

Foundation for Youth Investment

*Connecting youth with the outdoors today
for a healthier California tomorrow*

California Council of Land Trusts
California Land Conservation Conference
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A Brief History

- Created by the Pacific Forest and Watershed Lands Stewardship Council in 2010
- Through a major gift from the Stewardship Council, FYI became an independent organization in 2013
- Funds are utilized to provide greater resources to connect youth in the PG&E service territory, to the outdoors; particularly underrepresented youth





Mission

We connect youth to nature by eliminating barriers, providing resources, and promoting outdoor programming as essential for building healthy lives and inspiring future stewards of the planet.



Unique Approach to Outdoor Access

FYI: Eliminating Cultural & Logistical Barriers
to Outdoor Pursuits

Environmental
Stewardship

Healthy Lives



Raising Funds

Health Stakeholder
Support

Conservation
Stakeholder Support

FYI: Eliminating Cultural & Logistical Barriers
to Outdoor Pursuits

First Encounters
Program

Cultural Relevancy
Program

Emerging
Stewards





Grantmaking

- Improve access to high quality outdoor experiences
- Enhance the cultural relevancy of the programming offered
- Support an innovative approach to reach underrepresented youth

Cultural Relevancy & Underrepresented Youth

Underrepresented Youth includes, but is not limited to: low income youth, youth from first generation immigrant families, Native American youth, and youth of color.

Culturally relevant programming involves effectively reaching and engaging communities and youth in those communities in a manner that is consistent with the cultural context and values of that community.



Cultural Relevancy

- 2011 FYI's "Cultural Relevancy in Outdoor Youth Programming" Report
- 2013 "Outdoor Participation Report" by the Outdoor Foundation notes that in 2012, of the 142 million people who enjoyed outdoor recreation, 70 percent of those participants were white.
- 2014 report, "The State of Diversity in Environmental Organizations," which states that "despite increasing racial diversity in the United States, the racial composition in environmental organizations and agencies has not broken the 12%-16% 'green ceiling' that has been in place for decades."





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