WE ALL NEED TO WORK TO KEEP WINTER WILD

What a year this turned out to be. We entered our fiscal year in July 2016 with high hopes for an incoming Administration and maybe even a Congressional makeup that would truly understand the value of public lands and the soul replenishing solace these special places provide. Then came November 8 and a gut check for all of us who love our public lands and wild winter places.

More than ever before, our public lands and wild snowscapes are facing real and ever-increasing threats on a variety of fronts, including the dismantling of historic legal protections, chronic underfunding of land management agencies, population pressure, noise and light pollution, and the significant and increasing impacts of a changing climate.

As backcountry skiers and snowboarders, Nordic skiers, winter mountaineers, ice climbers, snowshoers, polar explorers, climate scientists, educators and kids, we know these places intimately. We know their power and fragility. And we are uniquely poised to take on the threats they face.

Winter Wildlands Alliance and our members are doubling down to protect the wild winter places we love. Under the anthem of Keep Winter Wild we’ve established a new Keep Winter Wild Action Center with vastly more sophisticated advocacy and outreach systems and a goal to add one more staff member to make the most of the tools. We are embarking on a Keep Winter Wild membership drive with a goal of bringing 2,000 new members, all of whom will become champions of our wild winter lands.

The objective of this effort is simple: more engagement means greater impact. To each of you who continue to support Winter Wildlands Alliance I offer heartfelt thanks and admiration. If you haven’t yet joined, we need you. Each of you.

Please join us to Keep Winter Wild!

Mark Menlove
Winter Wildlands Alliance Executive Director
FISCAL YEAR 2017 BY THE NUMBERS: WINTER WILDLANDS ALLIANCE, PARTNERS AND MEMBERS WORKING TOGETHER TO KEEP WINTER WILD

POLICY AND ADVOCACY

- 5 Direct action alerts informing supporters of Forest Service and BLM management actions impacting winter recreation and how to get involved
- 12 Monthly policy updates to grassroots member groups on issues impacting winter recreation
- 200 hours working with Outdoor Alliance partners on policy issues affecting public lands
- 12 Monthly policy updates to grassroots member groups on issues impacting winter recreation
- 252 letters to the Interior Department of Congress in support of National Monuments
- 4 Alerts on behalf of Outdoor Alliance Montana, generating 526 letters to Montana state legislators
- 14 Comment letters in response to BLM and Forest Service
- Over 200 hours working with Outdoor Alliance partners on policy issues affecting public lands
- 238 letters to Congress

MORE THAN 75 HOURS MEETING WITH AGENCY STAFF TO DISCUSS ISSUES AFFECTING WINTER RECREATION

HOSTED 9 ADVOCACY WORKSHOPS ACROSS THE WEST

11 Blog posts focused on policy and advocacy

24 Hours spent with congressional staff to discuss issues affecting public lands

Photo by Will Elliott

Photo by Alaska Quiet Rights Coalition
Met with Forest Service decision-makers at the national, regional, and local level to advocate for timely and proper 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.

Intervened in litigation to help the Forest Service defend the new Bitterroot winter travel plan in Montana, which protects potential Wilderness areas and sensitive wildlife habitat from motorized-use.

Worked with partners in California to get winter travel planning in the northern and central Sierra focused in the right direction after early Forest Service missteps.

Assisted local skiers and conservation partners to effectively engage in the Shoshone National Forest winter travel planning process by providing policy advice, organizing meetings with the Forest Service, and submitting substantive comments in support of winter wildlands and human-powered winter recreation.


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

Worked with local partners in Montana and the Forest Service to organize and implement a third season of citizen science wildlife monitoring on the Helena-Lewis and Clark National Forest.

In conjunction with grassroots group Wasatch Backcountry Alliance continued work 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.

**39 TOTAL GRASSROOTS GROUPS**

**4 NEW GRASSROOTS GROUPS**
- GRANITE BACKCOUNTRY ALLIANCE (NH)
- FRIENDS OF BLACKWATER (MD)
- INDIAN CREEK NATURE CENTER (IA)
- EASTERN SIERRA INTERPRETIVE ASSOCIATION (CA)

INCREASED FREQUENCY, CONTENT AND REACH OF PRIMARY WWA SOCIAL MEDIA CHANNELS, ESPECIALLY FACEBOOK AND INSTAGRAM. **17% INCREASE IN FACEBOOK “LIKES” DURING FY17, FROM 3754 ON JULY 1, 2016 TO 4405 ON JUNE 30, 2017; AVERAGE ORGANIC POST REACH OVER 1K; TOP REACH 17,674. INSTAGRAM FOLLOWERS UP 22% TO 1734.**

Photo by Jed Mumm
WELCOME 2 NEW AMBASSADORS, TOTALING 20 ON OUR AMBASSADOR TEAM

Thomas Woodson - Adventure Filmmaker
Brody Leven - Professional Adventure Skier

BACKCOUNTRY FILM FESTIVAL

The Backcountry Film Festival is produced each year by Winter Wildlands Alliance as a celebration of the human-powered experience and a gathering place for the backcountry snowsports community.

