

# ANNUAL IMPACT REPORT 2023

The Redside Foundation



*Supporting the health and  
strength of the  
professional outdoor  
guiding community.*

Dear Friend of The Redside Foundation,

As we begin our 12th year as an organization, we are forever grateful for your support. Each year our community grows a bit bigger and stronger thanks to you! In 2023, we bid a fond farewell to our esteemed Executive Director, Shannon Walton, as she embarks on an exciting new chapter alongside her husband. We express profound gratitude for Shannon's invaluable contributions to our organization and her pivotal role in advancing our mission. As we turn the page, we enthusiastically welcome Daniel Brown as our new Executive Director. With a background as a seasoned guide and a track record of dedicated leadership within the non-profit sector, we are thrilled to have Daniel join our team and lead us into the future.

Since our founding, calls to our helpline double each year and last year was no different. In 2023, we've provided hundreds of hours of counseling services to over 100 individual guides. Guides use our helpline for many reasons, but one of the most common is to address depression that arises at different times throughout the year. Our helpline is the backbone of our organization. It is the key service we provide that guides rely on. Without your support, our helpline would not be possible.

In 2023, we took the lead on organizing the event formally known as the Idaho River Rendezvous and introduced the first "Redside Rendezvous". The event was a huge success! The weekend included educational sessions such as backcountry first-aid for horses, resiliency training, local conservation advocacy and other mini sessions on professional development skills, a health fair which is cost-free to guides, a Dutch-oven cook-off and ended Saturday evening socializing and enjoying the tunes from Idaho local Jeff Crosby and his band. The Redside Rendezvous is a great opportunity for the guide and outdoor communities to come together for a weekend of community building, learning, and professional development. We are looking forward to another great Redside Rendezvous in Stanley this year.

Now for some not so fun news. Donations nationwide were down roughly 20-30% in 2023 and the Redside Foundation experienced a decrease in donations at the close of the year. As we continue to get more calls from across the country from guiding communities needing help and support, we need YOUR help in supporting our current programs such as our helpline, grants, and scholarships and for the future of expanding outside of our region.

Thank you again to all our supporters new and old, near and far. The Redside Foundation is a leader in outdoor health and we wouldn't be where we are today without you.

With gratitude and appreciation,

Jenni Chaffin - Redside Foundation Board President  
Daniel Brown - Redside Foundation Executive Director



# REDSIDE FOUNDATION GUIDE HELPLINE

Tanner Haskins

## MENTAL HEALTH SERVICES

The Guide Helpline is available to any professional Idaho, Montana, or Wyoming outdoor guide needing mental health support. A guide needing extra support can call or text (208) 740-1192 and leave a message. Our case manager/licensed counselor will respond within 48 hours. If needed, the guide will be scheduled with a therapist within the week for up to eight counseling sessions. *Cost-free and confidential.*

**108 guides were  
referred to  
counseling in  
2023**



Ashley Hughes is an experienced counselor who has been dedicated to supporting the Helpline since 2020. Now, in 2023, she brings her expertise to a new role as a case manager, ensuring comprehensive care for guides who call the Helpline.

*"It's a huge honor to be a part of such an exceptional organization that is so committed to & passionate about providing mental health services to our guiding community. The whole team is so dedicated to protecting and promoting the health & vitality of Idaho, Montana & Wyoming's super talented guides. It's incredible to see & hear the impact and results of guides utilizing the resources that the Redside Foundation has to offer. It's really inspiring to see what a massive and vital impact a community of people that really have each other's backs can make!"*

# MEET JASON MUNZKE REDSIDE FOUNDATION HELPLINE COUNSELOR

Cameron Hardie

## ***Tell us how you became involved with The Redside Foundation?***

I learned of the organization while sharing a hut with three excellent people. Two of these people you are well aware of; Jon Totten and Brian Chaffin. As a retired mountain and river guide myself, I found it wonderful to learn of the foundation and the mission to provide counseling to this population, my people. I am proud that my skill set as a guide, wilderness advocate and 20+ year mental health counselor places me in a unique position to influence and help guides in need.



