

Extreme Access



Access to the Outdoors

Business Plan

Organization Background

Extreme Access and Adventures is dedicated to populate an online database of outdoor activities, adventures, and destinations that people with disabilities can actively participate in and enjoy.

This 501(c)(3) non-profit organization started as Bringing Light And Sight To Society Ministries. It was started in 1998 to offset the cost of taking a mix of teen aged young men on a two week road trip each with the founder and president, Kirk Reiten. Kirk is a severely disabled man, who simply likes to pour into the lives of teens. Since 1990, Kirk has taken his vacation time from Boeing, volunteers his time, select 8 to 16 teens and does the road trip.

In 2003, Kirk approached the board of four with a new idea. The concept was to create a vast database of outdoor sites that people with disabilities could enjoy. He suggested forming a new organization and calling it Extreme Access And Adventures. The board members jumped at the idea. Their CPA renamed the organization to the purposed name.

As someone who was born without full mobility, Kirk knows in a very personal way the desire to discover new places and activities that can be enjoyed to the fullest in his wheelchair. Kirk's desire is to share the knowledge with others who may not know of the various opportunities that are available for those who are disabled. This information will be made available via the internet in an open environment for all to share.

Extreme Access will select locations to test such as hiking trails, campgrounds, and other outdoor activities, evaluating their accessibility for wheelchairs. The timeline is not set in stone due to the variable of funding.

Fund Raising

We're starting a new funding concept called "The Grand Club." It is designed to be a low impact giving opportunity. Members of this club give \$1000 or more each year and will have their business' logo and link to their website on the donors section of <http://extreme-access.com>

Once a year, Extreme Access And Adventures will send out letters requesting a contribution. Most organizations flood peoples' mail box monthly with requests like this which, I, myself, find annoying. What is also annoying, is trying to get off mailing lists.

Here, at Extreme Access And Adventures, we strive not to be annoying. One phone call, email, or letter will remove anyone from the mailing list

2006 Budge

Summary	\$21,800
Road Trip	\$12,200
Operations	\$300
Payroll	\$9,300

See details on page 10.

Project West Overview -- Action Plan

We are planning to do an eighteen to twenty-one day overview of the West. The four corners of the area that we will be covering will be Washington, Montana, New Mexico, and California. This is obviously a very large are and won't be explored in detail. We will be selecting areas to come explore in the future.

This project will also be the testing ground for a number of objectives.

List of goals:

- Explore and rate great places to vacation to
- Make sure we have budgeted accurately
- Make sure our business plan is effective
- Work out any glitches that may still be present
- Allow enough time to explore each site effectively

Needs Assessment

I would like to share my heart with you, the reader. I'm 45 years old now and I've worked for Boeing 24 years, yet I have a vision and I would like to work along side you to accomplish it!

The vision is to give young people with disabilities an opportunity to enjoy and experience the outdoors. Opportunities such as: camping, fishing, exploring, and simply having an awesome time with their friends. These are opportunities I believe can and will have a great impact on the quality of life for those who take part in them. Activities taken for granted by some are incredible experiences for others.

Although campgrounds have disabled spots, and I'm sure many people appreciate them, would you want to stay on brick or cement by the restroom? I think of camping as towering trees, lush forest, and the smell of sun baked dirt. I want people with disabilities to experience all they can of the great outdoor activities they may never even have dreamed possible! I want them to experience what this world has for us in the great outdoors in a new and exciting way.

The problem is, before people with disabilities and their friends try, they think it will be too hard but its not! It can be easy! It may be hard at times but it's also fun and rewarding! Life is meant to be lived, not just tolerated. I desire to see many people experience the rewards of doing things beyond their expectations. In fact, I want their expectations to expand to new and exciting horizons. I even have the idea of trying to get on the Travel Channel to further expand the realm of influence of my vision and to increase awareness within the disabled community. Imagine the incredible impact of something like that. I believe in dreaming big instead of settling for small or just enough!

There are millions of individuals throughout the United States who will benefit from this organization, but the ones who will gain the most benefit are those that use wheelchairs. Motorized wheelchairs with sophisticated controls are available today, but they are still often restricted to operate on smooth and prepared surfaces.

Most wheelchairs are unable to surmount common obstacles like steps and curbs. Architectural modifications like curb cuts, ramps and elevators improve the access available to wheelchair users but are even today by no means universal. Wheelchair users still cannot enjoy strolling on many beaches or in most woods. In addition, many people in wheelchairs are not aware of all the activities that are available to them. It is the goal of Extreme Access to seek out these locations and the various activities that can be made available to those who are physically challenged.

Goals and Objectives

With over 50 million people with disabilities in the United States alone, the need for foundations like Extreme Access is very important.

The major goal of Extreme Access is to create an on-line, detailed database of outdoor sites and activities. Our staff will evaluate numerous hiking trails, campgrounds, and other outdoor activities.

