



Ozark
Foundation

IMPACT REPORT

2022

CONNECT • COMPETE • CONSERVE



BENTONVILLE LIBRARY FOUNDATION
EDGER

KPMG
BIMBO Bakeries USA

biss
Walmart

KPMG

Walmart

www.oztrail.com



Walmart

OZ MILE SWIM

Calvin Klein Jeans

um OZ KIDS Fat Tire
VILLE BENTONVILLE // ROGERS SPRING

um OZ KIDS CRITICISM
VILLE BENTONVILLE // ROGERS SPRING



Note from Michael Spivey

President & Chief Executive Officer

What a year for outdoor recreation in Arkansas! Starting in January with the Walmart UCI Cyclo-Cross World Championship and continuing throughout the year, the Ozark Outdoor Foundation (OZF), along with our amazing partners, supported a diversity of outdoor recreation events that showcased the best of our region. I take great pride in being part of this dynamic organization and am humbled and honored to lead it. In our first full year of operations, we supported approximately 40 outdoor recreational events regionally. These events included world-class cycling, open water swimming, parathlete training, outdoor summer youth camps and community/family events.

This year, we had an immediate impact on outdoor recreation in the region while staying true to our mission. This service-focused mission is the fuel that propels us. Every month we saw our mission come to life through the events we created and those that we supported. These events crossed the spectrum of outdoor recreation events, causes and community needs. Next year, we will continue to support unique events that showcase the best of our region and state.

None of this would be possible without our generous partners, a fantastic board of directors, a dedicated and hard-working staff, and the hundreds of volunteers who provide their precious time to make our events special. For this we are grateful—thank you!

See you on the trails.



Note from Daniel Trujillo

Chairman of the Board

Fellow Outdoor Enthusiasts:

We formed the Ozark Outdoor Foundation one year ago with a simple vision: to create healthy outdoor recreation opportunities for every person in our community.

Because we did not want to be just another events company, our philanthropic purpose is central to every event we support. Our support has raised funds for area public libraries, youth recreation programs, public school programs, hospitals and trail maintenance organizations. We are particularly proud of how we bring multiple partners into a single event to celebrate a particular cause. A great example of this is our OZ Kids™ series in conjunction with the Bentonville Public Library. In this series, we highlight the vital role that public libraries play in a community. With the support of KPMG's flagship "Read to Achieve" initiative and Pedal it Forward's bike refurbishment program, no child leaves this event without a book or a bike and helmet if they need one. They also get the riding experience of the year!

With a volunteer board and nimble staff, we are proud to announce that more than 80% of our revenues support our programming activities. While it's been a busy first year, our plans are even more ambitious. Our long-term goal is to be a driving force in transforming the Ozarks and the State of Arkansas into a global center for outdoor activity. We believe this is possible with our seasonal weather, abundance of rivers, lakes, mountains, committed communities, long country roads and the best single-track mountain bike trails in the world.

It is with great pride that we publish this report—our first—highlighting OZF's impact on the communities that we serve. Our entire board joins me in giving special thanks to our dedicated staff and committed partners who make all this possible.

Our Leadership

BOARD OF DIRECTORS



Daniel Trujillo

Chairman of the Board, Executive Committee Chair

Chief Compliance Officer, McKinsey & Company



Steve Gibbs

Board Member and Treasurer, Audit Committee Chair, Executive Committee Member

Chief Accounting Officer & Controller, The Home Depot



Jenn Dice

Board Member, Compensation Committee Member

President & CEO, PeopleForBikes



Kevin Igli

Board Member, Audit Committee Member

SVP - Chief Environmental Officer, Tyson Foods



Meredith Miller

Board Member, Compensation Committee Member

Director of Marketing, Shimano Corporation



Gary Vernon

Board Member, Executive Committee Member

Senior Program Officer, Walton Personal Philanthropy Group



Christiane Pheil

Board Member, Executive Committee Member

Senior Director of Marketing, Red Bull North America



Nick Gowen

Board Member, Audit Committee Member

VP of Operations, J.B. Hunt Transport Services



Dan Bartlett

Board Member, Compensation Committee Chair

EVP of Corporate Affairs, Walmart, Inc.



