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FIND Outdoors Celebrates 50 Years of Forest Inspired Nature Discovery

Pisgah Forest, NC – FIND Outdoors, a nonprofit located in Pisgah Forest, NC, is excited and proud to announce that 2022 is our 50th celebration year. Since 1972, FIND has been providing exceptional outdoor experiences for two federal partners in four states, five national forests, and one national park.

“To say that we’re proud and humbled to be able to give the gift of outdoor experiences to our communities is putting it mildly,” stated Eric Caldwell, who kicks off the anniversary as the new FIND Outdoors Board Chair. “This is what we do. We help make those connections between our visitors and the natural world.” Caldwell is a resident of Brevard, NC, who assumed the Chair post beginning January of this year.

The story of FIND Outdoors, established as the Cradle of Forestry in America Interpretive Association in 1972, dates back a few years earlier as Congress set aside 6,500 acres in the very heart of Pisgah National Forest as the Cradle of Forestry in America. By the 1980’s and ‘90’s, successful operations with the Cradle paved the way for further partnerships with the US Forest Service by expanding its mission to include campground and visitor center management, education, and a larger retail section.

Jumping ahead to the past 20 years, FIND Outdoors has grown by leaps and bounds both in scope and mission, as its partners continue to realize the value in offering FIND more management opportunities. Today, the organization manages sites for the US Forest and National Park Service in North Carolina, Indiana, Georgia, and Kentucky.

Natalie Britt, FIND President and CEO, believes it’s no mistake that FIND continues to grow. “We have an amazing team behind our name that operates at the highest level of nonprofit and organizational standards. Our success is a team effort.”



As 2020 rolled around, the Board of Directors and FIND team began the major undertaking of rebranding the entire organization in an effort to better reflect a rich history, while keeping a keen eye on future endeavors and partnerships. In addition to the 50th anniversary, two major milestones were also reflected during this timeframe – FIND Outdoors was awarded the GuideStar “Gold Seal of Transparency” for nonprofit high standards, and currently, the organization reinvests 88.73% of our total revenue back into our sites, programs, and mission.

“This is a level of operation that nonprofits work hard to achieve,” continues Britt. “It doesn’t happen overnight, and we have no plans on slowing down.”

FIND will celebrate its half-century mark by offering special programs, events, and giveaways throughout the 2022 season at all managed sites, along with the development of a short movie to be played at the Cradle of Forestry during this season. The special events will coincide with the regular agenda of site programs that are conducted at the visitor centers and campgrounds, such as “The Legend of Tommy Hodges,” “Foxfire Night Hike,” and Junior Ranger activities. Visitors should check the website for dates, prices and availability throughout the season.

“This is an amazing time in the history of FIND Outdoors, and we’re so happy that you can share it with us,” concluded Britt. “We look forward to seeing what the next 50 years bring!”

For more information on FIND Outdoors, their nonprofit work, managed sites and upcoming events, please visit www.gofindoutdoors.org and visit our Facebook and Instagram pages. Sign up for our newsletter to get all event updates and more!

About FIND Outdoors

FIND Outdoors, formerly the Cradle of Forestry in America Interpretive Association, is a 50-year-old 501(c)(3) nonprofit based in Pisgah Forest, NC. We serve over 900,000 visitors annually with a mission that promotes educational, recreational and interpretive opportunities about forest and water resources, natural history and the Cradle of Forestry in America. FIND Outdoors proudly manages campgrounds, visitor centers, sales outlets and educational facilities on public lands in North Carolina, Indiana, Georgia, and Kentucky, and the Northwest Trading Post on the Blue Ridge Parkway. FIND accomplishes its mission by providing exceptional outdoor experiences through partnership opportunities for the health, safety and education of all visitors to local and regional public and private lands.