

LET'S GO
FIND
ESTD 1972 OUTDOORS

IN THIS ISSUE

Centering Forest Education & Stewardship

*FIND Outdoors reaffirms its commitment
to forest education and stewardship
through a new mission, vision & values.*

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FIND
— OUTDOORS —
ANNUAL
JOURNAL
2025

[GO FIND OUTDOORS.ORG](https://gofindoutdoors.org)

49 PISGAH HWY, SUITE 4, PISGAH FOREST, NC 28768 | 828.883.FIND (3463) | FIND OUTDOORS IS A TAX DEDUCTIBLE 501(C)(3) NONPROFIT ORGANIZATION

Dear Friends of FIND,

2025 WAS AN INCREDIBLE YEAR FOR FIND, AND I AM IMMENSELY PROUD OF OUR TEAM'S DEDICATION to championing public lands. Together with our partners, volunteers, and supporters, we welcomed hundreds of thousands of visitors to experience the magic of the outdoors all across the Southeast. Reflecting on the past year, several noteworthy accomplishments stand out:

- **Transformative Capital Projects:** In North Georgia, we completed major infrastructure upgrades, including an entirely new camping loop at Morganton Point on beautiful Lake Blue Ridge, a state-of-the-art new water system at Anna Ruby Falls, and a brand-new boat ramp and restroom facility at Lake Rabun.
- **Resilience and Recovery:** Following the devastating impacts of Hurricane Helene, our team worked tirelessly to safely reopen Carolina Hemlocks, restoring access to a beloved regional treasure.
- **Steadfast Partnerships:** When a prolonged government shutdown threatened access to our public lands, we partnered closely with our friends at the Pisgah National Forest to keep the Pisgah Visitor Center open and welcoming to the public.
- **Vision for the Future:** We facilitated a collaborative board retreat and finalized a comprehensive new strategic plan that will guide our mission and amplify our impact for years to come.

Beyond infrastructure, our team prioritized community at every turn this year. This commitment was perfectly illustrated by the opening of NEST, a beautifully appointed community space that has rapidly become a vibrant hub for nonprofit meetings, volunteer trainings, and educational events across the outdoor recreation field.

Our team also took FIND's mission on the road. Over the last twelve months, you might have caught us presenting at the national Public Lands Alliance conference, participating in the Mountain BizWorks Waypoint Resilience Collaborative, or tabling at more than 25 different community events across Western North Carolina and Georgia.

Our reach resonated far beyond our region, too. You may have read about our initiatives in Southern Living, seen our ecotours covered on the BBC, or even heard about our impact firsthand from one of the thousands of people who attended our events in 2025.

None of this vital work happens in a vacuum. It is fueled by the passion of our staff, the strength of our partnerships, and the unwavering generosity of friends like you. As we step into this next chapter, we do so with a renewed sense of purpose and deep gratitude for the community that stands beside us.

Thank you for loving our public lands, protecting our wild spaces, and being an essential part of the FIND family.

With gratitude,

Carolyn

Carolyn Ashworth
President / CEO
FIND Outdoors



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Reaffirming Our Mission

FIND Outdoors reaffirms its commitment to forest education and stewardship through a new mission, vision & values.



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In Loving Memory



FOREST
INSPIRED
NATURE
DISCOVERY™

REAFFIRMING
**OUR
MISSION**



▲ BRASSTOWN BALD VISITOR CENTER
HIWASSEE, GEORGIA

ORGANIZATIONS EVOLVE OVER TIME. AS THEY GROW, IT'S IMPORTANT TO OCCASIONALLY STEP BACK, ASK THE BIG QUESTIONS, AND MAKE SURE EVERYONE IS MOVING IN THE SAME DIRECTION.

That's exactly what happened in August 2025, when FIND Outdoors' Board of Directors, headquarters staff, field managers, and employees gathered for a strategic planning retreat. Together, we took an honest look at where we've been, where we're headed, and what we want FIND Outdoors to stand for in the years ahead.

The conversations were thoughtful, sometimes challenging, and always collaborative. By the end of the retreat, one thing was clear: while our organization continues to grow and take on new opportunities, our purpose has never changed. We exist to connect people with public lands through meaningful experiences that inspire learning and stewardship.

Out of that process came a renewed mission, vision, and set of core values that better capture who we are today and where we're going tomorrow!

ADOPTED AUGUST 8, 2025

OUR MISSION

FIND is an outdoor recreation nonprofit that centers forest education and stewardship.

OUR VISION

Creating a lasting community of appreciation for the outdoors.

OUR VALUES





Education Intern Program

A Year of Growth, Impact, and Inspiration

This year, our Education Internship Program played a key role in both engaging our visitors and workforce development. Through a blend of hands-on learning, professional mentorship, and meaningful public interaction, the program not only enriched our visitors' experiences, but also cultivated the next generation of environmental educators and leaders.

Interns reported significant growth in leadership, communication, and self-direction; skills essential for success in both nonprofit and broader professional settings.



