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# Outside

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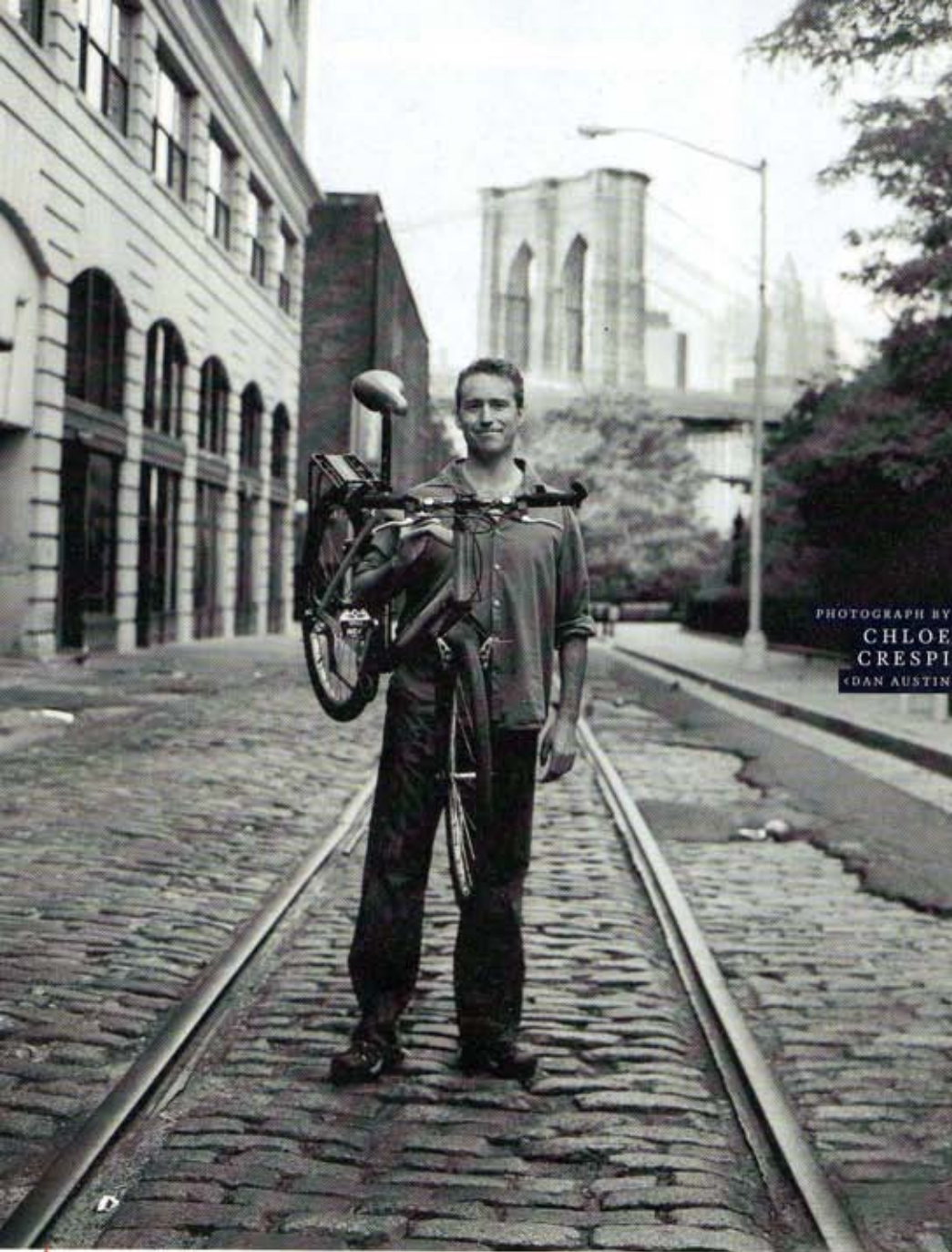


# Attention, ALL Cynics

YOU CAN CHANGE THE WORLD

But don't take our word for it. Meet ten people combining big ideas and bold adventures, including David de Rothschild (right) and our first-ever Reader of the Year. Bonus: We'll show you how to lend a hand—and add years to your life in the process.





PHOTOGRAPH BY  
**CHLOE  
 CRESPI**  
 © DAN AUSTIN

big ideas start small

## Dan Austin, 36

ORGANIZATION:  
**88bikes.org**

The original idea was straightforward enough. While planning a bike ride through the Cambodian countryside in 2006, Austin, an author and documentary filmmaker, and his brother, Jared, a pediatrician, decided they wanted to donate their bikes to a local orphanage. Then they found out the orphanage housed

88 kids. "It was like this lightning bolt," says Austin. In just five days, the brothers, with the help of Web-savvy friend Nick Arauz, founded a nonprofit, launched a Web site, and linked it up to PayPal. "Being able to accept donations online easily and securely was a tremendous help," says Austin. Each bike costs \$88, and by the time they got to Cambodia, they had all the money they needed to buy bikes for every orphan. "When you buy a bike, we give your picture to the child," says Austin, "and then we take a picture of the child

with the bike holding your picture and give it back to you." It's a winning strategy: Over the past three years, 88bikes has given away several hundred bikes to children in Uganda and Peru and has projects under way in India, Nepal, Vietnam, and Ghana. One of the main keys to 88bikes' success is understanding the limitations of social media. "We've got a blog, a Facebook page, a Twitter page—all that stuff," says Austin. "But you've still got to take time to chat with people and forge one-to-one connections." —SAM MOULTON

## HOW TO: KEEP IT WILD

Want to protect your favorite hiking area from cookie-cutter homes or oil-and-gas leases? Buy the place.

**Assemble a posse:** If you care about a threatened wilderness area, chances are other people do, too. Recruit them through local groups, like a recreation club or conservation organization. **Make a plan:** A business plan, that is, stating your intent to preserve the area in question. "You need to know money in, money out, basic business things," says Brad McLeod, founding member of the Southeastern Climbers Coalition (SCC), which has purchased five climbing areas endangered by development since 2003. "If you have a \$100,000 project, you still have taxes, insurance, the debt service on your note." The Small Business Administration has guidelines on its Web site (sba.gov). Look to partner with a national organization like the Nature Conservancy or the Access Fund for resources and advice. Or start your own nonprofit with 501(c)(3) (charitable) status so your donors get tax write-offs. **Fundraise creatively:** When the town of Telluride, Colorado, was faced with raising \$17 million in three months to purchase land from a developer in 2007, a local nonprofit built a bullet-proof-glass wishing well in the middle of town that raised \$1 million. The SCC has sold T-shirts designed by a sympathetic climber-artist and once held a party in a swanky Atlanta club, raising \$18,000 in a night. **Court the media:** Distribute press releases for media with any accomplishments, even small steps. Sites like PitchEngine.com can get the word out to a broader audience. Call your local newspaper, radio, and TV stations and find a reporter who's covered similar beats. And it's imperative to have a Web site or blog. (Set up free ones at [wordpress.com](http://wordpress.com) or [blogspot.com](http://blogspot.com).) —KATE SIBER