



THE  
CLIMBING  
INITIATIVE

# ANNUAL REPORT

2021



# LETTER FROM THE EXECUTIVE DIRECTOR

2021 was an extraordinary year for The Climbing Initiative.

The year prior, with the world in shutdown, we focused on building our relationships with climbing organizations worldwide. This year, with new understanding of the needs of the global climbing community, we began creating change.

We worked with over 100 authors, peer reviewers, and editors to begin producing the first truly global best practices for the development of climbing areas and communities. We supported the distribution of hundreds of pieces of climbing gear to communities lacking access. We launched our Climbing Leadership Fund to directly support those spearheading the creation of vibrant and

inclusive climbing communities. And we worked hand-in-hand with climbing organizations in India, Kenya, Peru, Malawi, and Mexico to refine strategies for growth and impact.

Thank you to our volunteer staff, who gave over 5,000 unpaid hours this year in support of a more sustainable and equitable future for this sport. We are also so grateful to our donors, who provided our organization the foundation to flourish. Your impact is powerful, and we are so excited to keep dreaming big as we build out our programs further in the coming year.

Thanks to all who have supported TCI and welcomed us into your world. We are just getting started!



A handwritten signature in black ink, appearing to read 'Veronica Baker'.

**VERONICA BAKER**  
EXECUTIVE DIRECTOR



# OUR MISSION

Supporting the **sustainable** and **equitable** growth of climbing worldwide

## 2021 AT A GLANCE



**5,200**

Volunteer hours given  
by the TCI team



**\$21,279**

Raised to start building  
our programs



**9,589**

Individual website visitors  
from 101 countries



**10**

Events attended to create  
donor and industry connections

We started creating the first truly global

# BEST PRACTICES

for the development of climbing

by gathering



100+

authors, peer  
reviewers, & editors

representing



19

countries

to produce



36

chapters

on crag development & maintenance,  
environmental conservation, equity & inclusivity,  
community engagement, economic impact, and  
climbing organizations



Photo by Praveen Jayakaran

“ Working with TCI has been an eye-opening experience. We're so grateful to them for empowering us with the tools and direction to achieve our goals. ”

— Climb Like A Woman, India



Photo by Nick Russel

We engaged in 5 monthly

# ADVISING PARTNERSHIPS

with organizations using climbing as a force for positive change.



- ✓ Refining mission and vision
- ✓ Implementing best practices
- ✓ Measuring impact
- ✓ Building a roadmap to success

We reimbursed luggage fees to support the distribution of

## CLIMBING GEAR

to communities around the world lacking access.

78 

pairs of shoes

40 

harnesses

38 

carabiners

32 

quickdraws

10 

belay devices

8 

ropes

7 

helmets



Photo by Lilly Marquez



Photos by Danny Skilton

We launched the

# CLIMBING LEADERSHIP FUND

to support individuals building climbing communities and teaching others how to practice this sport safely.

We have begun fundraising and we look forward to awarding our first climbing leadership grants in 2022.



We aim for our first recipients to be Nyamzy Gyati and Liz Ndindi, leaders of Climbing Life Kenya, in support of their single pitch instructor (SPI) training.



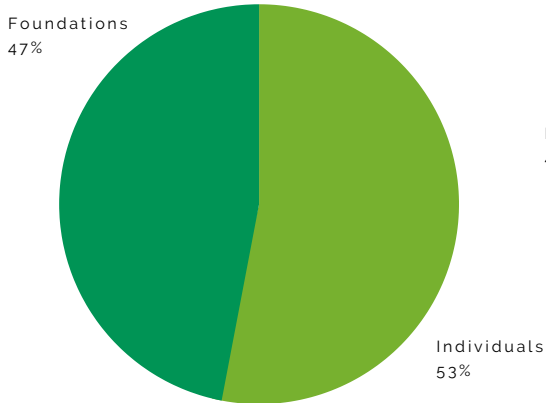
**Donate to support the Climbing Leadership Fund**

Use your cell phone camera to scan

# 2021 FINANCIAL OVERVIEW

## INCOME

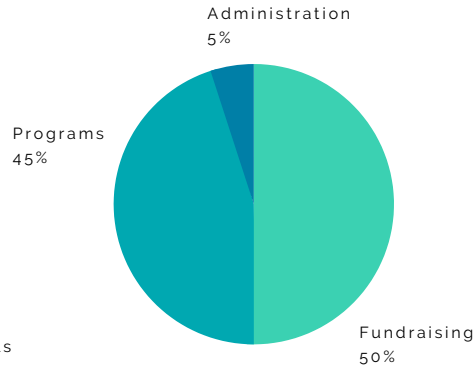
\$21,279



After gaining 501(c)(3) status in January 2021, we began connecting with our very first donors. Thank you to every one of you who donated to help TCI grow!

## EXPENSES

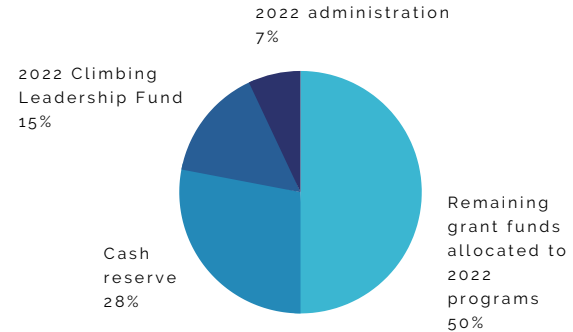
\$11,031



Given the early stage of our organization, most expenses this year were channeled into efforts to meet donors at events, build connections in the industry, and start developing our programs.

