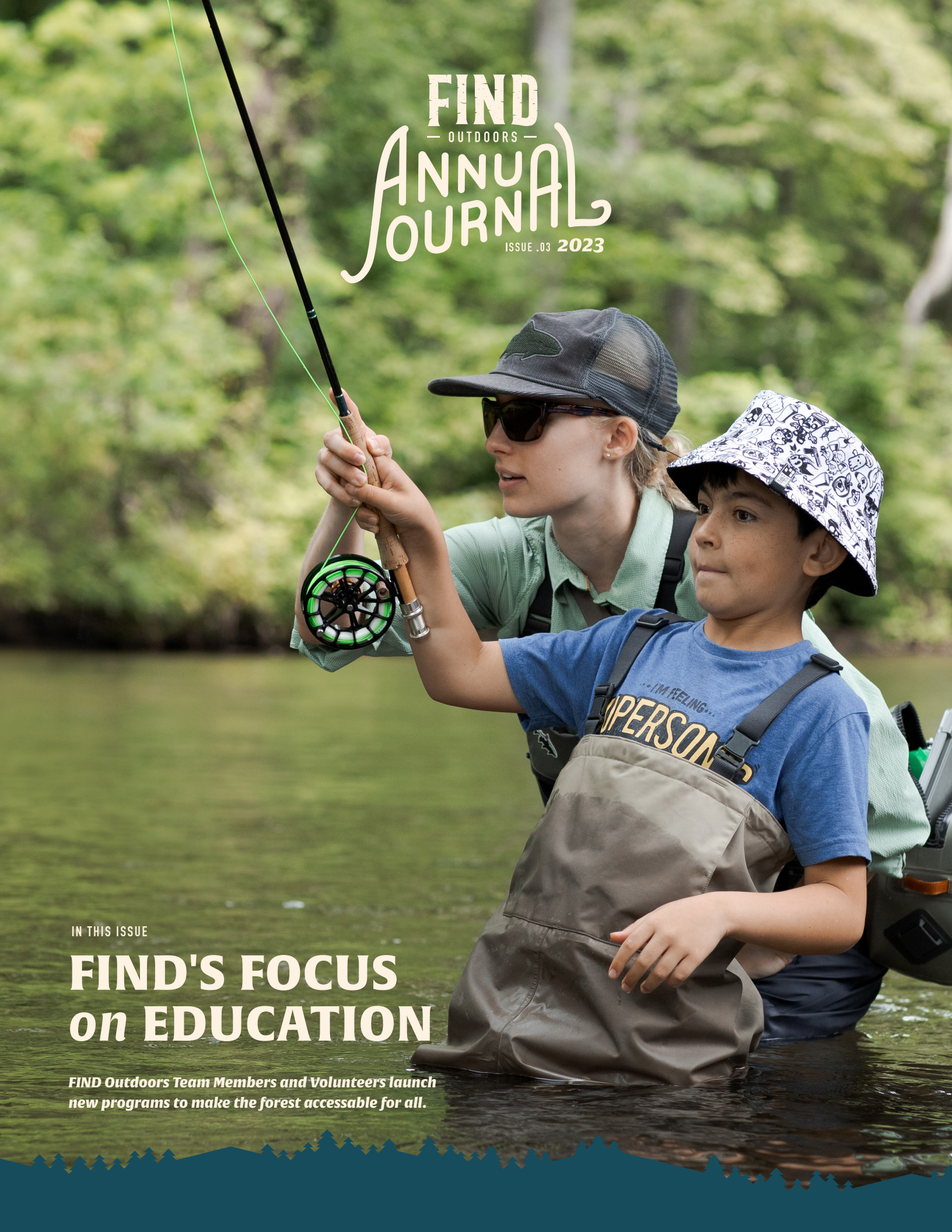




FIND — OUTDOORS — ANNUAL JOURNAL

ISSUE .03 2023

IN THIS ISSUE

FIND'S FOCUS *on* EDUCATION

FIND Outdoors Team Members and Volunteers launch new programs to make the forest accessible for all.