The first goal is to document the Western United States. Future goals will be national, and eventually even international with this database of places that a wheelchair “can” go. Individuals and organizations can search this database to locate sites and events best suited for their disability.

The evaluations will include; photographs, essays, and a rating system that will define these locations in our database based on various features. As the information is collected and evaluated, it will be made available via the internet in an open environment for all to share, increasing awareness of the capabilities of these sites to people with disabilities.

The other goal of this project is to visit numerous college campuses to recruit guides. These individuals will have a background check done, provided with training, and added to a pool of guides. When a person with a disability wants to participate in one of the activities that we have evaluated, we will put a guide in contact with them to assist them in their adventure, fulfilling our chief objective to improve the quality of life for the disabled. This is obviously only an option. Also any fees will be between the two parties. In most cases, these guides will be volunteers.

Sometime in the near future, we will contact the Travel Channel to see if we could do an hour show or even a series. Imagine the incredible impact of something like that would have for the disabled community. I believe in dreaming big instead of settling for small or just enough!

A few byproducts of this will be:

- To increase public awareness of the capabilities of people with disabilities
- To serve as a source of information on outdoor locations and activities
- To improve the quality of life for the disabled

Future Projects -- Action Plan

The selected areas that were targeted on our “Project West Overview” will be prioritized and systematically explored. Funding is our limiting factor. However, the funding doesn’t limit our projects; it just stretches our timeline out.

Site Evaluation Process:

- Make a preliminary evaluation of a site. (5 to 10 minutes)
- If the site looks possibly accessible we’ll do a full evaluation.
 - Take a wheelchair on the site.
 - Test for the bump value.
 - Test for the slope value.
 - Test for the “mud” value.
 - Evaluate safety issues
 - Wild life
 - Photo document the site.
 - Video document the site
 - Take notes on the site to do a write-up. (see Appendix-B)
 - Burn 2 copies of a CD/DVD of all the above.
- Send one copy of CD/DVD to our office when possible.
- Expense reports posted weekly on <http://extreme-access.com>

Personnel

Director (eventually full time)

Description: Oversees total operation of Extreme Access.

Job Requirements (incl. but not limited to):

- Allocation of funds designated by the budget.
- Staffing
- Creating and enforcing safety guidelines
- Travel specifications
- Write rough draft of reviews for each site
- Rate each site
- Content on website
- Maintain overall season schedule
- Assigning the responsibility of equipment
- Assigning overall tasks
- Canvas colleges for potential guides
- Participation in videos, camera shots, and website
- Traveling internationally
- Assisting disabled person with rough terrain, admissions, daily activities, etc.
- Cross train on other staff positions

Administrator / P.R. (part time)

Description: Maintain the administrative and office needs of Extreme Access.

Job Requirements (incl. but not limited to):

- Maintaining income and expenses
- Federal and local reporting forms
- Payroll
- Record keeping
- Reservations
- Phone calls
- General administrative duties
- Write final draft of reviews for each site
- Editor for web content
- General public relations
- Canvas colleges for potential guides
- Participation in videos, camera shots, and website
- Traveling internationally
- Assisting disabled person with rough terrain, admissions, daily activities, etc.
- Cross train on other staff positions

Photographer / P.R. (part time)

Description: In charge of media department at Extreme Access.

Job Requirements (incl. but not limited to):

- Maintaining photographic record of each season
- Photographing sites
- Assigning tasks for complex shots
- Maintaining media
- Post production of media
- First response EMT
- General public relations
- Canvas colleges for potential guides
- Participation in videos, camera shots, and website
- Traveling internationally
- Assisting disabled person with rough terrain, admissions, daily activities, etc.
- Cross train on other staff positions

Technician (seasonal)

Description: In charge of maintenance and repair of equipment.

Job Requirements (incl. but not limited to):

- Maintaining mechanical gear, electronics, computers and camp gear
- Performing preventative maintenance on all gear
- Night work if required
- Changing tires
- Maintaining wheelchair
- Stocking of spare parts
- Participation in videos, camera shots, and website
- Traveling internationally
- Assisting disabled person with rough terrain, admissions, etc.
- Cross train on other staff positions

Evaluation

We will be evaluating our success with a fine tooth comb. The evaluation will be made using a variety of relevant categories.

One data collection point will be a five-question form on our web site. The questions will be:

- How “user friendly” is our site?
- How useful was the data?
- What state are you from?
- Did you find a place to go?
- Have you been to one of our places?

We will count hits on the web site.

Another data point will be a select group to ask what they thought of the venture.

Last, we will be looking for new ways to evaluate Extreme-Access.Com. The statistics will be publishing this data as soon as it becomes available.

Conclusion

With your funding, we'll go to these places first and photograph Kirk as he lives his vision, inspiring others to do the same. We're going to write about the experience at each place we go and also give ideas how to do things. Things like how to make a disabled restroom where only the bears roam or using a good air mattress to travel down a relaxing river. The more places we go, the more options others will have.

