



2025-2029 STRATEGIC



TABLE OF CONTENTS

Table of Contents

Vision, Mission, Core Values

Introduction & History

Our Programs

Strategic Priorities

Public Schools & Public Lands

Leveraging Collaboration

Excellence in Delivery

Y.E.T.I. Forever!

Guiding Questions

Summary

VISION

All Young People have the opportunity for outdoor adventure and time in nature!

MISSION

Y.E.T.I. works alongside young people in South King County and beyond to pursue the benefits of inclusive outdoor adventure.

CORE VALUES

Respect – We value listening, honesty, and empathy. Treating others, ourselves, and the environment how you want to be treated.

Fun – We believe in the power of a smile, whether it's in the moment or after the fact. We want all of our participants to look back on trips and remember the good times around a fire, reaching a peak, and making new friends.

Flexibility – On expeditions, dreaming big, working together and adapting are keys to success. We embrace flexibility on trips when working with community partners and supporting students and their families.

Grit - We value facing challenges and the social and emotional skills to overcome them. Whether it's going on your first trip, scaling a rock wall, or navigating public school systems. We celebrate challenge, success, and failure as the trail to grit!

Equity – We embrace difference, recognize the unique needs of individuals, and adjust our actions to meet those needs. We want everyone to feel like they have what they need to be successful on our adventures and beyond.

Sense of Place – We invite our students to understand and steward our natural world and our public lands. We take care to learn about the complex history of these places. We seek to honor and connect with tribal partners who have stewarded these places since time immemorial. We recognize the importance of an intact ecosystem for our programs and the threat of climate change. We foster students' environmental ethic while examining our own process.





INTRODUCTION

The Youth Experiential Training Institute (Y.E.T.I.) has grown significantly over the **past several years, expanding its ability to connect young people to outdoor adventure and nature in South King County.** As we celebrate our 15th anniversary and look toward our 20th, our values of outdoor adventure, fun, flexibility and commitment to youth remain as strong as when John Nelson and a group of parents first launched this organization in 2009

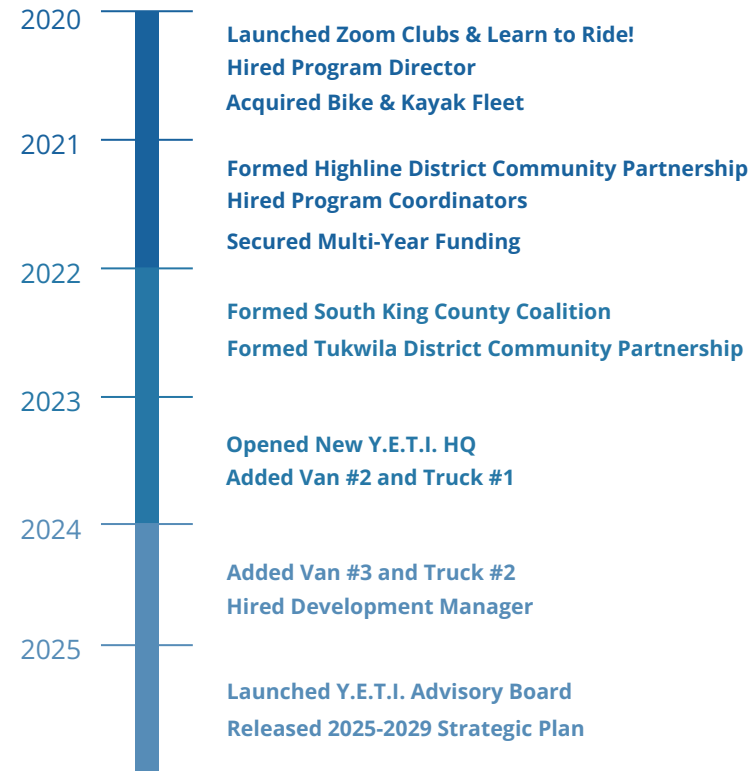
Strong partnerships with public schools and other youth-serving organizations have been key to our success. We deliver low-barrier outdoor experiences that **meet students where they are**, particularly in under-resourced schools. Our growth has been guided by flexibility and responsiveness to student needs.

