

A photograph of a woman with short dark hair, wearing a grey sweater, standing on the left and speaking into a microphone. She is addressing a group of people seated in a modern, industrial-style room. The room features exposed concrete beams, hanging plants, and a large striped rug. The audience, consisting of men and women, is seated in a semi-circle, listening attentively. The text "THE LADY ALLIANCE" is overlaid in large, white, sans-serif capital letters across the center of the image.

THE LADY ALLIANCE

2020 Impact Report

JUST A QUICK NOTE TO SAY, FROM THE BOTTOM OF OUR HEARTS, THANK YOU.

This email is an overwhelming THANK YOU for such an incredible year with The Lady Alliance.

We learned some, we grew some, we changed some, and all of this thanks to each of you who supported us along the way.

As a supporter and valued friend of the The Lady Alliance we are pleased to share with you this quick snapshot of our year, our end of year Impact Report, and a thank you note from our founder Kieren Britton.

We live in an amazing country, with endless opportunities, during an exciting time in history. And we are abundantly grateful for each and every one of you who supported our journey this year.



2020 SNAPSHOT

Can we snapshot a year like 2020? How quick of a recap could this really be? Well, let's give it a shot...

Pre-COVID

This year started off so strong! We hired our first full time staff, and hit the ground running!

January saw us in 5 sold out locations for our Seeking Stoke Film Festival across western Canada, enjoying an incredible collection of ski films in pubs, wineries, pizza joints and games rooms! We had an absolute blast with our first fully Lady Alliance'd film festival - and it was asked to come to 3 other locations in March!

February brought us to 6 Fjallraven stores across North America for our Nature Is Calling Eco-Educational Film Festival - we were really on a roll!



In March we started our Women's Empowerment Tour strong, and sold out in Vancouver and Seattle, with 200 people attending the two events combined!

Then, COVID really became serious.

Our team was in Denver and Los Angeles when it became clear that it was time to shut down and head home.

And then, well - we all experienced our own somewhat similar, yet catastrophic "and then's" didn't we?

2020 hit us hard. From launching 3 incredibly successful back to back tours and celebrating incredible womxn with over 1000 women in the span of 2 1/4 months, to hunkering down and returning over \$10,000 in purchased tickets for events, reservations for trips and our mountain retreats.

Our 2020 shifted in the blink of an eye.

I would be amiss if I didn't mention the mental low that came with it all. We all were struggling at that point - no one had an easy COVID, especially in March. The loss was felt across the world.

And we knew we had to do something to help our community through it.

Post COVID

With a community as tight knit as ours, we decided to bring virtual events to you every day of the week. From mother-child at home workouts, to movie nights, comedy watch parties to at home quarantaining, we wanted to fill your week with good.

Our most popular event was our WOMXN UP series (then Woman Up - read further about our pledge!) - still continues on today!

We interviewed womxn that worked for NASA, FBI agents, mountaineers, adventurers, life coaches, therapists and more. We talked about COVID, mental health, our personal adventures, finding love, healing from love, navigating career changes, personal safety and so many other topics.

It was an incredible collection of womxn from our incredible community.

And we knew we had to do something to help our community through it.

We then launched our Women's Empowerment Tour as a virtual event, followed by our Adventure Safety Tour - both summer and winter editions, and reached a combined 2500 incredible women for these virtual events!

Not to mention the incredible growth in our chapter coordinator team, and our community overall!

Our community may be virtual for now, but the transformation into what we are today has been an incredible experience!

And we have SO MANY MORE virtual events coming in 2021!

