

WINTER WILDLANDS ALLIANCE FY16 ANNUAL REPORT



WINTER WILDLANDS IS MORE NEEDED AND MORE RELEVANT THAN EVER BEFORE

Winter Wildlands Alliance and our members are truly on the cusp of a new era. We're working with local members, partners and other stakeholders on the first (of many more to come) national forests to create winter management plans under the new federal guidelines we helped establish; we're working with local partners in places like the Wasatch and the Sierra on innovative solutions to protect our winter backcountry treasures; we're pioneering exciting new education programs to get kids outside and teach them about snow science; and we're providing gathering places in more than 100 mountain communities to bring the human-powered winter tribe together in celebration of our shared love of wild winter places.

I believe we -- and I mean all of us as Winter Wildlands members and supporters -- are more relevant and more needed than ever before. We have incredibly smart and talented staff leading each of our programs, a committed and visionary board of directors setting our course, an amazing crew of Ambassadors spreading the word, vibrant grassroots groups doing the boots-on-the-ground work to protect their local winter landscapes, and dedicated teachers and volunteers introducing a new generation of skiers and snowshoers to the magic of winter.

To each of you who continue to support Winter Wildlands Alliance through this effort I offer heartfelt thanks and admiration.

I hope to see you on the Snow Less Traveled,

Mark Menlove  
Executive Director  
mmenlove@winterwildlands.org



Winter Wildlands Alliance 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 Street, Suite 235  
Boise, ID 83702  
208.336.4203

info@winterwildlands.org  
www.winterwildlands.org

**WINTER WILDLANDS ALLIANCE FY16 ANNUAL REPORT**

**FY16 ACCOMPLISHMENTS AND HIGHLIGHTS**

During fiscal year 2016 (July 1, 2015 to June 30, 2016) Winter Wildlands Alliance and our members made significant gains in our work to promote and protect winter wildlands and a quality human-powered snowsports experience on public lands. Highlights include:

**POLICY AND ADVOCACY**

- Met with Forest Service and Administration decision-makers in Washington D.C. including USDA Under Secretary Robert Bonnie and Forest Service Director of Recreation Joe Meade and other Forest Service staff to ensure timely and proper implementation of the 2015 Over-Snow Vehicle Rule.
- With Outdoor Alliance colleagues, met in Washington D.C. with land managers and elected officials on numerous public lands bills and programs.
- Advocated directly with Members of Congress, Administration decision-makers and Federal land management agency leaders on behalf of human powered winter recreation on public lands.
- Saw the release of two new winter travel plans, both finalized under the Over-Snow Vehicle Rule: the Bitterroot travel plan protects more than 1 million acres of the 1.6 million acre-forest, including all recommended wilderness and wilderness study areas, as non-motorized in winter, and the Helena National Forest’s Divide plan designates 68,400 acres of the 155,000-acre district as non-motorized in winter.
- With our California-based grassroots partner, Snowlands Network, developed “Skiers Alternatives” and submitted substantive comments for winter travel plans on the Stanislaus and Plumas National Forests in California and continued our engagement with winter travel planning on the Lassen, Tahoe, and Eldorado National Forests.
- Engaged in the Shoshone National Forest winter travel planning process by working with partners to host mapping workshops across northwest Wyoming and southwest Montana, meeting 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 Chugach National Forest.
- Worked with local partners in Montana and the Forest Service to organize and implement a second season of citizen

science wildlife monitoring on the Helena National Forest.

- Continued representing backcountry skiing interests on the Payette Winter Forum, a multi-stakeholder collaborative in McCall, Idaho.
- With our Utah grassroots group, Wasatch Backcountry Alliance, participated in the Mountain Accord process and met directly with Utah ski area managers and Forest Service decision makers to correct flaws in the land exchange maps associated with the Central Wasatch National Conservation and Recreation Act. Our work resulted in support for the protection of 80,000 acres in the Central Wasatch.
- Welcomed new grassroots partners – Friends of Plumas Wilderness and Indian Creek Nature Center.
- Increased frequency, content and reach of primary WWA social media channels, especially Facebook and Instagram. 28 percent increase in Facebook “likes” during FY16 from 2,670 on July 1, 2015 to 3,751 on June 30, 2016; 87 percent increase in organic reach over same period, from 270 to 2,055, with average organic post reach now over 1K.
- Added four new Winter Wildlands Ambassadors: Caroline Gleich, Halina Boyd, Glen Poulsen and Luc Mehl. WWA ambassadors provide a critical link between Winter Wildlands Alliance and the winter backcountry community by participating in WWA events and initiatives.
- Gathered Winter Wildlands Ambassadors for the first annual Ambassador Forum in Tahoe, CA discussing issues impacting the winter backcountry experience and creating two new short films.

**BACKCOUNTRY FILM FESTIVAL**

- The 11th Annual Winter Wildlands Alliance Backcountry Film Festival toured 102 cities worldwide, raising more than \$150,000 that directly benefited local outdoor education programs, avalanche safety and awareness workshops, stewardship projects, and advocacy efforts.
- Increased Backcountry Film Festival social media audience to 1,557 Facebook likes.
- Formed and assembled first-ever Backcountry Film Festival Steering Committee. The Steering Committee works on all festival elements, from creative elements to administrative operations.
- Launched new Backcountry Film Festival webpage. New page includes new window link for each film, tour schedule and updates including filmmaker interviews and trailer.

