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.
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.


- 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.

- 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.


- 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.

- 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.
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 or call 208.336.4203.

STATEMENT OF FINANCIAL POSITION

ASSETS

CURRENT ASSETS

Cash & cash equivalents $281,795
Inventory $3,000
Prepaid Expenses $7,773
Total Current Assets $292,568

Fixed Assets (equipment, less depreciation) $548
Deposits $660
Total Assets $293,776

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts Payable $3,701
Accrued payroll liabilities $15,675
Total Current Liabilities $19,376

NET ASSETS

Unrestricted $190,256
Temporarily restricted $84,144
Total Net Assets $274,400

TOTAL LIABILITIES AND NET ASSETS $293,776

TOTAL REVENUE: $607,333

Grants $291,290 (48%)
Contributions $252,938 (42%)
Special Events $38,073 (6%)
Membership dues $25,032 (4%)

TOTAL EXPENSES: $511,380

Education Programs $201,552 (39%)
Constituency Building $99,889 (20%)
Public Policy $117,650 (23%)
Fundraising $32,150 (6%)
Administrative $60,139 (12%)
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-Isia Wang
Adventure Bound
Alaska Pacific University
Alaska Quiet Rights Coalition
All Good
Anonymous
Carol and Russell Atha III
Atlas Snow-Show Company
Backcountry Babes
Backcountry Magazine
Backwoods Mountain Sports
Deb Badger
Bear Valley Resort
Bear Tooth Recreational Trails Association
Bentgate Mountaineering
Big Bear Discovery Center
Black Diamond Equipment
Sheldon Bluestein
Kyle Bolen
Joann Boswell
Jay Brahe
Daniel and Kristen Bruce
Frank Brzenk
Cable Natural History Museum
Cascade Designs
Tom and Sue Chelstrom
Clif Bar, Inc.
Nicholas Clinch
Colorado Mountain Club
The Conservation Alliance
Adam Cramer
Crested Butte Nordic Council
Peter Curran
Discover Your Forest
Ben Dodge
Daniel Doherty and Jennifer Conklin
Darungo Nature Study
Dusk 2 Dawn
Dynafit
Eastern Oregon University
Kirk and Pam Ebertz
El Sendero
Endurance Conspiracy
Jeff and Brenda Erdoes
Feather River College
Tony Ferlisi
Fidelity Charitable
Michael Feibig
Elizabeth Fitzgerald
FlyLow
Fort Kent Outdoor Center
Freeheel and Wheel
Friends of Blackwater
Friends of the Earth
Douglas Gammell
John Garder
Frank Ganglio
Teresa Garland
James Gibson
Jill Giese
Goal Zero
Tom Gordon
Chuck Gossett
David and Kim Gottschall
Sue and Bruce Gottschall
Judy Greer and Dan Dressigacker
Art and Joanne Hall
Harold Hallstein IV
Marshall Hamilton
Ginger Harmon
Reid Haughhey
Charles Herrington
High Camp Hut
High Country Conservation Advocates
Kenneth and Debra Hodge
Tracey and Maynard Hoover
Hurricane Ridge Winter Access Coalition
Ice Axe Expeditions
Idaho Conservation League
Indian Creek Nature Center
Inland Northwest Backcountry Alliance
Chris Johnson
Jeff and Annamaria Keyser
Beau Kikis
Jonatan Klein
Kongsbergs Ski Club
Steve Kuskie
Erik Lambert
John and Diane Latta
Laura Moore Cunningham Foundation
The Lazar Foundation
Marcus Likkind
Elise Lulfkin
David Lyts
Maki Foundation
Susan McBurney
McCall Ski Racing Team
Pat McKenna
Russ Mckinley and Anne Herrdon
Mark and Dana Menlove
Rich Meyer
Sarah Michael
Micron Foundation
Jennifer Miller
MIT Outing Club
Zachary Monahan
Montana Backcountry Alliance
Morgan Family Foundation
Lars Morris
Mount Buller Resort
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
Callin O'Brien-Feneey
Odell Brewing
Osprey Packs, Inc.
Outdoor Alliance
Outdoor Research
Pajaro Environmental Education Center
Patagonia
Payette Powder Guides
James Pearre
Lew Peterson
Richard Peterson-Crenner
PICO Foundation
Kathy Pierce
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
Richard Thomas
Timber Trails
Steve Townsley
Bill and Michele Tregoning
Taatsesi Trails Association
Twenty Two Designs
University of Idaho
Utah State University
Voile
George Wade
Matthew Walter
Jim Watson
James Wenzt 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
Michael Ybarroondo
James and Karen Young

BOARD OF DIRECTORS

Michael Feibig, Chair
John Garder, Vice Chair
Tony Ferlisi, Secretary
Harold Hallstein IV, Treasurer
Erik Lambert
Rich Meyer
Jennifer Miller
Emily Nuchols
Lew Peterson
Sam Roberts
Kate 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 Eisens, Recreation Planning and Policy Manager
Kerry McClay, National SnowSchool Director
Keil Bell, Outreach and Events Coordinator
Brittany Jones, Program Administrator

AMBASSADORS

Halina Boyd
Caroline Gleich
Jim Harris
Kim Hawell
Noah Howell
Brennan Lagasse
Eric Larsen
Forrest McCarthy
Andrew McLean
Luc Mehli
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
Tsatselhi 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
Idaho
Idaho Conservation League
Nordic and Backcountry Skiers Alliance of Idaho
Teton Valley Trails & Pathways
Iowa
Indian Creek Nature Center
Montana
Beartooth Recreational Trails Association
Montana Backcountry Alliance
Montana Wilderness Association
Montanans for Quiet Recreation
Nevada
Snowlands Network
New Hampshire
Granite Backcountry Alliance
New Mexico
Chama Valley Outdoor Club
Oregon
Bend Backcountry Alliance
Eagle Cap Nordic Club
Utah
Nordic United
Wasatch Backcountry Alliance
Vermont
Unplugged
Vermont Backcountry Alliance
Washington
El Sendero
Hurricane Ridge Winter Access Coalition
Inland Northwest Backcountry Alliance
Kongsberg Ski Club
The Mountaineers
Spokane Mountainers
Wyoming
Friends of Pathways
Togwee Pass Backcountry Alliance
Wyoming Wilderness Association