



WINTER  
WILDLANDS  
ALLIANCE

Photo by KT Miller

# 2018 ANNUAL REPORT

## BUILDING A MOVEMENT TO KEEP WINTER WILD

Nothing in the world makes me feel more alive, more free, more sane, than venturing under my own power into the wild in winter. And based on our *2018 Trends and Economic Impact Report* — showing 16 million annual participants in human-powered snowsports — I know that I'm not alone in this. Our shared understanding of what it means to seek refuge in wild winter places, in the wilderness and in the frontcountry, is what connects us as a backcountry community. And it's what motivates us to stand up for the places we love.

As you know, these places of refuge, the vast majority of which are on public lands and belong to all of us, are facing unprecedented threats on multiple fronts. In the face of such threats, and with an increased appetite from within the backcountry community to get involved, Winter Wildlands Alliance is working hard to give our community — each of you — the tools and the information necessary to speak up and take action in defense of our wild winter places.

With our new Keep Winter Wild Action Center, we've completely overhauled our advocacy and outreach capabilities and now have in place a vastly more sophisticated system to mobilize our community to take meaningful action. This year, using these new tools, we worked together to submit hundreds of individual comment letters on winter management plans in California's Sierra Nevada. We rallied folks to show up at public meetings and stewardship events across the West and in New Hampshire. We sent targeted petitions to defend specific roadless and non-motorized areas in Washington, Utah, Alaska, Montana and Wyoming, to protect the Arctic National Wildlife Refuge from drilling, to push back against fee hikes in national parks and mining proposals on the edge of Yellowstone, to

save Harriman State Park in Idaho, Bonanza Flats in Utah, and to urge Congress to permanently reauthorize the Land and Water Conservation Fund.

Meanwhile, through our national SnowSchool, we continue to build a new generation of student scientists, thoughtful explorers, and public lands stewards. Through the Backcountry Film Festival and other grassroots engagement, we are funding and facilitating local advocacy, access, citizen science, avalanche safety, backcountry ethics and stewardship programs.

As a movement, we are a strong, vibrant and ever-growing force for the defense of public lands, winter ecosystems and wild places. To each of you who have continued through the years to support Winter Wildlands Alliance as members and partners, I offer heartfelt gratitude and admiration. If you've recently discovered this community and haven't become a member yet: we need you! To be most effective, to make the biggest difference we can for the places we care about, we need every one of you. Join us now to Keep Winter Wild!

**Mark Menlove**  
Executive Director





# FISCAL YEAR 2018 BY THE NUMBERS

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

**OVER  
250 HOURS**



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

**MORE THAN  
60 HOURS**



meeting with United  
States Forest Service  
staff to discuss  
issues affecting  
public lands and  
winter recreation

**21  
HOURS**



spent with Congressional  
members and staff

**42**

**HOURS SPENT**

meeting with local  
elected officials



Hosted **80** participants  
at 7<sup>TH</sup> Biennial Grassroots  
Advocacy Conference

**1376**

**RESPONSES**

to first-ever Winter  
Recreation Survey



Engaged in over

**20**

**DIFFERENT  
PLANNING PROCESSES**

relating to public land management  
and winter recreation

**62 DIRECT  
ACTION ALERT EMAILS**

informing supporters of policy  
manoeuvres or public lands actions  
impacting winter  
recreation  
and how  
to get  
involved



**12 MONTHLY**

policy updates to  
grassroots member  
groups on issues  
impacting winter  
recreation



**896** individual comments submitted on **winter  
travel plans** on **4** National Forests in California.

**2** scientific and economic  
reports published

**32  
BLOG POSTS**

focused on policy,  
advocacy and  
citizen science



**PARTICIPATED IN  
7 STAKEHOLDER  
COLLABORATIVES  
OR WORKING  
GROUPS**

Worked closely with  
grassroots groups  
and local skiers on 9  
National Forest land  
management plan  
revisions







Photo by Emily Sierra

## 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](http://backcountryfilmfestival.org)

**98** screenings globally

**\$240,000**

raised for local community programs

**30,000+**

outdoor recreation enthusiasts reached

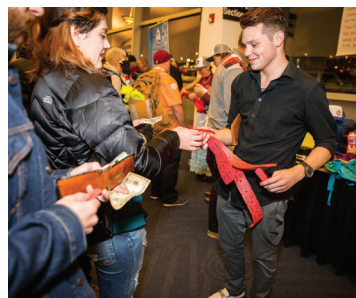
**15** corporate sponsors supported the Backcountry Film Festival World Tour

In collaboration with the Colorado Outdoor Recreation Industry Office and 5Point Film Festival, Winter Wildlands Alliance hosted the first annual Backcountry Film Festival **Night of Stoke** at the Outdoor Retailer Snow Show, the expo's first-ever event open to the public.

