



ANNUAL REPORT

2020-2021



Keili Bell set to ski at sunset in the Wasatch Mountains of Utah (Ute lands, in the Uinta-Wasatch-Cache National Forest). Photo by Ben Wickham @ dirt_roads_and_river_eddies.

We are in the heart of winter and steering straight into spring — the darkness has shifted into longer days, more stable snowpack, and the ideal conditions for backcountry adventures are forming up nicely. Our Winter Wildlands Alliance crew works all year on keeping critical areas protected, ensuring the longevity of wild winter spaces. What we accomplish every

year is formidable and I am exceptionally proud of our efforts that gain headway on national, regional, and local policy, advocacy, and stewardship. You'll see in our annual report that — like so many organizations in our space — it was a challenging year. We anticipate more hard work ahead, but see opportunity and not defeat. The team is mighty, but



challenged with limited resources. If you go into the backcountry at any point in the year, chances are you've benefited from our work, please consider supporting our efforts now. And as you get outside, appreciate what makes these places special and worth protecting. Of all the things that are the light at the end of the

tunnel, what we do and our successes are the brightest.

- **Todd Walton**, *Executive Director*

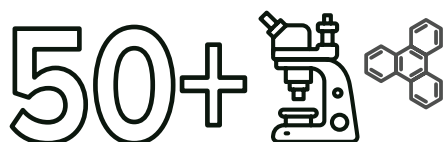
COVER PHOTO: Sarah Histand ice skating on the Kuskokwim River, near Bethel, Alaska (Yup'ik lands, near the Yukon Delta National Wildlife Refuge).
Photo by Luc Mehl @lucmehl.

YEAR IN REVIEW annual report



34,000 kids engaged across **70 active SnowSchool sites** and in snow covered school yards and backyards nationally

50% of SnowSchool participants engaged were underserved students, including from Title 1 schools, Title V rural schools, tribal schools, low income populations, special education programs, adaptive programs, English Language Learners programs, and refugee populations



hands-on weekly science activities developed for K-12 students at home

SECOND ANNUAL

NATIONAL SNOWSCHOOL CONFERENCE (VIRTUAL)



WITH OVER 60 EDUCATORS ATTENDING FROM ACROSS THE COUNTRY

5,006 members in **48** states, including Washington D.C., helped keep winter wild by taking action and/or giving financially

5,000 LETTERS

sent by WWA members and supporters to policy makers supporting public lands and quiet winter recreation





2021

2 NEW



GRASSROOTS GROUPS

added to the WWA network:
Valdez Adventure Alliance and
Leave Our Lands Alone Alliance

HELPED SAVE

9.2 

MILLION ACRES

OF ROADLESS LANDS ON
THE TONGASS NATIONAL
FOREST FROM LOGGING

**1 SPECIAL USE PERMIT
STOPPED**

for commercial heli-skiing in the
wild Centennial mountains on the
Caribou-Targhee National Forest

563,305

non-Wilderness acres
protected from winter
motorized use on the
Stanislaus National Forest
through the nation's first-
ever Winter Travel Plan
under the Over-Snow
Vehicle Rule

301 LETTERS

sent to Superior National
Forest in opposition to Lutsen
Mountains
ski resort
expansion



Defended

and helped
restore the
National
Environmental
Policy Act
through **Phase 1** restoration



Helped
increase
Forest Service
funding by

\$5.5 billion

through the Infrastructure
Investment and Jobs
Act (signed into law in
November)





Recreation Impact Monitoring System (RIMS) mobile app expanded for offline use in **10** western states

24% OF LANDS AND WATERS

in California determined to be already durably conserved as part of goal to reach **30%** by **2030 (30X30)**

\$10,818

raised on Giving Tuesday 2021



588 MEMBERS

took our first ever membership survey in Fall 2021



360 backcountry skiers and riders participated in Manti-La Sal National Forest Economic Impact Survey

Estimated **\$500,000** annually spent by backcountry skiers and riders in and around the Manti-La Sal National Forest

Backcountry skier spending on Manti-La Sal visitation supports an estimated **\$250,000** annually in local worker wages, **\$24,113** in state taxes and **\$58,408** in federal taxes

ski kind.

29 PARTNERS

joined national Ski Kind Alliance.

80 PEOPLE

signed the Ski Kind Pledge.