CEO Pledge

In June of 2020 we took the CEO Pledge to track and improve our efforts in inclusion. We graded ourselves in many different categories, including:

- 1) Internal Team
- 2) Volunteer Team
- 3) Instagram posts
- 4) Facebook posts
- 5) Womxn Up Episodes
- 6) Films
- 7) Womxn's Empowerment Tour

An example of this is:

Women's Empowerment Tour 2019:

65.6% White Females

34.4% People of Colour

5% Speakers representing 40+ adventurers

9% Speakers representing plus sized adventurers

3% Speakers representing sexual diversity

1.5% Speakers representing gender diversity

4% Speakers representing physical disability

Women's Empowerment Tour 2020:

54.2% White Females

45.8% People of Colour

4% Speakers representing 40+ adventurers

10% Speakers representing plus sized adventurers

6% Speakers representing sexual diversity

4% Speakers representing gender diversity

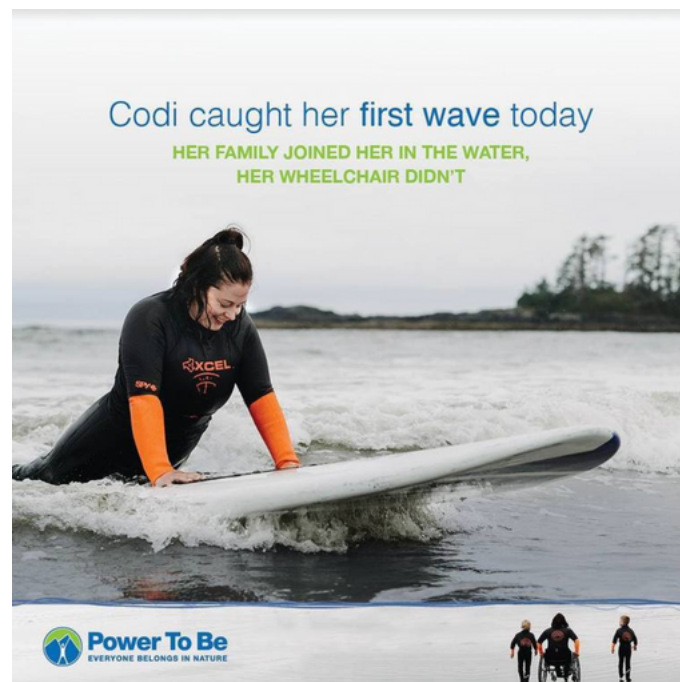
4% Speakers representing physical disability

This report will be posted on the Diversify
Outdoors platform in the new year.

We will continue to pledge each year in order to
help us remain accountable to ensure we properly
reflect the entirety of our community.

Our hope is to bring more chapter coordinators on
board that can help each of our chapters grow in
this vision.

OUR IMPACT



This year we did not give back as much as we had hoped, yet in a lot of ways we gave more than we could have ever imagined.

Here is a brief overview of where your \$ went, if you were a member or came to our events...

This year we gave \$2,500 to Power To Be, a program breaking down barriers to get everyone outside (specifically physical ability barriers).

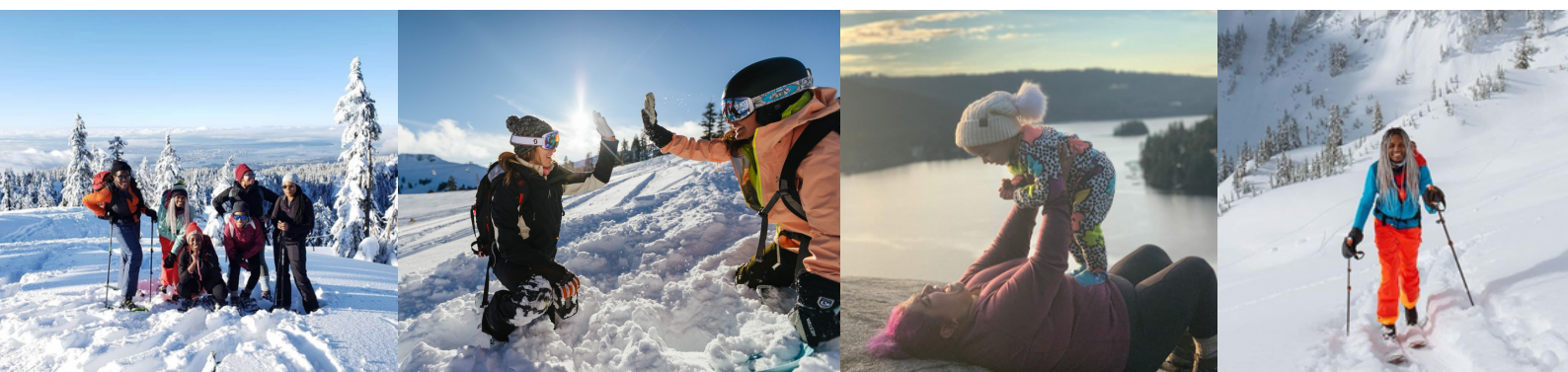
Alongside Mammut, we encouraged the donation of 7 beacons, probes and shovels to the Colour The Trail rental community during our Virtual Adventure Safety event.