As we enter our next phase, we will strengthen our foundation by raising unrestricted funds, building reserves, documenting programs, strengthening staff capacity, and refining business systems to ensure safe, high-quality programming. These efforts will expand our reach, enhance student experiences through capstone trips and internships, innovate programming, and deepen Y.E.T.I.'s integration into the K-12 journey. **With this foundation in place, Y.E.T.I. will be a consistent force for equitable access to the outdoors in South King County and beyond.**

This is an exciting time for Y.E.T.I.'s growth. To succeed, we must build an exceptional team, engage a reflective board, and amplify student and community voices. **Together, we will nurture a generation that values and protects time in nature—for its benefits to physical and mental health, social-emotional learning, and the lifelong joy it brings.**



The Last 5 Years



412 Student Days
2 schools
59 trips



264 Student Days
1 schools
31 trips



993 User Student
6 schools
133 trips



1119 Student
Days
8 schools
154 trips



1500 Student
Days
9 schools
200 trips

OUR PROGRAMS

Throughout the academic school year, Y.E.T.I. provide accessible outdoor trips through a variety of programs. There is no program fee to participate. Additionally, transportation, food, equipment, and instruction are included, making Y.E.T.I. available to anybody who wants to participate.

Y.E.T.I. Clubs

We serve schools in the Highline and Tukwila School Districts with student-driven, weekly, nature-based after school programs.

Partnership Programs

We partner with other youth-serving organizations to provide tailored outdoor experiences.

School Field Trips & Custom Education

We support teachers to create custom programs or connect them with resources to get the whole class outside.

Open Enrollment

We offer weekend and overnight trips open to all young people—whether they're part of a Y.E.T.I. Club, involved in a partnership program, or not currently participating in either.





STRATEGIC PRIORITY: PUBLIC SCHOOLS & PUBLIC LANDS

Vision Outcome

All King County public schools and youth programs are resourced to empower young people to access public lands and its benefits.

How We'll Make It Happen

Y.E.T.I. focuses on school-year programming that leverages local public lands. Our trips are designed to be accessible and repeatable, aiming to create lifelong outdoor recreationalists and stewards. We deliver our work in South King County, where many young people are furthest from environmental justice.

Key Actions for Success

G1 - Grow & Refine Public School Programs

School-based programs are our most effective tool to reach young people in a cohort-based learning model. We will continue expanding partnerships with schools in South King County, with a goal of partnering with four school districts by the end of this planning cycle. Growth will focus on Highline and Tukwila, while exploring opportunities in Federal Way and Kent. Success will be measured by the number of locations, number of students served at each location, hours spent in nature, and the quality of the student experience.

G2 - Utilize Local Parks

Our programs are built on local, repeatable experiences that are walkable from school or within a 15-minute drive. Peak experiences will take place at regional locations on weekends and school breaks. Y.E.T.I. will grow its permits and expand access to local parks around each school site, collaborating with land managers to ensure these outdoor classrooms are effective and accessible for our students. Students will also engage in taking care of the places they visit often.

G3 - Student Led Experiences

There are countless ways to enjoy human-powered recreation on public lands. Y.E.T.I. will continue developing a diverse range of activities, offering students choices—whether on foot, bike, or boat—to explore and enjoy public spaces. Success will be measured through accessible first experiences that build skills, foster challenges, and draw students into new and inspiring landscapes. The students will guide our work and the activities we do.

G4 - School Field Trips & Custom Education

Y.E.T.I. will be the go-to resource for educators seeking support to get their students outside, providing resources and adventure-based learning opportunities beyond school Y.E.T.I. clubs. Additionally, we will support other school-based programs, such as classroom projects and extracurricular activities.



STRATEGIC PRIORITY: LEVERAGE COLLABORATION

Vision Outcome

Youth-serving organizations, like-minded funders, and the outdoor industry are connected and collaborating to address inequities in access to nature in South King County and beyond.