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**SNOWSCHOOL**

- The WWA national SnowSchool program engaged more than 32,000 participants across 60 sites, with 48 percent of the students qualifying as underserved and 52 percent never having been on snowshoes before.
- Established 5 new SnowSchool sites reaching new communities in Montana, Colorado, Wisconsin, Michigan and Oregon.
- Worked in collaboration with the US Forest Service, MesoWest and Bogus Basin to install a new and innovative SnowSchool Weather Station. Utilized online snowpack data to create online activities that transformed the SnowSchool learning experience from a 1-day outing into a fun 4-month science project for 800 students. Collected outcome data demonstrating significant gains in student learning.
- Provided 5 free on-snow science education training events to SnowSchool educators across the country.
- Increased SnowSchool social media audience two-fold on Instagram (120 followers) and Facebook (600 likes).
- Hosted 4th annual Backcountry Stewardship Project in the Boise National Forest.

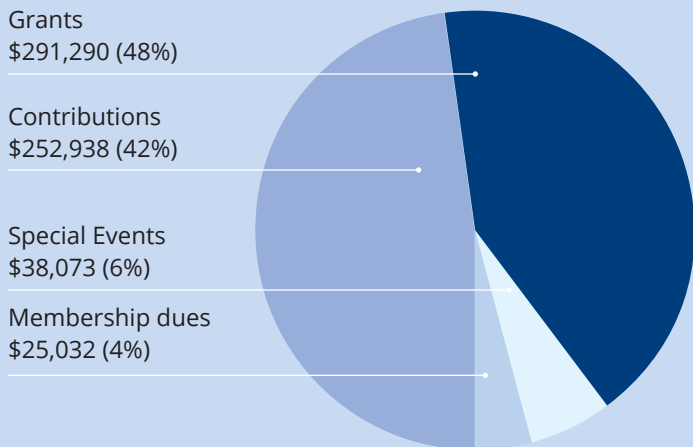
**AUDITED FINANCIAL STATEMENTS**

Following are the audited Winter Wildlands Alliance financial statements for the year ending June 30, 2016 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.

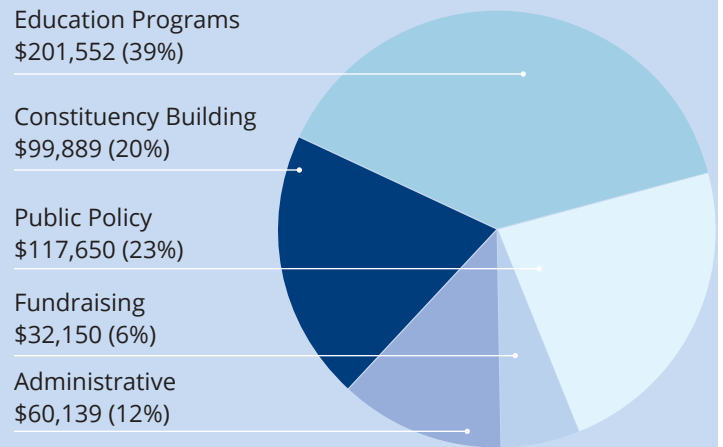
**STATEMENT OF FINANCIAL POSITION**

<b>ASSETS</b>	
<b>CURRENT ASSETS</b>	
Cash & cash equivalents	\$281,795
Inventory	\$3,000
Prepaid Expenses	\$7,773
<b>Total Current Assets</b>	<b>\$292,568</b>
Fixed Assets (equipment, less depreciation)	\$548
Deposits	\$660
<b>Total Assets</b>	<b>\$293,776</b>
<b>LIABILITIES AND NET ASSETS</b>	
<b>CURRENT LIABILITIES</b>	
Accounts Payable	\$3,701
Accrued payroll liabilities	\$15,675
<b>Total Current Liabilities</b>	<b>\$19,376</b>
<b>NET ASSETS</b>	
Unrestricted	\$190,256
Temporarily restricted	\$84,144
<b>Total Net Assets</b>	<b>\$274,400</b>
<b>Total Liabilities and Net Assets</b>	<b>\$293,776</b>

**TOTAL REVENUE: \$607,333**



**TOTAL EXPENSES: \$511,380**



## WINTER WILDLANDS ALLIANCE FY16 ANNUAL REPORT

### ACKNOWLEDGMENTS AND 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 our more than 10,400 members and supporters. We are proud and grateful to list the individuals, foundations and partners who contributed \$100 or more during fiscal year 2016.