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.

winter wildlands alliance  
**backcountry  
film  
festival**

Celebrating the Winter  
Human-powered Experience





❄️ **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 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.

❄️ **WORKED WITH** partners in California to provide constructive comments and participation in winter travel planning efforts on Sierra Nevada forests.

❄️ **SUCCESSFULLY DEFENDED** the Bitterroot winter travel plan in Montana, which protects potential Wilderness areas and sensitive wildlife habitat from motorized use.

❄️ **ENGAGED IN** forest planning efforts on the Inyo, Sierra, Sequoia, Flathead, Helena-Lewis and Clark, Custer Gallatin, Salmon-Challis, Nez-Perce Clearwater, Grand Mesa, Uncompahgre, and Gunnison, and Chugach National Forests.

❄️ **ADVOCATED FOR** roadless and other non-motorized protections in Alaska, Washington, California, Utah, Montana, Idaho and Wyoming.

❄️ **REPRESENTED** backcountry skiers and human-powered recreation interests in multiple collaborative stakeholder groups.

❄️ **HELPED** Superior Highlands Backcountry develop a special use permit proposal for a backcountry ski area in northern Minnesota.

❄️ **WORKED WITH** Wasatch Backcountry Alliance to continue 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.

❄️ **IN PARTNERSHIP WITH** the Idaho State Snowmobile Association and Round River Conservation Studies, convened a working group to address winter recreation and wolverine conservation.

**38** TOTAL  
GRASSROOTS  
GROUPS

 **21**  
AMBASSADORS



**20%** increase in Facebook followers during FY18 to over **5200**; average organic post reach over **1k**.



Instagram followers up **47%** to over **3280**.

