

Dear Friend of The Redside Foundation,

We regularly hear that our work does more good than we will ever know. Thanks to you, in 2022, the ripple effects of the success of our mission to support and strengthen the professional outdoor guiding community reached beyond our hopes and dreams.

Our Guide Helpline continues to see double the number of calls each year, and in 2022, 100 guides reached out for support. From an anonymous thank you note: "Thank you for the counseling. It has saved my marriage, my job, and me. I feel like my contributions in my job and my community matter. Thank you for having my back."

Helping just one person can make a huge difference. And thanks to you, in 2022, over 80 individual guides received counseling. You also helped us expand our mental health services to include resiliency trainings and burnout resources. Five guides received academic scholarships, and thirteen were awarded professional development grants. And, with the help of generous donors, The Redside Foundation launched a second chapter in Wyoming.

While we were able to gather again post-pandemic, the social and emotional toll of COVID-19 continues to influence the guiding community. At our annual health fair in May, guides shared how the lasting effects of illness and isolation continue to affect their trips and wages; including how people communicate, care for one another, and follow through on plans. Employment issues in the service industries surrounding guiding, such as hotels, transportation, and restaurants, impact the guest experience and add additional challenges. We have high hopes that this will ease in 2023.

Our annual Community Challenge has attracted national attention, and we've been called the leading voice in guide health, which has led us to revamp our vision statement to be the leading force in guide health. Your support makes it possible for us to grow in meaningful ways and be that force.

The Redside Foundation is 90% dependent on contributions from donors like you. Every gift makes a tangible difference. We are encouraged and fortified by your support and proud to be an intrinsic part of the health of the professional outdoor guiding community.

With gratitude and appreciation,

Megan Hughes - Redside Foundation Board President

Shannon Walton - Redside Foundation Executive Director

"The guiding life has given me so many wonderful gifts, but it has also given me a heck of a lot of trauma. Knowing that The Redside Foundation exists and benefitting from its services is such a blessing. Thank you for cultivating community and changing lives." Montana guide Emily Freudenberger

## MEET OUR NEWEST BOARD MEMBERS

#### Julia Hatch



After moving west from upstate New York, Julia found her forever home in Salmon, Idaho with her partner, Skip. Julia is a registered nurse and currently serves the rural community as a home health nurse. In the winter, you can find her skiing the Montana/Idaho border at Lost Trail Ski Area, where she is a ski patroller. In the summer, Julia is elbow-deep in river coolers, food prep, and guest communications as she serves as the office manager (and wearer of many hats) for Idaho River Journeys on the Middle Fork of the Salmon. Julia began guiding in 2010 and considers the guiding community a fundamental part of her life. Serving on the Redside board offers her the opportunity to give back to the community that made her who she is today and has supported her every step of the way.

While growing up in New York City, Clay traveled with his family to ski and fish in the Rocky Mountain West. He received a B.A. from Middlebury College and a J.D. from Vanderbilt University Law School, and worked in tax and estate planning in NYC before moving to Jackson with his family full-time in 2008. Since then, he enjoys summers as a fishing guide and winters as a ski instructor. Around the same time, Clay embarked on a winding path toward recovery from drug and alcohol addiction, culminating in five years of continuous sobriety. Clay dedicates his free time to volunteer charitable work. He also serves on the board of the Curran Seeley Foundation. Clay is on the advisory board of Trout Unlimited's Snake River Headwaters initiative, the Northern Rockies River Council of American Rivers, and the Resource Council of the Grand Teton National Park Foundation. As a 13-year fishing guide and lifetime angler, rivers and guiding have played a pivotal role in Clay's personal addiction recovery and helped shape his desire to become involved with the critical mission of the Redside Foundation.