## ***What has surprised you the most about working with The Redside Foundation?***

I have been surprised at how effective telehealth can be. Prior to the pandemic, I dismissed telehealth as ineffective and impersonal. The ability to reach a person at a guide shack out in the middle of nowhere has been amazing. No longer do guides have to wait for the "off season" to seek support. I have also been impressed and humbled at how extensively I have been utilized as a helper and I feel like an essential part of the team. It's as if I am in the position of belayer or thrower of the rescue bag. I am in my 2nd season with RSF and I am seeing repeat guides from last year and the majority of guides complete the allotted 8 sessions and choose to continue privately.

## ***The requests for Helpline counseling services are expanding each year. Do you have any idea why that is?***

I believe that mental health has been de-stigmatized. It is now more socially acceptable to seek a therapist. Since the isolation of the pandemic, I believe more people are seeing the importance of social/familial connection and they are reaching out for help on building and preserving relationships.

***There is a perception that outdoor guides have the good life; they're outside each day, doing fun recreational activities they love and not strapped to a desk. How could they possibly have any problems? How do you answer these questions given your experience with the Helpline?***

Guides do have the good life. But mental health problems do not discriminate across culture, SES, Gender, etc. There are occupational hazards to the work environments where guests are on vacation. Everyday is Friday night. It can be an addiction friendly environment and compulsive habits can form. Additionally, while we have our guide family during the season, we are separated from our biological and community family. It can be hard to be away from our social network for 4-6 months of the year. Finally, facing dangerous situations and managing risks not only for self but for others, can have a deleterious effect on our emotional health.

# EDUCATIONAL SCHOLARSHIPS



Adeline Gesteland

The Redside Foundation prioritizes the empowerment of guides through educational opportunities. We proudly offer five distinct academic scholarships tailored to support their diverse educational aspirations. The Telly Evans Memorial Scholarship is dedicated to students pursuing their studies at the University of Idaho, while the remaining four scholarships provide flexibility, allowing recipients to apply them to any accredited university, trade, or professional school. Through these initiatives, we strive to cultivate a brighter future for the guiding community, fostering growth and excellence in every endeavor.

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## MEET THE 2023 TELLY EVANS MEMORIAL SCHOLARSHIP WINNER

### Ellis Jaekel, Idaho Guide

"I'm extremely grateful for the support of the Redside Foundation. I am new to the guiding industry and seeing the support that our community offers one another makes me excited to grow in this field. Thank you for this award and I hope to spread the message of The Redside Foundation and introduce many to the river while in college."



# 2023 GUIDE SCHOLARSHIP WINNERS

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**Ruby Zitzer lives in Missoula, Montana where she is pursuing a master's degree in mental health counseling. She hopes to work with many different demographics after school including the guiding community. When Ruby is not on campus you can find her on adventures with loved ones, skiing, running with her dog Goose, mountain biking and paddling rivers around the West.**

**Katie Veteto is a student at the University of Montana working towards a M.Ed. and teaching license to teach science to grades 5-12. When not studying or teaching, she is often reading, writing, boating, or romping outside with her dog, Tuck.**



**Jacob Starner is attending Michigan State University and is interested in economics, always curious about how environmental sustainability intersects with economic policies. He believes in a balanced approach where economic growth and environmental health go hand in hand. He enjoys being active whether it's through physical routines or outdoor activities like mountaineering, backpacking, or skiing, he enjoys challenging himself physically and pushing his limits.**

**Eric Doyle lives in Victor, Idaho, where he spends summers guiding raft trips on the Snake River and is completing a Masters of Clinical Social Work from the University of Kentucky. Eric is passionate about mental health, especially in rural and underserved populations, and is excited for his new career as a therapist.**



# PROFESSIONAL DEVELOPMENT GRANTS



## Winter Warcholl

2023 Professional Development Grant Award Winner

In 2023, we provided 6 Professional Development Grants valued at \$500, or covering the full cost of certification or course fees, enabling our guides to enhance their skill sets and strengthen their professional trajectories.

