



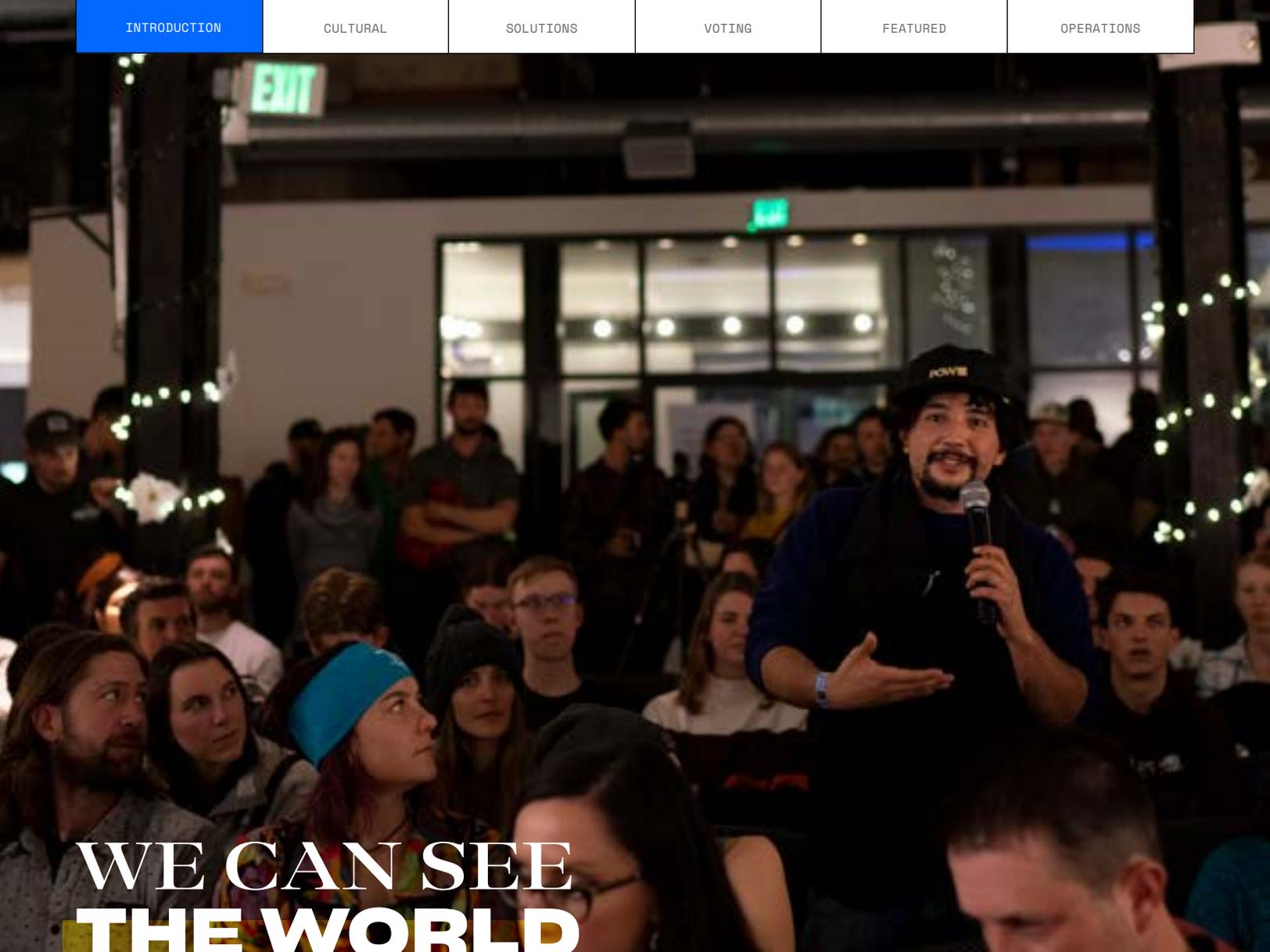
2020 ANNUAL REPORT

CHRIS WRIGHT
"THE FRENCH MAID"
BRITISH COLUMBIA

2020!

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 A photograph of a man with a beard and a black cap with 'POW' on it, speaking into a microphone. He is gesturing with his left hand. In the background, a large crowd of people is gathered in what appears to be an outdoor or semi-outdoor event space at night. There are string lights and a building with large windows in the background.

WE CAN SEE THE WORLD FROM HERE

Passion? We've got that in spades. As people who love the outdoors, we're the ones zealous enough to wake up at 5 a.m. to climb a mountain as the sun rises or brave a winter storm for a few perfect powder turns. Now we need to channel that energy and admiration for wild places into tangible ways to protect them.

Our climate is changing. From the trails, rivers and mountains, we can see this with our own eyes. Wildfires are raging across the West, winters are getting warmer and weirder, and communities around the world are suffering from lack of clean air and water. It is not too late to redirect our course.

But to do that, we need climate-forward policies and strong political will. We know that the outdoor community—which is **50 million people strong** across the U.S.—wants to do something about climate; they just need a little help on where to start.

That's where **Protect Our Winters** comes in.

90%

of outdoor enthusiasts believe climate change is human caused

75%

of those people want guidance on how to be better climate advocates

OUR MISSION

POW helps passionate outdoor people protect the places and lifestyles they love from climate change. We are a community of athletes, scientists, creatives and business leaders advancing non-partisan policies that protect our world today and for future generations.



THE GOOD NEWS

and some bad news...

You know a lot about climate already.

We appreciate that about you. The planet could warm by **2.7 degrees Fahrenheit by 2040** if we do nothing to change our current emissions, according to a recent report from the Intergovernmental Panel on Climate Change. Sounds like a small number, but as you know, it'll have a massive and devastating effect on everything from food supply to wildfires to sea level rising to coral reef bleaching to yes, powder skiing.

412.55

Our current CO₂ level parts by million. Just so you know.