Philip Sigsworth

Foundation Secretary, Executive Committee Member, Audit Committee Member, Compensation Committee Member

Chief Financial Officer, Art and Wellness Enterprises



Who We Are

The **Ozark Outdoor Foundation** is a charitable foundation in Northwest Arkansas that partners with like-minded organizations to position Arkansas as a leading outdoor recreation destination by creating fun and healthy outdoor experiences for people of all ages and from all corners of the community.

OZF's goal is to honor and celebrate the natural beauty of the Ozarks while elevating the region to be a better place to live, work and play, with a particular focus on removing barriers to access.

CONNECT

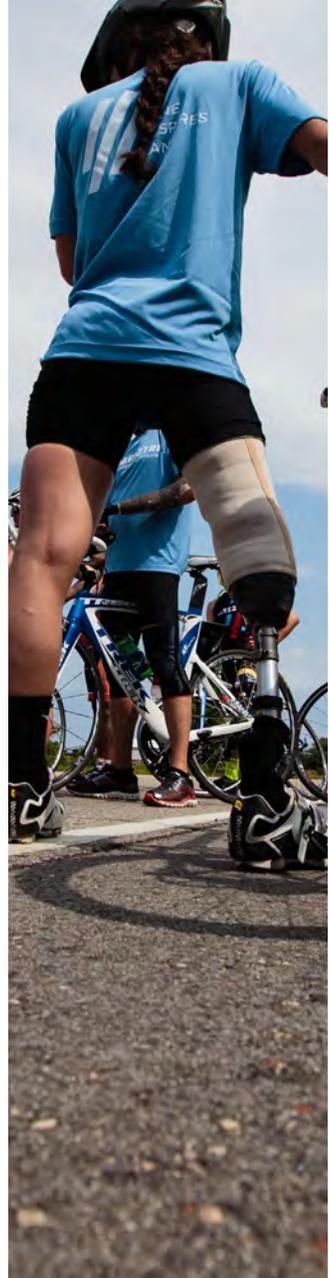
We believe that creating healthy and welcoming outdoor experiences shapes the soul of a community. We are committed to bringing a variety of events to the region while breaking down any barriers that limit participation.

COMPETE

We attract, support and create a diversity of competitive events that highlight the Ozark region as a premier outdoor recreation destination.

CONSERVE

We are dedicated to transforming Northwest Arkansas into a global destination for outdoor recreation, from swimming to off-road cycling, and will assist in building and preserving the infrastructure to support it.



Areas of Work

Summit Series

World and national caliber racing events that attract elite and professional racers as well as competitive amateurs.

Grit Series

Competitive, cause-oriented races ranging from large festivals to grassroots community events that attract those seeking an all-encompassing experience.

Community Series

Events ranging from festivals to scavenger hunts to races that focus on kids and families, with an emphasis on upliftment, diversity and inclusion.

Culture Series

Intimate, elevated experiences that fuse outdoor recreation, cuisine, art and culture to highlight the unique character of Northwest Arkansas, past and present.

Our mission is made possible with the generous support of our anchor sponsors and community partners who share our passion for building a healthy and strong community for all. We thank these incredible organizations and the servant leaders who run them for always showing up and never saying no.

ANCHOR PARTNERS



COMMUNITY PARTNERS



ORGANIZATIONS/EVENTS SUPPORTED

- Dare2Tri
- Bentonville Library Foundation
- Pedal It Forward
- US Swimming Foundation
- Ozark Off-Road Cyclists
- Boys & Girls Club of Benton County
- Trailblazers
- Gone Graveling Festival
- The Jones Center
- The Buffalo River Foundation
- Ignite Professional Studies
- National Inter-Scholastic Cycling Association
- Northwest Arkansas Children's Shelter
- Women of OZ
- USA Deaf Cycling Association/Bikeboom
- Chinkapin Hollow Gravel Grinder
- Bentonville Bike Fest
- Rampy Research Foundation/ Trifest for MS
- Ozark Valley Triathlon
- Highlands Gravel Classic
- Buddy Pegs Summer Camps
- The Arkansas Enduro Series
- High in the Ozarks
- Rule of Three
- Arkansas Coalition of Marshallese
- Arkansas Back Country Association/ Styx & Stones Trail Run
- Walmart Joe Martin Stage Race
- Walmart OZ Mile Swim
- OZ Trails Town Series
- Walmart OZ Kids™ Fat Tire Criterium Series
- USA Pump Track Championship
- Arvest OZ Kids™ Bike and Book Fest
- Experience Fayetteville/ 2022 Walmart UCI Cyclo-Cross World Championship
- Moosejaw US Pro Cup
- Spring Break in OZ
- OZ Kids™ Trailcat Challenge
- Date Night/ Arvest Art Series
- OZ Paratri Camp

Serving Our Community

A few of the events we supported are highlighted below.



