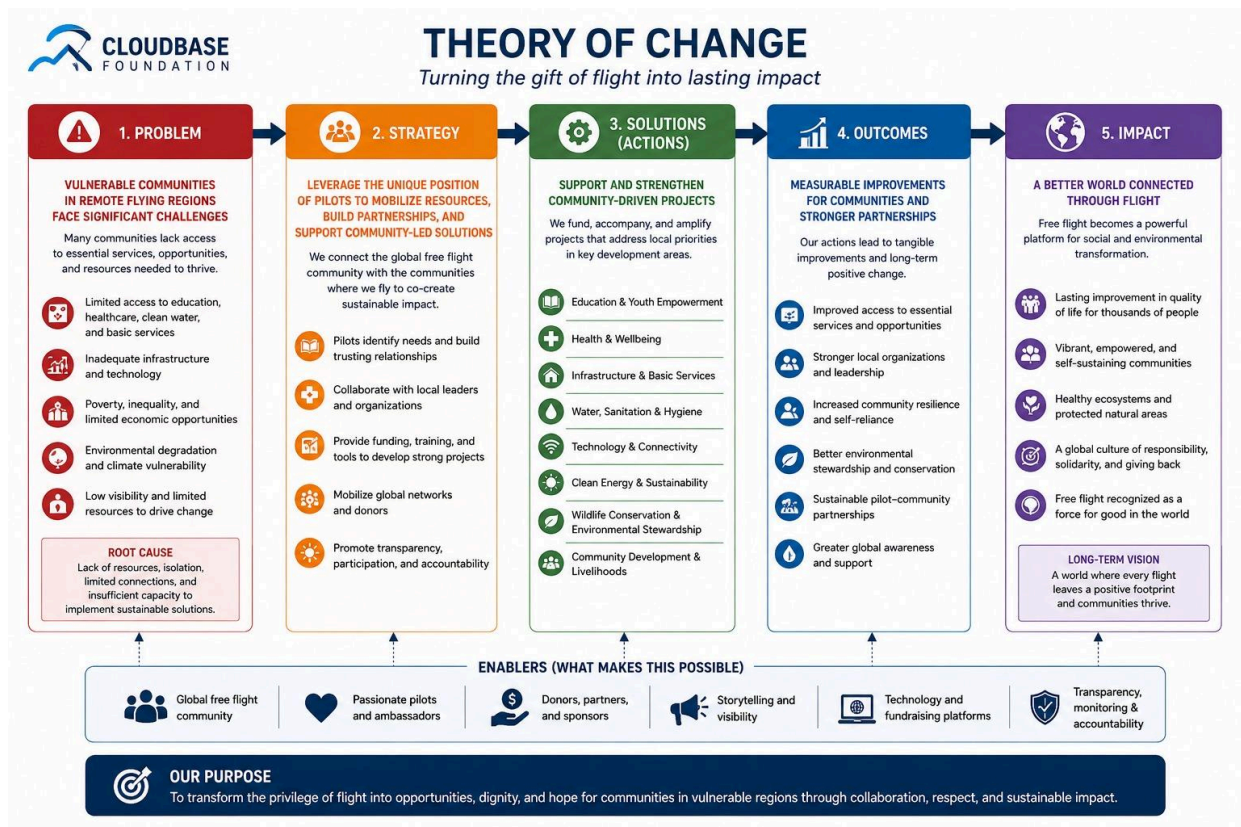




CBF Theory of Change (draft)



Problem statement

Around the world, free flight zones often overlap with communities living in vulnerable conditions. Because these areas are located in natural environments – frequently on mountaintops or in remote regions with difficult access – many communities face significant challenges in obtaining basic services. These needs may include limited access to clean water, food, basic education, healthcare, and access to electricity.

Who we serve

Cloudbase Foundation was started by free flight pilots committed to help create a sustainable future where we can enjoy and protect our natural capital.

We work in partnership with local communities to identify, structure, and fund projects that create visible and lasting impacts on people's lives in the areas of Education, Health, Community Development, Infrastructure, and Wildlife Conservation.

Pilots have the unique opportunity to observe from the air and connect closely with entire communities facing these challenges across Central America, South America, South and Southeast Asia and Africa. This proximity allows us to better understand the social and environmental challenges present in some of the most extraordinary flying sites in the world.