91

Scientists,

40

Countries and

6,000

Scientific Studies to create the latest IPCC report

Right: The CalWood Fire burning near POW's Boulder Headquarters in October.
Photographer: Donny O'Neill

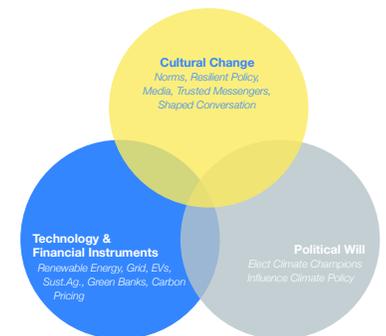
OUR THEORY OF CHANGE

Photographer: Elyse Cosgrove

Our Theory of Change

Imagine, for a moment, a future that looks like this: We drive electric vehicles powered by a renewable energy grid. Our communities run entirely on clean wind, hydroelectric and solar energy and we no longer strain our public lands with fossil fuel extraction. In place of pollution, there is clean air to breathe and clean water to drink for everyone, everywhere. Instead of coal mine jobs, millions of new jobs in green energy have been created. This zero-carbon future is possible, we just need a sea change to make it reality.

Our Theory of Change relies on three pillars:



First, we need a cultural shift, a change in discourse and way of thinking about climate solutions.

Second, we need technological and financial solutions, many of which are already underway, to incentivize a clean energy future.

Last, and perhaps most importantly, we need political will to elect climate-forward officials into public office, which is the main focus of our sister organization POW Action Fund.

At POW, we believe that the sum of our parts can make a difference. POW effectively mobilizes the country's most passionate communities for climate solutions.

A LETTER FROM OUR DIRECTOR

Finding Our Line

This was the year we never could have expected. In the midst of a global pandemic, we saw a historic election, widespread protests calling for racial justice and extreme weather events, including wildfires and hurricanes. The impacts of 2020 will be felt for decades to come. We must find our line through the turmoil.

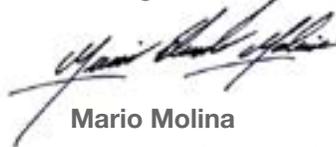
A line that will orient us to rebuild our economy through investment in renewable energy and lead us to a future where our common playgrounds are protected from the worst of the climate crisis. A line that weaves through complexity, guided by science. A line that connects us to our shared humanity and points us toward ideals we can all agree upon. Rebuilding will require resiliency and determination: good thing we have those traits already! Venturing into the mountains demands the same qualities.

Our culture is shifting more rapidly than our policies, so political will must realign with the vision of the people, and fast. In 2020, POW worked in overdrive to make sure that the **Outdoor State**—the 50 million Americans who call themselves outdoor enthusiasts—pledged to vote and knew how, when and where to cast their ballots in the election. Our **Love the Land, Make a Plan** tool helped thousands of outdoor participants navigate the voting process in this election.

When COVID-19 struck, we quickly pivoted and organized our snow, climb and trail communities virtually. We hosted 80 virtual events with 7,050 attendees, gathering the biggest names in the outdoor industry alongside climate scientists and policymakers. We sent thousands of letters to elected officials urging them to support renewable energy in stimulus packages and began connecting the dots between finance and fossil fuels, resulting in major outdoor industry companies divesting from banks funding fossil fuel exploration for our community.

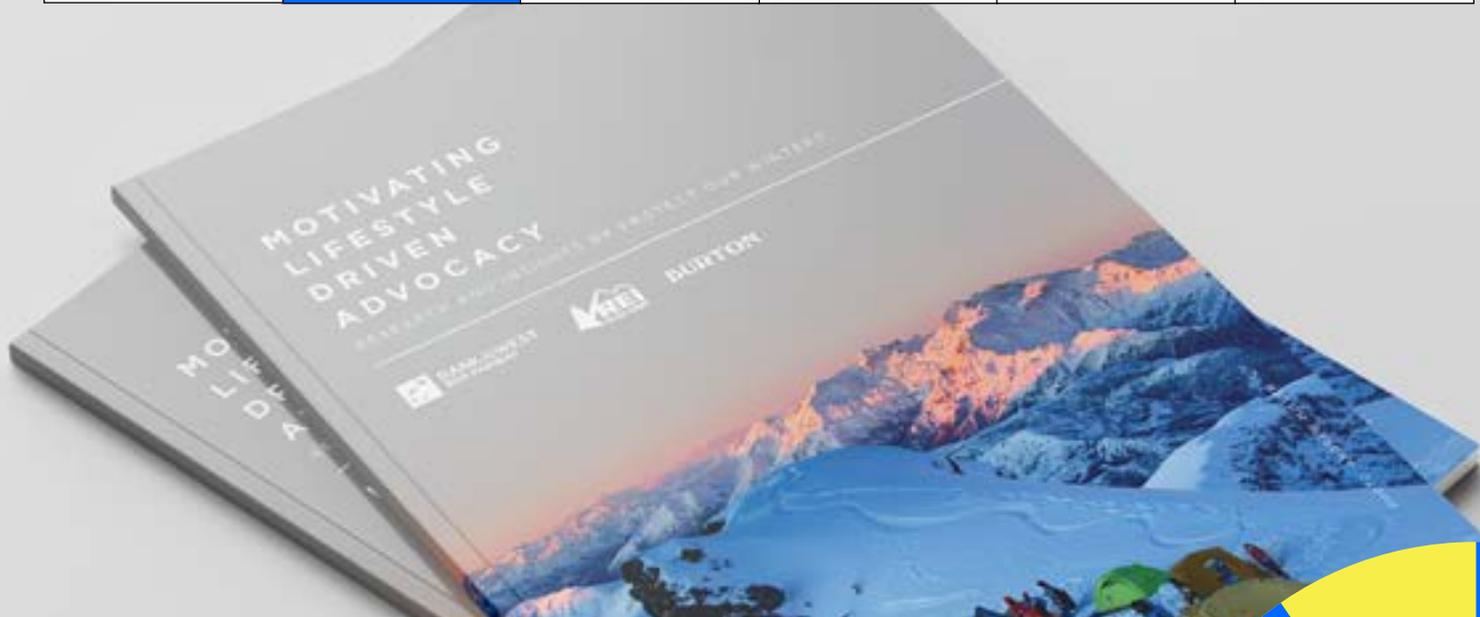
At POW, we are doubling-down on science education to help our community understand the changing climate and its lasting impacts on the places we love. We are committed to working with new partners in places where environmental impacts to our shared and hallowed landscapes and social injustices come together. We know that getting on course toward sustainability and a more just society will take dedication and long-term commitment, but it will also take urgency.

