

# the LANDMARK FOUNDATION

ANNUAL REPORT 2024

## **The Landmark Foundation Board of Directors Say**

We extend a whole-hearted thank you to the kindness and giving the has been shared with the foundation over the last year. With the pandemic clearly behind us and new opportunities for service to the outdoor community we are excited about 2025. We believe in transparency in our work and have provided the following annual report to show our activity and goals.

Sincerely,

Katie Wall  
Seth Hawkins  
Adam Davies  
Mairi Padgett  
Justin Padgett

## **What the Landmark Foundation is All About**

Formed in 2013, the Landmark Foundation promotes higher education, and supports the enhancement of the student experience through Landmark Learning alumni giving, fund-raising, grant writing, and charitable gifts.

The foundation has few operational costs, no employees, and our board members are not compensated. Donations to the foundation are delivered to students and organizations that meet the criteria for financial support for training. Our focus remains on making entry in the outdoor recreation field accessible, pushing for diversity in the workforce, and supporting continuing education for U.S. medical and rescue personnel.

## **11/2023- 11/2024 Landmark Foundation Donors**

Seth Hawkins  
Adam Davies  
Justin and Mairi Padgett  
John Crouse IV  
Joyce and Robin Pope  
Susan and Kathryn Herndon-Powell  
James Kesterson  
Steven Platz and Shana Tarter  
Stuart Slay  
Paul McDonald  
John Tate  
Debra East  
Nick Moody  
Christopher Conant  
Aaron and Jessica Rosenbaum  
Jon and Kristin Lowrance  
Katrin Kark

## **Donors, Here's What You Did In 2024**

Thanks to your generous support we were able to provide:

**2** Full Scholarships to Color My Outdoors recipients

**5** Beckwith Scholarships for Outdoor Educators

**3** Hawkins Scholarships for Disaster and Public Health Personnel

**10** Taylor Scholarships for Public Safety Personnel

**3** Wall Scholarships for Student Outdoor Leaders

**23** Scholarships Completed in 2024! We have a 95%+ scholarship completion rate.

These students attended initial Emergency Medical Technician courses, initial and recertification Wilderness Medicine courses, Leave No Trace Educator courses and Swiftwater Rescue courses.

A relationship was initiated with Soul Trak Outdoors, a D.C based nonprofit that connects communities of color to outdoor spaces while also building a coalition of diverse outdoor leaders.

The foundation combined energy with the national Leave No Trace Office to provide Soul Trak with a Leave No Trace Level 2 Instructor course. We conducted this course as a Front-country course utilizing the parks in and around the D.C. area.

Additionally the full tuition for a Wilderness First Aid course was funded for the leadership and participants of the Soul Trak. Wilderness First Aid is a leading safety training requirement for outdoor trip leaders responsible for others.

To Learn more about Soul Track please visit:

[www.soultrak.com](http://www.soultrak.com)

In 2023 the Landmark Foundation began collaboration with Color My Outdoors, which seeks to pave a career pathway to the outdoor industry for all persons of color and marginalized populations. By providing scholarships to Color My Outdoors students, we are actively inviting individuals into our industry who, historically, may not have felt welcome in the outdoors and didn't believe there were opportunities to represent in leadership roles. To learn more about Color My Outdoors visit: [www.colormyoutdoors.org](http://www.colormyoutdoors.org)

### **2023-2024 Financial Report**

Donations Received: \$1881.47

Scholarships provided: \$5750.00

It's time to fill the Scholarship Fund for 2025. This year we will support full scholarships for the Western North Carolina Hurricane Helene event. Donate to support displaced and unemployed outdoor guides and educators, and emergency responders and relief workers who eased the tremendous strain in our region. #wncstrong

### **Current 2025 Focus and Initiatives to Share**

Updating the Taylor scholarship for a mission-based fit for service to medical, rescue volunteer responders. As of 2025 this will be the Zimmerman scholarship in remembrance of William "Bill" Zimmerman.

Each of the board members have initiated unique and independent fund raising campaigns to benefit the foundation's mission.

We are in the early stages of building a relationship with the Western North Carolina Wilderness Rescue Fund. It is our design to initiate an annual series of workshops for regional volunteer rescue groups in rural and remote mountain counties of North Carolina. We intend to provide medical, rescue and search related workshops at little expense to the participant or service. Currently we are focusing on June 2025.

