

A wide-angle photograph of a vast, snow-covered mountain range under a clear blue sky. Two small figures of skiers are visible on a trail winding down a slope on the right side of the image.

# 2017 WINTER WILDLANDS ALLIANCE ANNUAL REPORT

Photo by Christian Pondella

## WE ALL NEED TO WORK TO KEEP WINTER WILD

What a year this turned out to be. We entered our fiscal year in July 2016 with high hopes for an incoming Administration and maybe even a Congressional makeup that would truly understand the value of public lands and the soul replenishing solace these special places provide. Then came November 8 and a gut check for all of us who love our public lands and wild winter places.

More than ever before, our public lands and wild snowscapes are facing real and ever-increasing threats on a variety of fronts, including the dismantling of historic legal protections, chronic underfunding of land management agencies, population pressure, noise and light pollution, and the significant and increasing impacts of a changing climate.

As backcountry skiers and snowboarders, Nordic skiers, winter mountaineers, ice climbers, snowshoers, polar explorers, climate scientists, educators and kids, we know these places intimately. We know their power and fragility. And we are uniquely poised to take on the threats they face.

Winter Wildlands Alliance and our members are doubling down to protect the wild winter places we love. Under the anthem of Keep Winter Wild we've established a new Keep Winter Wild Action Center with vastly more sophisticated advocacy and outreach systems and a goal to add one more staff member to make the most of the tools. We are embarking on a Keep Winter Wild membership drive with a goal of bringing 2,000 new members, all of whom will become champions of our wild winter lands.

The objective of this effort is simple: more engagement means greater impact. To each of you who continue to support Winter Wildlands Alliance I offer heartfelt thanks and admiration. If you haven't yet joined, we need you. Each of you.

Please join us to **Keep Winter Wild!**

A stylized, handwritten signature in black ink that reads "Mark Menlove".

*Mark Menlove*

*Winter Wildlands Alliance Executive Director*



## FISCAL YEAR 2017 BY THE NUMBERS: WINTER WILDLANDS ALLIANCE, PARTNERS AND MEMBERS WORKING TOGETHER TO KEEP WINTER WILD



### POLICY AND ADVOCACY

**5** DIRECT ACTION ALERTS INFORMING SUPPORTERS OF FOREST SERVICE AND BLM MANAGEMENT ACTIONS IMPACTING WINTER RECREATION AND HOW TO GET INVOLVED



Photo by Alaska Quiet Rights Coalition

**12** MONTHLY POLICY UPDATES TO GRASSROOTS MEMBER GROUPS ON ISSUES IMPACTING WINTER RECREATION

OVER **200** HOURS WORKING WITH OUTDOOR ALLIANCE PARTNERS ON POLICY ISSUES AFFECTING PUBLIC LANDS

**12** MONTHLY POLICY UPDATES TO GRASSROOTS MEMBER GROUPS ON ISSUES IMPACTING WINTER RECREATION

**6** NATIONAL POLICY UPDATES TO MEMBERS AND SUPPORTERS, GENERATING **238** LETTERS TO CONGRESS

**252** LETTERS TO THE INTERIOR DEPARTMENT OF CONGRESS IN SUPPORT OF NATIONAL MONUMENTS

**4** ALERTS ON BEHALF OF OUTDOOR ALLIANCE MONTANA, GENERATING **526** LETTERS TO MONTANA STATE LEGISLATORS

SUBMITTED **14** COMMENT LETTERS IN RESPONSE TO BLM AND FOREST SERVICE



Photo by Will Elliott

MORE THAN **75** HOURS MEETING WITH AGENCY STAFF TO DISCUSS ISSUES AFFECTING WINTER RECREATION

HOSTED **9** ADVOCACY WORKSHOPS ACROSS THE WEST



**11** BLOG POSTS FOCUSED ON POLICY AND ADVOCACY

**24** HOURS SPENT WITH CONGRESSIONAL STAFF TO DISCUSS ISSUES AFFECTING PUBLIC LANDS



Met with Forest Service decision-makers at the national, regional, and local level to advocate for timely and proper implementation of the 2015 Over-Snow Vehicle Rule.



Partnered with other human-powered recreation organizations, through the Outdoor Alliance, to leverage our influence in recreation management and planning at the national level.



Intervened in litigation to help the Forest Service defend the new Bitterroot winter travel plan in Montana, which protects potential Wilderness areas and sensitive wildlife habitat from motorized-use.



Worked with partners in California to get winter travel planning in the northern and central Sierra focused in the right direction after early Forest Service missteps.