A skier in a far-off glade somewhere in South-Central Idaho (Shoshone-Bannock lands, near Sawtooth National Forest). Photo by Ray J Gadd @rayjgadd.





BACKCOUNTRY FILM FESTIVAL

2020-21 SEASON

3,000 HOUSEHOLDS

tuned in for virtual show:

STREAM IT NOW!



34 BACKCOUNTRY HOSTS
raised

\$72,000+

for local

**POLICY WORK, ADVOCACY
EFFORTS AND EDUCATION**

“The Backcountry Film Festival brings more human power and heart to the film world than many of the larger more well known outdoor film festivals, and people love that sincerity.”

Nordic Ski Club of Fairbanks

100,000
PEOPLE REACHED



(200,000 stoked eyeballs)

51 virtual screenings across

47 STATES
and **3** countries



FISCAL YEAR 2021

Audited Financial Statement

As presented by Harris & Co. P.A. Certified Public Accountants.
For more information email info@winterwildlands.org.

Statement of Financial Position

ASSETS

CURRENT ASSETS

Cash & Cash Equivalents	\$122,647
Investments	\$99,894
Prepaid and Other Assets	\$7,423
Total Current Assets	\$229,964
Deposits	\$660

Total Assets **\$237,248**

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts Payable	\$961
Accrued Payroll and Related Costs	\$0
Refundable Advance	\$74,715

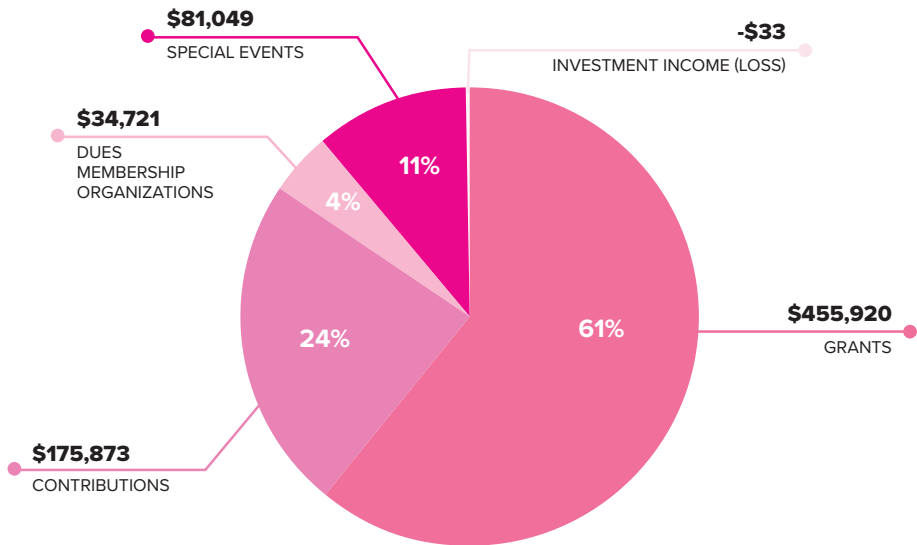
Total Current Liabilities **\$75,676**

NET ASSETS

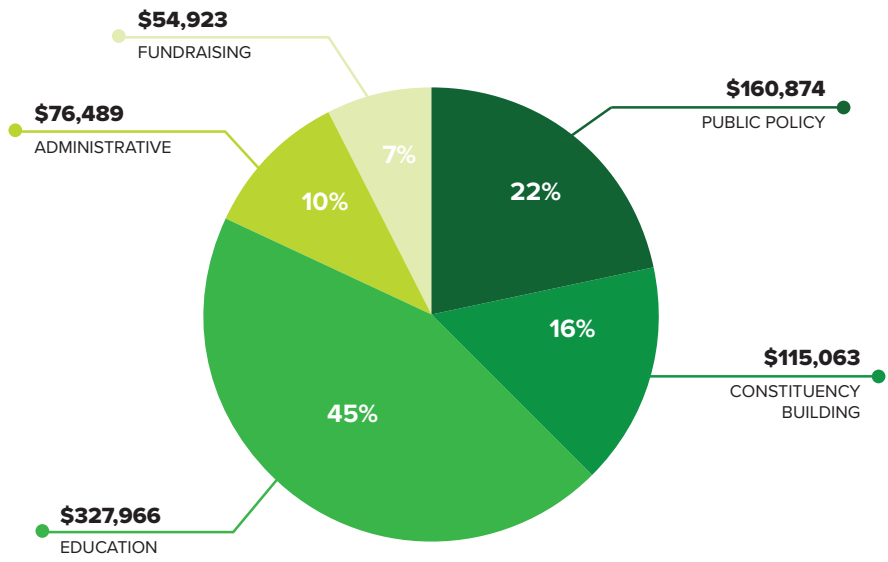
Without Donor Restrictions	\$113,572
With Donor Restrictions	\$48,000
Total Net Assets	\$161,572

