

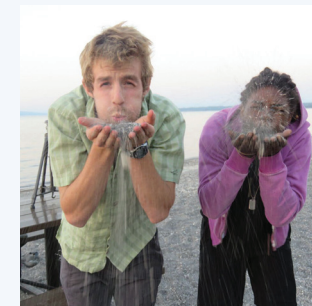
Cash	\$481,121
Property, net of accumulated depreciation	36,408
Other Assets	866,788
Total Assets	\$1,384,317

LIABILITIES

Accounts payable, accrued expenses	\$31,162
Total Liabilities	\$31,162

NET ASSETS

Undesignated	\$791,791
Board Designated	\$545,437
Total Unrestricted Net Assets	1,337,228
Temporarily Restricted Net Assets	15,927
Total Liabilities & Net Assets	1,384,317



A DEEP AND HEARTFELT

THANK YOU

A deep and heartfelt thank you to our many donors, whose generous support makes it possible every day for imaginations to be sparked, academic success to be achieved, self-confidence to grow, and wilderness areas to be explored.

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A special thank you to our donors
who made our participation in Old
Bill's Fun Run a huge success! Please
remember City Kids for 2018!



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City Kids also thanks the outgoing members of our 2017 Associate Board: Lucy Alejos, Emily Geeza, Anastasia Greene, and Kyle Wakayama.



CONTACT CITY KIDS YEAR ROUND

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**SUMMER AT
BROKEN ARROW RANCH**
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*City Kids is a registered 501(c)3
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citykidsdc.org



City Kids is honored to receive the Eleanor P. Eells Award for Program Excellence from the American Camp Association, and to have been selected once again in 2018-19 by the Catalogue for Philanthropy as one of the best small charities in the Washington, DC region.

Our sincere thanks to both our summer programs and school-year staff, and to our many volunteers, for their hard work and enthusiasm in supporting City Kids youth. You continue to make a critical difference.



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