



ANNUAL REPORT: FISCAL YEAR 2020 BY THE NUMBERS

Winter Wildlands Alliance, grassroots groups, backcountry partners, ambassadors and individual members working together to Keep Winter Wild.

OVER 1,000 HOURS



working with Outdoor Alliance and other partners on policy issues affecting public lands and recreation

MOBILIZED OVER 1,500



individual comments on Forest Service plans, national and state-level legislation, and regulatory documents

OVER 40 HOURS



spent meeting with local elected officials



Hosted 85 participants at the 8TH Biennial Grassroots Advocacy Conference



OVER 30 HOURS

spent with congressional members and staff to discuss issues affecting public lands and winter recreation

Worked with grassroots groups on

8

NATIONAL FOREST LAND MANAGEMENT

PLAN REVISIONS

IN 6 STATES



30 DIRECT

ACTION ALERT EMAILS

sent informing supporters of policy maneuvers or public land management actions impacting winter recreation and how to get involved



439 LETTERS

sent to Members of Congress and state elected officials from WWA supporters



12 MONTHLY

policy updates to grassroots member groups on issues impacting winter recreation

32

BLOG POSTS

focused on policy, advocacy and citizen science



PARTICIPATED IN 6 STAKEHOLDER COLLABORATIVES OR WORKING GROUPS

CITIZEN SCIENCE COMES TO SNOWSCHOOL

A new partnership with NASA is one way we're bolstering the SnowSchool curriculum. The goal continues to be getting kids excited for winter.

By Kerry McClay, National Snowschool Director

Can you predict how much water is in the snowpack? This winter, students enrolled in SnowSchool will be able to.

Every winter, SnowSchool introduces thousands of kids to the wonders of winter and snowshoeing. Our curriculum is being taught at 70 sites nationwide, and many of the students come from underserved Title 1 schools that have diverse populations. Winter is a great environment for kids to connect with nature. It encourages play: we build snow caves, dig snow pits, and go belly sliding. Now, some of our students will have even more opportunities to turn play into science.

After their field trip into the snow, students will be asked to predict how much snow their local mountains will receive during the coming winter. They'll have decades of historical snowpack data collected from snow scientists at the US Forest Service Rocky Mountain Research Station and NRCS SNOTEL sites. Teachers will help them calculate averages and analyze recent precipitation trends, so they can make informed predictions about the maximum snowpack depth and the maximum snow-water equivalency. This is the same approach that hydrologists make when they're developing water forecasts based on the snowpack. The students, though, get a prize for the closest predictions.

This winter, we're launching a new partnership with the National Aeronautics and Space Administration's SnowEx program. SnowSchool students will collect snowpack measurements and send their findings to NASA scientists who are testing out new LiDAR, microwave, and infrared technology, mounted on aircraft, that are designed to scan the mountain snowpack. The hope is to one day develop the technology so that scientists can detect the water content of snow in a mountain watershed in real time from a satellite. Our students' data will help scientists test the accuracy of these new sensors.

Educators play a huge role at SnowSchool, so we're also actively working to provide additional training to classroom teachers and outdoor science educators so they'll be equipped to make the most of these new opportunities. At the National Flagship SnowSchool site at Bogus Basin Mountain Recreation Area, program coordinator Dirk Anderson is working to create a new Environmental Education credential program with Boise State University that features an internship at SnowSchool. And of course, we're always working with educators across the snow-belt to launch new sites and bring these experiences to underserved kids who need it most.

All of this is made possible because of people and organizations like you, who have continued to support Winter Wildlands Alliance SnowSchool through the years. Thank you! Now, find a SnowSchool student and ask them how to predict the snow-water equivalent in the snowpack.





A growing national education program of Winter Wildlands Alliance, SnowSchool is a bridge connecting kids to the world of snow science and winter recreation. Our curriculums are designed for kindergarten to high school and combine a field trip to the snow with classroom presentations. Students learn about hydrology, winter ecology, wildlife, and snow crystals. They also make a vital connection between the snowpack—the largest reservoir in the West—and the water they drink every day.

SNOWSCHOOL + NASA


Starting this year, we've added a citizen science element to connect students with scientists at NASA who are developing technologies to measure the snowpack remotely. On-the-ground data recorded by the students will be used to compare the results of remote sensors deployed by NASA's SnowEx program.