How We'll Make It Happen

We will remain flexible and responsive to the needs of the students and communities we serve. We collaborate with partners to ensure our programs provide a web of services and support for youth on their outdoor journey.

Key Actions for Success

G1 - Expand Partnership Programs

Y.E.T.I. will continue to build capacity to deliver more consistent programs with youth-serving organizations. We will prioritize consistency with a core group of partners, expansion with mission aligned organizations, youth from South King County, and youth who would otherwise not experience time in nature.

G2 - Coalition Work Across South King County

Y.E.T.I. will facilitate collaboration among like-minded youth-serving organizations in South King County, connecting resources and students.

G3 - Advocate for our Classrooms

Y.E.T.I. will elevate the importance of public lands for young people and collaborate with land managers and other advocates to enhance access and minimize impact. We want our young people to return to these places beyond their Y.E.T.I. experiences.

G4 - Tell Our story

Y.E.T.I. will elevate the experiences of young people by sharing their stories and experiences on public lands and the benefits they gain from time in nature. This will help invite new students and promote public spaces as a place of belonging. These stories can also attract new supporters and galvanize our current champions.



STRATEGIC PRIORITY: EXCELLENCE IN DELIVERY

Vision Outcome

Well-trained and resourced educators, supported by volunteers and community partners, have the tools to unlock the benefits of outdoor adventure.

How We'll Make It Happen

We build low-barrier, student-driven experiences that create space for young people to choose adventure and shape their experiences. We invest in the people, equipment, and processes necessary to run an exceptional program. We also build feedback loops that promote collaboration.

Key Actions for Success

G1 - Invest in Our People and Build the Team

Y.E.T.I. will focus on building and retaining instructors (both paid and volunteer) and a dedicated staff team to deliver high-quality outdoor trips and on-campus activities. This effort will be supported by enhancing volunteer management capacity, securing funding for staff positions, and providing consistent training from internal and external resources.

G2 - Equipment & Transportation

To ensure equitable participation, Y.E.T.I. will provide students with gear from our library, including equipment for overnight trips, biking, paddling, and climbing. We will develop systems to maintain and track gear, plan for fleet and transportation needs, improve storage, and iterate on equipment. Additionally, we'll explore ways to get gear directly to students through school library extensions, earned gear programs, and other innovations.

G3 - Student Engagement & Capstone Experiences

Y.E.T.I. centers student voice in trips and school clubs, and we aim to expand this through student-driven, multi-day "capstone" or "high-adventure" trips. We will also seek funding to support older students through internships and paid roles for high school and college participants. Furthermore, we will establish a student leadership group to help shape and guide Y.E.T.I.'s programs.

G4 - Program Quality & Feedback

Y.E.T.I. will document key program delivery processes, including training and curriculum development. We will maintain data about student experiences and foster a culture of feedback among all stakeholders. Staff roles will be designed to encourage professional development, creativity, and collaboration, ensuring the delivery of exceptional programs that meet the needs of our students and communities.



STRATEGIC PRIORITY: Y.E.T.I. FOREVER!

Vision Outcome

Y.E.T.I. has the people, systems, and financial resources to transform young people's access to nature.

How We'll Make It Happen

Through board governance, the creation of an advisory board, refinement of business systems, and strategies addressing our funding sources, Y.E.T.I. will have the resources to invest in quality programming, plan for expansion, and weather funding cycles.

Key Actions for Success

G1 - Grow & Diversify Funding

We will diversify Y.E.T.I.'s funding sources to reduce reliance on any one stream and grow revenues to sustain its current programming footprint. A key focus will be increasing individual giving from the community.

G2 - Board Recruitment & Succession Planning

We will strengthen the board of directors by recruiting expertise aligned with the needs of a growing nonprofit and ensuring redundancy and succession with new voices. Serving on the board will be engaging, rewarding, and impactful. Active committees will create opportunities for development and retention, ensuring the board reflects and responds to the needs of the organization and its students.

G3 - Advisory Group

We will create an advisory board to better engage supporters, the outdoor community, the outdoor industry, nonprofit partners, and schools to ensure representation and alignment with the community and organizational goals.