#### Clay Moorhead

Kidd Youren



#### **Nicole Owens**



Nicole grew up in Utah and spent her childhood camping and fishing with her family on the Henry's Fork of the Snake. She went on her first rafting trip as a young child and boldly declared, "I don't like the white stuff," after going through her first rapid. Not one to quit – she returned to whitewater rafting as an adult. The outdoors and time on the river provide a respite from her work as a public defender. Nicole graduated from the University of Idaho College of Law in 2007 and began her career defending indigent clients. She believes that people are inherently good, and that poor people deserve the same opportunity and respect as the rich. She looks for humanity in everyone and pursues compassion and dignity while defending her clients. She has worked for the Idaho State Appellate Public Defender and the Ada County Public Defender and is currently the Executive Director of the Federal Defender Services of Idaho. Because of her work, she understands the importance of mental health support and preventative care.

## REDSIDE FOUNDATION BY THE NUMBERS

**Kelsey Helfrich** 

#### MENTAL HEALTH SERVICES

The <u>Guide Helpline</u> is available to any professional Idaho, Montana, or Wyoming outdoor guide needing mental health support. A struggling guide 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*.

## 110 guides have called the helpline

- 51 guides in counseling in 2022
- 216 sessions

The Redside Foundation fosters positive change in the guiding community by offering various programs addressing individual and community well-being and destigmatizing mental health issues. In January 2022, we saw our 100th guide go into Redside Foundation-sponsored counseling. And by the end of 2022, 51 new guides entered counseling and are getting the help they need.

"The growth of our helpline has been astounding. It took 9 years for 100 guides to call the helpline seeking mental health support and then just 18 months for next 100 guides to call. Guides are more openly talking about their mental health and commitment to being healthy. I'm proud to be part of an organization dedicated to supporting guides beyond mental health and counseling by also providing concordant programs that make a real difference." - Brhe Zolber, LCPC and Mental Health Program Manager

In 2022, we expanded our Scholarship Program. We awarded four Redside Foundation Guide Scholarships worth \$1000 each. Additionally, the annual Telly Evans Memorial Scholarship was awarded to a licensed Idaho guide attending the University of Idaho.

#### MEET THE 2022 SCHOLARSHIP WINNERS

#### REDSIDE FOUNDATION GUIDE SCHOLARSHIP

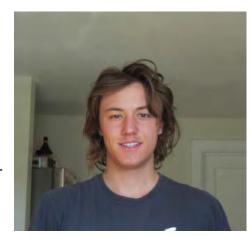


#### lan Connolly, Idaho Guide

"Not only is the scholarship impactful in my life financially, but it also affirms my quest to pursue an education that allows me to advocate for wild rivers and wild places. The personal relationship I have built with rivers through my guiding career steers my professional direction. Stewarding these places as a guide is a responsibility I am proud to carry." – Ian Connolly

#### Lukas Horejsi, Idaho Guide

"My environmental engineering studies inspire me to aid and repair the waterways that are so important to me as a guide and river lover. I am aware of the great importance that waterways and river systems have on community health and the health of our planet. Thank you for the financial support to realize the desire to design remediation projects that positively benefit river systems and work to correct the damage that mankind has afflicted on the natural world." - Lukas Horejsi



#### MEET THE 2022 SCHOLARSHIP WINNERS CONTINUED



#### Emily Freudenberger, Montana Guide

"I'm so grateful for the financial help and for the privilege to feel like some part of this invaluable community. Benefitting from the services of the Redside Foundation is a blessing beyond words. After three years away from school, I'm back thanks to your support and am working on the intersection between Somatic Psychology and Indigenous Studies. With this degree, I hope to teach or open a private practice assisting young adults who might struggle with the grief of disconnection, loss of place, or trauma." - Emily Freudenberger

#### Brade Steele, Wyoming Guide

"Thank you for this much needed scholarship. My goal is to be a Data Engineer, and I rely heavily on the adventurous summers in Wyoming to get me through the winter months of studying Information Systems. Guiding in Jackson Hole is something that has changed my life and has allowed for countless new experiences. It is extremely important for me to spend time outdoors and connect with the interesting people I meet each day. Knowing this community has my back means more than I can express." - Brad Steele



