

THEORY OF CHANGE.

OUR GUIDEPOST: We exist to make trail running a meaningful expression of environmental activism, so that together, each of us can help our wild places survive and thrive.



SITUATION

/// The outdoor sports folk often lack the opportunity to learn and be part of a community that practices and builds strong environmental ambassadors and leaders of the future.

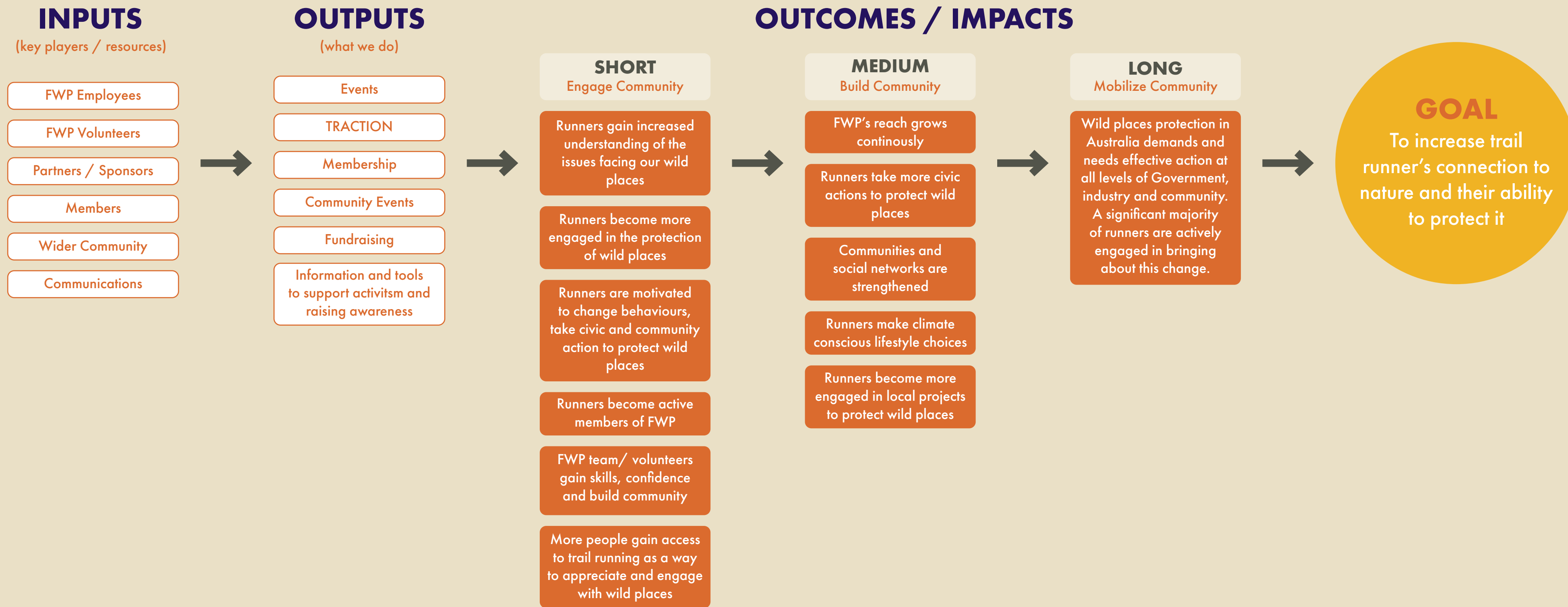
We are currently facing a climate catastrophe, but the current social climate in Australia does not demand or support effective action on protecting wild places. ///

ASSUMPTIONS

- The more spent in nature, the more people will do to protect it. Creating a community will enable this work to happen.
- Beliefs about personal power to change 'climate change' is low - needs to be confirmed before program starts.
- Nature brings out the best in people so we need to bring people out in nature, before it's too late.

EXTERNAL FACTORS

- Competition for philanthropic dollar
- People's perceived lack of time
- Many other running events
- People's window of tolerance is small and shrinking
- People's pre-existing feelings around protecting the environment



OUR GUIDING PRINCIPLES

- THE POWER OF MOVEMENT**
Running has the power to connect people in a lifelong love of the outdoors
- THE POWER OF KNOWLEDGE**
We believe people protect what they love and understand!
- STRONG COMMUNITIES**
Our work is motivated by a desire to support localism, build inclusion and enhance social connection.
- EMPOWERMENT**
Our unique programs create meaningful opportunities for runners to gain new skills and develop their capacity to act.
- THE POWER OF COLLECTIVE STRENGTH**
By working collaboratively, we increase the overall impact of the programs we serve