LAST YEAR'S ANNUAL JOURNAL FOCUSED ON STORIES OF HEROISM and our "superhero" hosts, volunteers, team members, and visitors. Just like the Marvel movie series (30 movies so far) it won't be a "one and done." This year's Journal will continue to reflect FIND Outdoors superhero feats: celebrating 50 amazing years as a leading regional nonprofit, opening the Gladie Visitor Center in Kentucky, the introduction of Club de Exploradores, offering and creating new programming and so much more.

FIND volunteers, team members and our collaborations with the USFS and the National Park Service once again rose to the challenges of managing and providing exemplary customer service, varied educational opportunities and a focus on equity and inclusion at all FIND operated sites. This amazing team along with support from the Board of Directors went above and beyond and pulled off a fabulous 50th anniversary celebration, truly a night to remember!

2023 will have its own set of challenges (aka occasions for our FIND superheroes to shine)! We look forward to exciting opportunities in renewed operating agreements with all of our Georgia sites, continuation of exceptional services and educational offerings at our sites in North Carolina, Kentucky, Georgia, and Indiana, expanded headquarters space, new faces joining the FIND Team and we all celebrate new opportunities for our President and CEO, Natalie Britt, as she leaves FIND for the Zion Forever National Park Project in Utah.

FIND looks forward to having Beth Hooper at the helm as Interim President and CEO. We will continue to work with our partners on a local and national level to further our vision regarding nonprofit partnerships in public land management. We plan to use the collective synergy of all of our connections to strengthen the nationwide capacity of nonprofit entities to promote and provide education, diversity, and inclusion in our public lands.

To our FIND hosts, volunteers, team members, board members and our many collaborations and partnerships, THANKS for all that you do and will continue to do. Here's to 50 more years of great success for a remarkable organization.

Eric

Eric Caldwell
FIND Outdoors Board Chair



Junior Ranger

In 2022, we expanded our Junior Ranger program to include a Visitor Center-focused activity book. This is the second edition of the Junior Ranger activity book, building upon the first which is focused on campgrounds. The activities teach visitors of all ages the Leave No Trace principles in a fun, easy to understand way.

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Club de Exploradores

On the Cover!

The Club de Exploradores launched in the 2022 season with much success in bringing together resources to show underserved communities that the forests belong to them, too!

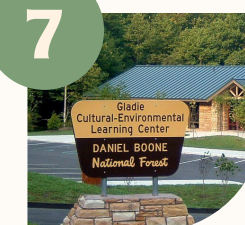
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U.S. Capitol Christmas Tree

Teaming up with the USFS, we helped get "Ruby," the U.S. Capitol Christmas Tree, ready for the journey to Washington DC from Pisgah National Forest.

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Reopening the Gladie Visitor Center

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FIND Outdoors 50 Year Celebration

CLUB DE EXPLORADORES

► At FIND Outdoors, we believe in the power of our public lands to inspire the heart, body and spirit.

IN 2022, THE FIND TEAM RECEIVED A VERY GENEROUS GRANT FROM THE DOGWOOD HEALTH TRUST. The funding allowed for the creation of a new program called Club de Exploradores that engaged with the local Hispanic community to offer wilderness-based adventures for middle school aged students based on the 7 Leave No Trace principles.

Not only did this program expose students to new activities in the forest, but also allowed these young people to interact with local small business owners that provide services related to the outdoor experience. We felt that it was important to let the young people from this growing part of our community know that not only were there opportunities for adventure in the forest, but there were ways to make money as well.

For many in our community, camping is by default uncomfortable, hiking in the rain isn't appealing, getting shoes wet and muddy might be a deal breaker, fear of the wildlife, and the cost of the gear involved in most outdoor sports automatically creates additional barriers. The forest, for many people, is not a safe, inviting, or fun place to visit.

