



# OUTWARD BOUND INTERNATIONAL - ANNUAL REPORT 2024



**OUTWARD BOUND  
INTERNATIONAL**

# WELCOME

## OBI Chair & Treasurer's Reports

photo: Outward Bound Brazil



# Chairs' Report

## It is my privilege, on behalf of the Board, to report on the activities of Outward Bound International (OBI) in 2024.

Outward Bound International exists to promote and protect the good name of Outward Bound throughout the world, and to support the establishment and growth of Centres that deliver safe, high-quality programs true to our mission. **In 2024, we continued to make strong progress in advancing this mandate while navigating a year of important transition and achievement.**



Nick Cotton - New ED of OBI

A central focus of the year was the selection of a new Executive Director to succeed Iain Peter, who will retire at the end of 2025. Following a thorough process, we were delighted to appoint Nick Cotton, formerly Executive Director of Outward Bound Hong Kong, to step into this role.

Equally, we are pleased that Sarah Wiley—whose leadership at Outward Bound Canada and ongoing support for OBI have been invaluable—has accepted a permanent role as Assistant Executive Director. Leadership transitions in small organizations are never without challenge, but I am confident that this team has the experience, capability, and vision to carry OBI forward into the future.

The Board gathered twice in person this year, first in Aberdovey, Wales and later in Hong Kong. These meetings allowed us to deepen our engagement with key initiatives, including the Templeton global research project, the Outward Bound Outcomes Survey, and the Social Return on Investment study conducted with Accenture, which highlighted the extraordinary benefits of the Outward Bound approach to both participants and society. At the Hong Kong Board meetings, we presented Outward Bound Central China with their official Outward Bound license, marking a major milestone in its journey since receiving Exploratory status in 2019.



Presentation of License to OB Central China

One of the standout moments of 2024 was the “Big Rappel” from the Empire State Building in New York City—a first-of-its-kind event. In partnership with Outward Bound USA, Outward Bound New York City, the Outward Bound Trust (UK), and OBI, 28 participants descended from the 103rd floor, drawing global attention and significant fundraising support.

Prime-time coverage, including a feature on *Good Morning America*, showcased not only the daring feat itself but also the spirit of collaboration and innovation that defines Outward Bound. Special thanks go to Iain Peter, whose leadership was pivotal in ensuring both the technical safety and the overall success of this remarkable event.



The Big Rappel

I had the great pleasure of joining Iain Peter at the “Nature Bound” themed Staff Symposium, hosted by Outward Bound Romania. This event brought together staff from across the Outward Bound network for an inspiring gathering in the

heart of the Carpathian Mountains. There were staff from 16 Outward Bound Schools as well as from Outward Bound International in attendance at this truly global gathering!

In 2024, we made progress in returning to a regular rhythm of Programme Reviews, building on lessons from the COVID disruption. Our evolving framework now integrates broader risk areas and reflects an approach that is both rigorous and responsive to the unique needs of Schools across the network.

I want to express deep appreciation to the Committees that supported OBI’s work throughout the year: Risk Management, led by Pamela Fralick; ESG, led by Grant Faber; Nominations, led by Henry Morse; Finance, led by Richard Winter; and Network Growth, led by Guy Williams. Their thoughtful stewardship and dedicated effort have been essential to our success.

The Global Ambassadors programme also continued to flourish in 2024. Nearly 30 Ambassadors now contribute not only essential

financial resources but also their wisdom, energy, and global perspective. This programme, nurtured and grown under the leadership of Sarah Wiley, has become a vital source of strength for OBI and for the network as a whole.

## Conclusion

Looking ahead, OBI remains committed to the strategy developed over the past decade: fulfilling our obligations under our license from Outward Bound Global, strengthening the network's governance and risk practices, and expanding the support we provide to Schools worldwide.

Today, more than 150,000 participants in 35 countries experience the transformative impact of Outward Bound each year. With renewed leadership and continued commitment, we are well-positioned to ensure that this life-changing work grows in reach and in impact.



OB Staff Symposium hosted by OB Romania

On behalf of the Board, I extend sincere thanks to all who contribute to the strength of our mission—our Schools, staff, Ambassadors, partners, and supporters around the globe. Together, we are building on a proud legacy and shaping an even more resilient and impactful future for Outward Bound.

*Colin Maund, Chair Outward Bound International*



Colin Maund, Chair, Outward Bound International

# Treasurer's Report 2024

2024 was a strong year financially for Outward Bound International (OBI). While each Outward Bound School is financially independent and responsible for its own performance, the accounts presented here relate solely to OBI. As the coordinating body, OBI fulfills a vital role: awarding and maintaining licenses on behalf of Outward Bound Global, safeguarding the brand, conducting Risk Management Reviews, and supporting Schools around the world.