#### TELLY EVANS MEMORIAL SCHOLARSHIP



#### Joseph Joyce

"I am honored to be selected for the Telly Evans Memorial scholarship. This opportunity means a lot to me, and I hope to honor it by continuing to expand my knowledge and experience in the outdoor scene. This community is one of the most influential aspects of my life, and one day I hope to be an influential member of the Idaho guiding community myself. Thank you so much for this amazing opportunity!" – Joseph Joyce

#### PROFESSIONAL DEVELOPMENT GRANTS

**Shane Moser** 

In 2022, we awarded 13 Professional Development Grants of \$500 or up to the cost of the certification of course. From Horsemanship, to Wilderness EMT to Snowmobile Handling, our guides are diversifying their skills and strengthening their careers. Please meet five of the recipients here.



"I've been an Idaho guide for several years now. Although we see very little trauma or medical issues, I know this class will better prepare me should I encounter either. A Wilderness First Responder certification opens the door for other employment in the off-season and the future. This qualification only ups the standard for what's expected among Idaho guides." - Spencer Roth

"Although a Wilderness First Aid certification is not necessarily required at ARTA, having the training is a critical aspect of being a professional in the outdoors. It is vital for my own comfort when leading trips or simply working trips to have the knowledge and resources to handle a medical situation in the wilderness. Additionally, I want to be a guide for a long time and know this knowledge will help make that happen." - Emma Glatte



### PROFESSIONAL DEVELOPMENT GRANTS Kidd Youren



"I have been guiding since 1999 as a ski/snowboard guide and avalanche educator. I am now teaching motorized avalanche courses but need to become a better snowmobiler. The motorized avalanche courses are a way for me to keep doing what I love but be able to change things up a bit and not burn out. Plus, with the machines these days, there is high demand for motorized avalanche education." - Marc Hanselman

"I will use the funding to help build a career that I hope will positively impact the world and allow me to continue guiding. It will allow me to continue to develop the skills and connections I need to build a science writing career to make the public more informed and therefore able to make ethical, healthy decisions." - Anna Pauken





"This certification would be a big help as I try to navigate my new profession and the different skills it requires. The NAI (National Association of Interpreters) Certified Interpretive Trainer certificate will help serve more inner city/urban students at the Wasatch Mountain Institute. In the summer I guide on the Middle Fork of the Salmon and having year-round employment makes a huge difference for my family."

-Tyler Knibbe

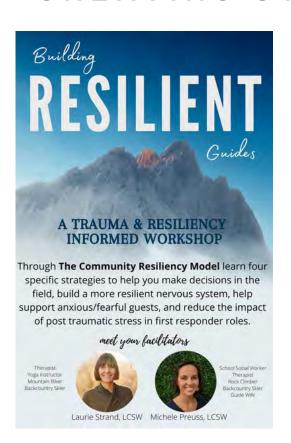
"I've been an outfitter for more than 40 years and if there is one thing I wish I could give every guide, it's the opportunity to gain valuable skills that increase their earning potential, self-worth, and a more robust guiding career."

- Doug Proctor, Selway River Adventures



In May of 2022, we were thrilled to gather with about 100 guides in Stanley, Idaho, as part of the Idaho River Rendezvous, where we hosted our annual Health Fair for the first time since 2019 and hosted a Community Resilience training. However, the challenges presented by COVID were still in full effect in 2022. We took that opportunity to offer guides tools to build resiliency and discover new ways to support each other. The Guide Made Fair and the now Annual Calendar Photography Contest saw an increase in participation and have been recognized as incredible tools to support and strengthen the guiding community.

#### CREATING STRONG COMMUNITY



The Community Resilience Workshop was held for guides in Stanley, ID, on May 19th, 2022 at no cost. Laurie Strand and Michele Preuss taught attending guides to comprehend the universal biology of stress and trauma to increase selfawareness and understanding among coworkers and clients. They shared fundamental neuroscience and relevant research studies. They taught four biology-based wellness skills that help regulate an activated nervous system, increase the body's distress tolerance, and help others to do the same. We offered this workshop to give guides tools to deal with stress and trauma and strengthen the guiding community. We heard from several guides that it was the best training they had received as a guide.