Club de Exploradores aims to take down some of those barriers through fun, safe, and inviting outdoor activities that cultivates in club members the belief that *this forest belongs to them too.*



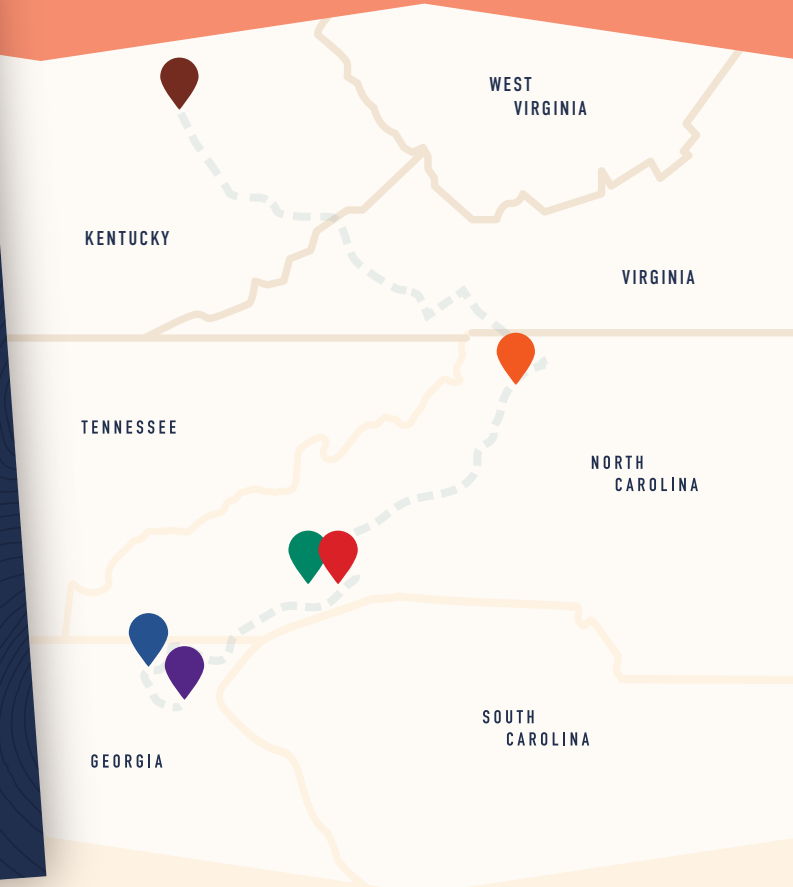
Thanks to the overwhelming support from the local community and a very excited and engaged group of club members, the pilot season ran very smoothly. Seeing club members enjoy some of the activities for the first time ever in a safe and comfortable way, hearing them chat amongst themselves, and asking when it would happen again, is one of the main takeaways from the 2022 season.

The main goal of the program can't be measured after the first year but many successes can be recounted along the way. The smiles, the lessons learned, the drive, the curiosity, and the eagerness to do it again are proof that the program is doing something right and will serve as a breeding ground for future leaders of color in the local outdoor community. When a community sees itself represented in the outdoors, the door opens wide for people to get curious, to learn, to enjoy, and to belong. When there is belonging, there is love; when there is love, there is a will and a drive to protect. Club de Exploradores has planted a seed that is sure to spread far and wide for years to come.

LEARN MORE about Club de Exploradores by emailing Cata Noreña at cata@gofindoutdoors.org or point your camera phone and tap on the QR Code!



GET YOUR VISITOR CENTER PASSPORT



COLLECT ALL SIX FIND OUTDOORS SITE STAMPS!

