



ANNUAL REPORT 2020



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WHO WE ARE



MISSION

Our mission is to **ENGAGE** with athletes and endurance racing events to **SUPPORT** local communities through **INSPIRING** fundraising and service.

VALUES

We seek to live our values of **INSPIRATION**, **ENGAGEMENT** and **SUPPORT** with every **ATHLETE**, **RACE EVENT** and **PARTNER ORGANIZATION** that we have the opportunity to serve.

A LETTER FROM OUR FOUNDER & CEO

DEAR FRIENDS



Endurance events are powerful. Whether it's your first 5k, half marathon, or your first 100 miler, everyone starts feeling scared. Those who are bold enough, find the courage to put themselves out there and start. The beginning feels amazing! All the training has paid off, and the adrenaline of the starting line means you might be even faster than you thought! Then comes the middle. It's hard. Your hips start hurting, people are passing you, and the little voice telling you to stop makes an appearance. But hopefully you fight through it. You try and ignore the pain, you cheer on those passing you, and get encouragement and strength from their words, and you tell that little voice to shut the fuck up. The finish line awaits where you celebrate your triumph!

2020

Organization Highlights

501c3 Status Approved 	1 Full-time Staff Hired 
186 Successful Charity Bibs	6 Members added to the Board of Directors 
\$216,377 Donated to Community Beneficiaries 	2,110 \$10 Donations 

It's an entire life's experience in a short amount of time, but it teaches you that you are stronger than you sometimes believe. It can teach us that as individuals we have more power than we think, and that we can do things once unheard of.

This is my hope for the Wander Project as well. The organization was created to help runners feel empowered to use their power and influence to make an impact. Wander Project helps already short-staffed race companies amplify their efforts to raise money from their events by empowering their participants. **And the impact of hundreds of small fundraisers makes a big impact.**

Since 2015, our participants have raised well over 2 million dollars from our running

events, with over 95% of that money going to National Park and public lands preservation & conservation. Thank you!

But, this is just the beginning. **Our goal is to help Wander Project's influence grow to include more events than just Vacation Races.** We plan to have Wander Project offer charity bibs to races all over the world, with fundraisers using their power and influence to help causes they care about. Philanthropy and fundraising should not be only a rich person's game. Everyone has power, and the power of the masses combined can rival the impact of the largest donors in the world.

We have been able to accomplish amazing things since our inception and **with the approval of our 501c3 status, we know that our reach can be limitless!** Endurance events are powerful and we know that together we can celebrate more than just our personal triumphs at the finish line. We can support lasting changes in the communities that inspire us to run!

Sincerely,
Salem Stanley, Founder & BOD President



OUR BOARD OF DIRECTORS

SALEM STANLEY Founder & BOD President



Salem is a believer in real corporate responsibility, and that not every worthy pursuit should have a profit motive. Wander Project was born out of his desire for his company to be an asset to the communities in which it operates.

Salem has a bleeding heart and will try to help anytime someone asks. He loves supporting outdoor preservation, responsible entrepreneurship, and providing better opportunities for those born into less ideal financial situations.

STANFORD LAKE BOD Member



Stanford is originally from Kayenta, Arizona on the Navajo Nation and has been trail running for the last five years. He is passionate about volunteer work and giving back to his community, especially Navajo Nation.

Stanford is currently co-owner of an engineering and project management company in Flagstaff, Arizona and sits on a few boards for other nonprofits.

Stanford looks forward to helping Wander Project grow with his leadership from past involvement with various boards. He hopes to support the nonprofit by providing insight with his diverse backgrounds and his experience with outdoor activities. While not trail running, he likes to hike at National Parks.

MEGAN STANLEY Secretary



Megan has worked with Vacation Races since its beginning. She loves the National Parks and running in the great outdoors. She is excited to help support the mission of Wander Project.

JOCELYN BOSS Treasurer



Jocelyn has worked in the nonprofit sector for more than 16 years, primarily in the public lands realm. Jocelyn began her nonprofit career working for Grand Teton National Park Foundation (GTNPF). Her current position is Director of Development for Public Lands Alliance.