## IN RESERVE

\$10,248



We look forward to using our remaining balance as a jumping off point for our programmatic objectives in 2022, with additional capacity built by next year's fundraising efforts.



# 2022 GOALS

## RELEASE THE FULL BEST PRACTICES PROJECT

We believe that sharing lessons learned by climbers worldwide is the best way to help our community flourish. With 30+ more best practices chapters in the works, we can't wait to share more expert voices!

## AWARD OUR FIRST CLIMBING LEADERSHIP GRANTS

In 2022, we plan to increase on our fundraising efforts to support underrepresented climbing leaders in their pursuit of safety certifications and other tools to help them serve their communities.

## PUBLISH CASE STUDY #4 & LAUNCH RESEARCH REPOSITORY

We're excited to share our case study on Slovenia and create the first repository gathering research on the economic, social, and economic impacts of our sport worldwide.

## INCREASE FUNDRAISING AND CORPORATE SUPPORT

In order to operate at a larger scale, help more communities around the world, and hire our first paid staff to increase our organizational capacity,

TCI has set a fundraising and merchandise profit goal of \$100,000 in 2022.

## PROVIDE DIRECT SUPPORT TO CLIMBING ORGANIZATIONS

Beyond the advising we've been doing with organizations for the past two years, we hope to gather the resources to build out formal programs that invest in the growth of climbing organizations worldwide.

## TEAM

**VERONICA BAKER**  
EXECUTIVE DIRECTOR

**DANI DOBROT**  
ASSOCIATE DIRECTOR

**SCOTT PAGEL**  
DIRECTOR OF STRATEGY

**LUDIVINE BRUNISSEN**  
DIRECTOR OF RESEARCH

**TYLER ALGEO**  
DIRECTOR OF IMPACT

**NICKI SIMON**  
DIRECTOR OF ENGAGEMENT

**AMOS LEE**  
OPERATIONS MANAGER

**NUTAN SHINDE-PAWAR**  
DIGITAL MARKETING STRATEGIST

**ROB KYTE**  
STORYTELLER

**ELLIE YATSKO**  
GRANT WRITER

**SARAH LABIB**  
RESEARCHER

**CLAIRE BURKHARDT**  
RESEARCHER

## BOARD OF DIRECTORS

**SCOTT PAGEL**  
PRESIDENT

**DANI DOBROT**  
SECRETARY

**LUDIVINE BRUNISSEN**  
TREASURER

In 2022, TCI aims to select new board members and transition the board away from the founders.

## ATHLETE AMBASSADORS



**ALEX JOHNSON**  
UNITED STATES



**FELIPE PROAÑO**  
ECUADOR



**PETER NAITULI**  
KENYA/NORWAY



**PRERNA DANGI**  
INDIA

Interested in nominating an ambassador or board member?

Email [info@climbinginitiative.org](mailto:info@climbinginitiative.org)

Thank you to everyone who made our work possible this year!

## IN-KIND CORPORATE SUPPORTERS



## DONORS

53% of our funding this year came from individuals

Kimberly Adkins	Sara Hunter	David Shane
James Anderson	Felix Johansson	Casey Simon
Gavin Bailey	Matthew Kasee	Todd Simon
Mark Baker	Chloe King	Russ Simon
John Baker	Beck Kloss	Kathleen St George
Brian Biersdorff	John Kyte	Patti St George
Betsy Binish	Matt Lampe	Rosemary St George
Andis Blukis	Jonathan Leavitt	Nicole St George
Kristine Blukis	Lucia Li	Claudia Stahl
Valérie Brunissen	Elizabeth Lincoln	Michael Stahl
Mitchell Darnell	Megan Mack	Steve Stahl
Alise Dobrot	Justin Makkay	Caren Stevens
Richard Dobrot	Cassidy Martin	Sarah Tencher
Joseph Dore	J Miniard	Brett Thompson
Meagan Dugan	Erin Moller	Kathryn Toonder
Mike Fugate	Jake Norton	Pete Tsongalis
Jessica Ghantous	Daryl Pagel	Jake Verne
Nathan Glassman	Gregory Parker	Phuong Vo
Eric Grothaus	Matthew Paulsen	Chris Wagoner
Elizabeth Gully	M&M Paulsen	Martha Ward
Elizabeth Hart	Wade Plafcan	Izumi Watanabe
Lynda Hascheff	Katherine Prendergast	Matthew Waxman
Erin Haynes	Brigitte Prunet	Nicole Wiesenthal
Randy Holmstrom	Paul Prunet	Blair Williams
Adam Horvath	Stephane Prunet	Jonathan Yates

## GLOBAL PARTNERS



In 2022, we are seeking to deepen our relationships with brands and develop true partnerships. Please email [engagement@climbinginitiative.org](mailto:engagement@climbinginitiative.org) if you represent an organization that would like to join us.

# We couldn't have done it without you.

THANK YOU FOR YOUR SUPPORT!



THE  
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[climbinginitiative.org](http://climbinginitiative.org)  
[info@climbinginitiative.org](mailto:info@climbinginitiative.org)

Check out our store

Support our work



Use your cell phone camera to scan

Photo by Lilly Marquez