OZ Kids™

OZ Kids™ Bikes and Books Festival*



3,600 participants



Over 300 bikes donated to families in partnership with Pedal It Forward



5,000 books donated to kids in partnership with KPMG

OZ Kids™ Fat Tire Criterium*



600 kids participated



Over 30% racial diversity represented in attendees and volunteers



700 volunteer hours

OZ Kids™ Summer Camp Scholarship^{q1}



188 kids, 45 camp sessions



Removed financial barriers to increase camp participation



Focused on biking and outdoor recreation

Women's Empowerment

Gone Graveling Festival^{q1}



20 spots reserved for women of color and other traditionally underserved women riders

Women of OZ Sunset Summit^s



300 women from across the country came to learn, ride and be inspired



Key

- * Owned by OZF
- ¶ Actively supported by OZF
- § Sponsored by OZF

Community Events

Trailcat Challenge*



Family-friendly,
biking scavenger hunt



300
families
participated



60 challenges
encouraging families to
discover trails, art and
local businesses

OZ Mile Swim*



Open water
swim



350
swimmers



Over 25
volunteers

Trifest for MS§



1,200 triathletes
and **7** para-triathletes



5 triathlon events
over 3 days



Raising money for
multiple sclerosis
research

AWD/Parathletes

OZ Paratri Camp*



17 individuals coached or
volunteered as part of the camp



12 para-triathletes participated

Bentonville Bikeboom 2022§



4 days of skills clinics, group tours,
volunteering and panel discussions



Over 100 deaf cyclists

Real Stories, Real Impact

Summer Reign

Arkansas Enduro

"I just about hit rock bottom," admits enduro mountain bike racer and adventure athlete Summer Reign. Battling past drug addiction and substance abuse, Summer now uses intense outdoor recreation as a replacement lifestyle and to inspire others who are experiencing similar substance abuse and addiction challenges.

Summer's passion for mountain biking began with Speak Up About Drugs' Ride for Recovery program. Putting in the practice and preparation to build the skills necessary to complete a demanding course is her new focus. She is sober and, in her recovery, has found that biking not only fills her need for adrenaline but also gives her a healthy outlet for her stress and frustration, as well as a sense of community and support. She says, "Biking has changed my life profoundly ... there's no finish line for me."

Summer is always ready to test the limits, which is why she loves participating in the Arkansas Enduro Series - a form of mountain biking that combines cross-country endurance, technical downhill features and the ability to adapt to varying terrain. She is also part of Team Natural State that will compete in Expedition Ozark, a five-day expedition level adventure race scheduled for April 2023.

Summer is grateful OZF is helping stage local events that are accessible, enjoyable and welcoming regardless of ability or background. "When you are on a bike and going down difficult terrain fast, you can't think about other things, you have to be in that moment ... biking saved my life, I feel that in my heart," she added.



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Kathy Gonzalez

OZ Paratri Camp

A barrier to entry: easy to identify, harder to remove. Undaunted and with the support of our anchor partners Walmart and Deloitte, we created the OZ Paratri Camp to demonstrate our commitment to open outdoor recreation to all, regardless of ability. To give it our best, we teamed with Dare2Tri, the best adaptive sport organization in the US, to share their expertise in swimming, biking and running with 12 athletes from seven states.

From military veterans to committed athletes of varying circumstances, skill levels and ages, our three-day clinic provided one-on-one coaching in Bentonville. A recent stroke and heart attack survivor, Kathy Gonzalez registered for the OZ Paratri Camp at the encouragement of her friend before it dawned on her that she couldn't swim, ride a recumbent bike, or run. Although she had steadily progressed since her health issues, a triathlon seemed far beyond what she thought possible. Kathy shared, "The OZ Paratri Camp opened a whole new world to people like me who thought their illnesses or disabilities confine them to a certain box. The world is not square. We may not be able to do it the same way you can do it, but we can still get it done."