#### BURNOUT AND RESILIENCE RESOURCE PAGE



Guide Liaison, Carly Knudson, recognized that one of the biggest challenges facing guides is burnout that goes unrecognized and unaddressed. She created a burnout and resiliency resource so all guides can better understand stress, burnout, and resilience and identify how to have a better personal relationship with the challenges that come with the pressures of guiding. There is even a companion guide with a self-quiz for anyone to recognize if they are burned out and how this can lead to behavioral or psychological issues.

Burnout is most commonly defined as workplace exhaustion due to chronic stress, high ideals, high demands, and lack of (perceived or real) support.

"Dealing with burnout is more complicated than it may seem and requires multiple layers of consideration. Recognizing the factors contributing to your burnout experience, understanding how to deal with controllable versus uncontrollable stressors, working on dealing with stress itself, and building resiliency are all steps that help combat burnout." - Carly Knudson

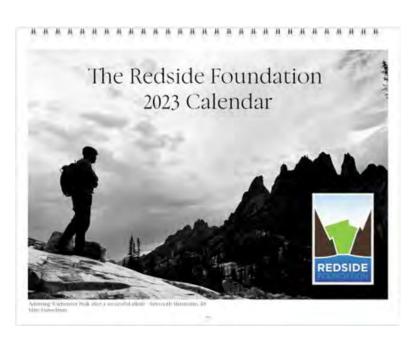


#### GUIDE MADE FAIR

"The Guide Made Fair is such a unique opportunity for Guides/Makers to share their businesses and give back to the Community. It's such an honor to be featured with other talented people who are also showcasing their crafts and donating a portion of sales to a cause that is so dear to all. We are so fortunate to have The Redside Foundation as a resource for education, health, training and support." - Kelli O'Keefe, FunLuvin' Fleecewear



#### CALENDAR PHOTOGRAPHY CONTEST



Twenty-two guides from Idaho, Montana, and Wyoming entered the 2022 Photography Contest for the 2023 calendar with 54 images. Everyone who submitted an image received a prize, and those whose images made it into the calendar received a free copy. Sales of the calendar go toward community building events.

#### GUIDE LIAISONS



**Kate Stoddard** 



Mike Bachman



Sara Sweenev



**Mark Martin** 



Jonas Seiler



Cayla Sanderson



**Jon Pruess** 



**Carly Knudson** 

We partnered with The Responder Alliance to offer a Resilience Certification for our Guide Liaisons. The training included learning about the Stress Continuum and using it with co-workers and employers. Completing the Resilience Certification allows guides to be more effective leaders in their crews and communities. They share information about accessing Redside Foundation programs, host guide gatherings, and stay abreast of the needs of the guiding community. The Guide Liaisons share the Stress Continuum with other guides and outfitters via a wallet-sized card that includes our Guide Helpline. This tool can be used in several ways to increase communication and compassion in a guide crew, which goes a long way toward a healthy community.







#### COMMUNITY BUILDING CHALLENGE

Guides call the Helpline for many different reasons, yet at the heart of almost every issue is a sense of isolation. We recognized that COVID restrictions made it more complicated than ever to connect and experience the benefits of community. With the help of Idaho guide and graduate student of behavioral health, Dagny Deutchman, we produced The Community Building Challenge during the winter months to facilitate self-development and relationship-nurturing for the guiding community with evidence-based suggested activities. The Challenge has gained the attention of national organizations such as America Outdoors. It is a unique offering that gets to the heart of a cornerstone of mental health-that healthy social support systems are integral to preventative psychological and physical unease and improving resiliency.