Total Liabilities and Net Assets **\$237,248**

Total Revenue: \$747,530



Total Expenses: \$735,315



THANK YOU!

Winter Wildlands Alliance thanks our many supporters, volunteers, members, grassroots partners, ambassadors and directors for their commitment and dedication to our work promoting and protecting the human-powered winter experience. We are proud and grateful to list here all of the individuals, foundations and partners who contributed \$100 or more between January 1 and December 31, 2021, without whose generosity our work would not be possible.

INDIVIDUALS

Andrea & Zach Braddock	David & Kim Gottschall	Jack Gierhart
Adam Cramer & Jen McCadney	David Brown	Jaime Musnicki
Alan & Ann Gaines	David Graves	James & Stephanie Werntz
Allen Sanderson	David Rosenberg	James Gibson
Aly Bean	David Saylor	James McPherson
Anders Wood	David Schneider	James Pearre
Andy Trygstad	David Thoma	James Thompson
Ann Herlihy	Davis & Chrissy Godbout	James Vallino
Anna Feinberg	Deb Rio	Jamie & Charla Cooper
Anne Nolin	Deborah Anderson	Jan Parker & Marcel Medved
Ashley Patterson & Thomas Diegel	Denis Tuzinovic	Jason Pouncy
Barbara Bauer	Denise & Daniel Snow	Jason Scott
Bart Scherpbier	Dennis Trumble	Jay Dark
Bert Bowler	Diane & Edward Cross	Jed Emerson
Bill & Michele Tregoning	Domenic Smeraglia	Jeff & Brenda Erdoes
Bill Dunbar	Doug & Melinda Ferrell	Jeff Basti
Bill Page	Doug Pflugh	Jeffrey Brownson
Bill Weppner	Douglas Gammell	Jeffrey Keyser
Brad Hatch	Elise Lufkin	Jennifer Bock
Bradley Swanson	Elizabeth Fitzgerald	Jennifer Conklin & Daniel Doherty
Brett Ziercher	Elizabeth Gemmill	Jennifer Miller
Brigid Lawrence	Emmy Blechmann	Jennifer Thomas
Caleb & Louise Scott	Eric Wolfe & Lisa Reed	Jim Carothers
Carol Baker	Erik Lambert	Joan Ganz
Caryn Gerber	Frank & Emma Gariglio	John Garder
Cathy Moore	Frank Bostrom	John Gilbert III
Chad Nelsen	Frank Brzenie	John Griffiths
Charlie Luce	Frederick Reimers	John Whitaker
Chester Marler	Gail J. & Robert B. Loveman	Joshua Kissel
Chip Roser	George Corn	Judy Anderson & Galen Shaver
Chris Johnson	Grant & Laurie Barnard	Judy Greer & Dick Dreissigacker
Christopher Hyde	Gregory Eyer	Julia West
Cliff Eames & Ruth Mchenry	Harold Hallstein IV	Julie Poulin
Collin Todd	Helen Apthorp	Karin Lindholm
Colten Elkin	Helen Fisher	Katherine Grobe
Corey Judd	Henry Abrons & Li-Hsia Wang	Kathy Pierce
Daniel Broockmann	Hilary Eisen & Patrick Cross	Kathy Wells & Matthew Werderber
Daniel Schlehuber	Howard Garber	Katie Strong
Daniel Thurber	Howard Whitaker	Kay Hummel & Jeff Fereday
	HP Boyle	Ken Masel