When not at work, you can find Jocelyn enjoying the outdoors with her husband and 2 sons rafting, camping, skiing, fishing and hiking.

Jocelyn is passionate about public lands and is inspired by the mission of Wander Project and the power of philanthropy to help support important projects and programs that make a meaningful impact.

RUSTEN GOMEZ BOD Member



Rusten is the proud father of three children with his best friend and wife Karen. When he is not outside enjoying running, traveling, playing soccer and swimming, he is working at Family Search. He is a Strategy Leader there responsible for creating and executing the future vision for the Family History Library and the 5,000 Family Search Centers across the globe.

Rusten is always discovering new ways to add value to his family, community, and the world around him. He looks forward to bringing his leadership, expertise and passion for creating a better world to the Wander Project Board of Directors.

AMY BEN-HORIN Executive Director



Amy has worked in the nonprofit sector for the past 13 years. While her work has primarily been focused within the youth and education realm, she, like most people in the nonprofit sector, has worn almost every hat imaginable, including co-founder for an organization in 2014.

She has also had the honor of presenting at TEDx Vail in 2016, sharing what she believes is the key to helping youth reach their full potential. Stepping into the role of Executive Director for another start-up organization, Amy is passionate about service to others and is extremely excited to help support the amazing mission of Wander Project.

STEVE ADERHOLT BOD Member



Steve has been organizing events for over a decade. After helping build the Ragnar Relay road series to a national scale, he started the Ragnar Trail series, which has introduced more people to the beauty of trail running than any other group in the Western Hemisphere. He is proud of what he helped build, especially a strong focus on environmental sustainability.

Since leaving Ragnar, Steve freelances for numerous events and feels lucky that “work” revolves around adventuring with friends and exploring beautiful places...and from time to time, dressing up in costumes. He is honored to help the Wander Project achieve its goals.



MATT GUNN In Loving Memory



VACATION RACES

In 2020, we had 14 Vacation Races events on the calendar and even **amidst the COVID 19 pandemic, we held 9 of these as in-person events**. Many of these races did not look like a typical event, as accommodations were made to align each event with the national and local COVID protocols. While not all events were held, with the support of our amazing athletes we were able to **donate funds to the host communities** for the following events:

- Antelope Canyon Ultras
- Bryce Canyon Ultras
- Glacier Half
- Grand Circle Trailfest
- Grand Teton Half & 5K
- Great Smokies Half & 5K
- Joshua Tree Half
- Lake Powell Half
- Mount Rushmore Half
- Rocky Mountain Half & 5K
- Yellowstone Half & 5K
- Yellowstone Small Group*
- Yosemite Half
- Zion at Night*
- Zion Half
- Zion Ultras

*not initially on the calendar

VIRTUAL RUNNING CLUB

When the pandemic hit, we were able to pivot with Vacation Races and the Virtual Running Club to offer new **virtual** events! This included the Stay Home Half, 10K and 5K, and the Backyard Ultras. And while Wander Project seeks to support the communities that host our events, we were able to expand this reach, since our athletes were now running in their hometowns. During the first five months of the pandemic, we raised over **\$53,000** for community beneficiaries across the country!

We also launched, in collaboration with the Virtual Running Club, a year-long series called **Reach Your Peak, Seven Summit Series**. This series allows athletes to virtually summit the highest peaks on each continent with either a mileage or elevation challenge. And again, since this is a virtual challenge, athletes have the opportunity to raise funds for their favorite organizations in their home communities!