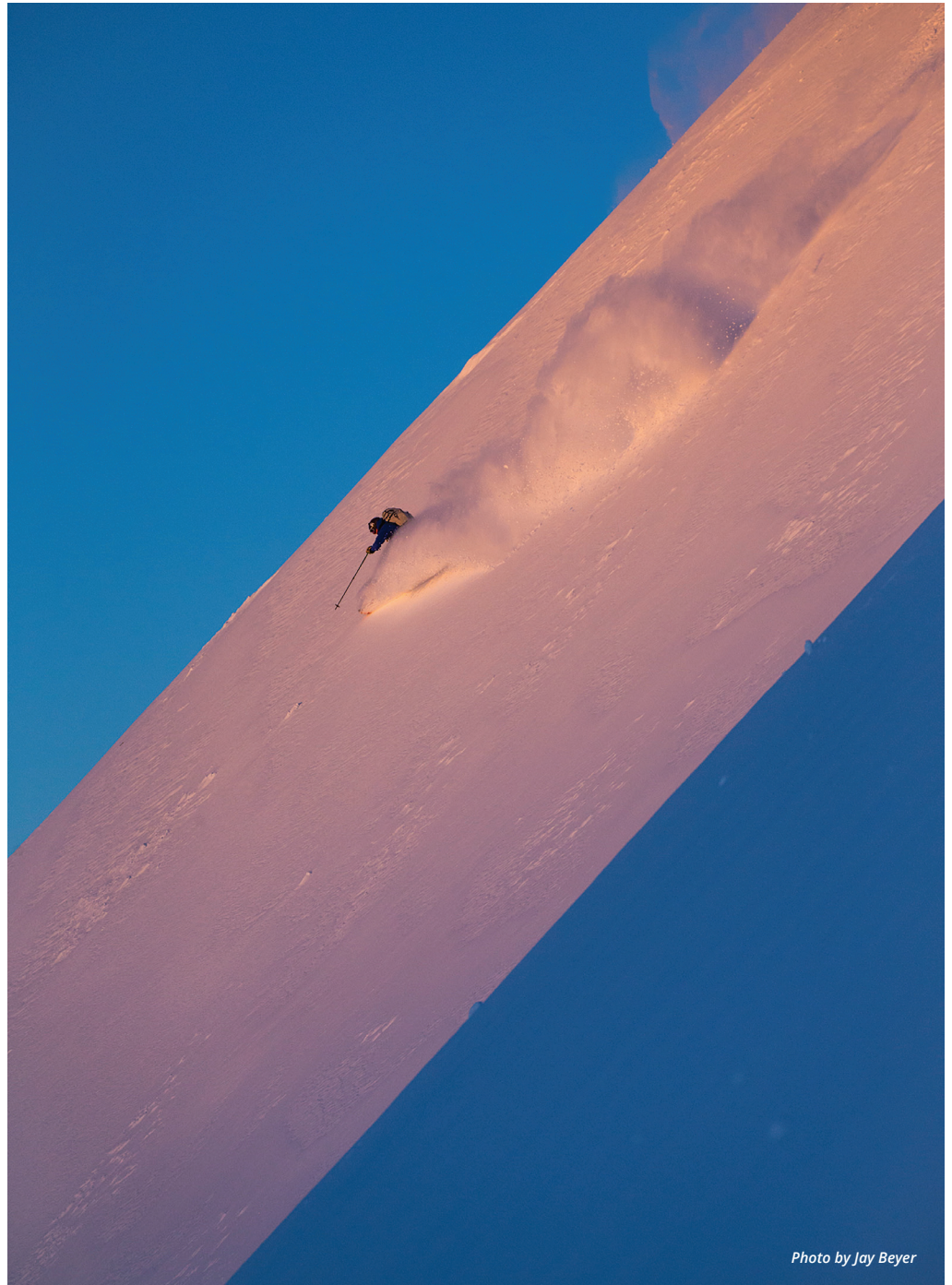


Photo by Jay Beyer





Photo by Turner Vinson



# SNOW SCHOOL

A growing national education program of Winter Wildlands Alliance, **SnowSchool** annually engages over **34,000 PARTICIPANTS** across **65 SITES**, introducing kids to the joy of exploring our nation's winter wildlands.

## 34,000 PARTICIPANTS NATIONWIDE

**53%**  
of the students  
**QUALIFYING**  
**AS UNDERSERVED**  
**68%** never having  
been on snowshoes



**A new SnowSchool short film** featuring the National Flagship SnowSchool Site Bogus Basin was produced by Winter Wildlands Alliance and shown to a national audience of over 30,000 people in the 2017-18 Backcountry Film Festival tour

**Held the first ever regional SnowSchool science education workshop for educators in California's Sierra Nevada**



**65**  
**ACTIVE**  
**SNOWSCHOOL SITES**



Added **6** new  
SnowSchool sites  
in **6** different  
states

**Donate, Volunteer, Start a SnowSchool Site in Your Area**

❄️ [www.snowschoolorg](http://www.snowschoolorg) ❄️

## WEATHER STATION PROJECT:

The Weather station project transformed the SnowSchool learning experience into a fun 4-month science exploration for 76 classrooms (a 50% increase from last year) 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.





# FISCAL YEAR 2018

## 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](mailto:info@winterwildlands.org) or call (208) 336-4203.

### STATEMENT OF FINANCIAL POSITION

#### ASSETS

##### CURRENT ASSETS

Cash & cash equivalents	\$118,716
Certificates of Deposit	\$124,954
Inventory	\$2,790
Prepaid and Other Assets	\$7608

Total Current Assets	\$254,068
Fixed Assets (equipment, less depreciation)	\$0
Deposits	\$660