Our interest is primarily in areas of the world where the financial and resource needs are greatest, which means we do not take on new projects in North America or Europe.

Inputs

At Cloudbase Foundation, we are a multidisciplinary team with the capacity to design, implement, and sustain projects that create real and lasting impact in vulnerable communities around the world.

Our work model is built on close collaboration with strategic partners, including grassroots groups, community leaders, and frontline organizations within the communities where we operate. We recognize that the most effective solutions emerge from local knowledge and the active participation of those who directly experience social and environmental challenges.

In addition, we have developed diversified funding strategies that strengthen the sustainability and reach of our initiatives. Resource mobilization is carried out through social investors from the global free flight community, private companies, local governments, and individuals committed to building a more just and resilient future.

Activities

We maintain an open call process through which communities can request support based on their local needs and priorities. This approach allows us to promote social and community-driven initiatives that emerge directly from the people and territories we work with, recognizing that communities themselves are best positioned to understand their challenges, opportunities, and most urgent needs.

This entire process is carried out with transparency, and accountability. As a second-tier foundation, our role is to mobilize resources, build strategic partnerships, and channel support directly toward community-based initiatives.

Our strategic areas of action focus on:

- Education
- Health
- Community Development
- Infrastructure
- Technology
- Wildlife Conservation

Current programs range from winter clothing drives and computer labs in schools to basic infrastructure, sanitation, clean water access, energy solutions, and community strengthening projects designed to improve quality of life and long-term resilience in vulnerable regions.

Outcomes

We aim to transform free flight into a platform for measurable social impact by connecting the people in these sports with vulnerable communities located around the world. Through awareness, we seek to create structured and community-led change that generates long-term improvements in quality of life.

Our outcomes focus on strengthening local capacities, improving access to essential resources, and building resilient community networks through planning and strategic investment.

To ensure accountability and effectiveness, all supported initiatives include:

- Clear identification of community needs and priorities
- Defined beneficiary populations and impact indicators
- Community participation in planning and decision-making
- Monitoring and evaluation
- Transparent resource tracking and reporting
- Long-term follow-up and program consolidation strategies

Through this model, we measure impact not only through stories, but through tangible data such as:

- Number of direct and indirect beneficiaries
- Access to education, health, water, sanitation, energy, and technology
- Community participation levels
- Infrastructure improvements completed
- Local partnerships established
- Volunteer and donor engagement
- Long-term sustainability of projects

We believe that meaningful impact is achieved when communities themselves become active participants in the design, implementation, and continuity of solutions.

Impact

Our vision is for paragliding and hang gliding to become a force for positive change in region where people fly.

We want pilots, athletes, brands, events, and the global flying community to recognize their potential role in strengthening the wellbeing of the communities that coexist with these natural landscapes. Through this approach, flying becomes more than an individual experience.

Our long-term impact strategy seeks to:

- Improve living conditions in vulnerable mountain and rural communities
- Increase access to essential services and opportunities

- Strengthen local organizations and grassroots leadership
- Promote environmental stewardship and conservation
- Build sustainable relationships between the global free flight community and local territories
- Create replicable models of community-based intervention connected to sport and nature

Assumptions

Our work is grounded in the understanding that many of the world's most important free flight destinations are located near communities facing significant social, economic, and environmental challenges. In particular, we recognize that some of the greatest needs are concentrated across Central and South America, South and Southeast Asia, and Africa – regions where access to education, healthcare, infrastructure, and energy can be limited.

Flying allows us to witness extraordinary natural landscapes and build meaningful relationships with local communities, so we can understand the realities they face on the ground.

We work in partnership with local communities to identify, structure, and fund projects that generate visible and lasting impacts.

We believe that there is significant untapped generosity within the global free flight community—individuals, companies, athletes, and organizations connected to outdoor sports and environmental stewardship.

By focusing on storytelling, visibility and donor engagement, we build outreach strategies will allow us to mobilize resources and expand our impact.

We recognize the importance of maintaining a dynamic and innovative governance structure capable of operating with the adaptability found in mission-driven technology organizations and global social initiatives.

Finally, we understand that paragliding continues to grow internationally as a sport and cultural movement. As the sport evolves, we believe there is an opportunity and a responsibility to ensure this growth contributes positively to the wellbeing of the people who live near the places we fly.