



# SIERRA CLUB

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Inspiring Connections  
Outdoors

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**Prospective ICO Group,**

**I'm excited that you want to join the movement to get more people outside, in particular young people & those that experience limited access to the outdoors.**

**This ICO group will join a community of over 1,000 volunteers who work in their respective communities to engage youth & children in Sierra Club Outings.**

**We welcome you as a member of our ICO network and thank you for choosing Sierra Club to volunteer & build a more just and transformative Outdoors For All movement .**

**Sincerely,**

**Katty Regalado, Outdoor Activities  
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# History + Vision

In line with the Sierra Club's mission statement, "explore, enjoy and protect the planet", Inspiring Connections Outdoors (ICO) empowers communities with limited access to connect/ (re)connect to the outdoors - for the benefit of both.

Working in partnership with community based orgs, schools & other youth groups to co-create outings, ICO strives the following:

- Amplify wellness-healing benefits of nature
- Create extended opportunities for youth participants in relevant areas within the SC & respective local communities. For example, pathways for involvement in the Sierra student coalition (SSC); support of grassroots community leadership.
- Support the connectivity of environmental justice and social justice in conservation, environmentalism.
- Building a broad platform for future growth of outdoor and environmental leadership for all participants and volunteers.

Started in the San Francisco Bay Chapter in 1971 and instituted as a national program in 1976, ICO today has 50 groups that conduct more than 900 outings for approximately 12,000 youth each year. From neighborhood parks to the vast granite walls of Yosemite, ICO offers a range of activities including day hikes, fishing, rafting and multi-day service trips. Each ICO group, completely volunteer run, works within the framework and standards established by ICO National to set procedures for recruiting and training volunteers, conducting outings, managing risk, developing leaders, raising funds, and collaborating with community partner agencies.

ICO's mission is especially crucial now as we continue to engage those with limited access and populations of color. The racial demographics of the U.S. are rapidly shifting - racial and ethnic minority groups made up 36.2 percent of the U.S. population in 2010; by 2050 they are projected to make up 52.3 percent of the population, with Latinx and Asian Americans together constituting a quarter of the population. To preserve the neighborhoods and wild spaces that our constituents are connected to we must align with and support community efforts driven by the populations that will determine the way forward in conservation and environmental justice movements.

Our desire is to work in alignment with communities - by identifying the needs of the communities that we exist in and work with. Developing long term transformational, not transactional relationships. Connecting people with nature - outdoors is for the benefit of both:

people become healthier and connect with others and their love of the natural places they visit can be a strong motivator for them to be more engaged in stewarding & protecting the outdoors.

### **Benefits of starting an ICO group:**

- ICO medical/accident insurance coverage
- Online background screening services expenses covered by National
- Account fund at The Sierra Club Foundation (TSCF) to receive tax-deductible donations for your ICO group.
- Connection to a broader network of 50 ICO groups.
  - **Remaining Active:**
- Adhere to current national leader certification standards as defined in the ICO Outings Leader Training.
- Adhere to the mission of Inspiring Connections Outdoors
- Uphold the Sierra Club's DEI principles and goals
- Conduct a minimum of two outings per six months
- Submit all annual and quarterly reports (insurance reports, annual reports, financial statements) within outlined deadlines.
- Reconcile all financial advances with receipts & submit reimbursements accordingly.
- Maintain current leader certification data in the Sierra Club's LEADERS database.

## **Roles + Responsibilities**

### **Chair**

- Be a current Sierra Club member
- Accept a minimum one year commitment
- Uphold the Sierra Club's DEI goals and vision to become a multi-year plan to become a multicultural organization
- Act as a contact for national and communicate on a timely basis with National Staff as needed or requested
- Disseminate national ICO policies and information to all local volunteers
- Oversee the ICO Group and delegate tasks to other volunteers
- Monitor the activities of each volunteer committee or volunteers in a leadership position within the ICO Group, and coordinate efforts as needed
- Conduct regular meetings and coordinate special events
- Enforce leadership certification rules and leader requirements
- Prepare quarterly insurance reports, Annual Reports, financial reports and grant reconciliations for National ICO

- Recruit and follow up on new volunteers (at Sierra Club general meetings, new member potluck dinners, orientation meetings and other events)
- Develop and conduct ongoing leader training opportunities (including ICO OLT 101, CARP, & First Aid)
- Maintain current leader certifications and training data in LEADERS database