"Outdoor professionals are finally having conversations about how to be in the guiding community well (among each other) and are also seeming to really dig into how to be well (for themselves) while finding their own unique path of what it means to be a guide within the community. It's been beautiful to watch the community begin to achieve enough resources and stability to begin to dream into what they want the community to look like as we grow." - Dagny Deutchman



The Financial Helpline is available to any Idaho, Montana, or Wyoming guide who needs some insight into better managing their finances. Getting a handle on managing finances, budgeting, saving, or paying down debt leads to better overall health. Since its beginning, the helpline has served 40 guides. We are pleased to welcome Jim Ritter to our Financial Helpline team. He joins Mickey Smith in removing the stress of talking about money and making a real difference for guides seeking financial health help.

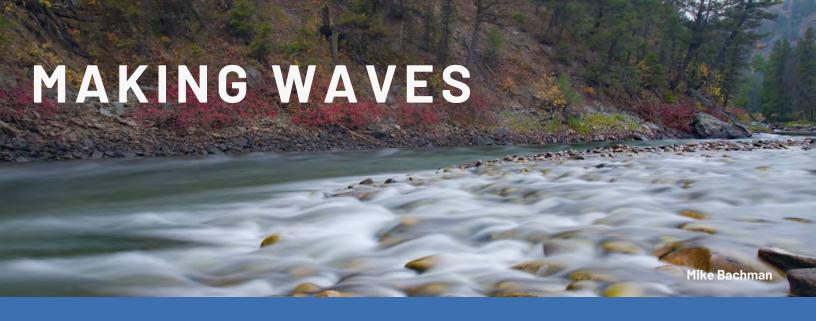


Mickey Smith
Financial Planner, Board
Member, and Financial Helpline
Administrator



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

When guides utilize the Redside Financial Helpline they are making a huge step in reaching better mental health." - Mickey Smith



Our Executive Director, Shannon Walton, was invited to speak at the 2022 America Outdoors National Conference. She gave a presentation to packed house on why supporting guide health is good for business and how to do it. In the last few years, The Redside Foundation has been recognized as the 'leading voice in guide health' in part due to Shannon's commitment to our mission.



"Demonstrate and encourage gratitude and compassion. It's scientifically proven that even the simplest of gratitude practices can positively affect mental health, sleep, and selfesteem." - Shannon Walton

Redside Foundation Board member and guide Jon Totten shared the story of living his dream of guiding through endless summers, losing himself to addiction, rediscovering himself, and rebuilding in a three-part series on the <u>River Radius Podcast</u>. It has been listened to over 4600 times, garnered the most ever social media shares for the podcast, and received the most feedback from listeners.

"I shared my story because I care deeply about guides and guiding. I hope it helps someone. I know it helped me to tell my story." - Jon Totten



# INTRODUCING THE WYOMING CHAPTER

After a successful launch of a chapter in Montana, extending Redside Foundation services to guides in Wyoming made sense. Thanks to a generous donor who knows first-hand how much healthy, thriving guides can enrich the lives of others, we worked together to create a much-needed support system for Wyoming guides.

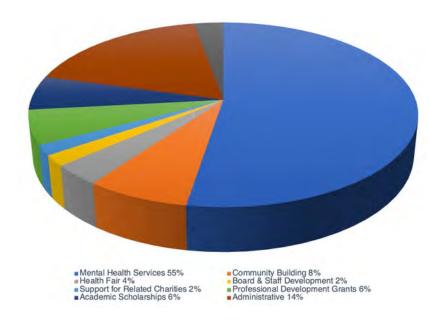
With help from the local community, we held a successful fundraising dinner in Jackson, WY, in February of 2022. We raised \$50,000 and learned how vital Redside Foundation services are in the Tetons and the rest of the Cowboy State.

Thank you to everyone who helped make this happen. We are grateful to our expanded community, from the philanthropic supporters to the volunteers to the guides who shared their stories for helping to launch our second chapter.

