

# A New Narrative

Rue Mapp,  
Outdoor Afro  
Founder and CEO









*Where black people & nature meet*

Our Audience:  
35-44  
Female  
African American



# Partners and Supporters





# The Relevant Outdoors





Outdoor Afro Leadership  
Team Training 2013



- CLIF
- klean kanteen
- AMERICAN OVERSIGHT
- REI
- KEEN
- SIERRA CLUB
- togethergreen
- TOYOTA
- NATIONAL WILDLIFE FEDERATION
- U.S. DEPARTMENT OF THE INTERIOR



Outdoor Afro Leadership  
Team Training 2014





Outdoor Afro Leadership  
Team Training 2015









panlico 145T











AMERICAN  
WHITEWATER



**NOTICE**  
This area is a natural habitat for the California Condor. Please do not feed or approach the birds. Feeding or approaching the birds is illegal and can result in a fine or imprisonment.







Mt. Whitney

TRAILHEAD · CAMPGROUND

INYO

National Forest

U.S. DEPARTMENT OF AGRICULTURE

Outdoor Afro  
Leader

Outdoor Afro  
Leader

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Leader

Outdoor Afro  
Leader

Outdoor Afro  
Leader



**Outdoor Afro**  
Where black people & nature meet

**GET DIRTY**  
GET OUT OF THE HOUSE & GET DIRTY





# What We Have Learned



Relevance

Leadership

Long View



Thank You!





OutDoor  
Afro