



THE LADY ALLIANCE

2021 Impact Report

WE ARE SO EXCITED TO SHARE OUR BIG CHANGE WITH YOU!

We have an overwhelming THANK YOU for another incredible year with The Lady Alliance. This year was our last year as a social enterprise, and we are so unbelievably grateful for each and every one of you that have joined us for the last 4 years as we have grown, changed and adapted.

We are SO excited to announce that into 2022 The Lady Alliance is shifting into nonprofit status. This change allows us to put even more financial support behind our community members.

Our main change will be the delivery of our scholarship program. We want to make a change in the outdoor industry. In order to do that we want to help build and grow more female, nonbinary, LGBTQ2S+, and BIPOC in leadership positions in this adventure industry. So keep an eye out for that announcement in the new year! Until then, let's recap this incredible year!



2021 SNAPSHOT

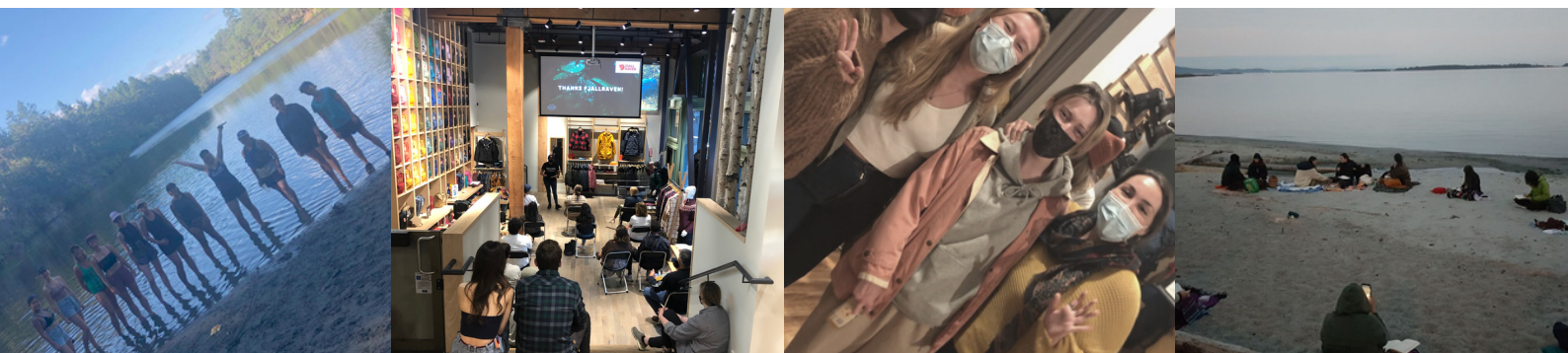
The Year of Partnerships.

A huge thank you to the following companies who partnered with us on a tour, or supported our events along the way!

These companies include:

- Outdoorly
- Jane Iredale
- Go Goat Sports
- Lunette
- Fjallraven
- Mammut
- Red Bull
- Rainy Marketing
- North Beach Agency
- Women Who Explore
- Women Who Hike
- Mountain Girls
- She Jumps

and so many more! This year was an incredible collaboration with so many incredible partnerships. Thank you to everyone!



THE YEAR OF GROWTH.

A HUGE thank you to each of you who joined us along the way.

This year we surpassed 4,500 people joining our events - in only 4 short years!

Each and every one of you have made a huge impact on our lives and we cannot imagine The Lady Alliance without you.

From giggles on summits, to virtual workshops, paddling events, and everything in between, we have grown our community thanks to you.

You are a huge part of the fabric that makes this community. Thank you for joining us along the way!

This year we saw some pretty exciting new changes come to The Lady Alliance.



We saw The Lady Alliance TV come together to help provide virtual festivals, a new website, and new chapters pop up everywhere!

Our chapter growth has been inspiring. Last year we had 11 chapters. Now we have 38. Each chapter has an incredible lady behind the scenes organizing local Lady Alliance event's once a month, and growing their local community!

Thank you to each of our coordinators who have put on both virtual and in-person events during this difficult time. We are so grateful for you!

Our internal team has also grown! Huge welcome to Jessie Wyllie as our chapter coordinator manager, and our bookkeeper Chanda Luombe!

As we grow into 2022 we also have new board members to introduce as our shift to being a nonprofit is completed.

We are so thankful to have a growing team of motivated, inspiring, kick ass ladies to work along side.



OUR IMPACT REPORT.

This year we reached as far as we could to give back to our community. As a social enterprise, our goal is to support our community first. And though this year we felt the restraints of COVID for a second year in a row, we were still able to make a difference in a few other communities and nonprofits to help continue to support their missions.

Through our efforts we were able to make the following impact:

1) Supported the following communities and nonprofits through donations or paid speaking arrangements:

Indigenous Women Outdoors

Native Women Wilderness

Brown Girls Climb

The Massachusetts Tribe

Se'Si'Le

Color The Water

Wild and Weightless

Climbing Escapes

2) We supported our partners by becoming a bridge to our internal consultant for further education in diversity equity and inclusion.

CEO PLEDGE

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

- 1) Internal Team
- 2) Volunteer Team
- 3) Instagram posts
- 4) Facebook posts
- 5) Speakers
- 6) Films

This year's report can be found on the CEO Pledge Website.

One example from our report is our speakers. This year our speaker breakdown included:

- 40% White Females
- 24% People of Colour
- 8% Speakers representing 40+ adventurers
- 12% Speakers representing plus sized adventurers
- 4% Speakers representing gender diversity
- 4% Speakers representing physical disability
- 8% Men

WHAT'S IN STORE FOR 2022?

As The Lady Alliance shifts into a nonprofit structure we are excited to say that we are looking for board members to join us for the journey!

From financial to legal, strategy to grant writers, we are looking to grow our internal team to help ensure we can deliver the best scholarship program possible to our community members.

Board and committee member commitment is quarterly, and together we will create and grow our educational programs for women+ in the backcountry.

If you are interested in making a change in the outdoor industry, please reach out - we would love to chat with you and see how we could work together!



LAST BUT NOT LEAST, A NOTE FROM OUR FOUNDER:

Last year I wrote that I was genuinely surprised to see us make it through 2020. And again, I am genuinely surprised we have made it through another year of COVID. These years have not been easy, and I am overwhelmed with gratitude and humbled by your love for The Lady Alliance.

It was not an easy year. With changes across the company and huge internal growth objectives we were unsure of how this year would land. But here we are, thanks to you.

Thank you for being my sounding board, my support system, and my family. I can't imagine life without you all.

I cannot wait to see how much change we inspire as we restructure into a nonprofit.

So much love to each and every one of you.

Kieren + The Lady Alliance