Donate, Volunteer, Start a SnowSchool Site in Your Area! www.snowschool.org

68%
never having
been on
SNOWSHOES



35,000
PARTICIPANTS
NATIONWIDE

53% 
QUALIFYING AS
UNDERSERVED

 **70**
ACTIVE
SnowSchool Sites



15 Years of the Backcountry Film Festival

Every fall, a hand-picked selection of ski movies has created a platform for communities of snow enthusiasts to gather and celebrate their shared passion. By Melinda Quick, Festival and Membership Manager

Fifteen years ago, Winter Wildlands Alliance staff, volunteers, and community members pushed play on a small DVD player at our first official ski movie night. Meanwhile, I was a 13-year-old who was just learning how to turn my rented alpine skis down the hills of Bogus Basin, the local mountain in my hometown of Boise. The always-breaking-down-school-bus carried my peers and I to that mountain every Wednesday in the winter. I learned that sharing experiences in the outdoors with folks you like (and some you may not know) was the first step in discovering my passion.

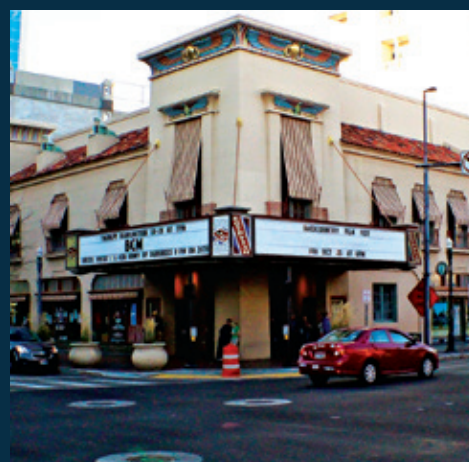
Winter Wildlands' "ski movie night" has evolved into the Backcountry Film Festival. This year, the Backcountry Film Festival toured across the country with 108 stops in 22 states and four countries. Together, we raised just over \$190,000 dollars to support local grassroots efforts that promote environmental conservation and human-powered recreation.

I attended my first Backcountry Film Festival premiere in Boise, ID three years ago. I was still floating around the world; slowly figuring out what I wanted to do. Sitting down in the theater at the Backcountry Film Festival validated my two loves for bringing people together over

films and tromping around in the snow in my snowshoes or working my way down a ski hill. I felt right.

Our goal is to share the diversity of experiences in the winter. While one person may be skiing a steep line down a rocky mountain, another may be hiking out in the snowy woods with their dog. However people experience winter, we choose a range of films with the goal to represent everyone, from all walks of life and backgrounds.

When the movies flicker on the big screen, the theater gets quiet and people revel at the adventures other people embark. As the manager of film festival, I hope these films remind us of the place where we all feel right: outside. We're still just as happy to press the play button this season and for many more to come. In the future, we hope to fund our own films and support filmmakers who are telling stories with an emphasis on diversity. We want to expand our youth programming. But most of all, we want to continue growing the festival, to serve each and every community who enjoys a good ski movie night. Thank you to everyone who believed in the original ski movie night back in 2005, and to everyone who has joined us at a tour stop of the Backcountry Film Festival since. Let's press play on the dream to Keep Winter Wild!




YEAR 2020 **BY THE NUMBERS**



Celebrating the
Winter Human-
powered Experience

The Backcountry Film Festival is produced each year by Winter Wildlands Alliance as a celebration of the human-powered winter experience, a gathering place for the backcountry snowsports community, and a direct benefit for local grassroots programs nationwide.

backcountryfilmfestival.org

108
screenings
globally 

\$190,000
FUNDS RAISED
FOR LOCAL
COMMUNITY
PROGRAMS

22 STATES


13

corporate sponsors supported the
Backcountry Film Festival World Tour



22,000+
outdoor recreation
enthusiasts
REACHED

 **4**
COUNTRIES

100
LOCAL PARTNERS

In collaboration with the Colorado Outdoor Recreation Industry Office and 5Point Film Festival, Winter Wildlands Alliance hosted the second annual Backcountry Film Festival **NIGHT OF STOKE** at the Outdoor Retailer SnowShow. With a sold-out crowd, attendees were ignited with stoke for our outdoor community, inspired to get outside, and informed on how to

advocate for their favorite wild landscapes.

Funds raised from the Backcountry Film Festival help support SnowSchool sites, fund mountain safety workshops, gather volunteers for stewardship projects, raise public awareness for local trail development, and drive advocacy efforts for the protection of wild places and public lands.