## Delivering on Our Commitments

This year we continued to invest in our core responsibilities and in the delivery of our Strategic Plan. Licensing, reviews, trademark management, and School support remain central to our mandate. The OBI financial position continues to be supported this year by the fundraising efforts of Sarah Wiley and by our Global Ambassadors. Their financial contribution has enabled us to continue to deliver against our

Strategic Plan objectives and I would like to formally thank them for their support. We are also grateful for renewed funding from the John Templeton Foundation, which enables us to build on our global research agenda.

## The Big Rappel: A Landmark Event

A defining feature of our 2024 accounts was the *Big Rappel* in New York City. This once-in-a-lifetime event generated gross revenues of **\$583,254**. While expenses for travel, personnel, and event staging were necessarily higher, the outcome was an unqualified success—thanks in no small part to the leadership of Iain Peter, whose persistence and expertise ensured the event's safe and successful execution.

## Financial Outcomes

Through careful financial management and the success of our fundraising, OBI achieved a **surplus of \$270,059** in 2024. As a result, our **total asset position stands at \$1,068,641**. These funds will be stewarded prudently, directed toward advancing our Strategic Plan, supporting Schools in need, and enabling special projects that benefit the global network.

Core services to Schools largely aligned with budget expectations, though we experienced increases in **travel** (reflecting both inflation and a higher number of School Reviews) and **personnel costs** (linked to the Big Rappel event).

## Acknowledgements

I wish to thank the members of the Finance and Fundraising Committees for their stewardship, and our bookkeeper, **Stephen Sacks**, for his diligence.



Outward Bound Sabah Risk Management Review

My gratitude also goes to our Chair, **Colin Maund**, and to the staff and consultants of OBI—**Iain Peter, Sarah Wiley, Mike Armstrong, Sara Morrison, and Richard Nelson**—for their commitment and professionalism.

With their support, and the continued generosity of our partners and Ambassadors, OBI remains on a sound financial footing as we look ahead to the opportunities and challenges of 2025.

**Richard Winter, Treasurer Outward Bound International**



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Richard Winter, Treasurer, Outward Bound International



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The Big Rappel Technical Team

# 2024 FINANCIALS

photo: Outward Bound Finland

# 2024 FINANCIALS

\*Access the full audited statements [here](#).

**OUTWARD BOUND INTERNATIONAL, INC.**  
**Statements of Activities**  
For the Years Ended December 31, 2024 & 2023

**OUTWARD BOUND INTERNATIONAL, INC.**  
**Statements of Financial Position**  
December 31, 2024 and 2023

	<u>2024</u>	<u>2023</u>
<b>ASSETS</b>		
Current Assets:		
Cash and cash equivalents	\$ 956,551	\$747,202
Receivables from OBI Centers, net of provision for credit losses of \$34,492 for 2024 and \$ -0- for 2023	<u>118,536</u>	<u>64,025</u>
Total current assets	1,075,047	811,227
Total Assets	<u>\$1,075,086</u>	<u>\$811,227</u>
<b>LIABILITIES AND NET ASSETS</b>		
Current Liabilities:		
Accounts payable	\$ 6,445	\$ 15,926
Total current liabilities	6,445	15,926
Net Assets:		
Net assets - unrestricted	1,065,360	795,301
Accumulated Other Comprehensive Income:		
Unrealized gain on net assets	<u>3,281</u>	<u>-</u>
Total net assets	1,068,641	795,301
Total Liabilities and Net Assets	<u>\$1,075,086</u>	<u>\$811,227</u>

	<u>2024</u>	<u>2023</u>
<b>REVENUE AND SUPPORT:</b>		
Fundraising Events	\$ 583,254	\$ -
Fees from Centers	333,682	346,231
Contributions	302,250	300,261
Program review	<u>-</u>	<u>3,100</u>
Total Revenue and Support	1,219,186	649,592
<b>OPERATING EXPENSES:</b>		
Bank charges	11,131	4,593
Credit losses	19,254	34,492
Digital communications	7,083	7,408
Fundraising	234,058	49,376
Insurance	15,945	13,388
Legal & professional	30,910	47,723
Office supplies and miscellaneous	646	445
Personnel	497,529	283,547
Printing and publications	-	6,136
Travel	<u>134,898</u>	<u>121,749</u>
Total Operating Expenses	951,454	568,857
Operating income	267,732	80,735
<b>OTHER INCOME:</b>		
Interest income	<u>2,327</u>	<u>3,116</u>
Total other income	2,327	3,116
Increase (decrease) in net assets	<u>\$ 270,059</u>	<u>\$ 83,851</u>
<b>STATEMENT OF NET ASSETS</b>		
Net assets - beginning of year	\$795,301	\$711,450
Increase (decrease) in net assets	270,059	83,851
Unrealized gain	<u>3,281</u>	<u>-</u>
Net assets - end of year	<u>\$1,068,641</u>	<u>\$795,301</u>

