



**TOGETHER, WE MOVE TOWARD CHANGE**

2H 2295



# EXECUTIVE SUMMARY

**REACH GREEN** represents an evolved vision and mission in the journey from Climb 4 Climate, embracing a broader and more inclusive approach to environmental advocacy. Climb 4 Climate originated with a focus on specific, stair climber-centered activities to raise money for outside organizations focused on climate change. However, as environmental challenges and public demand for sustainable action have grown, the need to reach diverse communities and create a movement to educate, empower and activate a wider range of participants became clear.

The shift to **REACH GREEN** reflects our expanded commitment to engaging all healthy active lifestyle enthusiasts—athletes, outdoor enthusiasts, communities, and corporate partners alike. With this new name, we emphasize accessible, local climate action that resonates with a broader audience. By focusing on uniting people through healthy active lifestyles and green spaces, **REACH GREEN** encourages meaningful, community-driven contributions to climate resilience.

This change aligns with our mission to make climate action personal, empowering individuals and communities to protect and enhance vibrant outdoor spaces. **REACH GREEN** prioritizes local adaptation and resilience, creating inclusive pathways for everyone to contribute to a sustainable future.



# TURNING PASSION INTO PURPOSE

Imagine a local park teeming with life—trees swaying in the breeze, children playing, neighbors gathering. From runners to cyclists to walkers, athletes of all abilities channel their dedication and passion for sport into preserving green spaces and fostering a healthier future. **REACH GREEN** starts here, combating climate change by protecting and enhancing the green spaces that bring us together. Through local action, we inspire climate resilience in neighborhoods, creating healthier, more sustainable communities while driving meaningful, collective change.





# PROBLEM AND THE SOLUTION

## THE PROBLEM WE ADDRESS

Climate change feels overwhelming. Many people find it intimidating, doubt their individual actions can make an impact, or see it as beyond their control. This leads to inaction, even among those who care deeply about the environment.



## OUR SOLUTION

**REACH GREEN** leverages the community-driven spirit of endurance athletes, whose training and events rely on green spaces. These influential individuals inspire action and lead by example. By illustrating the impact of climate change on their spaces and empowering them with actionable solutions, we unite communities and drive environmental engagement far beyond athletic circles.

**FROM PASSION TO ACTION—JOIN THE MOVEMENT  
TO PRESERVE OUR PLANET**



## UNIQUE SELLING PROPOSITION

**REACH GREEN** empowers the endurance sports community—a passionate and influential group reliant on open green spaces—to bridge the gap between awareness and action. Through year-round programming, community-building events, and the **REACH GREEN Impact Hub**, we provide tangible ways for individuals to protect the spaces they value. By combining grassroots initiatives with fundraising efforts, we turn their passion for sport and community into meaningful solutions that drive local impact, collective action, and lasting advocacy for a greener future.

**LET'S PROTECT THE SPACES WE LOVE**





# THE STORY BEHIND REACH

The name **REACH GREEN** reflects our vision to unite communities and protect the green spaces we cherish. ‘Reach’ represents action and ambition, while ‘Green’ underscores our commitment to sustainability. Our visual mark, “Eco-Atlas,” designed by artist Jared Hankins, symbolizes endurance, strength, and shared responsibility. Inspired by the myth of Atlas, it reimagines classic sculpture with modern lines, capturing our mission to connect fitness, environment, and community while reaching toward a healthier, greener future. environment and community.



## VISION

Our vision at **REACH GREEN** is a world where communities are empowered to take local action against climate change. We envision vibrant green spaces and resilient neighborhoods that inspire active, healthy lifestyles, foster environmental stewardship, and support a sustainable future for all.

## MISSION

**REACH GREEN's** mission is to combat climate change by uniting individuals, athletes, and communities through local action. We make climate action personal and accessible, offering tools for education, empowerment, and meaningful contributions. Through collaboration, we strive to create a healthier, more sustainable future, prioritizing vibrant green spaces and climate-resilient neighborhoods that support active, healthy living.