For Kathy, overcoming her own apprehensive thoughts and self-doubt about the OZ Paratri Camp were her biggest challenge. But the camp, held at the Bentonville Community Center, showed her that in the right place and with the right people, there is always a path forward. Kathy's weekend at the OZ Paratri Camp not only changed her life – she now works triathlon training into her daily routine – but has motivated her family, friends and church group to get moving outdoors and become healthier. For her, the community in Northwest Arkansas is inspiring by promoting a healthier lifestyle for everybody. Now as a parathlete, she learned that with support, appropriate adaptations, and a willingness to put in the hard work, anything and everything is possible.

“
The OZ Paratri Camp opens a whole new world to people who think their illnesses or disabilities confine them to a certain box. The world is not square – we may not be able to do it the same way you can do it, but we can still get it done.

OZ Kids™ Community Series

The OZ Kids™ Community Series offers families affordable, fun and safe outdoor recreational activities throughout the region. Made possible with generous support from Arvest and KPMG, the centerpiece of the community series is the OZ Kids™ Fat Tire Criterium, offering kids a fun race in a safe place.

The Crit Series exposes kids of all ages, skill levels and walks of life – and their families – to the healthy, welcoming and adventure-filled world that biking offers. The inclusive atmosphere of this series extends to all corners of our community such as the Gower-Jackson family—recently immigrated to the US from South Africa. Not only did this race series provide their family, including Michael (10) and Cameron (5), activity-packed days outdoors, it also created opportunities to establish new community connections and a sense of community spirit.

In addition to the race and festival atmosphere, one of our anchor sponsors, KPMG, donated thousands of books to attendees as part of their "Family for Literacy" initiative. To ensure no child is excluded due to financial hardship, our community partner Pedal It Forward provided hundreds of bikes and helmets to any family indicating need. To complete the virtuous circle of our philanthropic commitment, we donated proceeds of the series to the Bentonville Public Library Foundation.



“ Wonderful! We also loved the super hero race to support a great cause/bring awareness to a child’s needs in the community.



“ This was our first bike event. The whole crowd cheered on all the kids’ races. My kids did not want to leave!



“ The atmosphere was so cool! The whole family had a blast! Supporting our library and playing outside - winning combination!



“ What an amazing family event! Great racing, food, drinks, activities for the kids. We love getting our kids outdoors!

Grit Series

Our Grit Series events offer unique and challenging outdoor experiences with something for everyone. Events within this series may be OZF owned and operated or produced by one of our local partners that we support. Events produced or supported this year include:



Arkansas Enduro Series: Five race series across Northwest Arkansas that attracts racers from throughout the Midwest.



OZ Mile Swim: In our inaugural year, this event, held at beautiful Beaver Lake, welcomed over 300 swimmers from 17 states including four professional swimmers. The highlight of the event was Oregon resident Kevin Leeders, 76, who swam with his daughter and granddaughter.



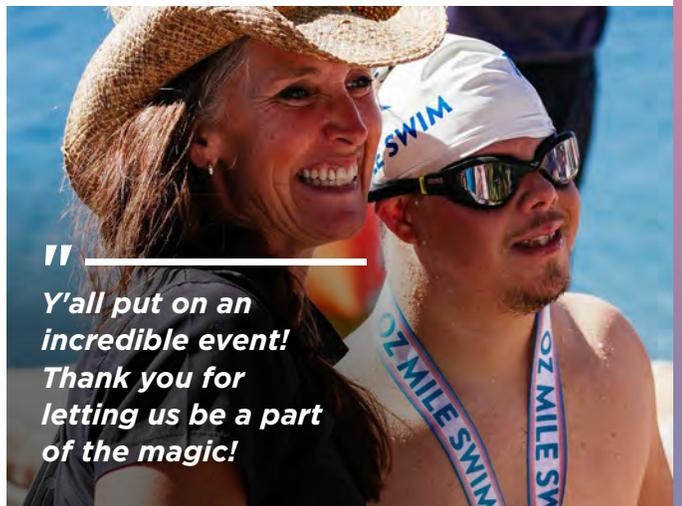
Events supported: In addition to owned and operated events that we produced, we also supported an array of events including the Rule of Three, OZ Trails Town Series, Ozark Valley Triathlon, Bentonville Bike Fest, Trifest for MS, Highlands Classic, Chinkapin Hollow Gravel Grinder and Styx & Stones Trail Run.



" Mixture of trail was great - from flows to gnar!"



" I was so nervous for my first race and immediately felt warm and welcomed! It really made me want to do more races!"



" Y'all put on an incredible event! Thank you for letting us be a part of the magic!"