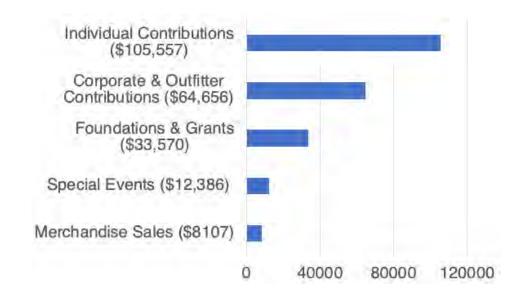
Wyoming guides now have access to our 24/7 Guide Helpline, Academic Scholarships, the Financial Helpline, and all Community Building offerings. As this new chapter grows and continues fundraising, we plan to offer additional Redside Foundation services, including professional development grants, physical health services, community-building events, and more for Wyoming guides.

"Redside Foundation Wyoming is a ray of hope in a bleak picture of mental health. According to the Wyoming Department of Health, Wyoming's rate of death by suicide is more than double that of the national average and the highest rate per capita in the nation. Additionally, guides are disproportionately affected by mental health issues. The lack of affordable mental health care, stigma surrounding mental health, and the pressures surrounding the guiding profession all contribute to this reality. Redside Foundation Wyoming addresses each of these factors, providing real, immediate, and impactful support to our guides. We could not be more grateful for Redside Foundation's presence in Wyoming." - Allison Parker, Teton Wilderness Tours

#### The Redside Foundation 2022 Expenditures (\$157,735)



#### The Redside Foundation 2022 Income (\$223,850)



#### 2022 Diamond Level Sponsors (\$2,500+):

Abba's Storehouse Foundation, ARTA, CANYONS River Company, Michael Dubin, Fidelity Charitable Donor - Advised Fund, Diana Hall, Helfrich River Outfitters, Hughes River Expeditions, Sheri & Mel Hughes, Middle Fork River Expeditions, The Moorhead Family Foundation, Moorhead Family Fund, NRS, OARS, Karen Rockey, Rocky Mountain Tie and Timber & The Yost Family, Selway River Adventures & Doug Proctor, SOAR Northwest, Tyler Rigg Memorial Foundation, Kern River Outfitters & Matt Volpert, Jaime & Nancy Weeks.

#### 2022 Platinum Level Sponsors (\$1,000+):

Bank of America Charitable Foundation, Barker Ewing Float Trips, Cagann MacIntyre Family, Jenni & Brian Chaffin, CHUMS, Dave Hansen Whitewater, Paul Echo Hawk Law Firm, Jane Evans, Mike Fagan, Far and Away Adventures, Fish the Fly, Headwaters Appraisal, Hells Canyon Raft, Idaho River Adventures, Jackson Hole Community Foundation, Mackay Wilderness Trips, Emma Mattson, Debby & Brain Peterman, Doug Rigby, Mickey Smith, Suntex Watersports, Laura Timmerman, Idaho River Journeys, Eric Riley, Rouse Family Foundation, ROW Adventures, Starich Family, Teton Whitewater, Teton Wilderness Tours, Lisa Whisnant, Kim Wright.

#### 2022 Gold Level Sponsors (\$500+):

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#### 2022 Silver Level Sponsors (\$250+):

Sloane Bergien, Gary Braun, Caffeine Inc., Ray Chamberland, Charles Fuller Ross Memorial Fund, Bob Donahue, John Doria, Bob Firpo, Madeline Friend, Funluvin' Fleecewear, Glacier Guides & Montana Raft Co., Bryce Henson, Idaho River Journeys, Ben Keighran, Landgrove Coffee, Martin Moore, Mt. Sobek Idaho, Northwest Rafting Co., Dave Prouty, Three Rivers Rafting, Todd Nelson, Reynolds Pomeroy, Dave Prouty, Alisa Rettschlag, Jody & Mike Sweeney, BZ Waite, Todd & Shannon Walton, Sara Wert, Mark Williams, Winding Waters Rafting, Idaho Wilderness Co.