Belong to the Solution,



Mario Molina

Executive Director, *Protect Our Winters*



APPLYING WHAT WE LEARNED

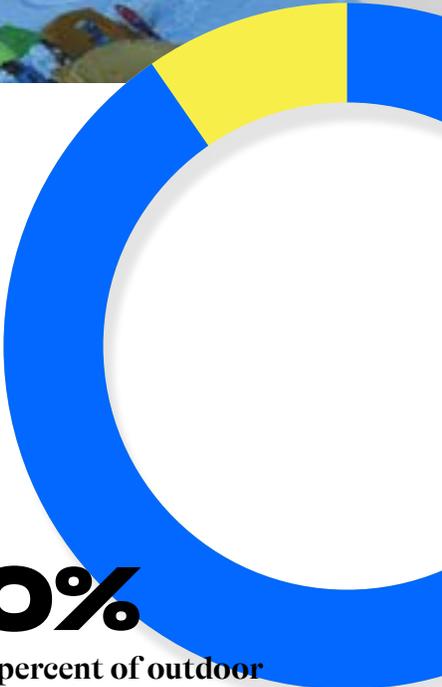
We embarked on a robust national consumer research study in 2019 to understand what motivates outdoor enthusiasts. It turns out, as people who love the outdoors, they're already concerned about what's happening to our climate. The study also showed how these people are influenced—through athletes they look up to, through brands they support—and how they can be better motivated to engage as climate advocates.

In 2020, we took that research and started using it to better connect with those communities. We launched a new website in January, loaded with practical resources and meaningful

action steps to give outdoors people a starting point to climate advocacy. We introduced an app that encouraged our community to pledge their friends to vote.

And since the research showed that athletes are seen as inspirational but not as subject-matter experts, we paired athletes with climate scientists throughout our *Outdoor State of Mind Series*.

It's all part of making that cultural shift, so that all of us, no matter political preference, understand that climate solutions need to start now.



90%

Ninety percent of outdoor enthusiasts think that some or all of climate change in the past 100 years is caused by human activity.

“We can all keep crushing it in our own way. Maybe that is working out at home, running solo in the woods, shopping for an older neighbor, or creating positive carbon free energy in a world that needs reasons to smile.”

—POW athlete alliance member **Jim Morrison**

WE CRUSHED IT.

In March 2020, just before the global lockdown caused by COVID-19, we launched a social media campaign called #CrushIt4Climate, inspired by an idea from ski mountaineer and POW Athlete Alliance member Jim Morrison. The goal? Push yourself for a common cause (climate, obviously) and challenge yourself in a physical activity, whether that’s climbing mountains or jogging around the block.

Connecting climate advocacy to athletic achievements was a natural fit—both require grit and perseverance. The campaign got cut short due to the pandemic, but it still helped POW scale its impact to reach more outdoor users looking for ways to contribute to the climate movement. #CrushIt4Climate participants didn’t give up, either. Many are still out there crushing it.

5,000,000

People reached via the #CrushIt4Climate campaign

\$1,000,000+

Raised in partner and individual donations from the campaign



WELCOME TO THE **OUTDOOR** **STATE**



The Outdoor State is all of us who love spending nights under the stars, walking among pine trees or skiing through fresh snow. It is anyone who understands that our public lands should be both enjoyed and protected. POW estimates that more than 50 million people participate in outdoor recreation each year across skiing and snowboarding, climbing, trail running, mountain biking and flyfishing. That's enough to swing an

election. Collectively, we have the power to take a stand. In 2020, we rolled out the idea of the Outdoor State because climate change has reached every backyard, impacting us all, threatening what we love.

The Outdoor State is not defined by borders but by our crossing paths. We are united by our natural playground, exhilarated by our great escapes and inspired to take a stand.

Despite political differences so apparent in most of our national discourse at the moment, POW believes that those who recreate outside could be the largest and most influential voting block in the country.

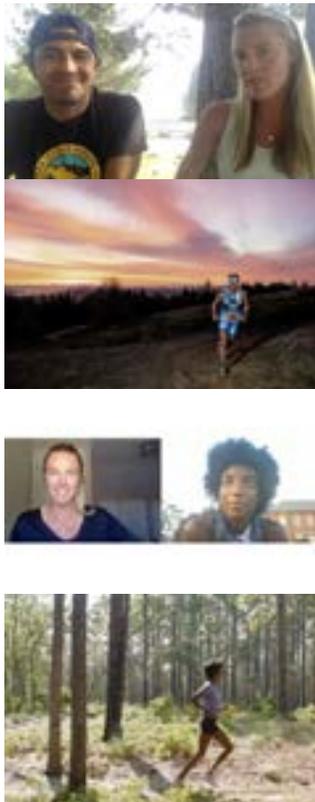
—Powder Magazine

*POW Ambassador Clare Gallagher /
POW Ambassador Peyton Thomas /
Photographer Scott Rokis*

THE WAY WE GATHERED IN 2020



Send The State



Tales From The Trails



The Outdoor State Of Mind



Protect Your Playground



*The Future Of The
Outdoor State*

The COVID-19 pandemic halted our in-person community events and gatherings, but we got creative and went virtual in 2020. We live-streamed 80 online events with ambassadors from our brand, athlete, creative, and science alliances, who shared insights on their own journeys in sport and climate advocacy.

We staged everything from movie premieres to trivia nights to a college movie tour—all virtually.