2019 POLICY/ADVOCACY UPDATE



Met with Forest Service decision makers at the national, regional, and local level to advocate for sustainable recreation components in forest planning and timely and thoughtful implementation of the Over-Snow Vehicle Rule.



Met with members of Congress and their staff in DC and in their home districts to talk with them about legislation of importance to the human-powered recreation community, such as Recreation Not Red Tape and the Land and Water Conservation Fund Permanent Funding Act.



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



Worked on a broad range of sustainable recreation issues at the state level through Outdoor Alliance Montana and Colorado, and co-founded (with OA, American Whitewater, Access Fund, Surfrider and IMBA) Outdoor Alliance California.



Worked with partners in California to increase human-powered community engagement and provide constructive comments on winter travel plans for national forests in the Sierra Nevada.



Intervened to defend protections for wolverines and mountain goats in litigation brought by the Idaho State Snowmobile Association concerning the Sawtooth National Forest's Fairfield Winter Travel Plan.



Successfully advocated for 59,929 acres of the Inyo National Forest to be protected as Recommended Wilderness in its new forest plan, supported robust sustainable recreation language, improved Wild & Scenic inventory, language for allowing for maintenance of fixed climbing anchors in Wilderness, and secured a commitment from the Forest Supervisor to start winter travel planning on the forest in 2020.



Pushed back against state-by-state efforts to dismantle the Roadless Rule, specifically in Utah and Alaska, and Forest Service efforts to undermine the National Environmental Policy Act.



Worked with Montana Backcountry Alliance and Crosscut Mountain Sports Center to secure new access through private land for backcountry skiers in Montana's Bridger Mountains.



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



Helped to organize a massive Public Lands Rally in Montana's Capitol building.

Organized and convened our 8th annual Grassroots Advocacy Conference, in Boise ID, with a focus on expanding equity on public lands.

32 TOTAL 
GRASSROOTS GROUPS

21 
AMBASSADORS

FISCAL YEAR 2019

AUDITED FINANCIAL STATEMENTS

Following are the statements for the year ending June 30, 2018 as presented by Harris & Co. P.A. Certified Public Accountants.

For more information email info@winterwildlands.org or call (208) 336-4203.

STATEMENT OF FINANCIAL POSITION

ASSETS

CURRENT ASSETS

Cash & Cash Equivalents	\$81,124
Certificates of Deposit	\$150,085
Inventory	\$2,192
Prepaid and Other Assets	\$6,389

Total Current Assets \$239,790

Deposits \$660

Total Assets **\$240,450**

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts Payable	\$17,086
Accrued Payroll and Related Costs	\$13,939