Assisted local skiers and conservation partners to effectively engage in the Shoshone National Forest winter travel planning process by providing policy advice, organizing meetings with the Forest Service, and submitting substantive comments in support of winter wildlands and human-powered winter recreation.



Engaged in forest planning efforts on the Inyo, Sierra, and Sequoia National Forests, Flathead National Forest, and Helena-Lewis and Clark, and Custer Gallatin National Forests.



Represented backcountry skiers and human-powered recreation interests in multiple collaborative stakeholder groups.



Worked with local partners in Montana and the Forest Service to organize and implement a third season of citizen science wildlife monitoring on the Helena-Lewis and Clark National Forest.



In conjunction with grassroots group Wasatch Backcountry Alliance continued work to protect the remaining undeveloped lands of the Central Wasatch through legislation and/or land exchanges, and direct meetings with ski areas and Forest Service decision makers.

## 39 TOTAL GRASSROOTS GROUPS

### 4 NEW GRASSROOTS GROUPS

GRANITE BACKCOUNTRY ALLIANCE (NH)

FRIENDS OF BLACKWATER (MD)

INDIAN CREEK NATURE CENTER (IA)

EASTERN SIERRA INTERPRETIVE ASSOCIATION (CA)



## INCREASED FREQUENCY, CONTENT AND REACH OF PRIMARY WWA SOCIAL

MEDIA CHANNELS, ESPECIALLY  
FACEBOOK AND INSTAGRAM. **17%**

## INCREASE IN FACEBOOK "LIKES"

DURING FY17, FROM 3754 ON JULY 1,  
2016 TO **4405** ON JUNE 30, 2017;

AVERAGE ORGANIC POST REACH OVER  
1K; TOP REACH 17,674. INSTAGRAM  
FOLLOWERS UP 22% TO 1734.



Photo by Jed Mumm



WELCOMED **2** NEW AMBASSADORS, TOTALING **20** ON OUR AMBASSADOR TEAM



Thomas Woodson - Adventure Filmmaker



Brody Leven - Professional Adventure Skier

## BACKCOUNTRY FILM FESTIVAL

### GATHER \* CELEBRATE \* PERPETUATE

The Backcountry Film Festival is produced each year by Winter Wildlands Alliance as a celebration of the human-powered experience and a gathering place for the backcountry snowsports community.

[WWW.BACKCOUNTRYFILMFESTIVAL.ORG](http://WWW.BACKCOUNTRYFILMFESTIVAL.ORG)



**115** SCREENINGS GLOBALLY

**\$180,000** FUNDS  
RAISED FOR LOCAL COMMUNITY  
PROGRAMS

**15** CORPORATE SPONSORS  
SUPPORTED THE BACKCOUNTRY  
FILM FESTIVAL NATIONAL TOUR



Photo by Meg Kahnle

Developed first professionally produced Backcountry Film Festival Tour Trailer with Mauka Productions. With support from national tour sponsors, this trailer is designed to strengthen the film festival program and outreach toolkit for local hosts.

Developed new festival webpage to include:

TOUR NEWS \* TOUR SCHEDULE \* TICKETS \* FILM PROGRAM \* SWEEPSTAKES

## SNOWSCHOOL



SNOWSCHOOL INTRODUCES KIDS TO THE JOY OF EXPLORING OUR NATION'S WINTER WILDLANDS. A GROWING NATIONAL EDUCATION PROGRAM OF WINTER WILDLANDS ALLIANCE, SNOWSCHOOL ANNUALLY ENGAGES OVER 33,000 PARTICIPANTS ACROSS 65 SITES.

**33,000** PARTICIPANTS ACROSS THE COUNTRY



PROVIDED **8** ON-SNOW SCIENCE EDUCATION TRAINING EVENTS TO SNOWSCHOOL EDUCATORS NATIONWIDE



### FIRST EVER SNOWSCHOOL FILM

The first-ever SnowSchool film, *SnowSchool Experiences*, shown in the 2016/17 Winter Wildlands Alliance Backcountry Film Festival, featured our Northern Idaho Flagship Site (Selkirk Outdoor Leadership and Education) and provided audiences at 115 showings globally with a compelling illustration of the program.

**54%** OF THE STUDENTS QUALIFYING AS UNDERSERVED

**50%** NEVER HAVING BEEN ON SNOWSHOES



**65** SNOWSCHOOL SITES

ESTABLISHED **8** NEW SNOWSCHOOL SITES IN **6** DIFFERENT STATES



PARTNERED WITH THE US FOREST SERVICE TO CREATE A "TRAVELING SNOWSCHOOL" MODEL TO BETTER SERVE STUDENTS IN RURAL AREAS.