Our Tales from the Trails Series brought together runners from all over the world to hear stories from

athletes like *Rickey Gates* and *Clare Gallagher*, while skiers *Cody Townsend* and *Connor Ryan* joined forces for a **Protect Your Playgrounds** virtual movie series. We even held our annual **POW Summit** over Zoom this year, with **30 athletes** and **15 brands** in attendance.

9,669

*People registered
for our events*

7,050

*Attendees at our
virtual events*

49%

*Conversion rate during
those national events*



LOCAL CONNECTIONS ARE KEY

To achieve that critical cultural shift in how we approach climate change, we have to start at the local level. That's the work of **POW's Local Alliances**, regional groups of POW supporters and volunteers who organize their communities around climate solutions. Through campaigns and events, these Local Alliances carry out POW's efforts on the ground, educating communities and scaling POW's work across the country.

In 2020, amidst COVID-19, our events looked a tad (OK, a lot) different than usual. Instead of in-person gatherings at outdoor shops, the focus turned to virtual

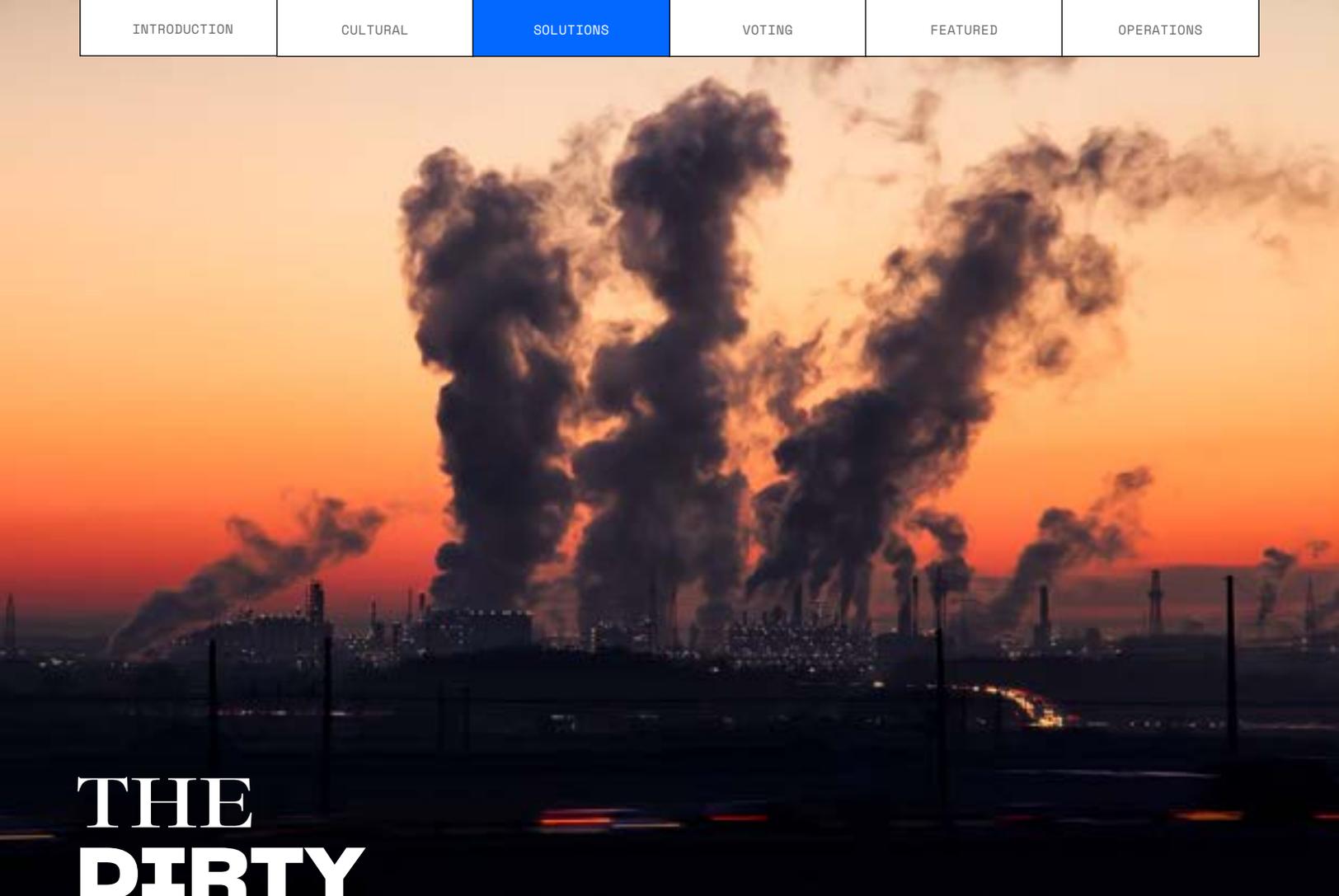
roundtables and targeted social media campaigns. The **New England Local Alliance** led a climate panel featuring climate scientists, federal land managers, athletes and guides, while the **Colorado Local Alliance** hosted a well-attended online discourse with Paul Bodnar, who served in the Obama White House as director for energy and climate change, and **Maddie Phaneuf**, a 2018 Winter Olympian in biathlon.

Additionally, our **Reno-Tahoe** and **Central Oregon Local Alliances** engaged their networks with voting calls-to-action.

I am not a climate scientist. But I know if I talk about my own climate change story of what I have seen, that is what these policymakers want to hear.

—Maddie Phaneuf





THE DIRTY TRUTH

Your dollars have an impact. Many of the banks you see on street corners across America have not adopted strong environmental policies. You should know what your bank is investing in.

—**Ben Stuart**, Chief Marketing Officer for Bank of the West (Contributing POW Partner)

1,945

Advocates

7,456

Emails sent to the four largest banks funding fossil fuel projects.