# THE IMPORTANCE OF GREEN SPACES AND OUR COMMUNITY

## WHY GREEN SPACES MATTER

Green spaces are essential to climate resilience and directly benefit our audience, aligning with their values and needs:

### **Lower Urban Temperatures:**

Cooler environments make outdoor activities safer and more enjoyable.

### **Improved Air Quality:**

Trees absorb pollutants, providing healthier training spaces for athletes.

### **Carbon Reduction:**

Green spaces act as natural carbon sinks, combating climate change.

## WHY THIS MISSION FITS OUR AUDIENCE

### **Active and Committed:**

With 242 million Americans living active lifestyles, endurance athletes are a natural fit for **REACH GREEN's** mission.

### **Shared Purpose:**

70-80% of athletes state climate change impacts their sport, motivating them to act to protect the spaces they rely on.

### **Community Connection:**

Athletes understand the power of collective action, making them ideal advocates for building climate resilience.





# OUR TARGET AUDIENCE

## ACTIVE, INFLUENTIAL, AND COMMITTED TO CHANGE

Endurance athletes—runners, cyclists, triathletes, and others—are a passionate and influential group that relies on open, green spaces for their training and events. These individuals embody dedication, perseverance, and a commitment to community, making them an ideal audience for climate action initiatives.

A significant portion of endurance sports participants in the U.S. is deeply concerned about climate change. Research indicates that 70-80% of this group values the preservation of natural spaces and recognizes the environmental challenges impacting their activities. Among the estimated 50-60 million athletes in this community, this equates to 35-48 million individuals who see a direct connection between safeguarding green spaces and enjoying their sports. This strong alignment between environmental concerns and the reliance on natural spaces creates a powerful opportunity. **REACH GREEN** bridges this connection by uniting their passion for sport and community with actionable solutions to combat climate change. By empowering athletes to protect the places they love, we inspire collective environmental action and foster a deeper commitment to preserving our planet for future generations.

Data and insights from Runner's World, Strava, Outdoor Industry Association, and USA Triathlon.

**TOGETHER FOR GREEN SPACES. TOGETHER FOR THE FUTURE.**





# KEY STRATEGIES

# 1

## **Inspire Action and Build Community**

- Empower people to preserve green spaces and take action on climate resilience, while fostering a sense of connection and shared purpose.
- Show real, measurable impact to build trust and inspire more people to get involved.

# 2

## **Expand Our Reach, Locally and Beyond**

- Make **REACH GREEN** a visible and valued presence in target markets through strategic partnerships, education, events and community engagement
- Use what we learn locally to develop a model that can grow into new communities over time.

# 3

## **Ensure Long-Term Sustainability**

- Diversify funding through donations, grants, memberships, and sponsorships to fuel our mission.
- Build a strong team of advisors and partners to amplify our efforts and extend our reach.



# OUR PATH TO IMPACT

**COMMUNITY**

**YEAR-ROUND  
PROGRAMMING**

**FUNDRAISING**

**MEMBERSHIP**

**REACH GREEN  
IMPACT HUB**

**MERCHANDISE  
SALES**

# CONNECTING THE SOLUTION TO IMPACT

## DIVERSIFIED REVENUE STREAMS

Building a strong community of participatory sport athletes and environmentally conscious individuals is at the heart of **REACH GREEN's** strategy. This community not only amplifies the message but also drives financial support through membership programs, event participation, and donations. By leveraging their influence and shared purpose, **REACH GREEN** can raise the funds needed to grow the organization and make meaningful contributions. A portion of the fundraising dollars will support local groups aligned with **REACH GREEN's** mission, creating a tangible impact in preserving green spaces and fostering climate resilience within communities.



## OUR VALUE PROPOSITION

By joining **REACH GREEN**, you're not just supporting a mission—you're becoming part of a movement. Together, we can protect the places we love and make meaningful strides toward a sustainable future. Let's turn our shared passion for community, fitness, and the environment into lasting impact.





# REACHGREEN

RESILIENT EARTH ACTIVE CLIMATE HEALTH

Join us in making a difference.  
To learn more and how to get involved, contact  
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