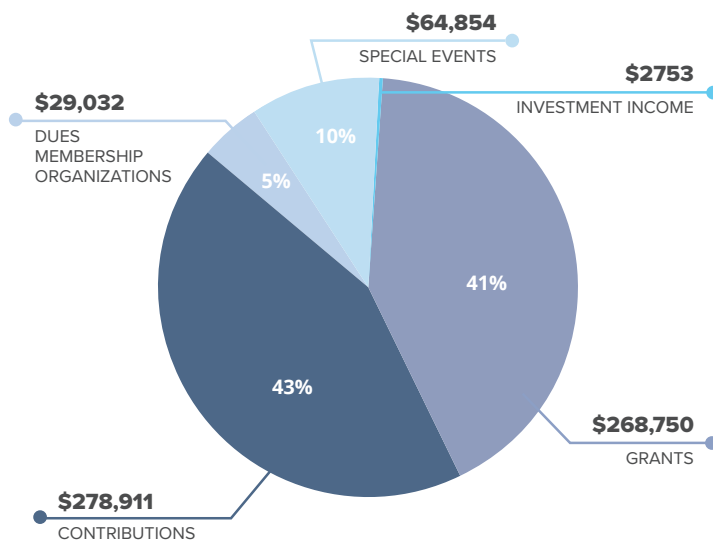
Total Current Liabilities \$31,025

NET ASSETS

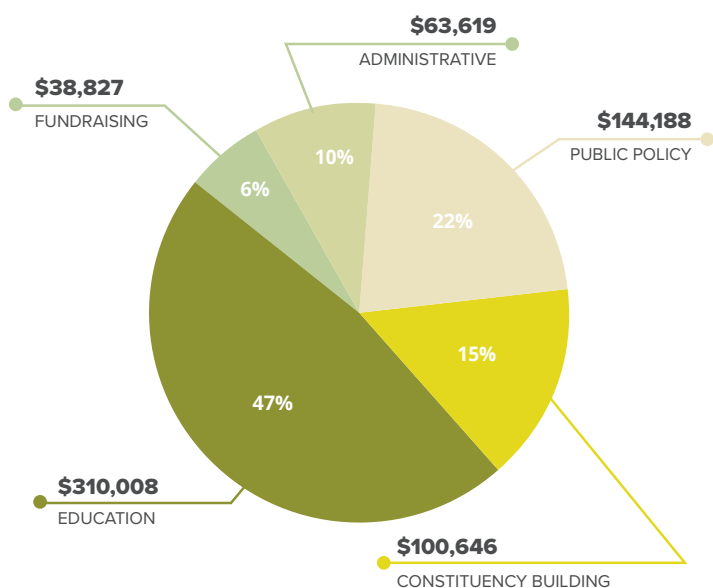
Without donor restrictions	\$54,654
With donor restrictions	\$154,771
Total Net Assets	\$209,425

Total Liabilities and Net Assets **\$240,450**

TOTAL REVENUE: \$644,300



TOTAL EXPENSES: \$657,288



THANK YOU!

WWA 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 all of our members and supporters at every level. We are proud and grateful to list here all of the individuals, foundations and partners who contributed \$100 or more during fiscal year 2019, without whose generosity our work would not be possible.

444S Foundation
Henry Abrons and Li-Hsia Wang
David Ackerson
Alaska Avalanche Information Center
Alaska Guide Collective
Alaska Quiet Rights Coalition
Frank and Katherine Alexander
All Good
Alpenglow Sports
Ambler
Judy Anderson and Galen Shaver
Alex Anderson
Russell and Carol Atha III
Ascent Backcountry Snow Journal
Avalanche Science LLC
Backcountry Babes
Backcountry Magazine
Backwoods Mountain Sports
Grant Barnard
Beartooth Recreational Trails Association
Carey and Don Bell
Benevity Community Impact Fund
Jennifer Bennett
Big Agnes
Big Sky Backcountry Guides
Jennifer Bock
Boise Gear Collective
Kyle Bolen
Bonfire Collective
Andrea Braddock
Daniel Brookmann
Mark Brown
Frank Brzenk
Cable Natural History Museum
Justin Canny
Jerry Cantor
Catherine Carmen
Chris Carr
Cascade Backcountry Alliance
Cascade Designs
Stephen Casimiro
Aaron Castonguay
Catamount Trail Association
John and Theresa Cederholm
Chama Valley Outdoor Club
Brad and Kimberly Chatlin
Tom and Sue Chelstrom
Clif Bar
Colorado Mountain Club
Constellation Brands (Pacifico)
Corning Incorporated Foundation
Beth Cortright
Chris Costa
Ryan Cox
Adam Cramer
Peter Curran
Eric Decker
Craig Dejong
Desert Mountain Medicine
Judy Greer and Dick Dreissgacker
Daniel Doherty
DPS
Yulia Dubinina
Steven Durnal
Eastern Sierra Interpretive Association
Kirk and Pam Ebertz
Tiffany Eck
Eco Tour Adventures
El Sendero Backcountry Ski
and Snowshoe Club
Emerald Expositions
Endurance Conspiracy
Jeff and Brenda Erdoes
Cindy Farny
Feather River College
Tony Ferlisi
Michael Fiebig
First Interstate Bancsystem Foundation, Inc.

First Interstate Bank
Liz Fitzgerald
FlyLow
Freeheel & Wheel Freeheel & Wheel
Friends of Blackwater
Friends of Plumas Wilderness
Friends of The Earth
Friends of the Inyo
Friends of the Routt Backcountry
Jeremy Fryberger
Jeff Gabriel
Douglas Gammell
Joan Ganz
John Garder
Frank Gariglio
Teresa Garland
Elizabeth Gemmill
Jim Gibson
John Gilbert III
Gogglesoc
Arelene Gonzales
Thomas Gordon
Bruce Gottschall
David Gottschall
Granite Backcountry Alliance
Mark and Sue Greeno
Greenwood's Ski Haus
John Griffiths
Katherine Grobe
David Groff
Bruce Gugliotta
Nathan Hadar
Harold Hallstein IV
Pamela Hanson
William Hardham
Emily Hargraves
Ginger Harmon
Robin Harms
Brad Hatch
Elizabeth Hatton
Hayden Beverage Company
Tom Heinrich
High Camp Hut
High Country Conservation Advocates
Kellen Hilton
Tracey and Maynard Hoover
Bruce Horn
Chris Hyde
Ice Axe Expeditions
Idaho Conservation League
Idaho Mountain Touring
Indian Creek Nature Center
Inland Northwest Backcountry Alliance
International Alpine Guides
Chris Johnson
Jara Johnson
Nina Jonas and Andreas Heaphy
Jenna Kane
KEEN
Jeffrey Keyser
Steve Kramer
Erik Lambert
John Latta
Bryan McMartin and Lauren Jones
Brian Lemmon
Marcus Libkind
Neal Lischner
Lone Cone
Lost Grove Brewing
Gail J. & Robert B. Loveman
Charlie Luce
Elise Lufkin
Randolph Luskey
Tim Lydon
Marybeth Lynch
Brad Maddock
Maine Community Foundation
Maki Foundation