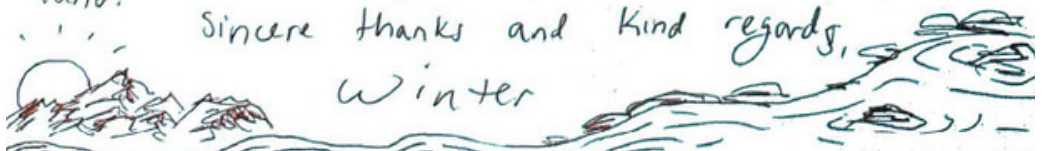
Courses encompass a wide array of offerings such as Wilderness First Responder, EMT, Wilderness Medicine, Swiftwater Rescue Training, Avalanche Training, Horsemanship Skills, Chef/Food Handling Training, Storytelling, AMGA certification, and more.

Dear RSF Board of Directors,  
I'm writing this thank you card looking out on the beautiful Sawtooth Mountain Range. To begin thank you for helping to give me the opportunity to improve my capacity for care in an industry I love and on a river I respect. The Wilderness First Aid course that this grant gave me the chance to take part in taught us to look beyond an initial injury and provide someone in need the best care without relying on rescue. They taught us how to identify different injuries, pack a first aid kit, create splints and wraps for broken body parts, and when to "keep calm and carry on" or get the heck back to a doctor for help!

I'm running harder rapids with an increased risk of injury and coming back to this company as a returning guide so it really means the world to get to model safe behavior in the outdoors to both my coworkers and the guests. Your foundation makes a tangible difference in our guiding community in Idaho. By prioritizing mental health and supporting people who sometimes don't have the resources to further themselves you're making this fantastic community more accessible. I hope to make you all proud this year by being a good steward of the land.

Sincere thanks and kind regards,

Winter



# FINANCIAL HELPLINE



The Financial Helpline serves as a vital resource for guides across Idaho, Montana, and Wyoming seeking expert guidance on financial management. Whether it's mastering budgeting techniques, enhancing savings strategies, or tackling debt, our aim is to empower guides with the tools and knowledge necessary for financial well-being. We believe that by equipping individuals with these essential skills, we contribute not only to their financial health but also to their overall well-being and success.



**Jim Ritter**  
Financial Planner, Retired  
Outfitter, and Financial  
Helpline Assistant

*"Eight guides utilized our Financial Helpline service in 2023. The coaching conversations were very helpful and positive, always focused on guides bringing their questions to our meeting and me sharing advice and guidance in response to the questions. The majority of questions focused on setting up a budget, starting to build wealth with a Roth IRA, debt reduction, and a couple about buying a house."*

*-Jim Ritter, Financial Helpline*





# COMMUNITY BUILDING

Jenni Chaffin

In May 2023, we convened guides in Stanley, Idaho for another remarkable Redside Rendezvous. The event was marked by our signature annual Health Fair, alongside the continuation of our impactful Community Resilience training. Guides were enriched by a diverse array of informative sessions, covering essential topics such as backcountry equine first aid, fostering inclusivity in outdoor spaces, and pressing concerns regarding dam infrastructure and fish population vitality. This year saw the exciting addition of a highly successful Dutch Oven Cook Off, drawing an impressive level of participation and adding a flavorful new dimension to our gathering.