G4 - Planning & Sustain the Nonprofit

We will strengthen our systems to support growth by improving information systems, financial processes, strategic planning, human resources, and fundraising. Additional priorities include risk management, data analytics, volunteer coordination, legal compliance, and marketing. We will also focus on staff development, partnership building, and fostering innovation to ensure the organization remains adaptable and effective in meeting community needs.

G3 - Supporters, Volunteers & Alumni

We will maintain and broaden our broad base of supporters. This will include engagement of donors and community partners. We will also maintain relationships with former students and build capacity for volunteers in the nonprofit and programs. Just like the roots of a tree, our base of support will run wide and deep.



SUMMARY OF STRATEGIC PRIORITIES

Public Lands & Schools: Grow and refine public school programs, utilize local parks, co-create student-led experiences, and offer field trips and custom education.

Leveraging Collaboration: Expand partnership programs, facilitate coalition work across South King County, advocate for our classrooms, tell our story.

Excellence in Delivery: Invest in our people, enhance equipment and transportation, foster student engagement and facilitate capstone experiences, and maintain high program quality through feedback.

Y.E.T.I. Forever!: Grow and diversify funding, recruit board members and support succession planning, establish an advisory group, enhance operational systems, and engage supporters, volunteers, and alumni.

IF WE DO ALL THIS...

By 2029, Y.E.T.I. will be a well-established nonprofit with a robust infrastructure, including diversified funding streams, a skilled and dedicated team, and mature operational systems. Programs will emphasize low-barrier access, environmental stewardship, and student-driven capstone adventures, with expanded offerings across local schools and public lands. Y.E.T.I. will also strengthen its community partnerships, ensuring collaboration with local organizations and advocacy for public lands.

The nonprofit will feature a dynamic board and advisory group that reflects the diversity of its community, fostering innovation and growth. Y.E.T.I. will continue to center student voices, creating opportunities for leadership, internships, and skill-building while operating with sustainability and environmental ethics at the forefront of its mission. Together, these efforts will position Y.E.T.I. as a consistent force for equitable access to nature, inspiring the next generation of outdoor adventurers and stewards.





GUIDING QUESTION

How Are We Stewarding Our Natural World?

Sustainability is a critical lens guiding Y.E.T.I.'s work and strategic plan. We understand that fostering a deep love for public lands and nature in the next generation is essential to cultivating the defenders and stewards these places need now and in the future.

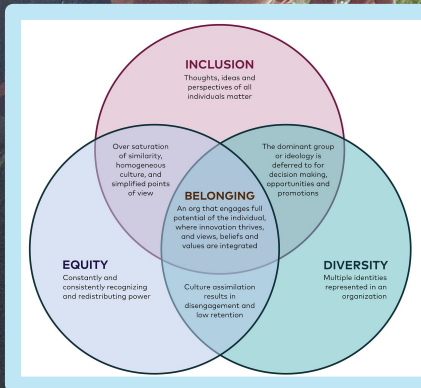
This timeless need has become even more urgent in the face of climate change, as the health of our planet directly impacts our communities and future generations. While helping students build their environmental ethic is a cornerstone of our mission, we recognize that this alone is not enough.

Y.E.T.I. is equally committed to operating in ways that align with these values, carefully examining our practices and their impact on the natural world. By integrating sustainability into all aspects of our work, we will lead by example, inspiring students to carry forward a legacy of stewardship and action that protects the environment for all to enjoy.

How Are We Ensuring Our Work is for All?

Diversity, equity, and inclusion (DEI) are foundational to Y.E.T.I.'s strategic vision and essential for advancing environmental justice in our work. Our focus is on fostering genuine inclusion while acknowledging the history of public lands and the systemic exclusion of marginalized communities from outdoor spaces.

We honor the histories and contributions of Tribes who have stewarded these lands since time immemorial, preserving cultural practices and knowledge systems that continue to guide sustainable practices today. Based in South King County, our programs prioritize serving communities historically excluded from these opportunities. We are committed to addressing inequities by embedding intersectionality into our approach, recognizing that barriers differ based on various identities and lived experiences.





goyeti.org