**Total Assets** \$254,728

#### LIABILITIES AND NET ASSETS

##### CURRENT LIABILITIES

Accounts Payable	\$10,299
Accrued payroll and related costs	\$22,016

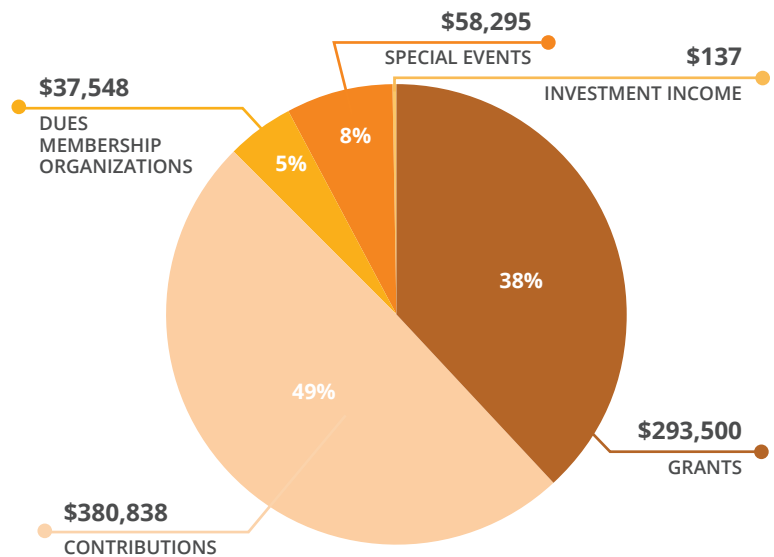
Total Current Liabilities \$32,315

##### NET ASSETS

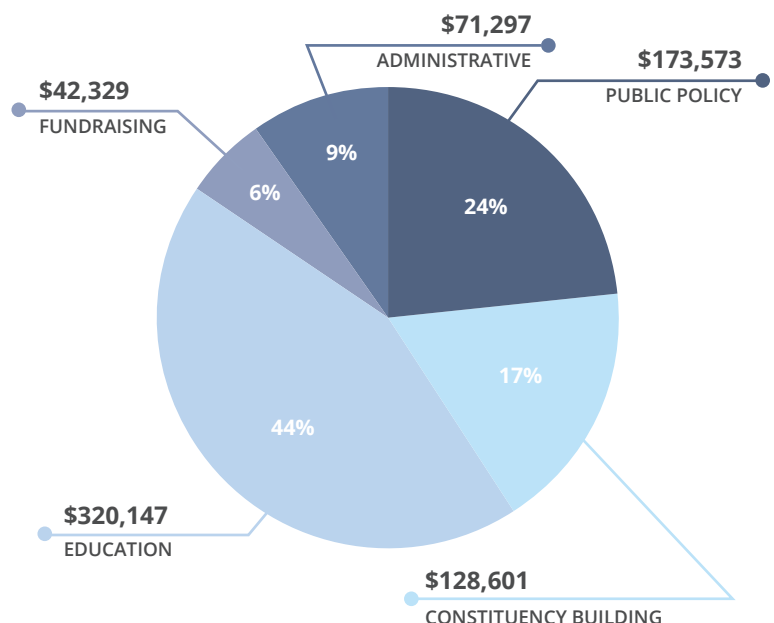
Unrestricted	\$33,938
Temporarily restricted	\$188,475
Total Net Assets	\$222,413

**Total Liabilities and Net Assets** \$257,728

### TOTAL REVENUE: \$770,138



### TOTAL EXPENSES: \$735,947





# ACKNOWLEDGEMENTS

**WWA THANKS OUR MANY 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 our more than 13,000 members and supporters. And we are proud and grateful to list here all of the individuals, foundations and partners who contributed \$100 or more during fiscal year 2018, without whose generosity our work would not be possible.