THE FACTS

1280
HOURS

6
INTERNS

2
STATES

91
PROGRAMS
DELIVERED

WILDFIRE SAFETY
CONSERVATION
FOREST MANAGEMENT
LEAVE NO TRACE
BEAR SAFETY
PLANT AND INSECTS
WATER QUALITY



For the organization as a whole, the Education Internship Program represents a strategic investment in both mission delivery and talent development. From an education standpoint, interns expand our capacity to deliver diverse, high-quality programming while contributing new ideas and perspectives. From an HR standpoint, the program serves as a training ground for emerging professionals, many of whom may pursue careers in environmental education, conservation, or nonprofit leadership.



Lauren, Morgan & Livi at Forest Festival Day

GAINING HANDS-ON EXPERIENCE IN LEADING STUDENTS THROUGH A VARIETY OF ENVIRONMENTAL EDUCATION PROGRAMS AS WELL AS HELPING TO REFINE SELECT PROGRAMMING TO BETTER FIT THE NEEDS OF STUDENTS.

— 2025 INTERN FEEDBACK

MORGANTON POINT RENOVATIONS

LOCATED ON LAKE BLUE RIDGE IN GEORGIA, MORGANTON POINT CAMPGROUND OFFERS VISITORS DIRECT ACCESS TO THE CHATTAHOOCHEE NATIONAL FOREST

In 2025, FIND Outdoors completed a major construction project to upgrade several of the campground's lakeside sites, improving the facilities and the overall visitor experience. In the past, these specific locations were designated as primitive sites. While they were popular for their close proximity to the water, the lack of modern amenities meant they were due for an upgrade. The heavy foot traffic over the years also required us to address shoreline protection. Our construction crews recently finished an extensive rehabilitation project to solve these issues and modernize the space.



The project focused heavily on improving the layout and accessibility of the campsites. Crews completed extensive grading and earthwork to put down fresh gravel across the area. This allowed them to establish designated, level parking areas for vehicles, which helps keep traffic off the surrounding vegetation. To prevent soil erosion and create a more structured, usable living space for campers, contractors built sturdy retaining walls. Additionally, new stairs were installed leading directly from the campsites down to the water's edge. This gives visitors safe, easy access to Lake Blue Ridge for swimming, fishing, or launching a kayak right from their campsite.

Along with the structural and landscaping work, the amenities at these formerly primitive locations received a complete overhaul. Each of the renovated sites now includes:

- Level tent pads to provide a better sleeping surface.
- New power and water hookups for added convenience.
- New picnic tables for outdoor dining and gathering.



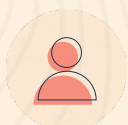
2025 IN REVIEW

ORGANIZATION OVERVIEW



396k

ANNUAL VISITORS TO FIND SITES



161

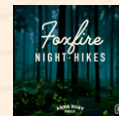
FIND OUTDOORS
TEAM MEMBERS

3

STATES MADE UP THE
FOOTPRINT OF FIND
OUTDOORS SITES



EDUCATION



2k+



ATTENDEES TO TICKETED
NOCTURNAL EVENTS



90.4%

NEARLY 4 MILLION DOLLARS
WAS INVESTED BACK INTO
FIND SITES & EDUCATION
PROGRAMS

NATURAL INQUIRER

226k+

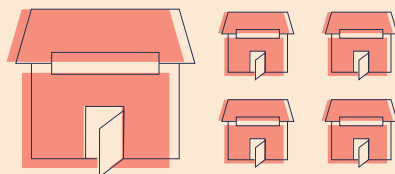
MATERIALS DISTRIBUTED
IN THE 2025 FISCAL YEAR



VISITOR CENTERS & GIFT SHOPS

5

FIND-MANAGED
VISITOR CENTERS



Brasstown Bald | Anna Ruby Falls | Gladie | Pisgah Visitor Center | The Cradle of Forestry

THE NEST AT FIND OUTDOORS

OUR BRAND NEW COMMUNITY SPACE IN PISGAH FOREST, NC

450+

COMMUNITY MEMBERS SERVED
THROUGH ALIGNED MEETINGS & EVENTS

20+

EVENTS HOSTED

CAMPING & RECREATION AREAS

6

CAMPGROUNDS &
RECREATION AREAS



236

CAMPSITES
OPERATED

21k+

DAY USE
VISITORS

37k+

NIGHTS OF
CAMPING ENJOYED

3 in 5

CAMPERS
USED TENTS

Black Mountain & Briar Bottom | Carolina Hemlocks | Cliffside & Van Hook |
Lake Rabun Beach | Lake Winfield Scott | Morganton Point

CLINTON WICKERS

CRADLE OF FORESTRY MANAGER

As Site Manager at the Cradle of Forestry in America, Clinton Wickers wears many hats. His days range from overseeing daily operations and working with the Cradle's volunteer hosts to greeting visitors and sharing the history of the Biltmore Forest School and the science of forest management in the United States. He also helps lead Forestry Merit Badge programs for Scouts, teaching topics such as tree identification, forestry tools, and the importance of caring for forest resources.