Our athletes raised
\$216,377
for community beneficiaries



62
Organizations Supported

9
Public Health/
Healthcare



7
Youth Support



20
Food/Basic Needs



Horse Rescue
1

5
Small
Businesses



16
Public Lands/Parks



4
Diversity, Equity,
& Inclusion



Beneficiaries supported by the efforts of our Wander Project athletes

American Red Cross
Annie's Fountain City Cafe
Black Lives Matter Chicago
Blanchet Hiuse
Bryce Natural History Association
Campaign Zero
Camp Ronald McDonald for Good Times
Chesapeake Conservancy
Danville Chamber of Commerce Small Business Relief Fund
Direct Relief
Feeding America
Feeding Tampa Bay
FeedMore
Foster Alumni Mentors
Friends of the Smokies
Glacier National Park Conservancy
Glen Canyon Conservancy
Grand Staircase Escalante Partners
Grand Teton National Park Foundation
iACT
IgniteC3
Jericho Road Community Health Center
John Hopkins COVID-19 Response
Joshua Tree National Park Association
Julu Ministries, Inc.
Kidspak
Ledyard Food Pantry
Middle Georgia Community Food Bank
Milan Puskar Health Rite
Missoula Food Bank
Mountain Valley Horse Rescue

Mount Rushmore Society
Moxie Restaurant Group
Navajo Heritage Foundation
NavajoYES (Youth Empowerment Services for Dine' Bikeyah)
New Belgium Bar and Restaurant Relief Fund
New York First Responders Fund
Operation Community Cares Wisconsin
Project Barley Brewery
Proviso Partners For Health
Public Lands Alliance
read to me international
Red Rock SAR
Rocky Mountain Conservancy
Sacramento Self-Help Housing
SC Make-A-Wish Foundation
Second Harvest of Silicon Valley
Siskiyou Domestic Violence and Crisis Center
Sustainable Glasgow
The Center on Colfax
The Center on Colfax
The Food Bank for Central and Northeast Missouri
The Period Pals Project
United Way of Champaign County CU Better Together
Valley Forge Park Alliance
Valley Outreach
Valley Outreach
WNY Feeds the Frontline
World Central Kitchen
Yellowstone Forever
Yosemite Conservancy
Zion Regional Collaborative





Wander Project is happy to highlight the work being done by three of the organizations that we supported in 2020. These partners are representative of the types of work we aim to support: Preservation and conservation of public lands, Education around local ecology and stewardship, and Promotion of health and wellbeing within the communities where our races are held.

Preservation and Conservation of Public Lands:

Glacier National Park Conservancy

Two Dog Flats Restoration Research

The Two Dog Flats grasslands lie in the St. Mary Valley on the eastern edge of Glacier National Park. This fescue-dominated community provides a unique beauty and important ecological function in the park. A diversity of native plants provides a spectacular wildflower display here while a diversity of wildlife provides many photo opportunities for visitors along the Going-to-the-Sun road corridor. These grasslands provide important forage for ungulates such as elk, bighorn sheep, white-tailed deer, and mule deer. Black bears, grizzly bears, coyote, bald eagles, and ground squirrels also utilize this habitat.

This diversity of flora and fauna is being threatened by invasive weeds, most notably, spotted knapweed. This noxious species been treated with herbicide since the 1990s and is a management priority throughout the park.

The three main goals of this study are:

1. To establish research plots to determine effectiveness of herbicide treatments on spotted knapweed in Two Dog Flats.
2. To determine the health of the soils.
3. To experiment with various treatments using native plant materials to fill in niches after weed control.





Education Around Local Ecology and Stewardship:

Grand Staircase Escalante Partners

Under Construction: Making room to do more

With the help of our funding, they are constructing a new home base for their programs. The old siding on the primary building is all gone and framing for the doors and windows has been corrected or added. A layer of under sheathing is almost complete and new siding and windows are ordered and on the way. Electrical outlets were added on the south and west walls as the framing was exposed. An interior wall that divided the main space was removed to allow for a more open floor plan. Staff offices are in the process of being created. In the second phase of renovations, they would like to add a shaded cover for the rear patio to host outdoor events and volunteer trainings. They are also planning on having a solar electrical system installed during the second phase to reduce the environmental footprint of the building (and take advantage of southern Utah's SUN!).