#### 2022 Bronze Level Sponsors (\$100+):

Terry Allen, Lara Antonello, Craig Bachman, Susan Bachman, Mike & Rachel Bachman, Janine Bastian, Connor Beckley, Hugh Cooke, Leah Corrigan, Andy Cover, Aaron Beck, Janet Cremin, Ruben Delgado & Patagonia, Kelsey Dzintars, Elizabeth Fitzgerald, Theresa Fitzgerald, Corby Fuhriman, Lori Geselle, John Graham, Robert Guedj, Abigail Harris, Orion Hatch, Bryce Henson, Hercules Fence Co, Ann Herlihy, Abby Hudson, Jackson Hole Anglers, Allegra Jasper, Erin Jessup, Susan King, Tyler Knibble, La Osera Idaho, Eric Landberg, Alex Leone, Lewis & Clark Adventures, Margaret Long, Blake & Allison Longworth, Angela Madsen Arnzen, Ginnie McIntire, Nathan McLean, Cassie Meissner, Heidi Messner, Patti Mulvihill, Tim O'Connor, Robert Porter, Kristine Redman, Frederick Reimers, The River Company, Shauna & Zeke Robinson, Pam Rogers, Laurie Rothman, Salmon Raft, Cayla Sanderson, Michael Schoffman, Stacy Seyd, Ann Shull, Bonnie Sielaff, Richard Skinner, Terry Smith, Dean Snell, Kristofor Snider, Lynn Sommar, Debra Stiller, Sturdy Pine Gear & Repair, Judson Swart, Sara Sweeney, Howard Teutsch, Jon Totten, Sandra Townsend, Dennis Trumble, Jamie Van, BZ Waite, Lon Whittier, Jessica Zettle.

## ADDITIONAL DONORS WHO MADE OUR WORK POSSIBLE IN 2022

Ella Lupke

#### 2022 Additional Supporters:

America's Rafting Co., Dory Athey & The Thalweg, Ty Atwater, Patrick Baird, Casey Bartrem & Steve Blocher, Kaleb Beavers, Laura Bechdel, Mikaela Byers, Cambareri-Smith, Marie Castelli, Das Optics, Amber Datta, Shannon Decker, Scout Edmonson, Josh Edmunson, Carol Evers, Jason Farr, Karyn Field, Makayla Fisher, P.R. Fletcher, Rolland Fletcher, Trevor Fulton & Whitney Schroeder, Mary & Bob Gehrke, Reagyn Germer, Christine Geselle, Molly Goodyear, Roger Goth, Briana Grieve-McSweeney, James Grossman, Shaylee Healy, Brendan Heselton, Kaitlin Hoepner, Hallie Holland, Nicole Hupp, Jack Hurty, Darcy James, Allegra Jasper, Kathi Jenkins, Robert Jost, Keli Keach, Linda Kish, Mallory Koula, Julie Kramer, Wilson Kroll, Emerald LaFortune, Hooper Lansburgh, Alison Levin, Max Lewis, Aaron Lieberman, Sarak Linville, Mark Martin, Emilie McLarnan, Kim Miller, Cynthia Morrison, Mike Morrow, McKenna Nelson, Momentum River Expeditions, Sheallah Palmer, Alice Park, Kelley Pascoe, Scottie Patrick, Jacob Petersen-Perlman, Judy Robinson, Joanne Schach, Zak Sears, Claire Siderman, Lacey Slough, Devin Smith, Laurie Steenberg, Patricia Stow, Erin Sullivan, Kerry Sutorius, Thomas Sweeney, John Taylor, Teton Wilderness Tours, DeeAnn Transtrum, Shaunna Tucker, Kaitlin Waterloo, Michael Wilkinson, Andrew Williams, Shelby Wirkus, Harris Wright, Wyoming Trial Lawyers Association, Evan Zachmann, Steven Zettle, and everyone who has shopped The Redside Foundation Merchandise Store.

Please let us know if your name isn't listed, and we apologize for this mistake!

#### **THANK YOU!**



"Redside has not only defined itself as the industry model for prioritizing the mental health and welfare for guiding communities nationwide, but it has literally become, for Idaho, the fabric of what now defines a guiding community. It has been the lifeline to tie together the region's many small guiding communities under one common strength and purpose...

taking care of its own and bettering the world for it."

- Greg McFadden, CANYONS