Katherine Martin
Madhuri Martin
Mazamas
Mike and Martha McClay
Bryan McMartin and Lauren Jones
Russell McKinley and Anne Herndon
Chris McNamara
Karen Mebane
Mark and Dana Menlove
Rich Meyer
Sarah Michael
Dave Miller
Jen Miller
Suki and Bill Molina
Montana Backcountry Alliance
Montana Backcountry Yurts
Montana Wilderness Association
Morgan Family Foundation
Lars Morris
Leigh Morse
Mountain Hub
Mountain Khakis
MSR
Andy Munter
Jaime Musnicki
Samuel Myers
Native Eyewear
Chase Nelson
Michael Nieling
Justin Nielsen
Nordic and Backcountry Skiers Alliance of Idaho
Nordic Ski Club of Fairbanks
North Central Regional Library
Steven O'Brien
Cailin O'Brien-Feeny
Amaya Odiaga
Brent Olson
Osprey
Outdoor Exchange
Outdoor Gear Exchange
Outdoor Project
Outdoor Prolink
Outdoor Research
Elizabeth Pantazelos
Allison Parker
Jan Parker
Patagonia
Payette Powder Guides
James Pearre
Greg Peters
Eric Peterson
Kathy Pierce
Pine Mountain Sports
Drew Pogge
Powder Ridge Ski Touring
Benjamin Pursley
Ashley Rawhouser
Tyler Ray
Bryce Read
REI
Frederick Reimers
David Reiss
Jerry And Laura Richards
Lee Rimel
Dorothy Ritschel
Samuel Roberts
Santiago Rodriguez
Decker Rolph
David Rosenberg
Jeremy Rossman
Cliff Eames and Ruth McHenry
San Juan Huts
Steven Sanford
Sawtooth Mountain Guides
David Saylor
Garrett Scalario
Daniel Schlehuber
David Schneider

Rory Scoles
Caleb and Louise Scott
Shasta Mountain Guides
Sierra Nevada Brewing Co.
Signal Kitchen, LLC
Silent Tracks
Richard Simpson
Skinny Skis
Oliver Smith
M Snowdon
Snowlands Network
Snowmetrics
Erik Snyder
David Spira
Spokane Mountaineers
Spokane Mountaineers Foundation
Sports Basement
State of the Backcountry
Max Stein
Julie Streeter
Katherine Strong
Andrew Stucker
Summit Sales NW
Sun Valley Trekking
Superior Highland Backcountry
Syracuse University
Tahoe Backcountry Alliance
Tahoe Mountain Sports
Dawson Taylor
Tenth Mountain Division Hut Association
Teton Backcountry Alliance
Teton Backcountry Guides
Teton Valley Trails & Pathways
The Conservation Alliance
The Elephant's Perch
The Mountaineer
The Mountaineers
The North Face
The STIL
Richard Thomas
Timber Trails
Togwotee Backcountry Alliance
Bill and Michele Tregoning
Andy Trygstad
Tsalteshi Trails Association
University Of Idaho
University of Wisconsin Milwaukee
Dan Verbeten
Vermont Backcountry Alliance
Adam Vore
George Wade
Maya Waldron
Wallowa Avalanche Center
Matthew Walter
Todd and Shannon Walton
Wasatch Backcountry Alliance
Lesa Way
Matthew Weatherley-White
Ted Weaver
Dennison Webb
Stephanie Weber
Mark Wenzler
James Wernitz
Scott White
Wigwam
Henry Woodley
Wyoming Wilderness Association
Laura Yale
Yampatika
Yellowstone to Yukon Conservation Initiative
Society Y2Y
YETI
Karen Yoshioka
James Young
Dubinina Yulia