We hosted 12 of Colour The Trails community members in a Companion Rescue course to promote safety in the outdoors. The Lady Alliance covered \$120 of a \$200 course fee for each registrant. The registrant was only responsible for \$80, creating a 60% discounted safety course for this community.

We collaborated with Mammut to help set up Colour The Trails to be the recipient of their first ever donations through web purchases. This is yet to launch.

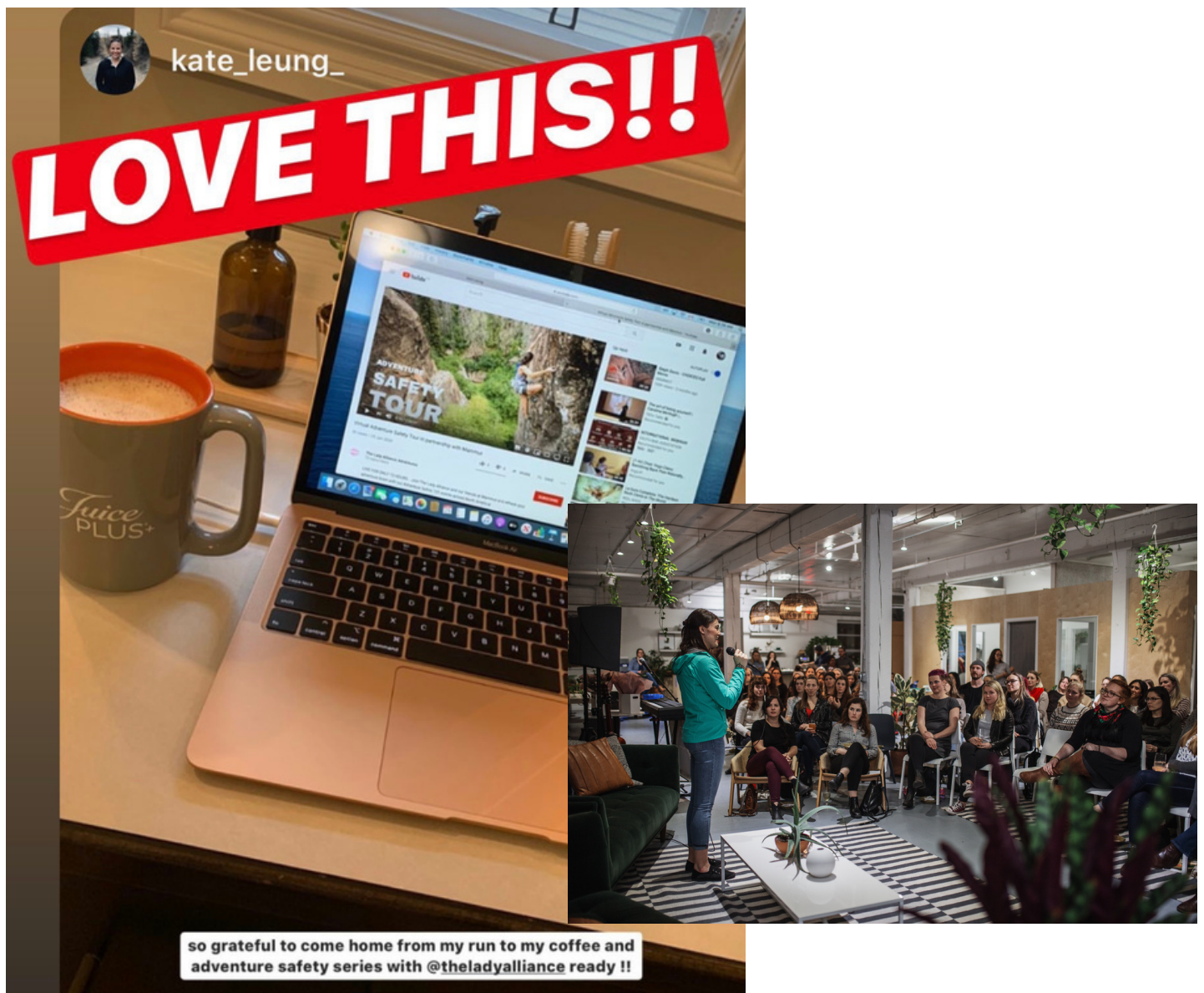
We connected our in house diversity consultant with 2 large global brands to help educate and extend diversity practices. This became an extension of The Lady Alliance, not as a source of revenue, but to create a bridge between the brands we work with and the values we strongly believe in.