" You guys really ran an amazing event! Everything was on point, and the energy was so positive and fun. Layout, food, music, timing, volunteers, all awesome!! Well done. Thanks for the great experience!"





Summit Series

The Summit Series is focused on world championship and national race events, where elite and professional racers participate alongside competitive amateurs.

Over the last year, OZF has supported four major events.

In January 2022, the Walmart UCI Cyclo-Cross World Championship in Fayetteville hosted 219 world-class athletes from 21 different nations for four days of riveting cycling. Over 17,000 spectators came to experience the event, which was supported by over 500 volunteers.

The Moosejaw US Pro Cup involved four days of cross-country and short track cross-country cycling events in April 2022. Over 600 cyclists from 32 states and eight countries, including an unprecedented 30% female participation, raced in challenging conditions.

The Walmart Joe Martin Stage Race is the oldest existing cycling stage race in North America and the largest outdoor recreation event in Arkansas. Over 750 athletes and teams from 27 countries and all 50 states took part in 2022. With Walmart's support, the race was able to award equal prize purses for men and women for the first time at this year's event.

The Walmart OZCX and UCI Cyclo-Cross World Cup in October welcomed thousands of spectators to Fayetteville for a weekend of internationally-televized, world-class racing. The event had a particular charitable focus, raising awareness and fundraising for the Arkansas Children's Northwest Hospital, which serves more than 200,000 kids in the area.

By the Numbers

We are mindful stewards

Over 80%
of revenue invested
into programming



Our community supports our efforts

Over 3,700
volunteer hours for
OZF owned events



We invest in our region

Over \$1 million
contributed to
local events



We serve our community

Over 10,000
participants at OZF
owned events



We amplify our state

Athletes traveled in from
45 states and **31 countries**
to compete in world-class events



We inspire an endless number of smiles!