### **Treasurer**

- Keep records and receipts of all financial transactions
- Report on group's financial status at each monthly meeting
- Act as liaison between ICO group and Sierra Club Group/Chapter Treasurer and national ICO staff on financial issues
- Prepare/Submit reimbursement or reconciliation expense reports for ICO Administrator
- Collect and enter quarterly ICO insurance data in the OARS database and let the ICO Administrator know if no trips have been conducted for that time period.
- Complete annual Sierra Club Financial Statement and submit to Chapter Treasurer and ICO Administrator
- Maintain working knowledge of Sierra Club Foundation procedures for ICO donations
- Work with fundraisers to prepare group's annual budget and financial reports for funders

### **Volunteer Coordinator (recruitment & engagement)**

- Act as primary contact for prospective volunteers
- Recruit volunteers that uphold the DEI goals and vision for a multicultural Sierra Club
- Participate in the volunteer screening process
- Assess leader needs and coordinate leader training workshops as needed
- Recruit volunteers broadly including from community partner agencies
- Prepare and disseminate leader information
- Plan special informational programs for ongoing training at monthly meetings
- Set up and run New Volunteer Orientation meetings
- Keep ICO group members aware of upcoming first aid trainings and the like
- Manage certified leader requirements (i.e., first aid, background checks)
- Maintain Sierra Club's LEADER database
- Send reminder notices to leaders when certifications expire

### **Youth Partner Coordinator/Team**

- Research and identify community partners to work alongside

- Act as contact person between ICO and participating agencies
- Recruit volunteers from community partners
- Work with the agency to determine what the mutual desired outcomes for the partnership are
- Solicit feedback from the agency partners bi-annually
- Coordinate ongoing agency recruitment efforts

#### **Social Media/ Communications**

- Create digital content across social media platforms
- Maintain an up to date website presence

#### **Fundraising Committee/Grant Writer**

- Work with key ICO leadership (Chair/Treasurer) to develop annual group budget
- Set annual fundraising goals to support ICO goals
- Work with ICO Administrator/Sierra Club's Grants Team to prepare grant applications, grant reports and all solicitations
- Solicit in-kind donations as needed
- Oversee local fundraising events
- Write "thank you" notes for all donations to maintain donor stewardship

#### **GEAR/Equipment Coordinator**

- Prepare and disseminate information for leaders regarding equipment as necessary.
- Label and take a regular inventory of all equipment.
- Maintain and determine first aid kit needs yearly (kits rotate among leaders in the field).
- Purchase additional needed equipment.
- Oversee maintenance and storage of equipment.
- Coordinate equipment loan system for outings.
- Organize equipment for leader training sessions as needed.

## **Application**

Tell us about your team ( please provide name, email and phone number for all contacts).

**Chair:**

**Treasurer:**

**Youth Partnership Coordinator/Team member(s):**

**Volunteer Coordinator/Team member(s):**

**Social Media/ Communications:**

**Fundraising Committee/ Grant Writer:**

**GEAR/Equipment Manager (optional, once the group builds itself out to have) :**

## **Youth Partners**

ICO groups approach working with community partners in a collaborative mind-set (vs. deficit model of lack), acknowledging that resources & knowledge exist in a multitude of forms/ways, and being inclusive of relationship dynamics to build trust over time & develop mutually beneficial partnerships.

- How will you work with agency partners to build transformational relationships that benefit both the community and the ICO group?

## **Volunteers Experience**

- What type of experience is held by volunteers (include certifications, if any)?
- What activities will be offered?

- How will you ensure that volunteers are trained and capable of leading outings with youth? *What equipment if any will be needed? And how/where will it be stored?*

### **Volunteer Recruitment**

Bear in mind that constant volunteer recruitment is vital to the sustainability of the organization.

- What strategies will you explore to recruit volunteers
- How will your group be inclusive of recruitment & representation of diversity across the spectrum of race, age, outdoor experience, skill sets, & scale of involvement (making sure there is no barrier by expectation setting).
- Be aware of Trip Leader certification requirements (American Red Cross Assoc. Sometimes provide free/discounted first aid).

### **Treasurer /Fundraising**

- What expenses do you have and how will you raise money?
- Draft a budget for one year: (basic expenses = transportation, equipment, food, permits/fees, training, publicity, administration).
- Plan on conducting fundraising events and/or solicit donations from your local & extended communities/networks.