About Where Your Money Goes

When you deposit money into your savings account, it doesn't just sit there. Banks lend out 90 percent of every dollar you deposit. And did you know that a majority of the world's biggest banks are making those loans to fund fossil fuel development? Yup. Mega banks have invested more than \$2.7 trillion in oil, gas and coal, and that number has gone up since the Paris Accord. Not cool.

So, in 2020, we got the money ball rolling by joining the **Stop the Money Pipeline** campaign, which sent letters to the CEOs of the most

offending banks to urge them to stop investing in fossil fuels, for the sake of our climate and our economy. But the biggest thing we can do as individuals? Stop putting our money into those banks.

We educated our community on how to switch banks and we teamed up with Bank of the West in 2020 for a new kind of philanthropic checking account—one that promises not to fund Arctic drilling, coal-fired power plants or fracking and instead pledges to contribute \$1 billion to finance the transition to renewable energy.

REBUILDING A GREEN ECONOMY

The COVID-19 pandemic devastated the U.S.: more than 200,000 deaths by September 2020 from the virus and domestic unemployment rates soaring to 11.9 percent. Congress responded with trillions of dollars (yep, that's a T!) in stimulus packages, but much of that went to prop up the floundering oil and gas industries, instead of the clean energy sector also hit by the pandemic.

That's despite what Americans really want: 56 percent say they support aid for renewable energy, with just 38 percent favoring relief for oil and gas. If we're to learn from the COVID-19 crisis, we must listen to the overwhelming scientific consensus warning us to transition to a clean energy economy to lessen the impacts of climate change. As

we rebuild, we have an opportunity to create a new, brighter future.

At POW, we launched a campaign aimed at members of the Outdoor State to write letters to Congress urging them to support renewable energy over fossil fuels in stimulus packages, as part of a collective effort to protect outdoor recreation and the lifestyles we love.

This year, as part of its events and campaigns, POW joined forces with clean energy leaders, including Sunrun, the largest residential solar company in the U.S., and BayWa r.e., a leading global renewable energy developer.

The better way to produce energy is with renewables. Full stop. We have an opportunity to be a part of the solution to the climate problem by harnessing the inherent goodness of moving to the next best technology.

—**Jam Attari**, CEO of BayWa r.e.

3,076

Advocates sent

9,622

Emails to Congress and phone calls to Congress

176

Advocates made

249

Calls asking their members of Congress to support renewable energy inclusion in a relief package.

ADVOCACY FROM A DISTANCE



Just a few years ago we were met with debate and denial. It is encouraging to find offices on both sides of the aisle in agreement that climate change must be addressed and offering ideas for solutions, especially when it comes to clean energy.

—Lindsay Bourgoine, Director, Policy and Advocacy at Protect Our Winters Action Fund

Our sister organization, POW Action Fund's annual lobbying trip to Washington, D.C., had to be reconfigured this year, but turns out you can visit the Hill via Zoom. Since people were grounded during the pandemic, we figured we should invite the whole lot to attend Lobby Camp from their own homes.

Athletes, outdoor industry leaders and climate scientists secured 32 meetings with members of Congress from both parties. Among the community at large, nearly 1,000 people signed up for POW

Action Fund's virtual, weeklong Lobby Camp, which included an advocacy training where campers made 400 calls to their representatives in Congress.

Congress is hearing us loud and clear. After POW Action Fund's 2019 Lobby Camp, a report by the Senate Democrats' Special Committee on the Climate Crisis quoted POW founder Jeremy Jones and Athlete Alliance member Caroline Gleich on their testimonies before the Special Committee, showing the impact of climate on the \$887 billion outdoor industry economy.



18 Brand Executives



33 Athletes



5 Climate Scientists



4 Field Representatives

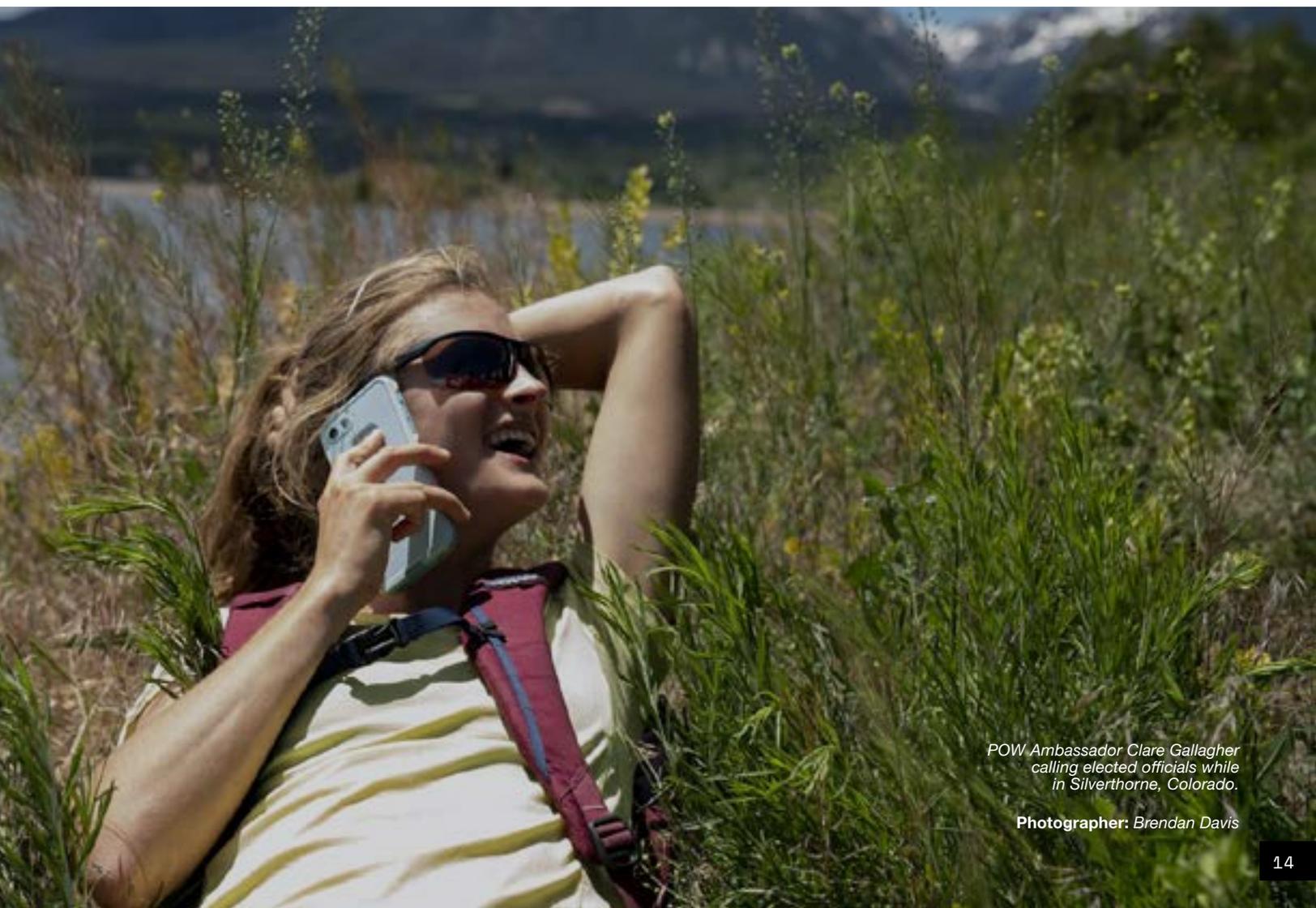
POW's 2020 Lobby Delegation
By the Numbers