444s Foundation  
Henry Abrons and Li-Hsia Wang  
Craig Adams  
Alaska Quiet Rights Coalition  
Alpenglow Sports  
Anonymous  
Carol and Russell Atha  
Backcountry Pursuit  
Alexandre Balkanski  
Beartooth Recreational Trails  
Tom and Annie Black  
Alex Blackmer  
Emmy Blechmann  
Jennifer Bock  
Garret Bock  
Kyle Bolen  
Steve Bonowski  
Bert Bowler  
Brittany Bradford  
Daniel Broockmann  
Jeff Brownson  
Frank Brzenk  
Isaiah Burkhart  
Jacob Burton  
Josh Butler  
Robbin Capers  
Catherine Carmen  
Chris Carr  
Cascade Designs  
Sally Castleman  
Clif Bar, Inc.  
Colorado Mountain Club  
Community Foundation of Jackson Hole  
Jennifer Conklin and Daniel Doherty  
Diane Conley  
The Conservation Alliance  
Tom Cooper  
Laurie Corrick  
Coulour LLC  
Adam Cramer and Jen McCadney  
Diane Cross  
Forrest Cross  
Peter Curran  
Kyle Cutshall  
Daniel Dahl  
Ross Dakin  
Derek Dassatti  
Patrice Davies  
Larina Davis  
Jeff Day  
Carl Dec  
Deseret Mountain Medicine  
DPS  
Kathryn Dunning  
Dynafit  
Cliff Eames  
Kirk and Pam Ebertz  
Jill Edmundson  
Jim and Ginny Elliott  
Jeff and Brenda Erdoes  
John Estle  
Tony Ferlisi  
Michael Fiebig  
Jeff Fink

First Interstate Bank  
FlyLow  
Jora Fogg  
Charlie Forsythe  
Jake Forsythe  
Fort Kent Outdoor Center  
Karen Fournier  
Friends of Blackwater  
Friends of The Routt Backcountry  
Douglas Gammell  
Joan and Neil Ganz  
John Garder  
Neil Garrison  
George B. Storer Foundation  
Jim Gibson  
John Gilbert III  
Neil Gleichman  
Daniel Glynn  
Arlene Gonzales  
Thomas Gordon  
Sue and Bruce Gottschall  
Judy Greer and Dick Dreis  
Nathan Hadar  
Harold Hallstein  
William Hardam  
Emily Hargraves  
Ginger Harmon  
Justin Hayes  
Bruce Hayse  
Tom Heinrich  
Brett Henderson  
Charles Herrington  
High Camp Hut  
Heidi and Joe Holland  
Michael A. Holland  
Tracey and Maynard Hoover  
Peter Howe  
Ice Axe Expeditions  
Indian Creek Nature Center  
Chris Johnson  
Brittany Jones  
Kerry Jordan  
Darrel Jury  
Jenna Kane  
KEEN  
Jeffrey Keyser  
Beau Kiklis  
Anthony Kinney  
Nick Kiriazis  
Joseph Krakker  
Steve Kramer  
Andrea Krong  
Erik Lambert  
Diana Landis  
John Latta  
Laura Moore Cunningham Foundation  
Courtney Laurell  
Thomas Lawrence  
Steve Lebrun  
Joel Lenorovitz  
Libkind Family Fund  
James Lieberman  
Karin Lindholm  
Neal Lischner

Gail J. and Robert B. Loveman  
Charlie Luce  
Maki Foundation  
Tim Maly  
Thomas Markovits  
Susan McBurney  
Matthew McClain  
Mike and Martha McClay  
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Marcel and Jan Meved-Parker  
Rich Meyer  
Sarah Michael  
Micron  
Jennifer Miller  
Greg and Lisl Mills  
Katrina Mohr  
Suki Molina  
Montana Backcountry Alliance  
Montana Wilderness Association  
Lars Morris  
Leigh Morse  
Mountaineering Club of Alaska  
Nature Connection  
Chase Nelson  
Tyler Nelson  
Monika Nesetrilova  
Network for Good  
Martin Nicholas  
Samuel Nies  
Steve O'Brien  
Cailin O'Brien-Feeney  
Dan O'Connell  
Brent Olson  
Osprey  
Outdoor Gear Exchange  
Outdoor Research  
Bill Page  
Allison Parker  
Becky J Parkinson  
Patagonia, Inc.  
PICO Foundation  
Kylie Paul  
Payette Brewing Company  
Quinn Perry  
Lew Peterson  
Mark Petroni  
Kathy Pierce  
Rick Potts  
Misti Powell  
Ed Prendergast  
Hunter Preston  
Benjamin Pursley  
Don Ralphs  
Ashley Rawhouser  
REI  
Frederick Reimers  
Andy and Paul Remels  
Resources Legacy Fund  
Lee Rimel  
Kathleen Rivers  
Marc Robert