Wickers credits his father with introducing him to the outdoors at an early age. Family camping trips in Virginia's national forests, along with time spent fishing, hiking, and exploring family property, sparked his interest in forestry and Appalachian culture. One outdoor experience stands out above the rest: while trout fishing on the West Fork of the Pigeon River with a friend, an eagle followed them downstream for nearly an hour before swooping down to catch a trout Wickers had just released.



The Cradle of Forestry Discovery Center

He believes everyone should have knowledge of basic outdoor skills, including starting a fire, building a shelter, catching fish, and identifying plants that can provide food or water. Wickers says two qualities have helped him throughout life: the ability to "roll with the punches" and a knack for connecting with people from all walks of life. If given the chance, the person he would most like to tour the Cradle with is his father, who first inspired his appreciation for public lands and forestry. Coworkers may be surprised to learn that he also holds a Bachelor of Fine Arts degree with a minor in Theatre from Ferrum College in Virginia.

Looking ahead, Wickers is excited about ongoing improvements to the Cradle campus and the many events planned throughout the year, including one of his favorites, Smokey Bear's birthday celebration. For him, the mission of FIND Outdoors is deeply personal. The experiences and education he gained through time spent outdoors helped shape who he is today, and he hopes others leave the Cradle with a greater appreciation for public lands and the many opportunities they provide for learning, recreation, and stewardship.





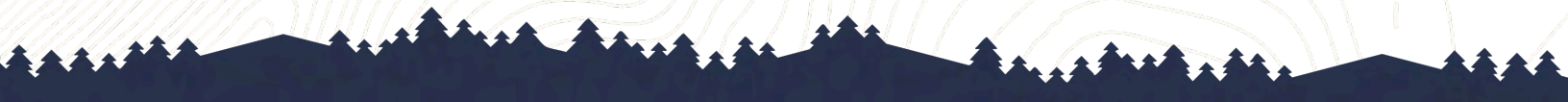
FIELD TRIP PROGRAM RENEWAL AND EXPANSION

In 2025, the Cradle of Forestry rolled out an overhauled suite of guided field trip experiences. Each one was developed from the ground up using direct input from classroom teachers, U.S. Forest Service staff and based in Project Learning Tree curriculum. Every trip ties back to shared themes aligned with FIND and Forest Service missions and are connected to North Carolina education standards in science, social studies, English language arts, math, and visual arts.

Four brand new field trip experiences were made available in this past season and the response was beyond what we could have hoped for! Over 1,700 youth participated, more than double the attendance of the previous year. To offer more flexibility, a new Self-Guided Educator Booklet was also designed, offering groups a structured yet adaptable resource complete with discussion questions, vocabulary, and fun facts spanning multiple grade levels. Together, the guided and self-guided opportunities ensure that the Cradle's educational programming can flex to fit nearly any group's needs.



EVERY GUIDED FIELD TRIP IN 2025 WAS LED BY CRADLE EDUCATOR LAUREN HUDDY, WHO FACILITATED ALL NEW EXPERIENCES THROUGHOUT THE YEAR. HER STEADY PRESENCE MADE A REAL DIFFERENCE. VISITING TEACHERS AND STUDENTS CONSISTENTLY RESPONDED WARMLY TO THE PROGRAMS, AND HER COMMITMENT TO QUALITY SHINED THROUGH.





Adventures With Smokey Bear (Pre-K through Grade 2) introduces young students to fire ecology and fire safety through Smokey Bear's story and interactive, hands-on activities. Kids explore how fire can be both helpful and harmful in nature, building a foundational understanding of conservation, wildlife, and caring for the environment.



Roots of the Forest (Grades 3 through 6) takes students deep into the history and practice of forest management at one of the most pivotal sites in American conservation history. Students discover how forests provide resources for both people and ecosystems, wrestle with the real challenges facing federal lands today, and work through problem-solving activities that push them to think seriously about the future of public lands.



Who Speaks for the Trees? (Pre-K through Grade 6) uses Dr. Seuss's *The Lorax* as an entry point into bigger conversations about sustainable resource uses, the many contributions trees make to everyday life, and the role of technology and conservation in protecting natural resources for future generations.



"Leaf" It to Us! (Grades 3 through 5) joined the lineup in late 2025 and quickly became a big hit. Students become "tree detectives", building their own leaf identification frames and using them to explore how leaf shapes, sizes, and features vary across species found on site. The experience launched to an enthusiastic response and enters 2026 with strong interest already building.



THE 2025 SEASON WAS A TRUE TURNING POINT FOR EDUCATIONAL PROGRAMMING AT THE CRADLE OF FORESTRY. THE HIGH VOLUME OF TURNOUT AND THE WARM RECEPTION FROM CHAPERONES MADE IT CLEAR THAT THERE IS A STRONG DEMAND FOR THOUGHTFUL, PLACE-BASED ENVIRONMENTAL EDUCATION, AND THAT THE CRADLE IS WELL POSITIONED TO DELIVER IT.