Promotion of Health and Wellbeing Within the Community:

Navajo Yes

Youth and Family Support in the Navajo Community

Along with other initiatives to support the Navajo Nation, Navajo Yes has used some of the funds raised in 2020 for their programs for Navajo youth, with two components to this funding. One aspect will focus on their backpacking treks at Grand Canyon and Rainbow Bridge. They do outings throughout the calendar year, leading multi-day treks for youth and families. The second component is the Kids Marathon program, which involves hundreds of Dine' youth at tribal running events throughout the year.





186 SUCCESSFUL CHARITY BIB ATHLETES

Abby Parke
 Alana Althaus-Cressman
 Alexa Hasman
 Amethyst Buckner
 Amy Ben-Horin
 Amy Johnson
 Andrea Gutierrez
 Andrea Marino
 Andrea Seven
 Anne Sunshine Wilkos
 Anthony Aston
 Ashley Hale
 Ashley Mancilla
 Ashley Patrick
 Austin Wilkos
 Beatriz Congar
 Beth Anne Sutcliffe
 Brian Underwood
 Brittany Alvarez
 Britt Slattery
 Bryan Bagwell
 Caitlin Kelly
 Casey Cline
 Cecelia Palladino
 Celine Decarlo
 Charles Dankmeyer
 Cheyenne Morris
 Christie Palladino
 Christina Ly
 Christina Torres
 Christina Walkowski
 Chris Wright
 Clinton Straughen
 Crystal Alifanow
 Dan Ben-Horin
 Dane Bowles
 Daniel Dawkins
 Derek Corea
 Donovan Domingue
 Drew Bramley
 Drew Glaeser
 Drew London
 Emillie Lahneman
 Ethan Vorhauer
 Evan Kohoutek
 Francesca Mastromarino
 Grand Staircase Escalante Partners

Heather Stanley
 Hector Aleman
 Hope Weisman
 Irene Leung
 Jaime Murillo
 Jamie Stover
 Jane Fessenden
 Jay Heller
 Jeffery Boehm
 Jeff Tracy
 Jennifer Harris
 Jennifer Rich
 Jenny Michelman
 Jeri Martin
 Jerry Gomes
 Jillian Vorhauer
 Jill Lytle
 Jill Morino
 Jodi Baltzegar
 Jody Wilbanks
 Joel Dunn
 Jonathan Balce
 Josh Albert
 Joshua Coy
 Julie Edwards
 Julie Queen
 Justin Bennett
 Kaila Grafeman
 Kara Hanley
 Karli Nave
 Kasha Yee
 Katy Swartz
 Keith Hansen
 Kelly Bailey
 Kelly Bowles
 Kennedy Hall
 Kennedy Schultz
 Kimberly Raff
 Kristina Wright
 Lauren Gass
 Lauren Smith
 Lavin Benes
 Lexie Churan
 Lisa Hubchik
 Lisa Swanson
 Lori Ford
 Madison Buck
 Malia Bruce

Mallary Heuser
 Mark Belton
 Mark Conway
 Mary Dankmeyer
 Mary Lunzer
 Mary Schacht
 Mattie Palladino
 McKenzie Storey
 Meghan Hahn
 Melissa Ehrenreich
 Melissa Rorabaugh
 Michelle Barbino
 Michelle Rice
 Mike Appio
 Moises Mares Jr.
 Myron Glick
 Natalie Goldberg
 Obed Oropeza
 Olivia Ireland
 Patricia Thackham
 Rachel Masoud
 Randall Larrimore
 Rob Glass
 Robin Bruce
 Rosako Wagner
 Ruthanne Aiken
 Sandra Snyder
 Sarah Collins
 Sarah Dorrier
 Sarah Hamman
 Sarah Justice
 Shiloh Provost
 Stacey Bagwell
 Stacy Falsone
 Stanford Lake
 Stephanie Glick
 Steph Busley
 Stephen Pearl
 Steven Finegan
 Susan Kinman
 Tammy Hsueh
 Tess Kachiroubas
 Thomas Pilliod
 TJ Propst
 Tom Holmes
 Tom Rigenbach
 Vanessa Scruggs
 Wayne Congar





TOP FUNDRAISER: ALEXA HASMAN



Wander Project would like to recognize runner Alexa Hasman as our **top charity bib athlete of 2020** AND for her **1st place finish at the Antelope Canyon 100** ultramarathon.

