



2019 Media Kit
www.climb-4.org

Mission Statement

CLIMB4 is a veteran-founded 501(c)(3) non-profit charity that provides outdoor gear for veterans in need. Our goal is to enable the healing of physical and emotional wounds through adventure in the great outdoors. We provide the essential pieces of gear to get Veterans moving.

The organization provides the four essential pieces of gear: a tent, sleeping bag, pack, and a cooking system to Veterans who have been affected by service-connected trauma — whether physical or mental. An adventure in the great outdoors can be a transformative experience and we're getting them closer to the trailhead.



Introduction



Leslie Irby, Co-Founder &
Executive Director

In 2016, Leslie Irby was battling depression and anxiety that was connected to her service while on active duty in the United States Navy. She explored ways to combat her emotional trauma through traditional medicine and did not find the help she needed. Instead, Leslie turned to an orthodox form of treatment - a thru-hike on the 2,650 mile long Pacific Crest Trail. There was only one problem. Leslie did not have the gear required for the journey. A close friend and SEAL, Michael Hardin, solicited help from his fellow operators and they all donated the gear to Leslie. She sold most of her belongings and mentally prepared herself for what the next several months would bring. Most of that was unknown. But she had the grit and the determination, and now she had the tools to begin the journey. Extended periods in the backcountry can make or break a person. Hot days followed by cold nights, ripping through miles at sea level and then laboring above 13,000 feet, the silence of solitude juxtaposed by its ironically deafening roars. It was her against the world and it was her against her. During this hike, Leslie discovered a new breed of determination and discovered healthier coping mechanisms that was the catalyst for healing. This experience begged the question of who else needed backcountry therapy? There are millions of veterans who suffer from depression, anxiety, physical disabilities, PTSD, and other wounds that people may never hear about. These questions were the springboard for Climb Four and our goal is to provide a kit of the essential pieces of gear to make the backcountry more accessible to the men and women who need it most.

Read the full story at www.climb-4.org/about

Our Team



Michael Hardin

Co-Founder
mikey@climb-4.org

Michael was born in Fort Smith, Arkansas and grew up in Arlington, Texas. After earning his Bachelor's degree in Psychology from The University of Texas in Arlington he joined the Navy to pursue his dream of becoming a Navy SEAL. After nine years of service, he left the Navy and is currently pursuing his Master's degree in Psychology from Pepperdine University.



Carmen Figueroa

Project Management
carmen@climb-4.org

Carmen is a Tampa, Florida native and Navy veteran working/living in the Washington DC area. She served on active duty as a Naval Aircrewman and went on to study physics at Rutgers University. She now works for a local engineering firm and spends most of her weekends in the great outdoors.



Caleb Henry

Creative Director
Media Relations Coordinator
caleb@climb-4.org

Caleb is a Topeka, Kansas native and a 14 year veteran of the U.S. Navy where served as a helicopter mechanic. He is currently a freelance photographer, mountaineer, and avid outdoorsman. He calls the East Coast home, and is always planning another adventure.

Providing the Four Essentials

We provide the four essential pieces of outdoor gear to Veterans in need. We source these items from private donations, corporate sponsors, or through direct purchase. Currently, our cost to source one kit is *approximately \$750*. Your support may help us drastically reduce this price.



COOKING SYSTEM

We prefer to use standard propane, cannister, liquid fuel, or bio-lite style cooking systems.



SLEEPING SYSTEM

We are currently interested in as many styles of sleeping bags and ground bags as we can get. Multiple sizes, temperature ratings, and left or right-zip closure.



TENT

Our Veterans are headed into a broad range of environments. Tents that offer 2, 3, or 4 seasons of protection will get the most use.



BACKPACK

Perhaps the single most important item we need. Rucks and packs of varying sizes and styles for both men and women.

Our Audience

The Veteran population in the United States is estimated at 19 million people. We have sourced these figures from US Census Bureau.

<https://www.census.gov/newsroom/facts-for-features/2015/cb15-ff23.html>

*3.8
million*

THE NUMBER OF VETERANS WITH A SERVICE CONNECTED INJURY. MORE THAN 1.1 MILLION WERE RATED 70% OR HIGHER*.

*18-54
years*

OUR TARGET DEMOGRAPHIC ACCOUNTS FOR NEARLY 32% OF THE 19 MILLION VETERANS IN THE UNITED STATES TODAY.

*less than
\$38k*

THE AVERAGE ANNUAL INCOME FOR MALE AND FEMALE VETERANS IS \$37,307 AND \$31,810.

Growth Strategy

We have big plans for the next several years and we hope to open a Climb Four chapter in cities that have a large active duty and veteran population. Our first chapter will likely open in Seattle, Washington.





WWW.CLIMB-4.ORG

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