We volunteered our time coaching 4 small businesses and communities through the pivot of 2020. From discussing pricing breakdowns, to how to build a pitch, ideas for virtual revenue streams to structuring their teams - we were donating as much time as possible to those communities who needed coaching.



We donated \$15 for our use of stock images to the Disabled and Here stock image program to increase our visual representation and support their vision. We will be purchasing stock images through donation from this group whenever we are in need of marketing materials to help increase our inclusive imagery.

We donated \$15 to the Immigrant Families Together General Fund through a collaborative initiative to help unite immigrant families.



WHAT IS IN STORE FOR 2021?

We are taking 2021 one step at a time. But what we can celebrate are our upcoming virtual tours!

This January we will have a HUGE announcement for our Seeking Stoke Film Festival - so keep your eyes peeled!

February we have our exciting Nature Is Calling Eco-Educational Film Festival, in March our staple Women's Empowerment Tour and in April our Adventure Safety Tour - All coming to you, virtually FOR FREE!

To top that off, we are SUPER EXCITED to be launching our supporter subscription!

All of our past events - our film festivals, virtual interviews, workouts and more - are all going to be available for YOU to watch! So if you missed one of our previous events, you will be able to access it as a supporter!

Not only that, our supporters get up to 60% over 85 brands through our Lady Alliance Pro Deals!

That means discounts on skis, outdoor gear, nutrition, activewear and more!

Our supporter subscription is going live in January - sign up for the waitlist now!

LAST BUT NOT LEAST, A NOTE FROM OUR FOUNDER

Holy shit, we made it.

Honestly, I didn't think we would.

In March and April I watched the entire financial backbone of The Lady Alliance crumble.

Communities similar to ours began dropping like flies, and even the brands we never thought would struggle began to fall apart.

2020 rocked us all. From personal loss, to financial loss, environmental catastrophes to political chaos - this year has been a doozy.

And we stand here, thanks to you.

I am going to keep this short, and sweet - because our recap this year was an intense read.

But please know that if you are reading this, if you liked a photo, took part in a giveaway, RSVP'd for a virtual event or attended one in person - I could cry with the gratitude I have for you.

Every single eyeball on our events, like, share and follow in our giveaways, or on a post shows our partners that The Lady Alliance is very much so alive.

We are here because of you - never doubt that.

I love each and every one of you. Thank you for believing in this dream with us.

*Adios you **** of a year... See all you beautiful souls in 2021!*

*Much love,
Kieren + The Lady Alliance team*