### **Spotlight Donor**

Jules Simmons pioneered a nearly \$10,000 Endowment Fund! Jules' fundamental philosophy is that small steps make big impacts: "If a million people each gave one dollar, imagine what we can accomplish!" Thanks to Jules and those who donate in her honor, we will build a solid foundation for future students working toward supporting their communities and organizations with national standard emergency response skills.

### **Go Out and Tell Folks About the Landmark Foundation!**

Think of someone you know who would be interest to promote and give to the mission of the Landmark Foundation.

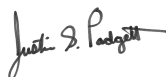
Share our Instagram

Share our Facebook Page

Share our Website

We are always interested to hear from you with questions, or comments. As the Director of the Foundation, I am your direct contact.

Justin S. Padgett, Chairman - TLF



### **What Scholarship Recipients Are Saying**

"The WUMP course provides them a rigorous skill set. I recommend this course and Landmark Learning to anyone that enjoys time outdoors and strives to learn how to treat medical emergencies in the austere conditions of the wilderness." - Joey, Taylor Scholarship 2024

"The funding from the Landmark Foundation directly advances our mission by empowering Black and Brown leaders to step into roles of leadership within outdoor spaces. By covering the costs of crucial certifications like Wilderness First Aid, we remove financial barriers that often limit opportunities for underrepresented communities to build the skills necessary for leadership. - Soul Trak, 2024

"I hope to volunteer with my local search and rescue squad this fall, as soon as I pass my state and national EMT exams. I am excited to use these new skills to help my community, especially those who are hurt or sick out in the wilderness. In combination with my Wilderness First Responder (also received through Landmark), I feel very prepared to help in a variety of situations. I am honored to have been trained by compassionate, personable instructors - I feel prepared to be calm and comforting as I move efficiently to help those in need."  
- Jess, Beckwith Scholarship, 2024

"As a graduate student, I was excited that my Master's program would consider my Leave No Trace Level 2 Instructor certification as a course deserving of graduate-level academic credit and the support of the Landmark Foundation made this academic opportunity feasible for me. In addition to deepening my LNT ethic through the curriculum, I developed strong relationships with my classmates, who were all in different lines of work and came from all over the world to attend this Landmark Course." Abi, Wall Scholarship

"I am Lily, I am a retired U.S. Army Special Operations Medic and Women's Chapter lead for Soldiers on Singletrack, a Veteran's non-profit mountain bike organization. I wanted to get my WFR Certification because I recently earned my Professional Mountain Bike Instructor Level 1 Coaching and Ride Guide Certifications and wanted to fulfill their recommendation for backcountry guiding. I previously held a Paramedic license in addition to being a medic in the Army, however I changed careers and let my licenses lapse. I volunteer at mountain bike rides and events and have been put into situations where I was asked to care for patients because of my background knowledge. I am now better equipped to lead mountain bike trips with veterans into the backcountry." - Lilly, Taylor Scholarship 2024

"This was my first experience with both NOLS and Landmark. However, it will not be my last! I thoroughly enjoyed my weekend learning about Wilderness First Aid. It is solely because of the scholarship that I was able to attend the first aid certification class. I genuinely look forward to applying what I learned this weekend on future hikes and camping trips, although as I have said during my years in EMS: While I hope nothing bad ever happens to people, I hope I can help if it does." - Beth, Hawkins Scholarship 2024

"As the Trails & Stewardship Director for Friends of Panthertown, I use the information from this course to be fully qualified to lead teams of volunteers into Panthertown for trail maintenance and conservation projects and to lead outdoor education groups on hikes and programs. This training creates a safe environment for all participants, because they can trust that I will be able to provide aid should they need it.

One thing I really appreciated was the emphasis on demonstrations that they had. I am very much a hands-on and visual learner, so this way of teaching allowed me to learn the material in the best way possible. Thank you NOLS and Landmark Learning!"

- Kara, Beckwith Scholarship

"My experience taking the WUMP course was even better than I expected! Not only was it very interactive, the instructors were engaging and have a knack for educating in a fun and joyful way. Their passion for what they do is evident and contagious! My favorite part of the course was the hands-on scenarios that helped solidify the information learned in class.

I now have the knowledge and skills to feel safer and more prepared doing adventures. I'm grateful to have these skills not only for my family, but for my community!"

- Melissa, Taylor Scholarship 2025

We post all student post course letters to the Foundation Instagram and Facebook feed. You can find them here <https://www.facebook.com/thelandmarkfoundation>