THAT MOMENTUM CARRIES US INTO 2026. ONE OF OUR TEAM'S TOP PRIORITIES IS EXPANDING GUIDED EDUCATIONAL PROGRAMMING TO FIND VISITOR CENTERS IN GEORGIA. THIS EXPANSION WILL BRING THE SAME COLLABORATIVE, CURRICULUM-ALIGNED APPROACH TO NEW COMMUNITIES. WHAT BEGAN LAST SEASON AT THE CRADLE IS READY TO GROW BEYOND WESTERN NORTH CAROLINA, AND MORE FIND SITES WILL BENEFIT FROM IT.

SCAN TO
LEARN MORE
ABOUT BOOKING
CRADLE OF FORESTRY
FIELD TRIPS!



RETAIL WITH A PURPOSE

2025 RETAIL REVENUE: \$2,594,131

Each visitor center and gift shop is designed to serve as welcoming spaces where guests can connect more with the stores behind our public lands. Through interpretive, educational, and informational materials, visitors are encouraged to explore, learn, and build a lasting appreciation for the outdoors. Connecting with local artists and vendors was a highlight of 2025, as their products highlighted the culture, heritage, and natural history of the regions we serve.

We're proud to have made it a core goal and mission to proactively transform our retail operations, ensuring a consistent, high-quality culture at each location and a strong alignment with brand promises, strategy, and ongoing training. We've also significantly increased our commitment to sourcing from local and U.S.-based vendors, strengthening the economies surrounding our sites while prioritizing American-made products whenever possible.

135 VENDORS

106
MADE IN
THE USA



62
LOCAL TO
GIFT SHOPS



30
NOT MADE
IN USA OR
LOCALLY



11
GAVE BACK OR
CONTRIBUTED
TO OUTDOORS



VENDOR SPOTLIGHT



North Carolina

For years, basket maker **Pat Holbrook** has created handwoven baskets and decorative Indian corn. Her work stands out because she's always experimenting with new weaving patterns, shapes, and styles. Each basket takes time and incredible care to make. No two are exactly alike.



Kentucky

Red River Honey & Bees supplies the honey featured in the **Gladié Visitor Center**. Their journey began in 2020 with four hives and no beekeeping experience. Today, they care for more than 125 hives, built one season at a time through patience and plenty of hard work!



Georgia

Visitors to **Brasstown Bald** and **Anna Ruby Falls** have likely seen the custom pottery made by **The Willows Pottery**. They have partnered with FIND Outdoors for years, creating our signature stoneware mugs and handmade noodle bowls. Every piece is formed, glazed, and fired by hand, giving each one its own character.

Choosing local makers keeps traditional craftsmanship visible, strengthens small businesses, and gives visitors the chance to bring home something that was made with care, right here in the communities that surround these special places. It's our promise to support local whenever possible by partnering with artisans, craftspeople, and small businesses whose work reflects the character of the region. Every local purchase helps sustain these communities while creating a more authentic connection between our visitors and the places they come to explore.

EVERY BASKET, MUG, AND JAR OF HONEY HAS A LOCAL STORY BEHIND IT, AND SHARING THOSE STORIES IS ONE WAY WE CELEBRATE THE COMMUNITIES CONNECTED TO THE PUBLIC LANDS WE STEWARD.





Some CHANGE FOR GOOD

MOST MORNINGS AT THE PISGAH VISITOR CENTER BEGIN THE SAME WAY. THE DOORS OPEN, THE GIFT SHOP LIGHTS COME ON, SHELVES ARE STRAIGHTENED, AND VISITORS BEGIN ARRIVING WITH QUESTIONS, LOOKING FOR SOUVENIRS, AND PLANS FOR A DAY IN PISGAH NATIONAL FOREST.

As each customer approaches the register, Mrs. Marge Goodpaster follows with a simple routine. She rings up the purchase, asks for their ZIP code, and before finishing the transaction, smiles and asks one more question, one that has made a big difference:

“ WOULD YOU
LIKE TO MAKE A
DONATION TO THE
FOREST TODAY? ”

Throughout 2025, Margie and her team at the Pisgah Visitor center have inspired visitors to contribute more than \$7,700 through checkout donation program. These donations help fund educational programs, visitor experiences, and stewardship efforts that make the forest a special place for everyone who visits.

This success is a reflection of genuine enthusiasm, consistent effort, and the understanding that every contribution, no matter the size, makes a meaningful impact. By simply asking each visitor, small moments at the checkout counter can create lasting benefits for public lands.

Across FIND Outdoors visitor centers and recreation sites, staff members invite guests to support the forests and public lands they love through checkout donations. Together, these conversations have generated thousands of dollars that go directly back into the places visitors come to explore.

The success of these donation efforts would not be possible without the dedication of our retail staff and volunteers. Across FIND sites, their commitment has inspired visitors to give back, resulting in thousands of dollars raised to support forest education and stewardship.