WE'VE GOT **CONGRESS** ON SPEED-DIAL

In 2020, we stood up for climate policies on the national level that will affect us all. We called relentlessly and wrote thousands of letters to members of Congress. We organized communities to implore our elected officials to pass policies that prioritize carbon pricing, support the transition to renewable energy, electrified transportation and halting fossil fuel extraction from public lands.

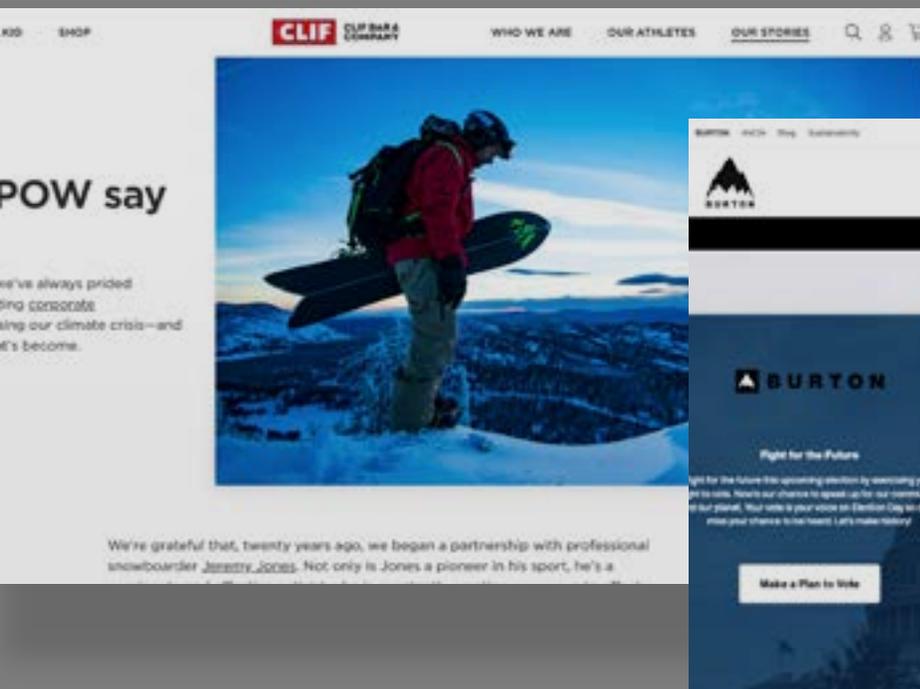
We did all of that on the local level, too. (If it sounds exhausting, it was. But it was also effective.) In Colorado

and across the country, efforts included fighting for the passage of the Colorado Outdoor Recreation and Economy (CORE) Act, which was introduced in Congress in 2019 to protect 400,000 acres of public lands in Colorado and preserve recreational opportunities. Those calls were heard: The CORE Act has seen broad, bipartisan public support.



POW Ambassador Clare Gallagher calling elected officials while in Silverthorne, Colorado.

Photographer: *Brendan Davis*



BRANDS WE LOVE

If we want to reach all 50 million members of the Outdoor State, we know we can't do that alone. We need some help extending our networks. In 2020, brand partners like **REI**, **Skullcandy**, **Agent Zero**, **Teton Gravity Research** and **Fat Tire** helped make that happen.

Case in point: **Skullcandy**, an industry leading lifestyle audio brand, implemented our "Conserve With Us" widget and rolled out new product launches and a voter initiative that gave their fans the tools they needed to make a plan to vote in the 2020 election. They also launched an upcycling program that has rerouted 350,000 pounds of waste from landfills while raising funds to support POW. Our Make a Plan to Vote widget went live on 47 partner websites and reached over 3 million consumers with our content.

The Conserve With Us widget recruited 11,476 people in 2020, 79% of those were new to the organization.



Our partnership with POW has inspired our advocacy and sustainability journey as a company under the mantra of progress over perfection. As a consumer electronics brand, we have a lot of work to do on our sustainability journey, but because of our relationship with POW, the company has accelerated our advocacy efforts and has begun to map our path toward a lighter impact on the planet. It has also immediately allowed us to shine a spotlight on the impacts of climate change to our large, youthful fan base.

—*Jessica Klodnicki*, Chief Marketing Officer for Skullcandy





NARROWING OUR **FOCUS**

To move our country toward a more climate-positive future, in 2020 we focused on six presidential battleground states—**Arizona, Colorado, Maine, Michigan, Montana, North Carolina, Nevada, New Hampshire**—where congressional districts have been won or lost in the margins. They also happened to be states with strong outdoor communities, places where we knew climbers, skiers and runners tend to hang around eating Ramen and living in their cars.