For location details, hours, and additional information about FIND Outdoors managed Visitor Centers visit [GOFINDOUTDOORS.ORG/SITES](https://www.gofindoutdoors.org/sites)



CRADLE OF FORESTRY
11250 Pisgah Hwy,
Pisgah Forest, NC 28768

NORTHWEST TRADING POST
414 Trading Post Rd (MM #259)
Glendale Springs, NC 28629

PISGAH VISITOR CENTER
1600 Pisgah Highway
Pisgah Forest, NC 28768

ANNA RUBY FALLS
3455 Anna Ruby Falls Rd
Helen, GA 30545

BRASSTOWN BALD
2941 Highway 180 Spur
Hiawassee, GA 30546

GLADIE VISITOR CENTER
3451 Sky Bridge Rd
Stanton, KY 40380

GRAND
REOPENING

GLADIE VISITOR CENTER

ON MARCH 30, 2022, FIND OUTDOORS REOPENED OPERATIONS of the Gladie Cultural and Environmental Learning Center and what a season it was! With the trusted knowledge and leadership of **Brittney** and **Joey Santiago**, as visitor center managers, they were able to embrace all there was to learn and share about the Red River Gorge nestled within the Daniel Boone National Forest.

The assistance provided by the **Cumberland Ranger District** and **Eastern Kentucky University** about the diverse Red River Gorge throughout the year was invaluable. The Santiagos, along with our visitors, learned so much in a short period of time. Whether it be history of the area, geology, biology, or the best recreation sites. This type of collaboration made it possible for FIND to be able to provide current and accurate information to every visitor that came through the doors.



Being dedicated to their work and excellent visitor services, the Santiago's made it their personal mission to hike every mile of official trails offered in the gorge to gain firsthand knowledge to better recommend and give guidance for fellow hikers seeking information.

Gladie hosted the Kentucky Reptile Zoo which provided monthly animal demonstrations, the Bluegrass Climbing School hosted a rock climbing clinic, Forest Service biologist Barb Graham offered an evening moth event, and the Friends of the Red River Gorge offered programming through iNaturalist. Gladie also hosted an herb/plant event called the Goldenrod Gathering which included an herbal market and plant identification walk around the Gladie grounds.

Several celebrations occurred throughout the year as well. Bat appreciation week filled with fun activities and crafts, a birthday party for Smokey Bear complete with a visit from Smokey himself and his friend Woodsy Owl, and a weekend long celebration for FIND's 50th anniversary with lots of giveaways and goodies to thank all our visitors for their support. Gladie also celebrated National Public Lands Day by introducing FIND's new Leave No Trace Junior Ranger program and organized a trash pick-up party around the Gladie grounds. We also observed national wilderness month with a guided hike into the Clifty Wilderness.

The Gladie Visitor Center welcomed over 27,000 visitors from every state in the US as well as 18 countries and the amazing Gladie team was able to assist each of them with creating the best possible experience in the gorge.

We cannot thank the Forest Service enough and the entire community of the Red River Gorge for welcoming FIND with open arms and making this first season a joyous and successful one.

Similar community partnerships, collaborations and educational offerings can be found at all of our visitor centers and campgrounds located in North Carolina, Georgia and Indiana. **To learn more visit:** gofindoutdoors.org/programs.



Let's Go



*AND INTO THE WOODS I GO, TO LOSE
MY MIND AND FIND MY SOUL.*

JOHN MUIR

JUNIOR RANGER

FIND OUTDOOR'S CREATIVE EDUCATION
TEAM LAUNCHES NEW, FREE PROGRAM
TO ENGAGE VISITORS OF ALL AGES.



▲ STEPHANIE BRADLEY, NC EDUCATION MANAGER, AT THE PISGAH VISITOR CENTER WITH NEWLY PUBLISHED JUNIOR RANGER BOOK

ONE OF THE UNINTENDED BENEFITS of the challenges we all faced over the last few years was that many people ventured out onto their public lands for the first time. National Forests and Parks were filled with folks that were looking for safe, outdoor experiences and FIND Outdoors was there every step of the way ensuring that visitors to the sites we manage had a good time.

With each passing day FIND Outdoors educators saw more and more people coming to their sites asking wonderful questions about their locations and the natural world.

