WILL’S MISSION

Wilderness Leadership & Learning’s Mission is to provide diverse growth experiences and challenging learning opportunities to inspire and assist youth to make good decisions, become effective leaders, and achieve their goals.

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MESSAGE FROM WILL’S PRESIDENT

Dear Members of the WILL Family and Friends,

WE CELEBRATED THE GRADUATION OF OUR 15TH CLASS of providing positive, transformative, holistic youth development programming for DC youth.

I am pleased to report that FY19 (October 1, 2018 to September 30, 2019) was another recording setting revenue year for Wilderness Leadership & Learning, Inc. (WILL).

Anna Haglund and Caroline Revis Co-Chaired an amazing Seventh Annual WILL Power Party also setting a revenue high, surpassing the previous high by 50%, and we honored WILL Partners of the Year - Kristen & Steve Best.

WILL youth were engaged in more than 335 hours of quality experiential learning, youth leadership and life skills development activities that are designed to develop their inherent strengths, decision-making, and leadership skills. For 12 years in a row, WILL’s retention rate has been between 62% and 79%, far exceeding the 50% considered excellent for youth development programs (we have never been below 50%). 86% of WILL youth reported learning something from the WILL programs in which they participated that they will use in their lives, and 94% said that they benefited a great deal from being in WILL.

Vicki Wickline completed three years of incredible service to WILL as Board Chair, and, after 8 1/2 amazing years of devoted service on the Board and to WILL, former Board Chair, Grif Johnson, left the Board to spend more time with his grandchildren.

THANK YOU to everyone who has been involved in the success of WILL’s first 15 years - the schools with whom we partner, our program partners who assist us to provide amazing learning experiences for WILL youth, our volunteers, past and current Board members, the donors and funders who make the work we do possible, and the WILL youth and their families for believing in us and the positive impact WILL has on the youth with whom we work.

WILLiciously yours,
Steve

“There Are No Can’ts In WILL”
WILL’S PILLARS

Wilderness Leadership & Learning is a transformative holistic 12-month, experiential learning, youth leadership, and life-skills development program.

“A word for my WILL experience as a whole is skillful because every time I came to a WILL activity, I learned things I didn’t know before.” - Tyson

OUR VALUE is found in our FOUR PILLARS:

Leadership & Self-Empowerment
Individual leadership, self-esteem, and confidence growth assist WILL youth increase their appreciation that each has the power and the ability to determine his/her life trajectory, to self-advocate, and to make decisions that lead to self-determination and self-sufficiency.

Critical Life Skills Development
WILL develops critical life skills, which are under-emphasized or not taught in school, such as financial literacy; accountability for behavior; communication skills; the importance of saying “please” and “thank you”; and how to make healthy nutrition decisions, set SMART (Specific, Measurable, Attainable, Relevant, and Time-Bound) goals, and create action plans to achieve them.

Environmental Awareness & Stewardship
Youth become more aware of the world around them and to be better stewards of the environment.

Cultural Awareness & Appreciation
WILL youth learn to be receptive to, to appreciate and to respect diversity and differences in others (e.g., race, gender, religion, country of origin, sexual orientation, and beliefs).

“WILL pulled many surprises out of me - it taught me things like to never give up, to be positive, to stay in the present, and to also set high standards for myself.” – Avanti

WILL’S PROGRAM

WILL believes that every youth has the potential to succeed and to create a full and meaningful life.

WILL’S CORE PROGRAM ACTIVITIES

- Ropes Course
- Rivers Day
- Holiday Party
- 2 Nutrition & Cultural Awareness/Appreciation Days
- Biases, Diversity & Inclusion Day
- Day at the Newseum
- Bowling
- 3 Days at Karen Noonan Center (Chesapeake Bay Foundation Environmental Education Center)
- 3 SMART Goals Setting & Discussion Days
- 3 Financial Literacy Days
- CPR & 1st Aid
- College Admissions Forum/Expedition Orientation
- Environmental Service Project
- Scavenger Hunt on The Mall
- Day at Mount Vernon
- Canoeing on the Anacostia River
- Service at the Clagett Farm
- 7-Day Expedition on Appalachian Trail
- Graduation

WILL’S ALUMNI SERVICES

- Letters of Recommendation
- Alumni Holiday Lunch
- Summer Picnic

“Music is culture by itself and WILL challenges us to be open to new and different music and cultures.” - Dee
**YOUTH DEVELOPMENT**

WILL’s *youth development activities* are critical to the ongoing growth process by helping WILL youth (1) meet their basic personal and social needs to be safe, feel cared for, and have value, and (2) to build upon skills and competencies that allow them to be agents of change, and to be effective in their daily lives.