## CREATING STRONG COMMUNITY

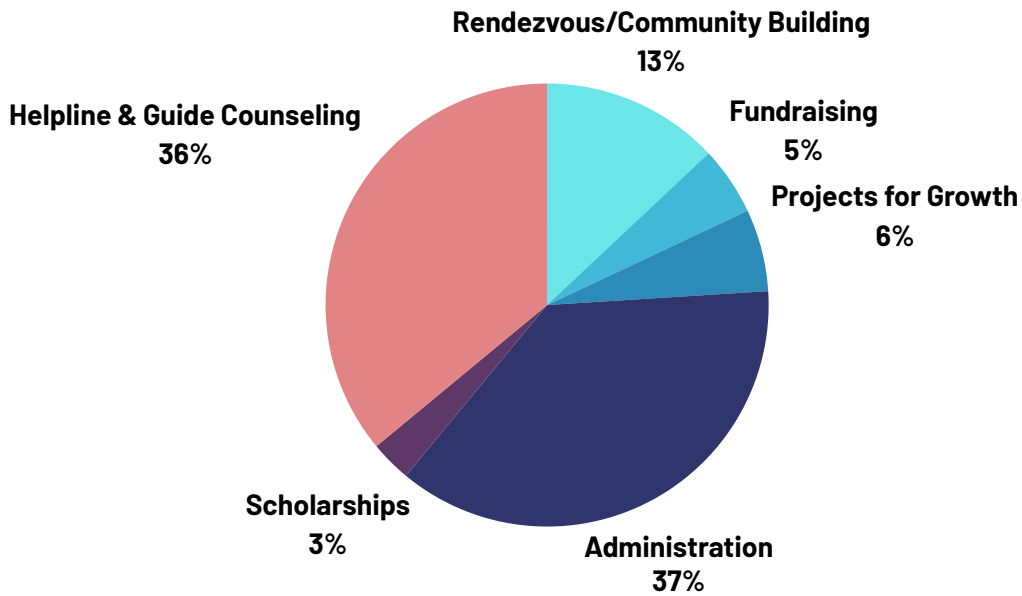


# FINANCIAL OVERVIEW



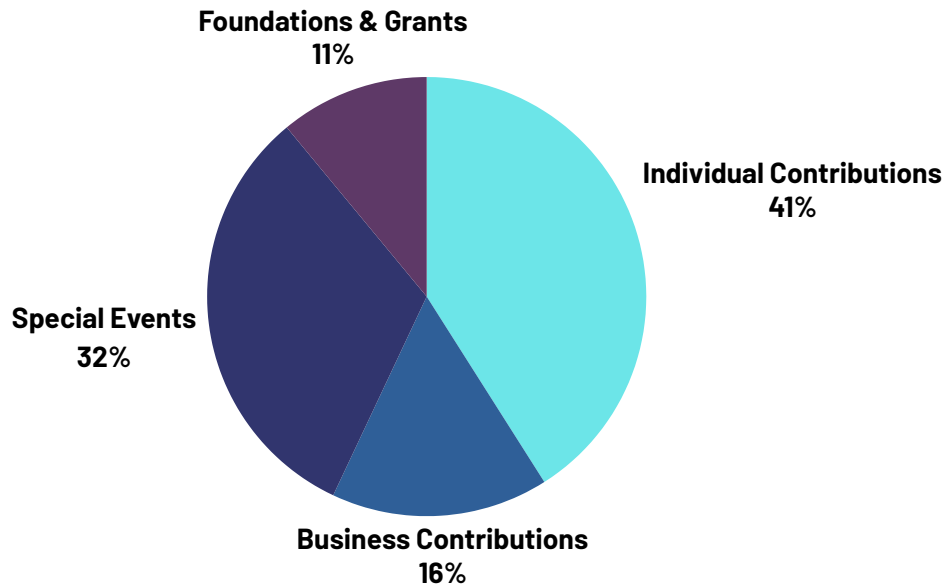
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## The Redside Foundation 2023 Expenditures