Major Events

Key

- * Owned by OZF
- ¶ Actively supported by OZF
- § Sponsored by OZF

Arvest Bike and Book Fest*

Walmart OZ Kids™ Fat Tire Criterium and Fall Fest*

OZ Christmas Parade Bike Celebration*

Spring Break in OZ*

Trailcat Challenge*

Walmart OZ Kids™ Fat Tire Criterium Series // ROGERS*

Walmart OZ Kids™ Fat Tire Criterium Series // FAYETTEVILLE*

Walmart OZ Kids™ Fat Tire Criterium Series // SPRINGDALE*

OZ Kids™ Benton County Boys and Girls Club Summer Camps ¶

OZ Kids™ Summer Camps at The Jones Center ¶

Women of OZ Sunset Summit §

OZ Paratri Camp*

OZ Date Night Mural Ride*

Arvest Autumn Evening at Crystal Bridges*

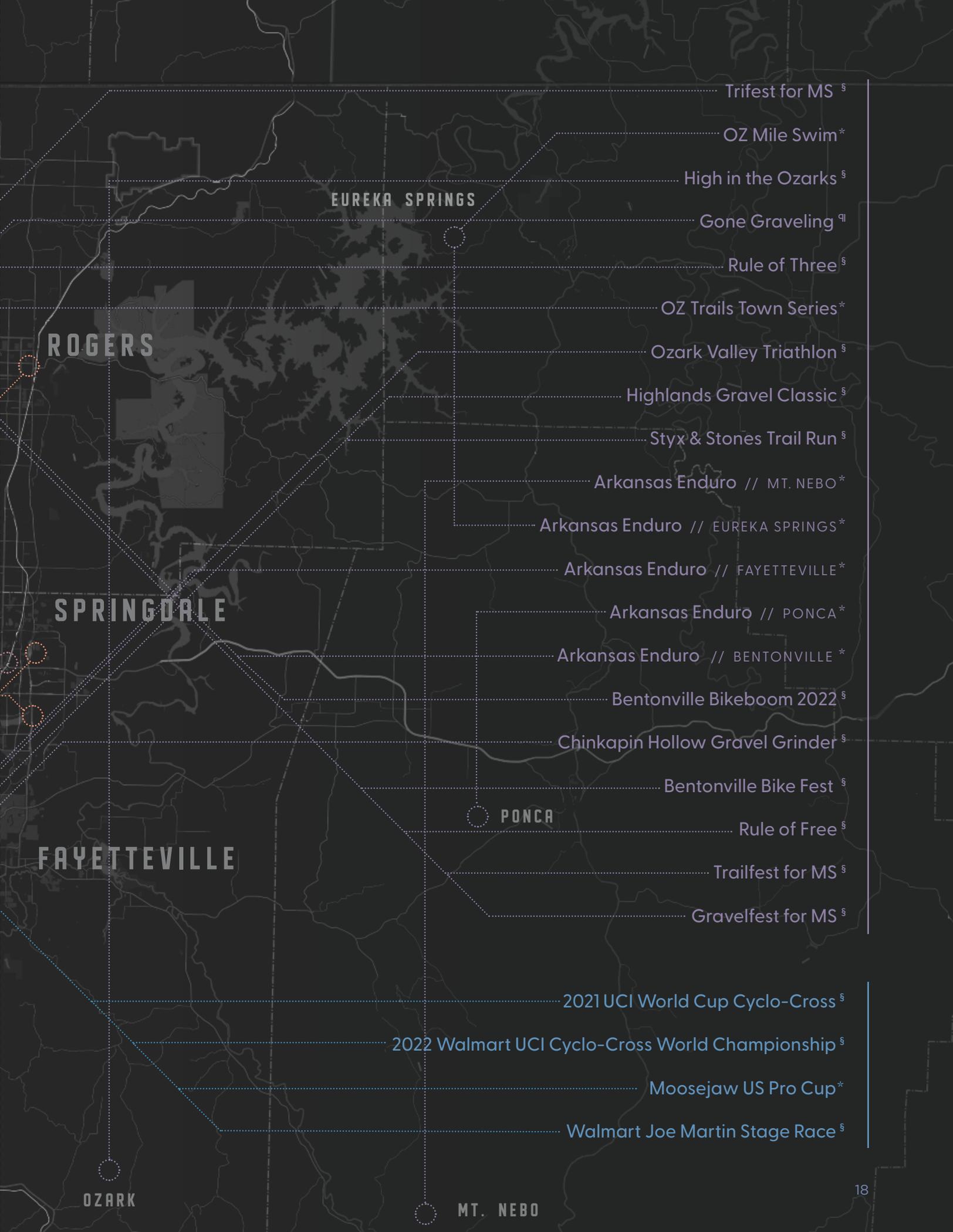
BBQ and Bikes Date Night Ride at Coler MTB Preserve*

Arvest Date Night at Dusk at Coler MTB Preserve*

Date Night Mural Ride*

BELLA VISTA

BENTONVILLE



Trifest for MS §

OZ Mile Swim*

High in the Ozarks §

Gone Graveling §

Rule of Three §

OZ Trails Town Series*

Ozark Valley Triathlon §

Highlands Gravel Classic §

Styx & Stones Trail Run §

Arkansas Enduro // MT. NEBO*

Arkansas Enduro // EUREKA SPRINGS*

Arkansas Enduro // FAYETTEVILLE*

Arkansas Enduro // PONCA*

Arkansas Enduro // BENTONVILLE*

Bentonville Bikeboom 2022 §

Chinkapin Hollow Gravel Grinder §

Bentonville Bike Fest §

Rule of Free §

Trailfest for MS §

Gravelfest for MS §

2021 UCI World Cup Cyclo-Cross §

2022 Walmart UCI Cyclo-Cross World Championship §

Moosejaw US Pro Cup*

Walmart Joe Martin Stage Race §

ROGERS

EUREKA SPRINGS

SPRINGDALE

FAYETTEVILLE

PONCA

OZARK

MT. NEBO



Become Involved!



SUPPORT BY GIVING

To help OZF continue to provide programming for the outdoor recreation community, you can become a valued *Friend of OZ*. Your generous gift will benefit our children's scholarship program for OZ Kids™ Summer Camps and our bike refurbishment partnership with Pedal It Forward.



SUPPORT BY VOLUNTEERING

There are a variety of opportunities to help at OZF events - we welcome anyone willing to donate their time, expertise, skills or talent.

Please contact volunteer@OzarkFoundation.org if you would like to volunteer.

Thank you for making a difference!

CONTACT THE OZARK OUTDOOR FOUNDATION

✉ info@OzarkFoundation.org

🌐 www.ozarkfoundation.org

📱 [@ozarkoutdoorfoundation](https://www.instagram.com/ozarkoutdoorfoundation)

📍 PO Box 2055, Bentonville, AR 72712



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