#### INDIVIDUAL DONORS, PARTNERS AND FOUNDATIONS

444 S Foundation  
Henry Abrons and Li-hsia Wang  
Adventure Bound  
Alaska Pacific University  
Alaska Quiet Rights Coalition  
All Good  
Anonymous  
Carol and Russell Atha III  
Atlas Snow-Shoe Company  
Backcountry Babes  
Backcountry Magazine  
Backwoods Mountain Sports  
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Cascade Designs  
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Crested Butte Nordic Council  
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Harold Hallstein IV  
Marshall Hamilton  
Ginger Harmon

Reid Haughey  
Charles Herrington  
High Camp Hut  
High Country Conservation Advocates  
Kenneth and Debra Hodge  
Tracey and Maynard Hoover  
Hurricane Ridge Winter Access Coalition  
Ibex  
Ice Axe Expeditions  
Idaho Conservation League  
Indian Creek Nature Center  
Inland Northwest Backcountry Alliance  
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Jeff and Annamaria Keyser  
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Jonathan Klein  
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Erik Lambert  
John and Diane Latta  
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Elise Lufkin  
David Lysy  
Maki Foundation  
Susan McBurney  
McCall Ski Racing Team  
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Mark and Dana Menlove  
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Sarah Michael  
Micron Foundation  
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MIT Outing Club  
Zachary Monahan  
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Morgan Family Foundation  
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Mount Shasta Nordic Ski Organization  
Mountain Khakis  
Mountain Safety Research  
The Mountaineer  
The Mountaineers  
Mountains Foundation  
Nordic Ski Club of Fairbanks  
Nordic United  
Oakshire Brewing  
Cailin O'Brien-Feeny  
Odell Brewing  
Osprey Packs, Inc.  
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Outdoor Research  
Pajarito Environmental Education Center  
Patagonia  
Payette Powder Guides  
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Richard Peterson-Cremer  
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Mark Rasmus  
REI  
Lee Rimel  
Kathleen and Jim Rivers-Finch  
Sam Roberts  
Donna and Richard Rozman  
Salmon Whitewater Park  
Sawtooth Mountain Guides  
David Saylor  
Dan Schroeder

Caleb and Louise Scott  
Selkirk Outdoor Leadership and Education  
Seward Nordic Ski Club  
Richard Simpson  
Jacob Snider  
Snowlands Network  
Carl Steidtmann and Kathleen Cline  
Katherine Strong  
Sun Valley Trekking  
Terra Nova Foundation  
Teton Valley Trails and Pathways  
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Timber Trails  
Steve Townsley  
Bill and Michele Tregoning  
Tsalteshi Trails Association  
Twenty Two Designs  
University of Idaho  
Utah State University  
Voile  
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Jim Watson  
James Wernitz and Stephanie Mommsen  
Western Conservation Fund  
Whitman College  
Mark Wilcox  
The Wilderness Society  
Tom Windle and Pat Weber  
Henry and Sarah Woodley  
Charlie Woodruff  
Wyoming Wilderness Association  
Yak Trax  
Laura Yale  
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James and Karen Young

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Katie Strong  
Charlie Woodruff  
Laura Yale

The Winter Wildlands Alliance Board of Directors met three times during the fiscal year: October 28, 2015; January 10-11, 2016; June 3-5, 2016

#### STAFF

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

#### AMBASSADORS

Halina Boyd  
Caroline Gleich  
Jim Harris  
Kim Havell  
Noah Howell  
Brennan Lagasse

Eric Larsen  
Forrest McCarthy  
Andrew McLean  
Luc Mehl  
Rich Meyer  
KT Miller  
Glen Poulsen  
Donny Roth  
Forrest Shearer  
Doug Stoup

#### GRASSROOTS GROUPS

**Alaska**  
Alaska Quiet Rights Coalition  
Mountaineering Club of Alaska  
Nordic Ski Club of Fairbanks  
Tsalteshi Trails Association  
**California**  
Friends of the Eastern Sierra Avalanche Center  
Friends of the Inyo  
Friends of Plumas Wilderness  
Snowlands Network  
Tahoe Backcountry Alliance  
**Colorado**  
Colorado Mountain Club  
Crested Butte Nordic Council  
Friends of Berthoud Pass  
High Country Conservation Advocates  
Friends of the Routt Backcountry  
Mountain Area Land Trust  
Silent Tracks  
Western Slope Conservation Center  
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Nordic and Backcountry Skiers Alliance of Idaho  
Teton Valley Trails & Pathways  
**Iowa**  
Indian Creek Nature Center  
**Montana**  
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Montana Backcountry Alliance  
Montana Wilderness Association  
Montanans for Quiet Recreation  
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Snowlands Network  
**New Hampshire**  
Granite Backcountry Alliance  
**New Mexico**  
Chama Valley Outdoor Club  
**Oregon**  
Bend Backcountry Alliance  
Eagle Cap Nordic Club  
**Utah**  
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Wasatch Backcountry Alliance  
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Vermont Backcountry Alliance  
**Washington**  
El Sendero  
Hurricane Ridge Winter Access Coalition  
Inland Northwest Backcountry Alliance  
Kongsberger Ski Club  
The Mountaineers  
Spokane Mountaineers  
**Wyoming**  
Friends of Pathways  
Togwotee Pass Backcountry Alliance  
Wyoming Wilderness Association