# OBI BOARD, GLOBAL AMBASSADORS, & SUPPORTERS



# 2024 BOARD

The Outward Bound International Board has the ultimate responsibility for strategic decision-making, working with OBI's leadership team to accomplish this.

It is the Board's role to set and protect the vision, mission and values of Outward Bound as well as protect the reputation of the global brand.

The Board is comprised of a membership that reflects the geographic diversity of the worldwide Outward Bound network and the values and spirit of Outward Bound around the world.



## OBI BOARD OF DIRECTORS

 <p><b>COLIN MAUND</b> Chair UK</p>	 <p><b>JOHN ATKIN</b> Vice Chair Australia</p>	 <p><b>DAVID KONG</b> Past Chair Hong Kong</p>	 <p><b>RICHARD WINTER</b> Treasurer Hong Kong</p>	 <p><b>GRANT FABER</b> New Zealand</p>	 <p><b>HILAL AL MAWALI</b> Oman</p>	 <p><b>NICOLE GERMAN</b> UK</p>
 <p><b>HENRY MORSE</b> USA</p>	 <p><b>NICHOLAS CONCEICAO</b> Singapore</p>	 <p><b>LAURA KOHLER</b> USA</p>	 <p><b>ANDREW FIGGINS</b> Morocco</p>	 <p><b>PAMELA FRALICK</b> Canada</p>	 <p><b>GUY WILLIAMS</b> UK</p>	

# OBI WAS CREATED TO OVERSEE:

1. Licensing of new Outward Bound Schools,
2. Risk management and program quality standards for all Outward Bound Schools across the network,
3. Brand management, and
4. The promotion of communications and networking amongst OBI members.

Our mandate states that OBI exists:

"To promote and protect the good name of Outward Bound throughout the world, and to assist in the establishment, development, and support of Outward Bound Schools able to provide safe, high-quality programs that fulfill the Mission of Outward Bound."

# OB GLOBAL AMBASSADORS

Outward Bound Global Ambassadors (OBGA) are a distinguished and dedicated group of Outward Bound champions who have been involved in a significant way with Outward Bound either regionally or globally, and would like to continue to support and inspire the global Outward Bound community.

Our Global Ambassadors play a pivotal role in OBI's success by contributing their expertise, networks and resources to further OBI's work and serve as ambassadors on behalf of the mission and vision of Outward Bound International.

Their annual contributions provide stable funding to grow Outward Bound's impact.



Global Ambassadors on Cairngorms Guest Expedition

The support of the OB Global Ambassadors means a sustainable future for not only Outward Bound International but also the growing global network of member Schools.

# 2024 GLOBAL AMBASSADORS

Frances Ashley (USA)

John Atkin (Australia)

Jamie Anderson (Canada)

Roy Chung (Hong Kong)

Peter Clarke (Hong Kong)

Grant Faber (New Zealand)

Laura Kohler (USA)

David Kong (Hong Kong)

Cifford Krauss (USA)

Peter Kyle (USA/New Zealand)

Chien Lee (Hong Kong)

Winston Lo (Hong Kong)

Bart MacDougall (Canada)

Colin Maund (United Kingdom)

Henry Morse (USA)

Peter Mortifee (Canada)

Peter Neumark (United Kingdom)

Charles Philipps (United Kingdom)

David Reeve (Canada)

Andrew Smith (New Zealand)

Mary Thomson (Canada)

Sarah Wendt (USA)

Richard Winter (Hong Kong)

Guy Williams (United Kingdom)



Global Ambassadors Chien Lee, Sarah Wendt,  
Peter Kyle

## OUR SUPPORTERS:



Visit our website: [www.outwardbound.net](http://www.outwardbound.net)

**“WE ARE ALL BETTER THAN WE KNOW, IF ONLY WE  
CAN BE BROUGHT TO REALIZE THIS, WE MAY  
NEVER AGAIN BE PREPARED TO SETTLE FOR  
ANYTHING LESS.”**

- Kurt Hahn, Co-founder of Outward Bound.

photo: Outward Bound Romania