### WEATHER STATION PROJECT

The weather station project transformed the SnowSchool learning experience into a fun 4-month science exploration for 55 classrooms across the West. Utilizing live snowpack data and weather stations across the US, this project created online science activities for SnowSchool participants, and connected the field trip to climate science.



DONATE, VOLUNTEER, START A SITE  
VISIT [WWW.SNOWSCHOOL.ORG](http://WWW.SNOWSCHOOL.ORG)



## AUDITED FINANCIAL STATEMENTS

Following are the audited Winter Wildlands Alliance financial statements for the fiscal year ending June 30, 2017 as presented by Harris & Co. P.A. Certified Public Accountants. For more information please email [info@winterwildlands.org](mailto:info@winterwildlands.org) or call (208) 336-4203.



## STATEMENT OF FINANCIAL POSITION

## ASSETS

## CURRENT ASSETS

Cash & cash equivalents	\$196,199
Inventory	\$2,800
Prepaid Expenses	\$8,213
Total Current Assets	\$207,212
Fixed Assets (equipment, less depreciation)	\$10
Deposits	\$660
Total Assets	<u>\$207,882</u>

## LIABILITIES AND NET ASSETS

## CURRENT LIABILITIES

Accounts Payable	\$827
Accrued payroll liabilities	\$18,883
Total Current Liabilities	\$19,660

## NET ASSETS

Unrestricted	\$73,972
Temporarily restricted	\$114,250
Total Net Assets	\$188,222
Total Liabilities and Net Assets	<u>\$207,882</u>



Photo by Will Elliott

## TOTAL REVENUE \$546,152

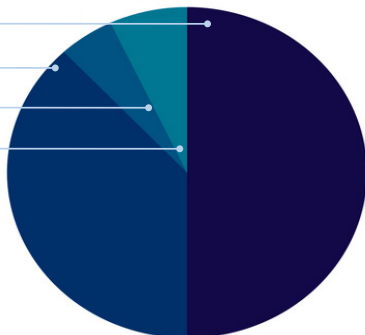
Grants \$278,750 (50%)

Contributions \$212,757 (38%)

Membership dues \$24,661 (5%)

Special Events \$37,980 (7%)

Investment income \$101



## TOTAL EXPENSES \$640,427

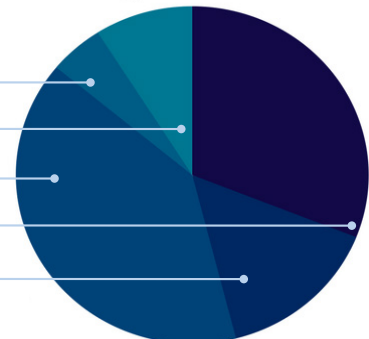
Fundraising \$30,230 (5%)

Administrative \$59,272 (9%)

Education Programs \$254,756 (40%)

Constituency Building \$94,592 (15%)

Public Policy Programs \$201,557 (31%)



## THANK YOU TO OUR MORE THAN 13,000 MEMBERS AND SUPPORTERS!

Winter Wildlands Alliance thanks our supporters, volunteers and board members for their commitment and dedication to our work promoting and protecting the human-powered winter experience. WWA is grateful to the following individuals and partners who contributed \$100 or more during fiscal year 2017.

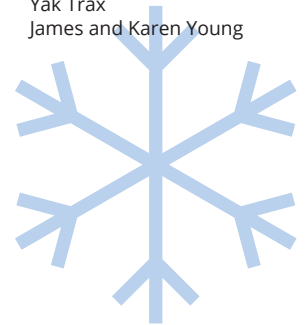
### INDIVIDUAL DONORS, PARTNERS AND FOUNDATIONS

444 S Foundation  
Henry Abrons And Li-Hsia Wang  
Alaska Pacific University  
Alaska Quiet Rights Coalition  
All Good  
Ambler  
Anonymous  
Carol And Russell Atha III  
Atlas SnowShoe Company  
Jamie Alvarez  
Backcountry Babes  
Backcountry Magazine  
Backcountry Pursuit  
Backwoods Mountain Sports  
Grant and Laurie Barnard  
Beartooth Recreational Trails  
Black Diamond Equipment  
Jennifer Bock  
Boise SW Rotary Foundation  
Kristen and Dan Bruce  
Brundage Mountain Resort  
Frank Brzenk  
Cable Natural History Museum  
Chama Valley Outdoor Club  
Meagan Chandler  
Clif Bar, Inc.  
Tom and Sue Chelstrom  
Colorado Mountain Club  
Conservation Alliance  
Adam Cramer And Jen McCadney  
City Peanut Shop  
Crested Butte Nordic Council  
Forrest Cross  
Peter Curran  
The Denver Foundation  
Discover Your Forest  
DPS Skis  
Durango Nature StudySnowSchool  
Dynafit  
Eagle Cap Nordic  
Eastern Oregon University  
Eastern Sierra Interpretive Association  
Kirk and Pam Ebertz  
El Sendero  
Endurance Conspiracy  
Engaged Learning  
Jeff and Brenda Erdoes  
Falcon Guides  
Feather River College  
Tom Fennewick  
Tony Ferlisi  
Michael Fiebig  
Elizabeth Fitzgerald  
Freeheel and Wheel  
Friends Of Berthoud Pass  
Friends Of Blackwater  
Friends of the Inyo  
Friends Of The Routt Backcountry  
Karen Fournier

