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

**Engaged in over 20 DIFFERENT PLANNING PROCESSES**
relating to public land management and winter recreation

**Hosted 80 participants at 7th Biennial Grassroots Advocacy Conference**

**62 DIRECT ACTION ALERT EMAILS**
informing supporters of policy maneuvers or public lands actions impacting winter recreation and how to get involved

**1376 RESPONSES**
to first-ever Winter Recreation Survey

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

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

**12 MONTHLY**
policy updates to grassroots member groups on issues impacting winter recreation

**2 scientific and economic reports published**

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

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.
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.

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

Instagram followers up 47% to over 3280.

38 TOTAL GRASSROOTS GROUPS

21 AMBASSADORS

Photo by Jay Beyer
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.

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.

65 ACTIVE SNOWSCHOOL SITES
Added 6 new SnowSchool sites in 6 different states

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

Donate, Volunteer, Start a SnowSchool Site in Your Area

*www.snowschool.org*
## STATEMENT OF FINANCIAL POSITION

### ASSETS

**CURRENT ASSETS**
- Cash & cash equivalents: $118,716
- Certificates of Deposit: $124,954
- Inventory: $2,790
- Prepaid and Other Assets: $7,608

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

- Contributions: $380,838
- Dues, membership organizations: $37,548
- Special events: $58,295
- Investment income: $137
- Grants: $293,500

---

### TOTAL EXPENSES: $735,947

- Administration: $71,297
- Fundraising: $42,329
- Public policy: $173,573
- Constituency building: $128,601
- Education: $320,147
- Constituency building: $24,089

---

Photo by Adam Clark
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.

44s Foundation
Henry Abrons and Li-Hsia Wang
Craig Adams
Alaska Quiet Rights Coalition
Alpenglow Sports
Anonymous
Carol and Russell Atta
Backcountry Pursuit
Alexandre Balkanski
Beartooth Recreational Trails
Tom and Annie Black
Alex Blackmer
Emmy Bleichmann
Jennifer Bock
Garret Bock
Kyle Bolen
Steve Bonowski
Bert Bowler
Steve Bui
Mitchell Buckner
Brian Buckner
Chris Burch
Diane Broockmann
Brittany Bradford
Bert Bowler
Steve Bonowski
Kyle Bolen
Garret Bock

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 Gardner
Neil Garrisson
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 Halstein
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
Diana McDonnell
Karen Mebane
Gina Mendolia
Mark and Dana Menlove
Marcel and Jan Meved-Parker
Rich Meyer
Sarah Michael
Micron
Jennifer Miller
Greg and Lisa 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 Nesirotlova
Network for Good
Martin Nicholas
Samuel Nies
Steve O’Brien
Callin 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
Kyle Paul
Payette Brewing Company
Quinn Perry
Lew Peterson
Mark Petroni
Kathy Pierce
Rick Potts
Misti Powell
Ed Prengergast
Hunter Preston
Benjamin Pursley
Don Ralps
Ashley Rawhouser
REI
Frederick Reimers
Andy and Paul Remels
Resources Legacy Fund
Lee Rimek
Kathleen Rivers
Marc Robert
Sam Roberts
Mike Rolfs
David Rosenberg
Jeremy Rossman
Todd Russo
Jim Rutller
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 Stiles
Caleb and Louise Scott
George Sfirri
Richard Simpson
Clare 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
Tsaltelli 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 Wernitz
Gabe Westheimer
Conrad Wharton
Scott White
Theresa Wilson
Kelsey Wirth and Sam Myers
Eric Wolfe
Anders Wood
Jessica Wood
Henry Woodley
Charlie Woodruff
Laurie Warley
Yale Foundation
Yeti
James and Karen Young
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 Mehrl
Rich Meyer
Kt Miller
Glen Poulsen
Donny Roth
Forrest Shearer
Vasu Sojitra
Doug Stoup
Thomas Woodson

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

BOARD OF DIRECTORS

Michael Fiebig, Board Chair
John Gardner, 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

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

910 Main St, Ste 235, Boise, Idaho 83702
Phone 208.336.4203
info@winterwildlands.org • winterwildlands.org

KEEP WINTER WILD

winterwildlands.org/join

Photo by Turner Vinson