ROUND UP DONATIONS

- 📍 \$7,783: Pisgah Visitor Center
- 📍 \$4,663: Anna Ruby Falls
- 📍 \$3,478: Brasstown Bald
- 📍 \$2,218: Cradle of Forestry
- 📍 \$1,033: Gladie Visitor Center

**NEARLY \$20,000 RAISED THROUGH
CHECKOUT DONATIONS IN 2025!**





findoutdoors

Stay connected and follow us on social media!



Following FIND Outdoors and our sites on social media is one of the best ways to stay connected with the places, programs, and stories that make the outdoors special. Scan the QR code to explore and follow all FIND Outdoors social media pages and join the conversation!

gofindoutdoors.org/social



FIND Outdoors



Anna Ruby Falls



Black Mountain & Briar Bottom



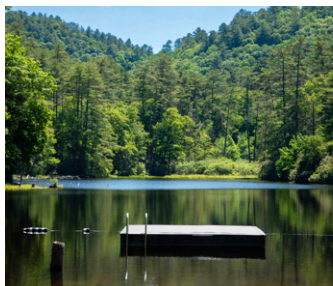
Brasstown Bald



Carolina Hemlocks



Cradle of Forestry



Cliffside & Van Hook



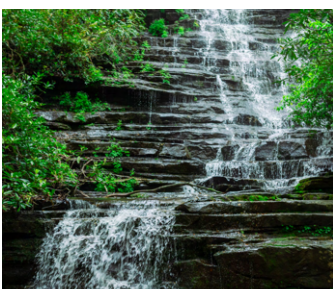
Doll Mountain Campground



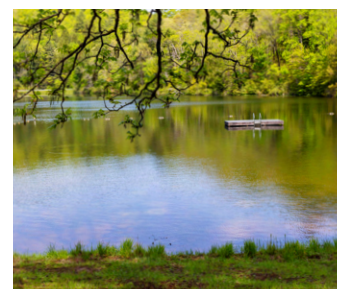
Gladie Visitor Center



Harris Branch Beach



Lake Rabun Beach



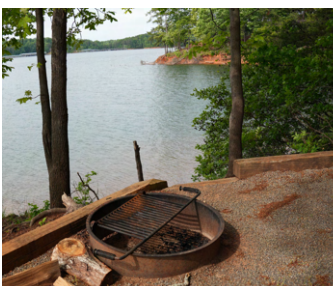
Lake Winfield Scott



Morganton Point



Pisgah Visitor Center Gift Shop



Woodring Branch Campground



#LetsGoFINDOutdoors

Investing in North Carolina

Unlike traditional concessionaires, FIND Outdoors is a nonprofit organization. We reinvest 100% of profits from campsite reservation fees, day use fees, ticketed events and retail sales back into the sites we manage. These funds support essential site maintenance, improvements and educational programming.

\$17,725

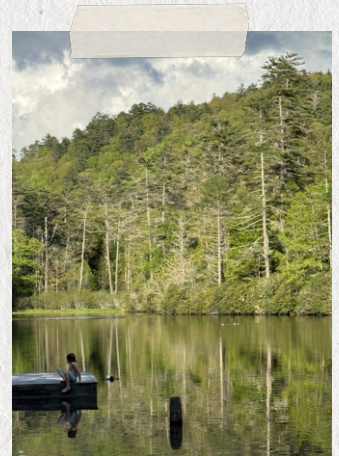
Carolina Hemlocks:

- Appalachian GT Projects
 - Stone Work
 - Electrical Work at Pavilion

\$4,836

Van Hook Glade:

- Nantahala GT Projects
 - Water Main Repairs



Investing in Georgia

\$716,553

Morganton Point:

- Electrical & Water Repairs
- Campground Improvements
- Shower Repairs
- Hazard Tree Removals



\$190,594

Lake Rabun Beach:

- Boat Dock & Ramp Revamp
- Water Leak & Beam Damages
- Bathhouse Pressure Tank Replacement
- Hazard Tree Removals



\$26,405

Anna Ruby Falls:

- Roof & Gutter Repairs
- Bathroom Sink Replacements

\$120,231

Brasstown Bald:

- Rock & Mortar Replacement
- Yard Hydrant & Stop Valve
- Elevator Repairs



\$5,873

Lake Winfield Scott:

- Emergency Hydrants & Pump Testing
- Electrical Breaker
- Septic System Replacement

CRADLE OF FORESTRY

▼ CRADLE OF FORESTRY IN AMERICA
PISGAH FOREST, NC



CRADLE OF FORESTRY IN AMERICA LAUNCHES NEW MISSION & VISION

In late 2025, leadership from **FIND Outdoors**, and the **U.S. Forest Service** came together to define a shared vision for one of America's most important forest landmarks.