In each of those states, we created a database of maps, marking the locations of gear shops, guiding

outfitters, climbing gyms, ski resorts and colleges where we could focus our efforts and find our communities to help engage voters on climate policy and boost political will.

By keeping our messaging conversational (after all, you can't get too heavy into politics while hanging off a wall at a climbing gym) and our activations localized, we educated and activated our audiences in key geographies and shifted the shape our nation's response to the climate crisis.

Overall, our calls to action were taken by a considerable number of new contacts. For Pledge, Friend to Friend, Make A Plan to Vote, and POW AF's Voter Guidebook, each call-to-action saw more than 50% of its conversions come from new contacts, reaching as high as 76.5% for Make A Plan to Vote.

29,844

Total Voter Intentions

11,786

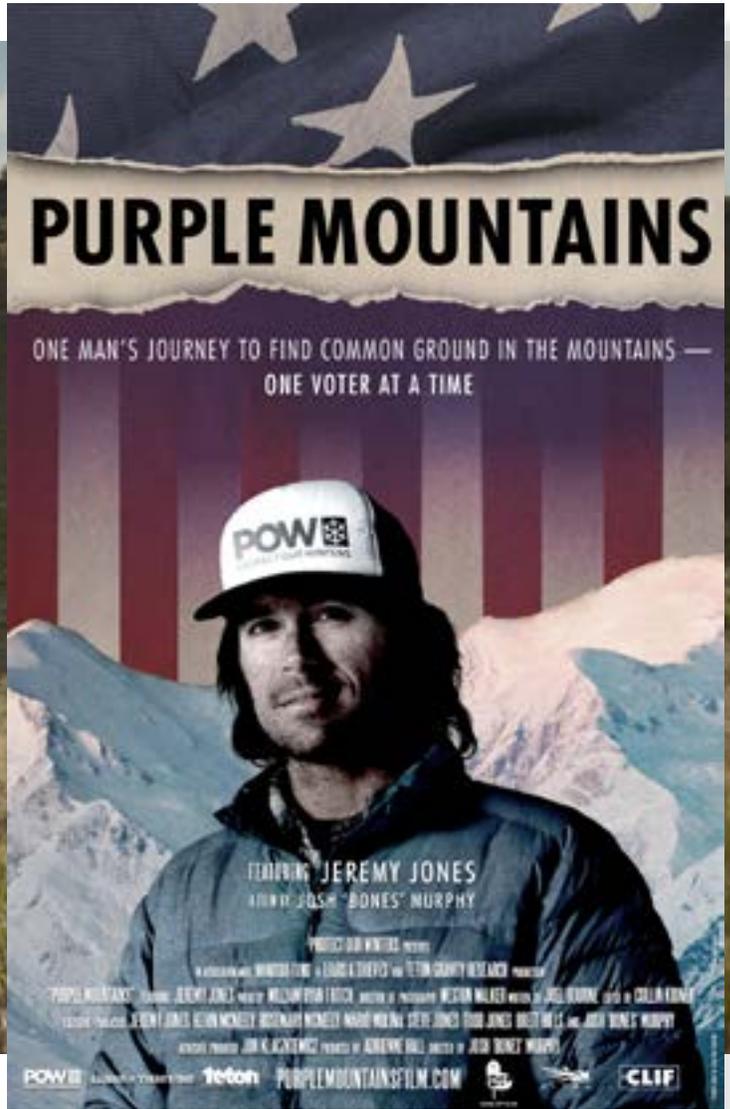
Voter Intentions across POW's Six Battleground States

3,677

Voter Intentions in Targeted Districts

Imagery from Liars & Thieves and Teton Gravity Research

PURPLE MOUNTAINS



With Protect Our Winters, we have some clear goals with what we want to accomplish, and throughout this process, it just kept coming back to the same question of, Why are we so divided on something as simple as clean air, clean water, and a healthy planet? And that's really what led to the idea, to go explore that dynamic and make a film about it.

—Jeremy Jones

Finding Common Ground

Climate change is one of the most divisive issues in the country right now. But it shouldn't be partisan. In the 2020 film, "**Purple Mountains**," POW founder and iconic snowboarder and activist **Jeremy Jones** heads out on a journey into the state of Nevada to engage his detractors in conversations about clean air, clean water and a healthy planet to find common ground—one voter at a time.

7m

Impressions made by the film

5,600

Press hits by the film

345,969

Viewers of Purple Mountains after its premiere on September 16

1,250

People attended POW's showing of the film's premiere

42%

Conversion rate of our call to action



POW ambassadors in POW's Common Ground film

MAKE A DAMN PLAN

Of the 50 million people who make up the Outdoor State, a lot of them don't vote. It's too complicated, they say, too cumbersome. We set out to streamline the process with our **Love the Land, Make a Plan** campaign.

Planning to vote, it turns out, is way easier than say, routing a backpacking trip. Our tools offered clear steps on how to check voter registration status and where to drop absentee ballots, as well as handy email reminders to

let you know when it's go time (as in, go vote, not go backpacking.)

To kick it off, we wanted to inspire voters first: So, we rolled out the Common Ground video, starring none other than renowned alpinist and photographer **Jimmy Chin** (because who could be more inspiring?), receiving 350,000 views. Additionally, to launch the campaign, the video was shared by **120 of our Alliance members and 39 brand partners.**

If we want to protect the places we love, we must vote.

— **Jimmy Chin**, Academy Award-winning filmmaker and POW Ambassador

POW also reached out to organizations serving communities of color to make the tool readily available to help reduce barriers to voting in populations often targeted by voter suppression.

10% Increase in likelihood of someone voting if it is planned ahead of time.

33m

POW educated the Outdoor State on the importance of voting, smashing its goal of reaching 1.8 million and hitting a whopping 33 million instead.