Service learning and giving back to one’s community are important aspects of WILL. WILL Youth learn that leaders give to others and to their community. Environmental Service Project – native tree planting near the West Hyattsville Metro Station, which is close to the Northwest Branch of the Anacostia River.

“My WILL experience was *WILLicious*. I chose *WILLicious* because the program has made me a better person.” - Jala

**EXPERIENTIAL LEARNING**

WILL’s *experiential learning activities* enlarge the life experiences, enhance decision making and life skills, build character, and develop the leadership potential of WILL youth.

“A new experience - driving the *CBF* boat during WILL’s Rivers Days”

“Stretching one’s comfort zone on the Ropes Course”

“A new experience - driving the *CBF* boat during WILL’s Rivers Days”

“Stretc”

“Stretching one’s comfort zone on the Ropes Course”

“The purpose of WILL’s rivers day is to give us a better understanding of how important it is not to pollute so we can have healthy rivers and a diversity of aquatic life. Today was fun - I got to drive a boat, which I’ve never done before.” - Keyri
LIFESKILLS DEVELOPMENT

WILL’s life skills development programs develop youth abilities for adaptive and positive behavior, that enable youth to deal effectively with the life’s challenges.

WILL Youth learn and get certified in a critical life skill - CPR

“The reason WILL does the CPR/1st Aid day is so we can learn ways to help others in an emergency. Something I learned today that I can use in the future to possibly save lives is the CPR training. One word to describe my day was exhilarating because I learned many ways I can help others.” - Jordy

During small group discussions at SMART Goals days, WILL Youth provide constructive feedback on each other’s goals and action plans

“The purpose of WILL doing SMART goals is for us to learn how to set goals that matter to us and our action plans to achieve them so we will take the steps to make our goals a reality.” - Keyri

WILL’S 2019 GRADUATION - WILL’S 15TH

September 7, 2019, WILL youth who successfully completed the year gathered with their families, teachers, and WILL Board Members at the Thurgood Marshall Center to celebrate and honor their accomplishments and their year of new experiences and experiential learning. Ericka Valencia received the Sixth Annual Jack Bauer Environmental Stewardship Award given in honor of Jack Bauer, a WILL Board Member and friend who passed away in December 2012.

At the graduation of WILL’s 15th Class, the Board recognized Steve for his dedication and service to DC’s underserved youth.
2018-2019 WILL OUTCOMES & IMPACT

Since 2004, 100% of youth who have graduated from WILL have graduated from high school or are on track to graduate.

For 12 years in a row, WILL’s retention rate has been between 62% and 79%, far exceeding the 50% considered excellent for youth development programs.

94% of WILL youth said that they benefited a great deal from being in WILL

86% of WILL youth reported that they learned something beneficial that they will use in their lives from the WILL programs in which they participated.

2018-2019 Evaluation Survey Results
WILL youth showed: increases in knowledge and understanding of nutrition, SMART goals and the ability to set them, environmental awareness, financial literacy, leadership, and self-empowerment. WILL Youth also demonstrated improved perceptions about themselves as a result of their WILL experience.

“I had a great time at the WILL Power Party chatting with some WILL grads. Each one explained to me how much WILL transformed their understanding of their own future and their role in it, which I found to be really amazing. You run a great program that really helps kids in need and I am delighted to support WILL.” Illia

2019 WILL Graduates had a 89% attendance rate at WILL programs.

WILL’S DONORS

We are pleased to recognize our growing community of supporters. Their generosity has allowed WILL to provide diverse, transformative growth experiences and challenging learning opportunities to more than 480 high potential underperforming youth in the Washington, D.C. area. We sincerely thank all those who contribute to WILL and invest in the futures of these incredible youth.