As the birthplace of forestry in America, the Cradle has a unique history, purpose, and responsibility. Developing these site-specific guiding principles ensures that every decision made here reflects the significance of this special place while supporting the broader mission of FIND Outdoors. Together, we established a mission, vision, values, and strategic goals that will guide the Cradle into the future.

MISSION STATEMENT:

Our mission is to promote, preserve, and enrich the birthplace of forest science in America by cultivating appreciation for the vast and varied potential of our shared forest lands.

VISION STATEMENT:

The Cradle of Forestry is a timeless landmark and living laboratory that sparks a lifelong connection with the forest.

BOB BEANBLOSSOM GIVES A WORLD-FAMOUS "BOB-TALK" ▼

OUR VALUES:

Stewardship: We preserve and protect the historic structures, artifacts, and native ecologies that define the Cradle's unique identity.

Heritage: We honor regional and forest history by interpreting and sharing the pioneering story of American forestry and the lasting national impact of the Biltmore Forest School.

Education: We provide education experiences for all ages that inspire wonder and connection to forested lands.

Multiple-Use: We embrace the concept of multiple-use, recognizing the necessity of balancing diverse demands like recreation, timber production, watershed protection and wildlife habitat.

THE CRADLE HAS ALWAYS BEEN A PLACE WHERE HISTORY AND INNOVATION MEET. THIS NEW STRATEGIC DIRECTION HONORS THAT LEGACY, WHILE ENSURING THE BIRTHPLACE OF FORESTRY IN AMERICA CONTINUES TO INSPIRE CURIOSITY, LEARNING, AND STEWARDSHIP FOR YEARS TO COME.



EDUCATION AT THE BALD

During Brasstown Bald's first full year with a dedicated Georgia Educator, environmental education expanded through more frequent and engaging programs. With Christa Hamill leading programming in Georgia, learning opportunities expanded and became a regular part of the visitor experience rather than occasional events.

Programs began connecting what visitors see from the summit with the natural systems around them. The setting itself supports this kind of learning. The visitor center museum, observation tower visage, and surrounding trails create a natural flow of interpretation. Visitors can learn from exhibits, read signs along the way, and look out over the Blue Ridge to immediately connect those ideas to the landscape in front of them. The view becomes part of the lesson.

Visitors learn from master falconers at Raptor Rendezvous



Hands-on activities also grew throughout the year. Scavenger hunts, junior ranger-style activities, and guided talks helped younger visitors engage more directly with the mountain.

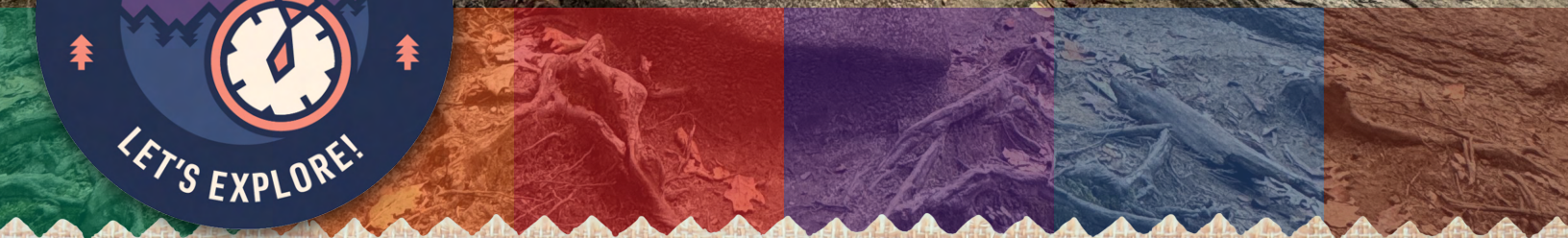
For adults, engaging interpretation offered a deeper way to understand what they were seeing, often changing how familiar views were understood.

Education at Brasstown Bald is about helping people see the mountain differently. High-elevation ecosystems can look still and unchanging, but they are constantly shifting with weather, seasons, and human impact. Once visitors understand that, the importance of caring for these places is clearer.

WITHIN THE VISION OF FIND OUTDOORS, THIS GROWTH SHOWS THE VALUE OF HAVING STEADY, ON-SITE EDUCATION. IT STRENGTHENS BRASSTOWN BALD AS BOTH A DESTINATION AND A PLACE OF LEARNING, WHERE VISITORS LEAVE WITH MORE THAN A VIEW.



▲ ROCK CLIMBING AT
LOOKING GLASS ROCK
PISGAH NATIONAL FOREST, NC



CLUB DE EXPLORADORES

Year 4 in review:

The FIND Outdoors Explorers Club wrapped up an incredible 2025 season filled with adventure, learning, and laughter. From our June Orientation to kayaking, snorkeling, and exploring the Cradle of Forestry in July, each trip brought new challenges and discoveries.



▲ KAYAKING THE FRENCH BROAD RIVER



▲ FLY FISHING IN PISGAH NATIONAL FOREST



▲ OVERNIGHT OCTOBER CAMPING TRIP

In August and September, Explorers tried fly fishing, rock climbing, and hiking through the Panthertown Wilderness, building confidence & teamwork with every outing. The season ended with an overnight camping trip in October, where we cooked over the fire, shared campfire stories, and celebrated everything we'd learned together.