With a great sense of mission to provide an educational tool for new and returning visitors offering an introduction to the Leave No Trace ethic, FIND's education team set out to create the FIND Outdoors Junior Ranger program. North Carolina Education Manager Stephanie Bradley, Georgia Education Manager Liberti Gates and Education Director Clay Wooldridge worked together to create a program we are very proud to provide to the public, free of charge.

It is FIND Outdoors firm belief that everyone can and should enjoy their public lands as often as possible, and the Leave No Trace principles provide a handy framework for ways to enjoy our public lands without "loving them to death."

Whether at one of the FIND Outdoors managed campgrounds or visitor centers, there is a unique booklet that introduces each principle, has games, a "ranger mission" and suggestions for how to support this important cause. This is a self-directed adventure and can occur at your own pace.

Visitors of all ages that choose to participate in our Junior Ranger program can be sworn in as official Leave No Trace Junior Rangers and receive a button, letting everyone know they care about protecting and preserving our public lands for generations to come.



WANT A DEEPER DIVE INTO LEAVE NO TRACE?

We offer LNT programs and trainings to groups at any of the sites we manage. Contact Education Director **Clay Wooldridge** at clay@gofindoutdoors.org to schedule a program.

UNITED STATES CAPITOL Christmas Tree



FIND OUTDOORS PARTNERS WITH US FOREST SERVICE TO SUPPORT THE U.S. CAPITOL CHRISTMAS TREE PROJECT



▲ FIND AND U.S. CAPITOL CHRISTMAS TREE TEAM MEMBERS POSE IN FRONT OF THE SEMI-TRUCK THAT TRANSPORTED THE U.S. CAPITOL TREE FROM PISGAH NATIONAL FOREST

FIND OUTDOORS WAS HONORED TO BE PART OF THE U.S. CAPITOL CHRISTMAS TREE PROJECT.

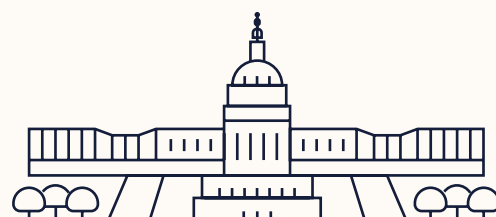
SINCE 1970, the tradition of the U.S. Capitol Christmas Tree, or “The People’s Tree,” became connected with the US Forest Service when the Capitol Architect asked the Forest Service to provide a Christmas tree for the west lawn.

Since then, a different national forest has been chosen each year to provide “The People’s Tree,” which includes a public engagement campaign to create connections to and celebrate our national forests.

The initiative brings together USDA Forest Service staff, communities throughout the respective state and across the country, and local and national partners to celebrate the spirit of the season and our great outdoors.



▲ THE OFFICIAL TREE LIGHTER, NINE-YEAR-OLD CATCUZE MICCO (COCHE) TIGER FROM THE EASTERN BAND OF CHEROKEE INDIANS (EBCI) IN CHEROKEE, NORTH CAROLINA.



As part of this process, FIND Outdoors hosted a Christmas in July event at the Cradle of Forestry, the birthplace of modern forestry in America, complete with ornament-making and special events to honor current and retired Forest Service personnel.

Additionally, FIND participated in the tree harvest event at the WNC Agricultural Center as well as a stop at the Pisgah Visitor Center. The Pisgah Visitor Center event featured backing the tree, truck and trailer up Highway 276 for another public viewing as the tree began the multi-state tour—appropriately named the “mountains to the sea”—across the State of North Carolina in route

to the final destination in Washington, DC. FIND team members were also honored to attend the lighting celebration in Washington, DC.

The Red Spruce came from Pisgah National Forest and was affectionately named Ruby. North Carolina celebrates that this is the third time the National Forests in North Carolina provided the U.S. Capitol Christmas Tree.

FIND team members were honored to be part of the process and special thanks goes to all of our visitors who worked so diligently to prepare symbolic North Carolina ornaments to cover the tree.



Did you know...

