

Climbing for Change Seeks Partner(s) for Fundraiser Matching Campaign

2023



Inspiring Diversity,
Equity & Inclusion
Outdoors

Platinum Sponsors



Gold Sponsors



Climbing for Change's Mission

Making connections and uplifting underserved minorities within the outdoor industry. From athletes to industry leaders or film makers, we aim to make our industry a more diverse, equitable, and inclusive environment.

Our mission inspires individuals to venture outside of their comfort zone to experience new adventures and challenges within the outdoor industry.

While brainstorming ideas for a new fundraising campaign:

Staff at C4C proposed creating a campaign to inspire others to venture outside their box and challenge themselves to conquer something new in 2023.

We asked our founder, Kai Lightner, to lead by example.



**Fundraising
Challenge
Campaign
Goal**

Raise \$30,000, with corporate sponsors matching up to this amount

If goal reached, Kai has (reluctantly) agreed to tackle the one climbing sphere that he has intentionally avoided for years – ice climbing.

Kai's challenge – from training to the ultimate ascent – would undoubtedly be an entertaining adventure

Corporate Partners could capture this entire campaign in video and incorporate footage into a larger movement to motivate others to venture outside of the box in 2023, while inspiring more BIPOC individuals to explore outdoor recreation activities.

If interested in becoming a corporate partner for this campaign, please contact us at admin@climbing4change.org .