WINTER WILDLANDS ALLIANCE NETWORK

GRASSROOTS GROUPS

ALASKA

- Alaska Quiet Rights Coalition
- Nordic Ski Club of Fairbanks
- Tsalteshi Trails Association

CALIFORNIA & NEVADA

- Eastern Sierra Interpretive Association
- Friends of the Inyo
- Friends of Plumas Wilderness
- Snowlands Network
- Tahoe Backcountry Alliance

COLORADO

- Colorado Mountain Club
- High Country Conservation Advocates
- Friends of the Routt Backcountry
- Silent Tracks
- Tenth Mountain Division Hut Association

IDAHO

- Idaho Conservation League
- Nordic and Backcountry Skiers Alliance of Idaho
- Teton Valley Trails and Pathways

IOWA

- Indian Creek Nature Center

MINNESOTA

- Superior Highlands Backcountry

MONTANA

- Beartooth Recreational Trails
- Montana Backcountry Alliance
- Montana Wilderness Association

NEW HAMPSHIRE & MAINE

- Granite Backcountry Alliance

NEW MEXICO

- Chama Valley Outdoor Club

MARYLAND

- Friends of the Blackwater

UTAH

- Wasatch Backcountry Alliance

VERMONT

- Vermont Backcountry Alliance

WASHINGTON

- Cascade Backcountry Alliance
- El Sendero Backcountry Ski and Snowshoe Club
- Inland Northwest Backcountry Alliance
- The Mountaineers
- Spokane Mountaineers

WYOMING

- Teton Backcountry Alliance
- Togwotee Backcountry Alliance
- Wyoming Wilderness Association

BOARD OF DIRECTORS

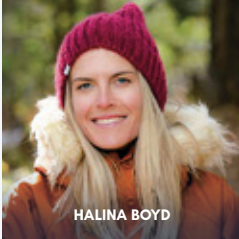
John Garder, *President*
Hal Hallstein, *Vice President*
Sam Roberts, *Treasurer*

Erik Lambert, *Secretary*
Jennifer Bock
Michael Fiebig

Tony Ferlisi
Robin Harms
Rich Meyer

Jennifer Miller
Scott White
Laura Yale

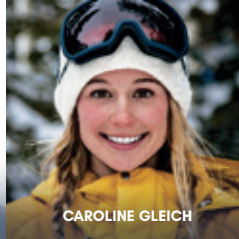
AMBASSADORS



HALINA BOYD



CLARE GALLAGHER



CAROLINE GLEICH



JIM HARRIS



KIM HAVELL



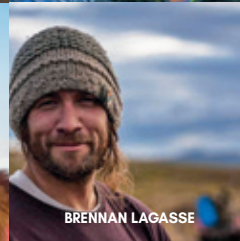
NOAH HOWELL



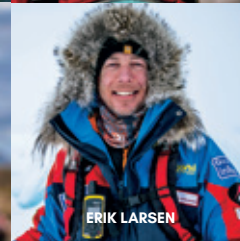
JASON HUMMEL



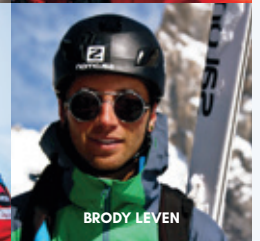
JOHN HUSTON



BRENNAN LAGASSE



ERIK LARSEN



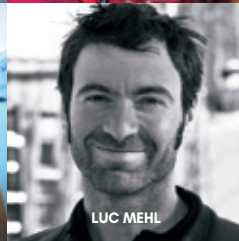
BRODY LEVEN



HANS-PETER MARSHALL



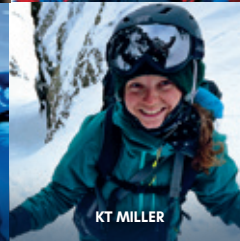
FORREST MCCARTHY



LUC MEHL



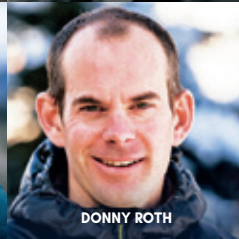
RICH MEYER



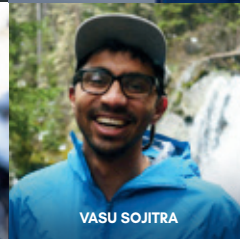
KT MILLER



GLEN POULSEN



DONNY ROTH



VASU SOJITRA



DOUG STOUP



THOMAS WOODSON