The tradition of the Capitol Christmas Tree, or “The People’s Tree,” began in 1964 when Speaker of the U.S. House of Representatives John W. McCormack (D-MA) placed a live Christmas tree on the Capitol lawn. This tree lived three years before succumbing to wind and root damage.





THE YEAR 2022 MARKED THE 50TH ANNIVERSARY OF FIND OUTDOORS. FIND Outdoors proudly serves as the Southeast's leader in providing access to public lands through environmental education, interpretive experiences, exceptional recreational opportunities and front country camping that enriches the quality of life for the region.

We came from humble beginnings, forming as a membership organization to support the development and operations of the Cradle of Forestry in America, the birthplace of modern

forestry. On January 18, 1972, a 501(c)(3) nonprofit was created known as Cradle of Forestry in America Interpretive Association (CFAIA).

Now known as FIND Outdoors, that's exactly what we help people do. We inspire people to connect with nature through well-managed outdoor recreation sites, campgrounds, visitor centers, guided tours and outdoor educational opportunities for all ages and abilities. We also manage retail outlets that offer forest-related gifts and souvenirs, nature-based programming for all ages, local crafts and trail guides.

UPGRADES TO THE CRADLE OF FORESTRY

To commemorate our beginnings and pay homage to the site where it all began, the Cradle of Forestry, located in Pisgah Forest North Carolina, received a number of upgrades and additions this year. Be sure to visit the Cradle to see the new sleek metal roof and flooring that will serve the visitor center, gift shop and Discovery Center for years to come. Additionally, the gift shop and front welcome area has been reset to maximize spacing and offer the best visitor experience possible.



NEW SIGNAGE WAS DESIGNED AND INSTALLED ON THE BILTMORE CAMPUS TRAIL.



▲ MATT CHRISTIAN AND HOST SALLIE SWITZER HELP VISITORS AT THE NEWLY RENOVATED CRADLE GIFT SHOP



▲ CLAY WOOLDRIDGE, EDUCATION DIRECTOR, SHARING THE PINCHOT EXHIBIT WITH MEMBERS OF FIND'S CLUB DE EXPLORADORES

A SPECIAL ADDITION TO THE CRADLE DISCOVERY CENTER

A special addition to the Cradle site is the installation of the Pinchot Wood Slab exhibit located in the hallway of the Discovery Center. Grant funding from the **NC Museum of Natural Sciences** provided the opportunity to showcase important, hidden treasures from the past relating to forestry, hardwoods and the professional undertakings of Gifford Pinchot. The hardwood slabs that are featured in the exhibit have survived for more than 125 years and were first shared with the world in the 1893 Columbian Exposition later known as the

World's Fair that changed America. These hardwood slabs showcase the importance of conservation and preservation of the early days of public land management and connect the works of Gifford Pinchot with the First Forestry School in America located at the Cradle.

The exhibit allows the public to gain a greater understanding of hardwood varieties, their uses, proper

harvesting, forestation methods, as well as introducing the importance of forestry education and forestry careers. Viewing remarkable hardwood slabs still intact after all of these years also allows for a more meaningful connection to our local public lands.

LOOKING TOWARDS THE FUTURE

Our organization has grown substantially over the last 50 years and is proudly known as a regional leader in education and public land management. FIND Outdoors currently maintains and operates 20 facilities and serves approximately 1,000,000 visitors each year through more than 150 recreational and environmental education programs and events for all ages in North Carolina, Georgia, Indiana and Kentucky. FIND strives to serve people of all abilities and incomes to encourage active and healthy lifestyles while making meaningful connections with nature and public lands.

At FIND Outdoors, we believe when you discover, you connect; when you connect, you care; and when you care, you protect.

That is why through forest-inspired nature discovery, we help people Go FIND Outdoors. Here's to 50 more years of success! Let's go...

AN EVENING OF CELEBRATION

We were honored to host FIND Outdoors team members, directors, family and friends for an evening at the Cradle of Forestry to celebrate 50 successful years. After a welcome from Board Vice Chair, Chad Leatherwood, guests enjoyed a talk by Keynote Speaker Aimee Copeland, followed by cocktails and dinner. The night ended with cider and s'mores by the fire and guests left feeling excited and hopeful for our next 50 years!