Kimberly Dufty
 Kirk & Pam Ebertz
 Kristen & Luke Bruce
 Kristin OBrien
 Kyle Cutshall
 Laura Yale
 Lee Rimel
 Leigh Morse
 Leslie Lovejoy
 Lew Peterson
 Linda Mazzu
 Lisl & Greg Mills
 Luc Mehl
 Madeline Aby
 Marcus Libkind
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 Mark Friedman
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 Megan Birzell
 Michael Anzalone
 Michael Baker
 Michael Fiebig
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 Nina Jonas & Andreas Heaphy
 Patricia Herzog
 Patrick Owen
 Paul Barringer
 Paul Bouressa
 Paul House
 Peri Kurshan
 Peter Curran
 Peter Landres
 Peter Wadsworth
 Randy & Tony Stroh
 Ralf Elsaesser
 Rebecca Reimers
 Rich Meyer
 Richard & Susan Thomas
 Richard Simpson &
 Ann Reinsnauer
 Rob Stone
 Robb Shurr
 Robert Colt
 Robert Corner
 Robert Girvin
 Robin Harms
 Roger Romani

Ross Dakin
 Ryan Cox
 Ryan Sullivan
 Sallie Bernard
 Sarah Histan
 Sarah Michael
 Scott & Karen Dimetrosky
 Scott White
 Seth White
 Sherri Lechten
 Stacy A. McBain
 Steve Greenberg
 Steve Kuskie
 Steve Rossetter
 Steven Poncelet
 Suki & Bill Molina
 Susan & Bruce Gottschall
 Susan & Mark Greeno
 Susan Mcburney
 Susan Reinstein & Brian Ross
 Suzanne Corriell
 Ted Sanford & Karen Yoshioka
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 Todd & Shannon Walton
 Todd Foley
 Tom & Annie Black
 Tom Flint
 Tom Heinrich
 Tony Ferlisi
 Wendy Schneider
 West & Kristin Harris
 William Earl
 William Hardam
 Winston Crawford
 Zachary Monahan

ORGANIZATIONS

444S Foundation
 Access Fund
 Alaska Guide Collective
 All Good
 ATA Aerospace
 Backwoods Mountain Sports
 Batch 171
 Benevity Community Impact Fund
 Bonfire Collective
 Boswell Family Foundation
 Bridger Ski Foundation
 Catamount Trail Association
 Clif Bar

Colorado Mountain Club
 Craters of the Moon Natural
 History Association, Inc.
 Dorothy Jordan Chadwick Fund
 Eastern Sierra Interpretive
 Association
 El Sendero BC Ski and
 Snowshoe Club
 Feather River College
 Fidelity Charitable
 Donor-Advised Fund
 FlyLow
 Greater Yellowstone Coalition
 Hayden Beverage Company
 High Camp Hut
 Idaho Mountain Touring
 Idaho River Sports
 Indian Creek Nature Center
 Kalfas Gordon Family Foundation
 Laura Moore Cunningham
 Foundation
 Leave Our Lands Alone Alliance
 Miller Family Fund
 MJ Murdock Charitable Trust
 Morgan Family Foundation
 Nordic and Backcountry Skiers
 Alliance of Idaho
 One Montana
 Oregon Backcountry Alliance
 Outdoor Alliance
 Outdoor Industry Association
 Outdoor Research
 REI
 Run Dog Run
 San Juan Huts
 Sierra Nevada Brewing Co.
 Tahoe Backcountry Alliance
 The Denver Foundation
 The Friends of the Dillon
 Ranger District
 Titan Straps LLC
 Togwotee Pass Backcountry
 Alliance
 Wasatch Backcountry Alliance
 Wild Bear Nature Center
 YETI



Athlete Vasu Sojitra flying through deep powder in the Tetons (Shoshone-Bannock / Eastern Shoshone / Cheyenne lands, near Teton National Forest). Photo by Sofia Jaramillo @sofia_jaramillo5.

Winter Wildlands Alliance Network

GRASSROOTS GROUPS

ALASKA

Alaska Quiet Rights Coalition
Nordic Ski Club of Fairbanks
Tsalteshi Trails Association
Valdez Adventure Alliance

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
10TH Mountain Division Hut Association

IDAHO

Idaho Conservation League
Leave Our Lands Alone Alliance (LOLA)
Nordic and Backcountry Skiers Alliance of Idaho
Teton Valley Trails And Pathways

MINNESOTA

Superior Highland Backcountry

MONTANA

Beartooth Recreational Trails Association
Montana Backcountry Alliance
Wild Montana
New Hampshire and Maine
Granite Backcountry Alliance