Joan And Neil Ganz  
John Garder  
Alex Garder  
Frank Gariglio  
Teresa Garland  
Brian Gee  
Elizabeth Gemmill  
James Gibson  
Neil Gleichman  
Goal Zero  
David and Kim Gottschall  
Sue and Bruce Gottschall  
Serena and Ben Gordon  
Tom Gordon  
Greater Yellowstone Coalition  
Judy Greer And Dick Dreissigacker  
Arthur and Joanne Hall  
Harold Hallstein IV  
Marshall Hamilton  
William Hardam  
Tom Heinrich  
Charles Herrington  
High Country Conservation Advocates  
Tracey And Maynard Hoover  
Bruce Horn  
Ibex  
Idaho Conservation League  
Idaho Women's Charitable Foundation  
Indian Creek Nature Center  
Inland Northwest Backcountry  
Outdoor Industry Association  
Gail J. And Robert B. Loveman  
Chris Johnson  
Lauren Kearney  
Jeff And Annamaria Keyser  
Jonathan Klein  
Steven Kramer  
Steve Kuskie  
Erik Lambert  
Anthony Larson  
John and Diane Latta  
Laura Moore Cunningham Foundation  
The Lazar Foundation  
Madonna Lengerich  
Libkind Family Foundation  
Stephen and Kathleen Longo  
Charlie Luce  
Alex MacPherson  
Maki Foundation  
Natalie And Todd Mannherz  
Forrest McCarthy  
Mike and Martha McClay  
Michael McLaughlin  
Mark and Dana Menlove  
Rich Meyer  
Sarah Michael  
Micron Foundation

Jennifer Miller  
MIT Outing Club  
Suki Molina  
Montana Backcountry Alliance  
Montana Wilderness Association  
Morgan Family Foundation  
Rachel Morr  
Lars Morris  
Leigh Morse  
Mountain Hub  
Mountain Khakis  
The Mountaineer  
The Mountaineers  
Mountaineering Club Of Alaska  
Native Eyewear  
Justin Nielsen  
Nordic And Backcountry Skiers Alliance  
Nordic Ski Club Of Fairbanks  
Nordic United  
Cailin O'Brien-Feeney  
Odell Brewing  
Osprey Packs, Inc.  
Outdoor Alliance  
Outdoor Exchange  
Outdoor Gear Exchange  
Outdoor Project  
Outdoor Research  
Patagonia  
Payette Brewing Company  
James Pearre  
Lew Peterson  
Kathy Pierce  
Kody Plavnick  
Don and Joann Ralphs  
Mark Rasmus  
Real Time Adventure Data  
REI  
Gerald and Laura Richards  
Lee Rimel  
River City Wellness  
Kathleen and Jim Rivers-Finch  
Sam Roberts  
Dekker Rolph  
Andy and Laurel Roof  
David Rosenberg  
Annette Saarakoski  
David Saylor  
Caleb And Louise Scott  
Seward Nordic Ski Club  
Silent Tracks  
Richard Simpson  
Leo Skinner  
Sky Above And Beyond  
Snowlands Network  
SW Rotary Foundation  
Spokane Mountaineers Foundation  
Carl Steidtmann and Kathleen Cline  
Joe Stock  
Mark Striepe  
Katherine Strong

Tahoe Backcountry Alliance  
Tahoe Cross Country Ski Ed  
10th Mountain Division Hut Association  
Teton Snow Info  
Terra Nova Foundation  
Richard Thomas  
Kathleen Todd  
Timber Trails  
Bill And Michele Tregoning  
Shana and Martin Tubach  
Teton Valley Trails And Pathways  
University Of Idaho  
University of Pudget Sound  
Voile  
Jim and Jole Vonlelis  
Matthew Walter  
James And Stephanie Werntz  
Scott White  
Whitman College  
Chad Whittaker  
Mark Wilcox  
Wyoming Wilderness Association  
The Wilderness Society  
Tom Windle And Pat Weber  
Kelsey Wirth And Sam Myers  
Henry and Sarah Woodley  
Charlie Woodruff  
The Wyss Foundation  
Laura Yale  
Yampatika  
Yak Trax  
James and Karen Young