WAYS TO GIVE

Anna Ruby Falls in Helen, GA



ANNUAL GIVING

Support the work and mission of FIND Outdoors and the more than 20 managed sites in four states: North Carolina, Georgia, Indiana and Kentucky.

Mail your annual gift to FIND Outdoors today using the enclosed envelope!

SPONSORSHIPS OF EDUCATIONAL OPPORTUNITIES AND SPECIAL INITIATIVES

Provide financial support for events, programming and specific initiatives to enrich the quality of life for the region throughout the FIND Outdoors footprint. Your sponsorship makes it possible for us to continue providing programs, tours, exhibits and outdoor experiences that can help shape and cultivate the next generation of forest stewards.

Club de Exploradores Camping Trip



MAJOR GIFTS AND SITE ENHANCEMENTS

Champion a specific project by directing your gift to a project that matters to you. Contact the President/CEO and/or Chief Development Officer to discuss the many possibilities.



Brasstown Bald Scenic Overlook

TRIBUTE GIFTS (IN HONOR/IN MEMORY)

The impact of our beautiful outdoors can resonate throughout a lifetime. It is also a great way to recognize a birthday, anniversary or special celebration. Highlight the legacy of a loved one or commemorate a special occasion with a tribute gift to FIND Outdoors. These gifts will be utilized to support high priority projects.



SOCIAL MEDIA

In addition to raising funds, you can make a difference by simply liking the FIND Outdoors Instagram page and following us and each of our managed sites on Facebook. We also have a YouTube channel. At each of these social media channels, we offer engaging information which you can share with others and bring attention to our mission of stewardship, educational opportunities for all and exceptional outdoor experiences.



COMMEMORATIVE BENCH/PLAQUE PROGRAM

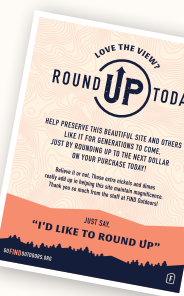
Donations are accepted for the purchase and placement of Commemorative Benches and Plaques at a location approved by FIND Outdoors along a trail or in an identified space on the grounds of the property of the Cradle of Forestry located in Pisgah Forest, NC.

EMPLOYER MATCHING

Ask your employer if they will match your charitable contribution to FIND Outdoors. Many employers sponsor matching gift programs and can provide you with a form to submit online or by mail. It's an easy way to help your gift go twice as far.

ROUND-UP

Keep an eye out for Round-Up opportunities at each of our visitor center gift shops. You have the option to Round-Up your purchase so your loose change and dollars can help change the future for FIND Outdoors.



GIFT OF SECURITIES

Gifts of stock and other appreciated securities provide an easy way to help FIND Outdoors, while also receiving a number of tax benefits.

Take the next steps!

LEARN MORE!

If you have questions or would like to learn more, contact: **Lee Henderson-Hill, Chief Development Officer** at **828.553.4049** or **lee@gofindoutdoors.org**

CELEBRATING OUR DONORS

Donors are the lifeblood of nonprofit organizations. We want to express a heartfelt THANK YOU for your generous support throughout the year. FIND Outdoors works hard to minimize administrative overhead to make sure as much funding as possible is used to directly support our work and mission in making forest-inspired nature discovery available to all people.

We treasure each of your gifts and please know that your contribution helps insure that our public lands are protected and available for future generations. Thank you for your support in helping people go FIND Outdoors!