Alexa is a mom of two young kids and a dedicated athlete. Not only does she inspire her friends and family with her training, she has also recently **started two businesses that focus on bringing health and well-being to her expanded community!**

When Alexa first registered for the Antelope Canyon 100 mile race, she opted to join with a charity bib because she believes in supporting others and wanted to do more with her run. She also enlisted a friend to join her in the event (her friend opted to run a shorter distance) and in her fundraising efforts. They decided to get creative with their fundraising, holding a jog-a-thon in which they invited their friends and family to run with them and donate to their cause. So, one rainy day in Portland, Oregon, they ran around the track a cumulative total of 300 miles to raise awareness and funds for their cause.

Her efforts resulted in the highest amount raised by any charity bib athlete. **Alexa raised \$2661 for Navajo Yes, a Wander Project partner that empowers Navajo youth and families to live an active lifestyle.**

As the top fundraiser of the year, Alexa will be invited back to join us for a complimentary race of her choice in 2021. We will cover airfare and lodging, and will support her in whatever distance she chooses to compete in next.

Alexa, you are an inspiration to us all and we are so grateful to have you as part of the Wander Project community!



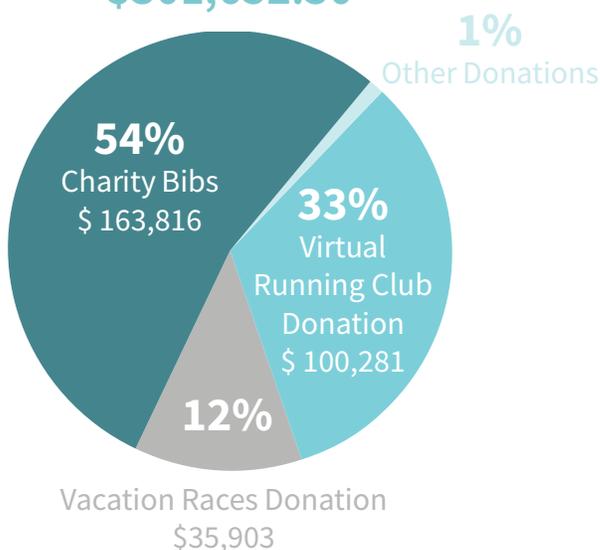
FINANCIALS

Wander Project is a U.S. tax-exempt 501(c)(3) nonprofit organization. We are committed to engaging with athletes and racing events to support local communities by inspiring fundraising and service. All donations are tax deductible to the furthest extent of the law. Tax ID 83-1778644

The following documents are available to the public upon a written request to our Executive Director at amy@wanderproject.org: 1023, 990, governing documents, conflict of interest policy and financial statements.

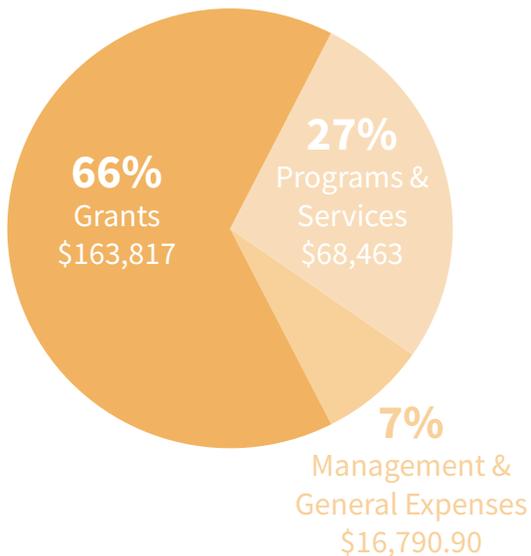
REVENUE

\$301,652.30



EXPENSES

\$249,070.90



THANK YOU



WANDER PROJECT

ENGAGE - INSPIRE - SUPPORT

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