Foundations/Trusts

The Aaron Straus & Lillie Straus Foundation
Gwyn & Nancy Ackland Memorial Fund
Amazon Smile Foundation
Anonymous Foundation
Herb Block Foundation
Chesapeake Bay Foundation
Chesapeake Bay Trust/NOAA
A. James and Alice B. Clark Foundation
Clif Bar Family Foundation
The Columbia Foundation
The Comcast Foundation
Mark Cuban Foundation
Dimick Foundation
EagleBank Foundation
Carl M. Freeman Foundation
John Edward Fowler Memorial Foundation
Genworth Foundation
Give Back Foundation
Jockey Hollow Foundation
Corina Higginson Trust
Marlene & Samuel Halperin Charitable Trust
Live Like Jack Fund
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The Morningstar Foundation
PayPal Giving Fund
Share Fund
The Albert & Lillian Small Foundation
The Steuart Foundation
Hattie M. Strong Foundation
Skyyler Tyyler Charitable Foundation
Todd R. Wagner Foundation

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WILL'S DONORS (CONT'D)

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Johnson & Johnson Services, Inc.
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Whole-Tech Solutions, LLC

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![Image of people on a mountain top]
WILL LEADERSHIP

Stephen H. Abraham  
Director & President/CEO

Victoria Wickline  
Director & Chair of the Board  
Senior Director, Partnerships, Health Loop

Brian Pelligrini  
Director & Vice-Chair of the Board  
COO, Optum Advisory Services

Jean Gilbert  
Director & Treasurer  
Partner, Managed Services, Marcum LLP

Matthew Roberts  
Director & Secretary  
Director of Group Benefits, Raffa Financial Services, Inc

John Griffith Johnson, Jr.  
Director  
Of Counsel – Telecommunications Law Professionals, LLC

Melissa Maxfield  
Director  
Senior Strategic Advisor Corporate and Government Affairs – Comcast Corporation

Chris Nenno  
Director  
Associate, Hogan Lovells

FY19 FINANCIAL HIGHLIGHTS
October 1, 2018 - September 30, 2019 Audited Numbers

REVENUE AND SUPPORT

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<tr>
<td>Contributions</td>
<td>94,023</td>
<td>95,675</td>
</tr>
<tr>
<td>Special Events</td>
<td>128,901</td>
<td>87,875</td>
</tr>
<tr>
<td>In-kind revenue</td>
<td>5,851</td>
<td>5,029</td>
</tr>
<tr>
<td>Other Income</td>
<td>1,984</td>
<td></td>
</tr>
<tr>
<td>Releases Temp. Restricted Net Assets</td>
<td>- - -</td>
<td>10,000</td>
</tr>
<tr>
<td>Total Revenue and Support</td>
<td>509,693</td>
<td>496,389</td>
</tr>
</tbody>
</table>

EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>233,170</td>
<td>223,751</td>
</tr>
</tbody>
</table>
| Supporting Services:
  Management and General | 31,421    | 19,526    |
  Fundraising           | 73,750    | 55,820    |
| Total Support Services| 104,971   | 75,346    |
| Total Expenses       | 338,141   | 299,097   |
| Change in Unrestricted Net Assets | 171,552   | 197,292   |
| Change Temp. Restricted Net Assets | - - -     | 7,000     |
| Release from temp. restricted net assets | - - -     | (10,000)  |
| Net Assets – Beginning of year | 518,319   | 324,027   |
| Net Assets – End of year     | $689,871  | $518,319  |

Sources of Revenue

- Grants: 5.4%
- Contributions: 25%
- Special Events: 19%
- In-kind revenue: 1%
- Release from Temp. Restricted Assets: 1%

Expense Allocation

- Program: 69%
- Management & General: 22%
- Fundraising: 9%
“I have grown in every way possible by being a part of WILL; I would do it again 1,000 times. Every WILL program I learned something new. I will never get a chance to do something like WILL again. I think that everyone should do the WILL Program.” - Curtis