



July 26, 2013

Greg Moore
President and CEO
Golden Gate National Parks Conservancy
Building 201, Fort Mason
San Francisco, CA 94123

Dear Greg,

This letter affirms the enthusiastic support of Outdoor Afro for the Presidio Exchange (PX) project. We support the PX because of our existing, positive, and long-term relationship with the Golden Gate National Parks Conservancy staff, and our shared common goal to welcome all people to our National Parks.

At Outdoor Afro, our work is centered on reconnecting African-Americans to nature and conservation values for individual and community health using social media, organizing relevant outdoor activities, and developing local leadership around the country. We have been very successful at welcoming new audiences into outdoor experiences that they can sustain and replicate in their own families and communities.

Since establishing the Outdoor Afro network in the Bay Area, our flagship region, we now have nearly a thousand active program participants. We owe much of our success and growth to partnerships with organizations like the Parks Conservancy. We now look forward to the PX that we believe can strengthen and expand our partnership. Together, our efforts will connect people from diverse backgrounds to conservation and a better quality of life through nature engagement.

Moreover, we believe the PX offers a unique opportunity to have a local National Park “home” for the nearby Outdoor Afro community that can model how to connect demographics not often perceived as welcomed to enjoy National Park resources and opportunities for leisure and recreation. Practically, we view the PX as a potential hub for Outdoor Afro meetings, trainings, and convening to broaden local organizational collaborations.

We feel so inspired and honored to partner with the Parks Conservancy. Together, we can realize our common mission of supporting sustainable connections to nature for all people. We hope that the Trust will give the PX proposal careful consideration toward full support.

Thank you,

Rue Mapp

Outdoor Afro Founder and CEO

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