Sam Roberts  
Mike Rolfs  
David Rosenberg  
Jeremy Rossman  
Todd Russo  
Jim Ruttler  
Eric Ryan  
Kate Ryan  
Susan Saad  
San Juan Huts  
Dennis Sanders  
Allen Sanderson  
L R Scherer III  
David Schneider  
Wendy Schneider  
Joey Schusler  
Alana and Chris Scolere  
Rory Scoles  
Caleb and Louise Scott  
George Sfirri  
Richard Simpson  
Claire Smallwood  
Spokane Mountaineers Foundation  
Tom Stahl  
Carl Steidtmann and Kathleen Cline  
Ryan Stenson  
Mark Striepe  
Randy and Tony Stroh  
Katherine Strong  
Summit Sales NW  
Joseph Tembrock  
Teton Valley Trails and Pathways  
The Mountaineer  
The Wilderness Society  
Jim Thompson  
Bill Tregoning  
Tsateshi Trails Association  
Shana and Martin Tubach  
Richard Vermillion  
Visit Denver  
Peter Wadsworth  
Maya Waldron  
Matthew Walter  
Wasatch Backcountry Alliance  
Lesa Way  
Matthew Weatherley-White  
Steven A. Werner  
James and Stephanie Werntz  
Gabe Westheimer  
Conrad Wharton  
Scott White  
Theresa Wilson  
Kelsey Wirth and Sam Myers  
Eric Wolfe  
Anders Wood  
Jessica Wood  
Henry Woodley  
Charlie Woodruff  
Laura Yale  
Yale Foundation  
Yeti  
James and Karen Young





# OUR NETWORK

## GRASSROOTS GROUPS

### ALASKA

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

### CALIFORNIA

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

### COLORADO

- Colorado Mountain Club

- Friends of the Routt Backcountry
- High Country Conservation Advocates
- Silent Tracks
- The Nature Connection

### IDAHO

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

### IOWA

- Indian Creek Nature Center

### MAINE

- Fort Kent Outdoor Center
- Granite Backcountry Alliance

### MARYLAND

- Friends of the Blackwater

### MINNESOTA

- Superior Highlands Backcountry

### MONTANA

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

### NEVADA

- Snowlands Network

### NEW HAMPSHIRE

- Granite Backcountry Alliance

### UTAH

- Nordic United
- Wasatch Backcountry Alliance

### VERMONT

- Vermont Backcountry Alliance

### WASHINGTON

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

### WYOMING

- Togwotee Backcountry Alliance
- Wyoming Wilderness Association

## AMBASSADORS

Halina Boyd  
Clare Gallagher  
Caroline Gleich  
Jim Harris  
Kim Havell  
Noah Howell  
Jason Hummel  
Brennan Lagasse  
Eric Larsen  
Brody Leven  
Hans-Peter Marshall

Forrest McCarthy  
Luc Mehl  
Rich Meyer  
Kt Miller  
Glen Poulsen  
Donny Roth  
Forrest Shearer  
Vasu Sojitra  
Doug Stoup  
Thomas Woodson

## BOARD OF DIRECTORS

Michael Fiebig, *Board Chair*  
John Garder, *Vice Chair*  
Tony Ferlisi, *Secretary*  
Hal Hallstein, *Treasurer*  
Jennifer Bock  
Erik Lambert  
Rich Meyer

Jennifer Miller  
Sam Roberts  
Katie Strong  
Scott White  
Charlie Woodruff  
Laura Yale

*The Winter Wildlands Alliance Board of Directors met three times during the fiscal year:*  
November 9-12, 2017  
January 23-24, 2018  
June 8-10, 2018

## STAFF

Hilary Eisen, *Policy Director*  
Kerry McClay, *National SnowSchool Director*  
Mark Menlove, *Executive Director*  
David Page, *Advocacy Director*  
Melinda Quick, *Backcountry Film Festival Manager*  
Ilyse Sakamoto, *Program Administrator*  
SharpEnd Designs, *Graphic Design*



Photo by Turner Vinson



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

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Phone 208.336.4203

[info@winterwildlands.org](mailto:info@winterwildlands.org) • [winterwildlands.org](http://winterwildlands.org)



WINTER WILDLANDS ALLIANCE

[winterwildlands.org/join](http://winterwildlands.org/join)