WWW.BACKCOUNTRYFILMFESTIVAL.ORG

115 SCREENINGS GLOBALLY

$180,000 FUNDS RAISED FOR LOCAL COMMUNITY PROGRAMS

15 CORPORATE SPONSORS SUPPORTED THE BACKCOUNTRY FILM FESTIVAL NATIONAL TOUR

Developed first professionally produced Backcountry Film Festival Tour Trailer with Mauka Productions. With support from national tour sponsors, this trailer is designed to strengthen the film festival program and outreach toolkit for local hosts.

Developed new festival webpage to include:
TOUR NEWS * TOUR SCHEDULE * TICKETS * FILM PROGRAM * SWEEPSTAKES
SNOWSCHOOL INTRODUCES KIDS TO THE JOY OF EXPLORING OUR NATION’S WINTER WILDLANDS. A GROWING NATIONAL EDUCATION PROGRAM OF WINTER WILDLANDS ALLIANCE, SNOWSCHOOL ANNually ENGAGES OVER 33,000 PARTICIPANTS ACROSS 65 SITES.

33,000 PARTICIPANTS ACROSS THE COUNTRY

PROVIDED 8 ON-SNOW SCIENCE EDUCATION TRAINING EVENTS TO SNOWSCHOOL EDUCATORS NATIONWIDE

FIRST EVER SNOWSCHOOL FILM

The first-ever SnowSchool film, SnowSchool Experiences, shown in the 2016/17 Winter Wildlands Alliance Backcountry Film Festival, featured our Northern Idaho Flagship Site (Selkirk Outdoor Leadership and Education) and provided audiences at 115 showings globally with a compelling illustration of the program.

54% OF THE STUDENTS QUALIFYING AS UNDERSERVED

50% NEVER HAVING BEEN ON SNOWSHOES

ESTABLISHED 8 NEW SNOWSCHOOL SITES IN 6 DIFFERENT STATES

PARTNERED WITH THE US FOREST SERVICE TO CREATE A “TRAVELING SNOWSCHOOL” MODEL TO BETTER SERVE STUDENTS IN RURAL AREAS.

WEATHER STATION PROJECT

The weather station project transformed the SnowSchool learning experience into a fun 4-month science exploration for 55 classrooms 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.

DONATE, VOLUNTEER, START A SITE

VISIT WWW.SNOWSCHOOL.ORG
Following are the audited Winter Wildlands Alliance financial statements for the fiscal year ending June 30, 2017 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 $196,199
- Inventory $2,800
- Prepaid Expenses $8,213
- Total Current Assets $207,212
- Fixed Assets (equipment, less depreciation) $10
- Deposits $660
- Total Assets $207,882

**LIABILITIES AND NET ASSETS**

**CURRENT LIABILITIES**
- Accounts Payable $827
- Accrued payroll liabilities $18,883
- Total Current Liabilities $19,660

**NET ASSETS**
- Unrestricted $73,972
- Temporarily restricted $114,250
- Total Net Assets $188,222

**Total Liabilities and Net Assets** $207,882

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**TOTAL REVENUE $546,152**
- Grants $278,750 (50%)
- Contributions $212,757 (38%)
- Membership dues $24,661 (5%)
- Special Events $37,980 (7%)
- Investment income $101

**TOTAL EXPENSES $640,427**
- Fundraising $30,230 (5%)
- Administrative $55,272 (9%)
- Education Programs $254,756 (40%)
- Constituency Building $94,592 (15%)
- Public Policy Programs $201,557 (31%)
Winter Wildlands Alliance 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 the following individuals and partners who contributed $100 or more during fiscal year 2017.

INDIVIDUAL DONORS, PARTNERS AND FOUNDATIONS

444 S Foundation
Henry Abrams And Li-Hsia Wang
Alaska Pacific University
Alaska Quiet Rights Coalition
All Good
Ambler
Anonymous
Carol Ann and Russell Atha III
Atlas SnowShoe Company
Jamie Alvarez
Backcountry Babes
Backcountry Magazine
Backcountry Pursuit
Backwoods Mountain Sports
Grant and Laurie Barnard
Beartooth Recreational Trails
Black Diamond Equipment
Jennifer Bock
Boise SW Rotary Foundation
Kristen and Dan Bruce
Brundage Mountain Resort
Frank Brzenk
Cable Natural History Museum
Chama Valley Outdoor Club
Meagan Chandler
Clif Bar, Inc.
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Colorado Mountain Club
Conservation Alliance
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City Peatun Shop
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Eastern Oregon University
Eastern Sierra Interpretive Association
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Greater Yellowstone Coalition
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Arthur and Joanne Hall
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Marshall Hamilton
William Hardam
Tom Heinrich
Charles Herrington
High Country Conservation Advocates
Tracey And Maynard Hoover
Bruce Horn
Ibex
Idaho Conservation League
Idaho Women’s Charitable Foundation
Indian Creek Nature Center
Inland Northwest Backcountry Outdoor Industry Association
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Jeff And Annamaria Keyser
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Sky Above And Beyond
Silent Tracks
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Sky Above And Beyond
Snowlands Network
SW Rotary Foundation
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Wyoming Wilderness Association
The Wilderness Society
Tom Windle And Pat Weber
Kelsey Wirth And Sam Myers
Henry and Sarah Woodley
Charles Woodruff
The Wyss Foundation
Laura Yale
Yamapatka
Yak Trax
James and Karen Young
Winter Wildlands Alliance is a national nonprofit organization promoting and preserving winter wildlands and a quality human-powered snowsports experience on public lands.