

Case Study: Generation Wild Colorado



Overview

Launched in 2015, Generation Wild is a movement created by Great Outdoors Colorado (GOCO) to address the growing disconnect between kids and the outdoors. Through locally led, culturally relevant, community-driven programming, 15 [Generation Wild communities](#) across Colorado are breaking down barriers to the outdoors, creating welcoming outdoor places and experiences and pathways to careers in the outdoors. GOCO also launched the [Generation Wild Communications Program](#), a statewide, integrated marketing campaign that provides youths and families with tips and inspiration to get outside more often. Because kids grow better outside.

Target Audience

The Generation Wild communities engage youth along continuums of age and outdoor experience levels, as well as whole families including parents and grandparents to inspire more time in the outdoors and provide high-quality outdoor experiences for more people.

Coalition

15 Generation Wild coalitions in rural, suburban, and urban communities bring projects to life using a community-led, youth-driven, collaborative approach. 475 partner organizations—from schools and local governments to health-based organizations and nonprofits—have formed powerful networks that will strengthen communities into the future.

Funding

As of July 2020, [GOCO](#), which receives up to half of Colorado Lottery proceeds each year, has dedicated \$35 million. Partners contributed an additional \$4.125 million. The Colorado Health Foundation provided a \$4 million grant, and the Boettcher Foundation contributed a \$75,000 grant for rural communities. DaVita donated \$50,000.

Impact

75.7% of surveyed moms agreed “Generation Wild encouraged idea that time outside is beneficial to my child’s development.” As of summer 2019, coalitions had offered 2,140 programs and 1,361 pathway opportunities, impacting about 40,000 youth. Middle school-aged youth spending 5+ hours outside increased by 27%. The number of high schoolers spending less than 2 hours a week outside decreased 36%.