All these places will be published on <http://extreme-access.com> so people can see how fun this really can be. Trying things first is like daring people to follow. After they try, we're sure they'll be hooked for life. There are not many things more invigorating than pressing the limits and coming out on top with a new life experience and new confidence to show for it! Once you experience things of that nature it's something you'll want to do again and again.

The data we will be collecting through this grant will also greatly aid future ideas such as developing a road trip type of a camp somewhere down the line. These would spark even more young people to get out and try things thus enriching their lives which are why this is so important to me! This also gives people with a heart for the disabled a place to serve and to impact the lives of many which will broaden them as people and end up benefiting them as well.

This will establish collaboration with many different community groups throughout this nation. Imagine the opportunities to impact lives all over the globe and connect people in lasting relationships in the process. I believe it's a great opportunity!

The success of my proposed program will be measured by feedback from the disabled community as well as by multiple internet surveys that will be published online. As they say, the proof is in the pudding.

The expected outcome of our proposed program is all the things we've mentioned and believe are needed in the disabled community; an increased awareness of all the opportunities available out there for those with disabilities -- enriched lives -- the ability to get more than many even hope for out of life -- the ability to take part in these activities, that once were unthought-of, and are even now being made a reality.

This is my vision. I hope I've shown you a glimpse of it.

Thank you for your time.

2006 Budge

Summary \$21,800

Road Trip	\$12,200
Operations	\$300
Payroll	\$9,300

Road Trip \$12,173.67

	Day	Week	Season
Motel	160.00	1120.00	\$3,360.00
Food	240.00	1200.00	\$3,600.00
Fuel	112.24	561.22	\$1,683.67
Admission		255.00	\$765.00
Photography Supplies	15.00	75.00	\$225.00
Petty Cash			\$2,000.00
Parking		30.00	\$90.00
Subject Matter Experts	30.00	150.00	\$450.00

Operations Yearly \$205.00

Postage	\$105.00
Books	\$100.00

Payroll \$9,283.68

	Hrs	Per	Salary
Director	168.00	14.00	\$2,352.00
Administrator / P.R.	168.00	14.00	\$2,352.00
Photographer / P.R.	168.00	14.00	\$2,352.00

Appendices

Appendix A – IRS 501(C)(3) Letter of Determination

Appendix B – Web Site Example

Appendix A - IRS 501(C)(3)

The following is the 501(c)(3) Tax Determination Letter for Extreme Access And Adventures.

Extreme-Access.Com is a registered Trade-name of Extreme Access And Adventures.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

AUG 12 2003

Employer Identification Number:

91-1914962

DLN:

17053102714053

Contact Person:

HENRY F SHAMBURGER

ID# 31472

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

170(b)(1)(A)(vi)

EXTREME ACCESS AND ADVENTURES
1000 NW 180TH ST
SHORELINE, WA 98177

Dear Applicant:

Our letter dated March 15, 2000, stated you would be exempt from Federal income tax under section 501(c) (3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

Based on our records and on the information you submitted, we are pleased to confirm that you are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs-gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)

Appendix B – Web Site Example



Ah-Pah Trail

Have a friend with you



This is an awesome trail if you don't mind bear droppings. Tom, the one in the blue shirt wanted to find a bear and try his knife out but, oh well...

As I was saying this trail is awesome. It is about 20-30 miles south of Crescent City and not well marked. The full name is Ah-Pah Interactive Trail.

Almost any wheelchair could run it except for two bad bumps and the trailhead has a log across it. You can bypass the log by going up a hill where the sign is then come down onto the trail. That's where

I am in the top photo.

I used an OmegaTrac, which handled everything great. I did ask Tom to spot me since I'm still learning the max limits of the chair.

As you can see, the chair had dualies. I didn't need them; I just toss them on as a habit. The trail was so good it didn't need them. You do need to watch where you go. The trail is wide enough for chairs but it does have steep drop offs. I OFTEN REMOVE MY SEAT BELT ON THESE TYPES OF TRAILS so if I happed to steer REAL BAD or the controller freaks I can bail on the first roll. It has never happened but, "plan for the worst, hope for the best."



The trail is a quarter mile long of extremely packed dirt. It has three or four 90-degree turns but no big deal. The grade slopes up and down slightly but it is nothing to any electric wheelchair. If you were to push yourself in a manual chair, it would be ok if you're good at it. This is an easy trail. I'd recommend it to almost anyone except if your spine absolutely can NOT BE JOSSELED.

The trail starts out going into a green forest area then trees start. You'll usually have a dirt bank on your right or steep sloping woods. Usually on your left is a steep slope or drop off into woods. There is a burnt out tree that the trail goes through at about the half waypoint. The trail dead ends so you just turn around and come back.

It's simply a good trail... Enjoy it... I did. Oh yeah, I'm Kirk Reiten, The guy in Red is my good friend Marc Harris, The guy on blue is my good friend

Tom Timmerman.

