

# HIKE 2B-RAD

2022 OCTOBER HIKE-A-THON

[www.2b-rad.org](http://www.2b-rad.org)





## Thank You!

Thanks to our Sponsors, our 2022 Hike-A-Thon was a great success. Last year, we came together from multiple cities to hike the west coast and rocky mountain region. Together, we:

### The Stats | Hike-A-Thon Engagement



388 hikers



17,255 miles hiked



\$81,861 raised

### Our 2022 Hike-A-Thon supported the following services

With your help, as of summer 2023, we have reached:

- ✓ Coaching: 106 Sessions on personal wellness development sessions.
- ✓ Day Trips/Hikes: 9 hikes with 156 people.
- ✓ Educational Workshops: 4,260 people reached on the benefits of nature & overuse of digital devices.
- ✓ Train-the-Trainer: 10 certified trainers.
- ✓ Community Events: 4 with 1,085 people.
- ✓ Community Resource Distribution of over \$4000 of educational books & conversation cards.





## Please Join Us in Nature

Let's continue to work together to create thriving individuals and communities through healthy relationships with ourselves, each other, and nature.

### 100% of net proceeds go to providing programs, scholarships & subsidized services for:

- ✓ Resilience building and outdoor adventures for youth impacted by health challenges.
- ✓ Mental well-being and nature-based practices that uplift individuals struggling with hardships.
- ✓ Protecting public use of greenspaces and access to nature's beauty.
- ✓ Mountain safety: education, search and rescue.

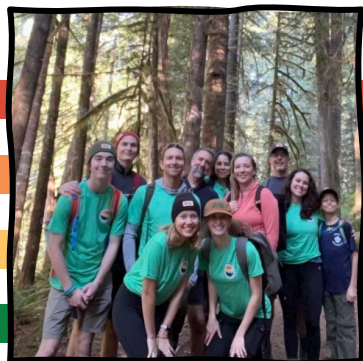
By supporting 2B-RAD Hike-A-Thon, you contribute directly to programs that uplift youth and communities to have a direct connection to nature and impact on their well-being while simultaneously amplifying your brand to our engaged community.



### Make Meaningful Connections With Your Ideal Customers.

According to Edelman's 2021 Report on Consumer Trust:

- ✓ 72% of people surveyed would recommend a brand based on the brand's social conscience.
- ✓ 71% of people surveyed would promote a brand based on its connection with a cause they supported.
- ✓ 73% of people surveyed would switch brands for a brand tied to a cause they supported.







## Thanks to You!

Your support continues our mission to aid programs and services that support people dealing with the hardships of life by connecting them with nature and community. This year, it will be 5 years since Brad's passing and with the support of our community, the vision of 2B-RAD has created lasting impacts. We're even more committed to getting as many people out in Nature as possible, and celebrating community while healing life's hardships – just like Brad would want us to do. (WWBD) Visit our website to learn about the inspirational Brad Humphrey, the story behind our mission. [www.2b-rad.org](http://www.2b-rad.org)

## It's A Win Win

Today's consumers and customers are loyal to brands that support causes they care about. By supporting 2B-RAD, you'll be helping people who need it, AND your company will have the opportunity to engage with ideal customers in our multi-region audience.

## Supporting 2B-RAD Supports Healthy Communities

Your sponsorship will align your brand with important values shared by your employees, clients & partners.

- ✓ Encouraging healthy and active nature-rich lifestyles.
- ✓ Raising awareness about the benefits of nature.
- ✓ Creating safe and affordable outdoor experiences.
- ✓ Providing outlets that promote mental health, wellness and resilience.

Sponsoring this year's HIKE-A-THON will provide a unique opportunity to build increased awareness around your brand/company through a variety of outlets.





## Come Have Fun With Us

Participants in our 2B-RAD Hike-A-Thon have fun! Everyone is welcome (including dogs). We make new friends, catch up with people we haven't seen in a while, and chat with our besties. Just like Brad would do.

### Positive Participant Experience

- ✓ 97% rated their overall experience as 4 or 5 out of 5, with 5 being EXCELLENT.
- ✓ 100% said they were likely or very likely to participate in next year's event.
- ✓ 64% said their interest in spending time outdoors increased after participation.
- ✓ 65% discovered at least one new trail and 21% discovered 3+ new trails.
- ✓ 82% reported a significant positive impact on their physical or mental health.





Join us in Nature