What began as a group of strangers grew into a team of friends who learned to care for the land and for one another. We're proud of every Explorer and grateful to the families and partners who made this season possible.

“
THIS IS THE
MOST AMOUNT
OF FUN I'VE EVER
HAD OUTSIDE!
”
- VIVIAN, 2025 EXPLORER



Explorers Club is a free, bilingual outreach program for middle school aged students in Transylvania County and surrounding areas, providing opportunities to go on adventures in Pisgah National Forest. To learn more, or to donate, please visit: gofindoutdoors.org/club

CELEBRATING OUR DONORS

Donors are at the heart of everything we do. We're deeply grateful for your generous support throughout the year and wish to express our gratitude.

At FIND Outdoors, we work diligently to keep administrative costs low so that the maximum amount of your contribution goes directly toward our mission: making Forest-Inspired Nature Discovery available to all.

Every gift makes a lasting impact. At a time when protecting our public lands is more important than ever, your support helps safeguard these spaces to ensure they remain open and thriving for generations to come.

\$50,000 - \$100,000

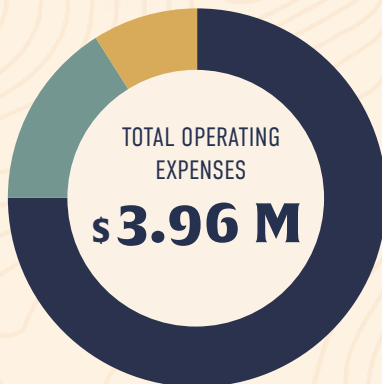
North Carolina Science
Museum Network

\$10,000 - \$20,000

REI Cooperative Action Fund

\$1,000 - \$9,999

American Backcountry
Comporium
Eagle Nest Outfitters
First Citizens Bank
Georgia Mountain Rentals
Headwater Outfitters
Leatherwood, Chad & Kari
Metamorphosis Designs
Mountain BizWorks
Pisgah Coffee Roasters
Reese Landscaping Services, LLC
Self-Help Credit Union
Wild Tribute



● Maintaining Facilities Including capital improvements	74.88%
● Education and Programming	15.54%
● Administrative	9.58%



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

\$250 - \$999

Alston, Allison
American Online
Giving Foundation, Inc. |
Benevity Giving Platform
Blackbaud Giving Fund
Caldwell, Eric
Calloway, Matthew
Kotsarelis, Becky
Owen, Howard
Stapp, Ann Marie
Walters, Timothy
Wilson, Jocelyn & Clay

\$1 - \$249

Ali, Bodaa
Ascher, Larry & Hope
AST LLC
Averys Tree & Lawn Services, LLC
Barnash, Casey
Blue Ridge Bakery
Carroll, James & Cynthia
Chapin-Tsai, Diana
Currie, Ardon
Duval, Victoria
Fogel, Tad
Galloway, Lee
Godfrey, Wendell "WC"
Hendry, Edward

Hoffman, Ashely
Hughey, Beverly
Ingram, Suzanne
Kentucky Association for
Environmental Education
Knouf, Helen
Kozlik, Andrew
L.W. Bristol Classics
Lonsdale, Margaret
McCrary Jr., Thomas
Motten, Alexander
Newberry, Jordan
Oskar Blues
Philips, William & Teresa
Ravetto, Paula
Rogel, Stuart Bevan
Scheibner, Stephen
Stringfield, Margo & Jim
Suskey, Joseph & Pamela
Terrell, Dennis
Vankoski, Matthew
Whisnant, Garry
Woodard, Susan
Zwirner, Cord

MAKE A DONATION TODAY!

SCAN TO
DONATE!



Gifts of any size and any amount provide needed resources to make recreation equitable and available for all. Become a supporter of FIND Outdoors by scanning the QR code and making your donation today.
We sincerely thank you for the support!

THANK YOU TO OUR EVENT PARTNERS

Our community sponsors play a vital role in helping FIND Outdoors bring people together. Through their generous support of events, these partners help us create meaningful outdoor experiences, foster environmental stewardship, and strengthen connections across the region.

We're grateful for their continued investment in our mission!