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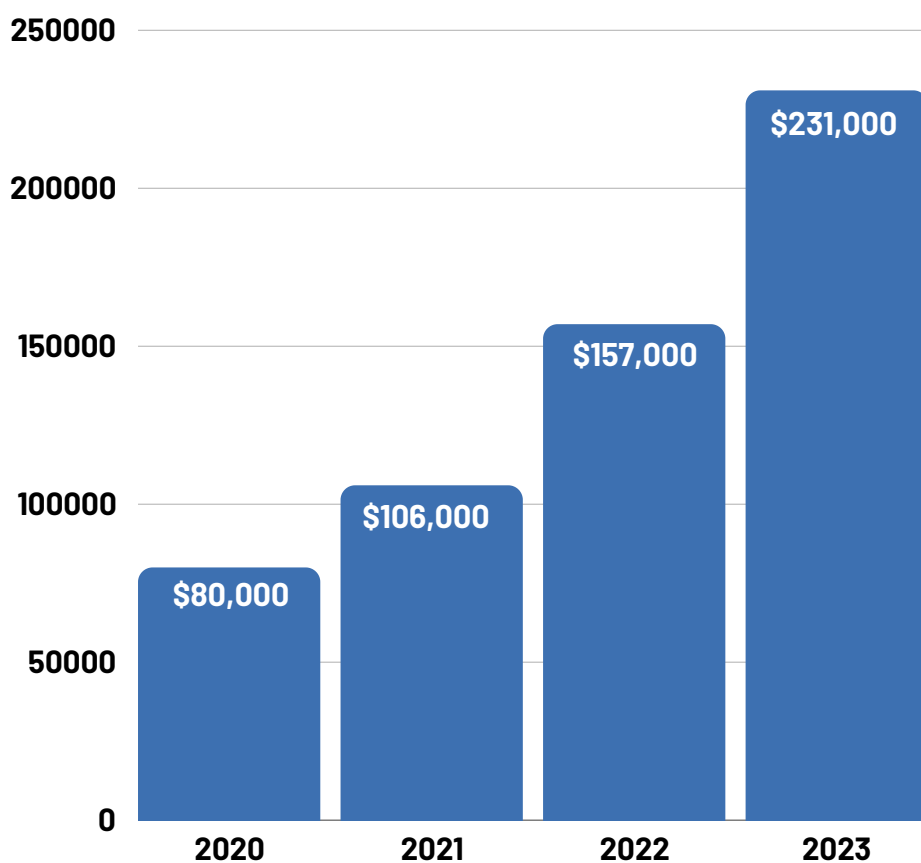
## The Redside Foundation 2023 Income



# THE GROWING NEED FOR SUPPORT

Caitlin Sutton

## The Redside Foundation Expenditure Growth

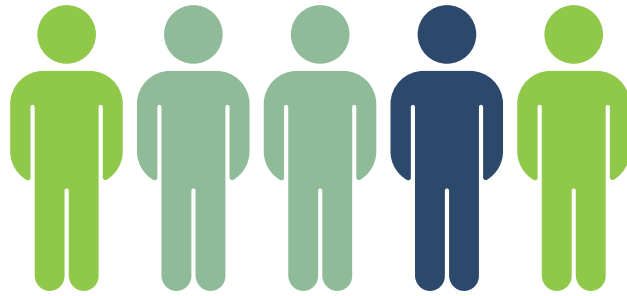


*Over the past three years, the demand for our Helpline services has skyrocketed, doubling annually. This surge reflects a growing awareness within the guiding community about the crucial support provided by the Redside Foundation. With this increased recognition comes an urgent need for counseling services, resulting in a staggering 189% rise in our expenses since 2020. Now, more than ever, we rely on your support to sustain the vital assistance we offer to guides.*

# THANK YOU TO OUR DONORS



Mark Martin



**325 Individual & Business Donors**

In 2023, the Redside Foundation was buoyed by the incredible generosity of 325 individuals and businesses who rallied behind our mission. Among these remarkable supporters, a select group of 12 individuals contributed at the \$2,500 level or above, demonstrating an exceptional commitment to our cause. We are profoundly grateful for each and every contribution, as they fuel our efforts to make a tangible difference in the lives of guides. Together, we are forging pathways to success and resilience, steered by the unwavering support of our dedicated donors.

## THANK YOU!



***Donate today!***

Join us in investing in the health & strength of the professional outdoor guiding community by visiting [www.redsidefoundation.org/donate](http://www.redsidefoundation.org/donate) or scanning the QR code.