OREGON

Oregon Backcountry Alliance

UTAH

Nordic United
Wasatch Backcountry Alliance

VERMONT

Catamount Trail Association

WASHINGTON

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

WYOMING

Teton Backcountry Alliance
Togwotee Backcountry Alliance
Wyoming Wilderness Association

BOARD OF DIRECTORS

Harold Hallstein IV, *President* (Boulder, CO)

Robin Harms, *Vice President* (Seattle, WA)

Jaime Musnicki, *Treasurer* (Victor, ID)

Scott White, *Secretary* (Boise, ID)

Megan Birzell (Seattle, WA)

Jennifer Bock (Steamboat Springs, CO)

Tony Ferlisi (Victor, ID)

Michael Fiebig (Durango, CO)

Erik Lambert (Golden, CO)

Rich Meyer (Berkeley, CA)

Jennifer Miller (Davis, CA)

Jason Pouncy (Bluffton, SC/ Nosara, Costa Rica)

Denis Tuzinovic (Seattle, WA)

Laura Yale (Crested Butte, CO)

STAFF

Executive Director: **Todd Walton** (Boise, ID)

Policy Director: **Hilary Eisen** (Bozeman, MT)

National SnowSchool Director: **Kerry McClay** (Boise, ID)

Advocacy Director: **David Page** (Mammoth Lakes, CA)

Events and Marketing Director: **Melinda Quick** (Boise, ID)

Membership Director: **Kate Thorpe** (Boise, ID)

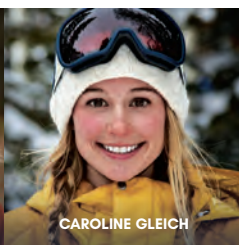
SOLE Experiences in Sandpoint, Idaho (Kootenai / Schitsu'umsh / Kalispel lands, near Idaho Panhandle National Forest and Kaniksu National Forest). Photo by SnowSchool site.



AMBASSADORS



HALINA BOYD



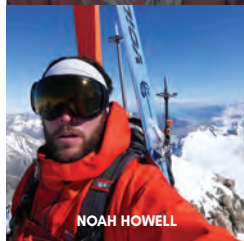
CAROLINE GLEICH



JIM HARRIS



KIM HAVELL



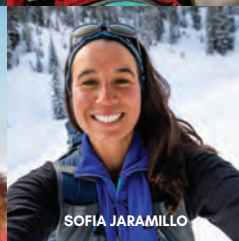
NOAH HOWELL



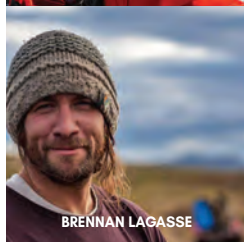
JASON HUMMEL



JOHN HUSTON



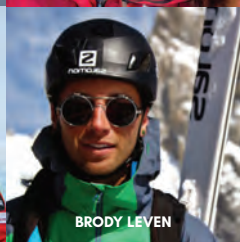
SOFIA JARAMILLO



BRENNAN LAGASSE



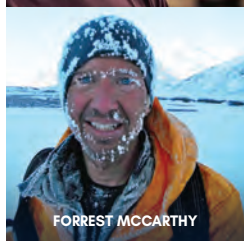
ERIK LARSEN



BRODY LEVEN



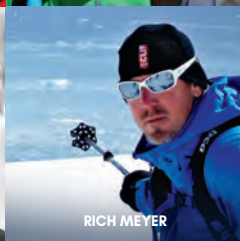
HANS-PETER MARSHALL



FORREST MCCARTHY



LUC MEHL



RICH MEYER



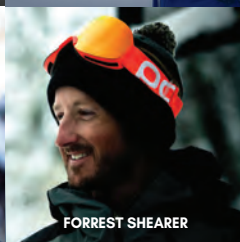
KT MILLER



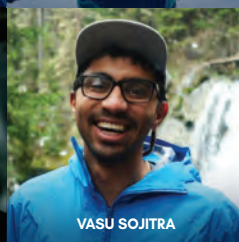
GLEN POULSEN



DONNY ROTH



FORREST SHEARER



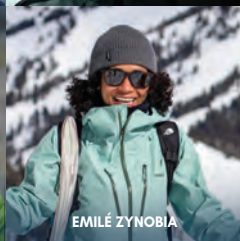
VASU SOJITRA



DOUG STOUP



THOMAS WOODSON



EMILÉ ZYNOBIA



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