## OUR NETWORK

## GRASSROOTS GROUPS

## ALASKA

Alaska Quiet Rights Coalition  
Anchorage

Mountaineering Club of Alaska  
Anchorage

Nordic Ski Club of Fairbanks  
Fairbanks

Tsalteshi Trails Association  
Soldotna

## CALIFORNIA

Eastern Sierra Interpretive  
Association  
Bishop

Friends of the Eastern Sierra  
Avalanche Center  
Mammoth Lakes

Friends of the Inyo  
Bishop

Friends of Plumas Wilderness  
Meadow Valley

Snowlands Network  
Sierra Nevada and Southern  
Cascades

Tahoe Backcountry Alliance  
Lake Tahoe Basin

## COLORADO

Colorado Mountain Club  
Golden

Crested Butte Nordic Council  
Crested Butte

Friends of Berthoud Pass  
Denver

High Country Conservation  
Advocates  
Crested Butte

Friends of the Routt Backcountry  
Steamboat Springs

Silent Tracks  
Crested Butte

## IDAHO

Idaho Conservation League  
Boise

Nordic and Backcountry Skiers  
Alliance of Idaho  
Hailey

Teton Valley Trails & Pathways  
Driggs

## IOWA

Indian Creek Nature Center  
Cedar Rapids

## MARYLAND

Friends of Blackwater  
Cambridge

## MINNESOTA

Superior Highland Backcountry  
Northeastern Minnesota

## MONTANA

Beartooth Recreational Trails  
Association  
Red Lodge

Montana Backcountry Alliance  
Missoula, Bozeman

Montana Wilderness Association  
Helena

## NEVADA

Snowlands Network  
Sierra Nevada

## NEW HAMPSHIRE

Granite Backcountry Alliance  
North Conway

## NEW MEXICO

Chama Valley Outdoor Club  
Chama

## OREGON

Eagle Cap Nordic Club  
Joseph

## UTAH

Nordic United  
Logan

Wasatch Backcountry Alliance  
Salt Lake City

## VERMONT

Vermont Backcountry Alliance  
Green Mountains

## WASHINGTON

Cascade Backcountry Alliance  
Seattle

El Sendero  
Wenatchee

Hurricane Ridge Winter Access  
Coalition  
Port Angeles

Inland Northwest Backcountry  
Alliance  
Spokane

Kongsberger Ski Club  
Edmonds

The Mountaineers  
Seattle

## WYOMING

Togwotee Backcountry Alliance  
Lander

Wyoming Wilderness Association  
Sheridan

## AMBASSADORS

Clare Gallagher  
Brennan Legasse  
Andrew McLean  
Forrest McCarthy  
Rich Meyer  
Brody Leven  
Eric Larsen  
Luc Mehl  
Glen Poulsen  
KT Miller  
Halina Boyd  
Doug Stoup  
Donny Roth  
Jim Harris  
Noah Howell  
Thomas Woodson  
Forrest Shearer  
Hans-Peter Marshall  
Kim Havell  
Caroline Gleich

## BOARD OF DIRECTORS

Mike Fiebig, Chair  
John Garder, Vice Chair  
Tony Ferlisi, Secretary  
Hal Hallstein, Treasurer  
Charlie Woodruff  
Erik Lambert  
Jennifer Miller  
Katie Strong  
Jennifer Bock  
Rich Meyer  
Scott White  
Sam Roberts  
Laura Yale

The Winter Wildlands Alliance  
Board of Directors met four times  
during the fiscal year: October 23,  
2016; January 20, 2017; March 27,  
2017; June 24-25, 2017.

## STAFF

Mark Menlove, Executive Director  
Hilary Eisen, Recreation Planning and  
Policy Manager  
David Page, Advocacy Manager  
Kerry McClay, National SnowSchool  
Director  
Keili Bell, Outreach and Events  
Coordinator  
Brittany Jones, Program  
Administrator



Winter Wildlands is a national  
nonprofit organization  
promoting and preserving  
winter wildlands and a quality  
human-powered snowsports  
experience on public lands.

Winter Wildlands Alliance  
910 Main St, Ste 235  
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info@winterwildlands.org

www.winterwildlands.org



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winterwildlands.org/join