**Denotes Unrestricted Giving*



● Maintaining Facilities <i>Including capital improvements</i>	80.2%
● Education and Programming	13.2%
● Administrative	6.7%



CFAIA d/b/a FIND Outdoors is a 501(c)(3) nonprofit that has adopted nine critical guiding principles and best practices to operate at the highest level of non-profit ethics and transparency. TIN: 56-1302500

\$2,000 +
Davidson River Outfitters
Mid-Atlantic Stihl
NC Humanities Council
NC Museum of Natural Sciences

\$1,000 – \$1,999
The Hub
Morrow Insurance Agency
T George & Christopher O'Brien *
Pisgah Forest Rotary Club
Weyerhaeuser Matching Gift Program *

\$500 – \$999
Blackbaud Giving Fund *
Eric and Connie Caldwell *
Coffee Cabana Inc.
Jennifer Cornelius
Chad and Kari Leatherwood
J. Mayo
REI
Jocelyn and Clay Wilson *

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ENO
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Headwaters Outfitters
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New Belgium Brewing Company – Katie Wallace
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Jessie Whaley *

\$1 – \$249
Agape Youth and Family Center – Lizmarie Rivera *
Amazon Smile Foundation *
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Wayne and Betty Coleman *
Kiara Comer *
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Belinda Cox *
Harold and Jill Draper *
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Harry “Tad” Fogel *

Lee Galloway *
Wendell “WC” Godfrey *
Jan Grossman/Lynn Heinrichs *
Tina Henderson *
Lee Henderson-Hill and Dale Hill *
Brittney Holder *
Diana Hun and Jay Ledbetter
Gloria Ines *
Paul James
Aaron Johnson
Gary Jones and Dr. Juli Jones *
Fred Jordan *
Amy Kinsella *
L.W. Bristol Classics – Barry Dutton *
Robert Lawn
Mike and Theresa Leatherwood
Cheryl Losik
Lynda Miller *
Rick and Ginger Miller *
Tyler Millsaps *
Alexander Motten *
Jack Parker *
Parkway Farmhouse - Ellen Kinsinger
Kerri Popowich *
Linda Porter *
Phyllis Price
Allison Rauch
Crystal Reese *
Eryn Rolison
Janet Sauls
Season Passholders
Smokey Bear Donations received at Pisgah Visitor Center
Juli Smith *
Janice Toporek
Arden Travers *
Western Carolina University
Human Resources & Payroll – Nancy Ford *

In Honor of
Lee Henderson-Hill
by Linda Henderson, Tina Henderson, Dale Hill, Brittney Holder, Gloria Ines, and Tyler Millsaps
Lee Henderson-Hill, Natalie Britt and Beth Hooper
by Crystal Reese

In Memory of
Theodore A. Lizotte
by Jennifer Cornelius, Jan and Carl Ellis, Nancy Ford, Western Carolina University Human Resources & Payroll, Paul James, Melanie Lizotte, and Cheryl Losik
Luther and Lucy Norton
by Douglas Norton and Kathryn Friggle-Norton
Rodney J. Snedeker
by J. Mayo
Mike Taylor
by Rick and Ginger Miller
Timber ♀
by Alison Rauch
Warren Whaley
by Jessie Whaley

In Recognition of
CASP Service Volunteers
FIND Outdoors Board of Directors
All Hosts and Volunteers
National Forests of North Carolina: Supervisors Office
National Park Service – Blue Ridge Parkway
Natural Inquirer
Ranger Districts in Georgia: Blue Ridge and Chattooga
Ranger Districts in Indiana: Tell City and Supervisors Office in Bedford, Indiana
Ranger Districts in Kentucky: Cumberland
Ranger Districts in North Carolina: Pisgah, Appalachian, Grandfather, Cheoah, Tusquitee, and Nantahala
Supporters of Donation Boxes and Round-Ups at all of our sites
The Team at Trevett's Creative+
The Team at Paris Mountain Marketing
US Forest Service

Thank You!

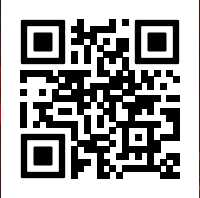
YOUR GIFT COUNTS

Gifts of any size and any amount provide needed resources to make recreation equitable and available for all. Become a supporter of FIND Outdoors and make your gift today!

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Scan to donate today!



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