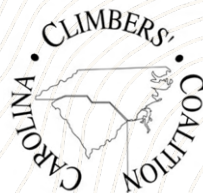


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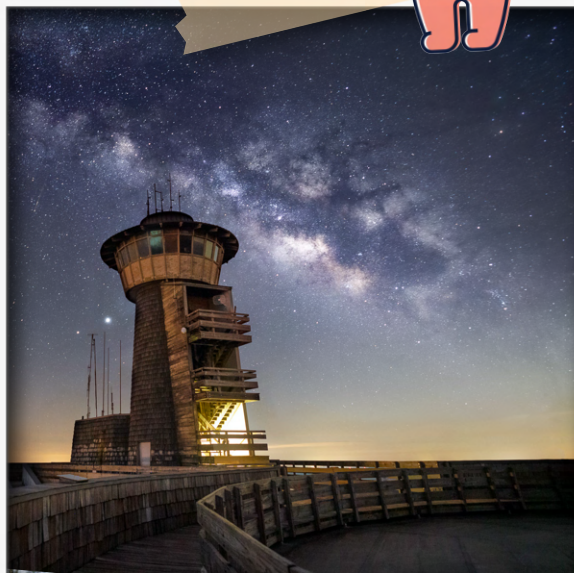
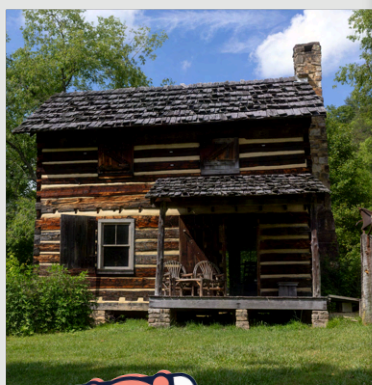
AMERICAN
BACKCOUNTRY

OSKAR BLUES
BREWERY



Interested in being an event or program sponsor?

For additional information on how you or your organization can be a sponsor, please email us directly at: info@gofindoutdoors.org. Thank you!





GIVE BACK!

ANNUAL GIVING

Support the work and mission of FIND Outdoors and the more than 10 managed sites in three states.

MAJOR GIFTS & SITE ENHANCEMENTS

Champion a specific capital project by directing your gift to a project that matters to you. Contact the Grants & Sponsorships Coordinator to discuss the possibilities.

TRIBUTE GIFTS

The impact of our beautiful outdoors can resonate throughout a lifetime. It is also a great way to recognize a birthday, anniversary or special occasion. Highlight the legacy of a loved one or commemorate a special occasion with a tribute gift to FIND Outdoors.

EDUCATION AND SPECIAL PROGRAMMING SPONSORSHIPS

Provide financial support for events, programming and specific initiatives. 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.

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.

IN LOVING MEMORY

IN JANUARY OF 2026, WE UNEXPECTEDLY LOST OUR FRIEND AND COLLEAGUE, THOMAS BARRY. THOMAS DIRECTED OUR RETAIL OPERATIONS FOR OVER TWO YEARS, DURING WHICH TIME, HE MADE FRIENDS ACROSS NORTH CAROLINA, GEORGIA, AND KENTUCKY WHILE TRAVELING TO SUPPORT FIND SITES IN THOSE STATES.

He was a larger-than-life presence who left behind a loving wife and three beautiful children. Thomas loved fishing, hiking, birding, spirited debates, and being of service to others. Most of all, he loved his family.

In the spring, we gathered to dedicate a bench at The Cradle of Forestry in Thomas' memory. Our team had the opportunity to share their memories of this special person with his family. The bench is located at a peaceful spot by the pond at the Cradle; a place he dearly loved.

We hope that at Thomas' bench, people will stop, sit, and have the kind of long, heartfelt conversations that Thomas loved so much.



THOMAS ZACHERY BARRY

Meet the FIND Outdoors Family

Our greatest strength is the people behind FIND Outdoors. Every accomplishment this year reflects the dedication of our Board of Directors, staff, hosts, and volunteers, whose hard work, teamwork, and enthusiasm continue to move our mission forward.

SENIOR LEADERSHIP TEAM



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PRESIDENT/CEO



Crystal Reese
CHIEF FINANCIAL OFFICER



Allison Shiner
DIRECTOR OF HUMAN RESOURCES



Brooke McGuire
DIRECTOR OF RETAIL



Brayden Benkiel-Robinson
DIRECTOR OF ENGAGEMENT



Diogo DeAssis
DIRECTOR OF COMMUNICATIONS & MARKETING



Jon Martin
CAMPGROUND OPERATIONS MANAGER



Makenna Wilson
FINANCE MANAGER



Ashley Wall
PROJECT MANAGER



Dru Cosner
REGIONAL FACILITIES & OPERATIONS MANAGER



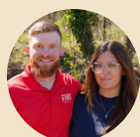
Jess & Josh Ozment
SITE MANAGERS, GLADIE VISITOR CENTER



Clinton Wickers
SITE MANAGER, CRADLE OF FORESTRY



Wendy Smith
SITE MANAGER, ANNA RUBY FALLS



Jordan Compton & Jesika Sullivan
CAMPGROUND MANAGERS, MORGANTON POINT



Amy Cox
SITE MANAGER, BRASSTOWN BALD



Colby Moore
ASSISTANT MANAGER, BRASSTOWN BALD

EDUCATION TEAM



Dallas Martin
CHIEF EDUCATION OFFICER



Lauren Huddy
CRADLE OF FORESTRY EDUCATOR



Christa Hamill
GEORGIA EDUCATION MANAGER



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