IN THE PRESS

POW received 622 pieces of media coverage throughout the election, creating over 1.3 billion impressions.

We hit our goal of being featured within 10 mainstream publications, celebrating coverage in The Washington Post, CNN, Forbes, NBC, CBS, The New Yorker, SF Chronicle, Vice, the Associated Press, and Sunset Magazine. We also received coverage in top-tier industry publications, including Adventure Journal, Men's Journal, Outside, Climbing, Powder, Snowboarder, Teton Gravity Research, Trail Runner and Rock & Ice.



I have friends in snowboarding who have never voted. They say things like, it is too hard to vote. Or, my vote does not matter. No more excuses. Elections can be won in the margins. As snowboarders, we are the margins.

—**Danny Davis** in Snowboarder Magazine

Coronavirus has made it sharply clear that ignoring science can be deadly, and that placing responsibility for widespread crises on individual choice instead of government negligence can stall any realistic solutions. Those are lessons that environmental groups have tried to hammer home for years.

—**Outside Magazine**

Perhaps no one is more motivated to vote for policies that address climate change and protect outdoor lands than action sports athletes, whose livelihoods quite literally depend on the accessibility of these areas. Some Gen Z outdoor athletes have never voted before, and yet they have more to lose than anyone when it comes to the future viability of their sports and the planet.

—**Forbes Magazine**

Photographer: Adam Clark

SCIENTISTS, WE HAVE SOME QUESTIONS



A conversation on the impacts of climate on the east coast with Professional Skier **Angel Collinson**, **Kathie Dello** the Director of the State Climate Office of North Carolina at NC State University, and **Dr. Seth Campbell** an Assistant Professor at the University of Maine, an intermittent Research Geophysicist for the U.S. Army Cold Regions Research & Engineering Laboratory and the Director of Academics & Research for the Juneau Icefield Research Program.

POW's Science Alliance brings together some of the foremost experts from the world's leading research and educational institutions to distill climate facts for the rest of us. These specialists know their stuff. But they also know how to talk to regular folks like us in terms we understand. Like, powder days are going the way of '70s stretch pants if we don't do something about this.

We gathered the Science Alliance (virtually, naturally, since this is 2020 we're talking about) for talks called the Future of the Outdoor State, held regionally from the Rockies to the East Coast. In events moderated by professional athletes like skiers **Angel Collinson** and **Chris**

Davenport, viewers got the real deal take from state climatologists, glaciology professors and climate researchers, and the opportunity to ask big, important questions (like, is avalanche danger going to get worse with climate change?)

I must say this has probably been the most educational and relatable POW info session I have been to yet and I have been to many. Thank you for putting this all into plain-ish, relatable and easy-ish to follow language for me.

—Attendee of the Future of the Outdoor State talks



ACROSS THE POND

With the launch of **POW Europe** and the continued growth of **POW Canada**, POW's voice, influence and impact on climate was amplified at the international level.

There are an estimated 60 million skiers and snowboarders across Europe. That's 1/3 the number of people who voted in the last European elections.

This year, POW Europe was formed as the umbrella entity for POW chapters in **Austria, Sweden, Finland, Norway, Switzerland, Germany, France, Italy** and the **United Kingdom**.

The **#LeadTheWay** campaign, led by the nine European chapters added the outdoor community's voice to pressure to raise the EU's emissions reductions climate target for 2030 from 40% to "at least 55%." In a joint-action, together with the Climate Action Network (CAN) Europe, the target for the European Climate Law, adopted by the European Parliament, was even higher and reached a 60% emissions reductions goal.



5

Campaigns launched across Canada and Europe (End-Kerosene; #NewPath; #LeadTheWay; #RejectTeck; and #DeclineTheMine)

9

European chapter countries established

2.8M

Followers across POW Europe Athlete Alliance

3541

New POW Canada members added

OPERATIONS

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Photographer: James Q. Martin

Jeremy Jones
Founder & President



Mario Molina
Executive Director



Lindsay Bourgoine
Director of Policy & Advocacy



Torrey Udall
Director of Development & Operations



Sam Killgore
Manager, Communications



Jake Black
Manager, Programs



Justin Van Saghi
Development & Operations Associate



Hannah Rennie
Executive & Operations Associate



STAFF



Lindsey Halvorson
Advocacy Coordinator



Eliza Cowie
Programs Coordinator



Maddy Peavy
Events Coordinator



Donny O'Neill
Digital Content Producer



Kelsey Norten
Social Media Manager



Usha Ramamurthy
Development Advisor



Corey Cronin
Policy & Civic Engagement Coordinator



Holly Chase
Grants Associate



Jeff Colt
Colorado Field Representative



Bailey Sheridan
Nevada Field Representative



Zoe Zeerip
Michigan Field Representative



Hunter Walton
North Carolina Field Representative

Not pictured here: Charlie Goodson, Colorado Field Representative

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Jeremy Jones
Founder



Jamie McJunkin
Founder and General Partner,
Madrone Capital Partners



Robb Webb
VP, Tonal



Auden Schendler
SVP of Sustainability, Aspen Skiing Company



Micha Ragland
Director of Corporate
Communications, DTE Energy



Naomi Oreskes
Professor, Harvard University



BOARD



Chris Davenport
Professional Skier



Donna Carpenter
Owner, Burton Snowboards



Conrad Anker
Professional Mountaineer, The North Face



Laura Schafer
Sustainability Director, POWDR



Anne Shoup
Associate VP for Advancement,
Michigan State University



Jessica Klodnicki
Chief Marketing Officer, Skullcandy



Luis Benitez
VP Government Affairs and
Global Impact, VF Corporation



Winston Binch
Chief Brand & Experience Officer,
GALE Partners

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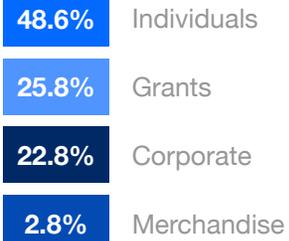
FEATURED

OPERATIONS



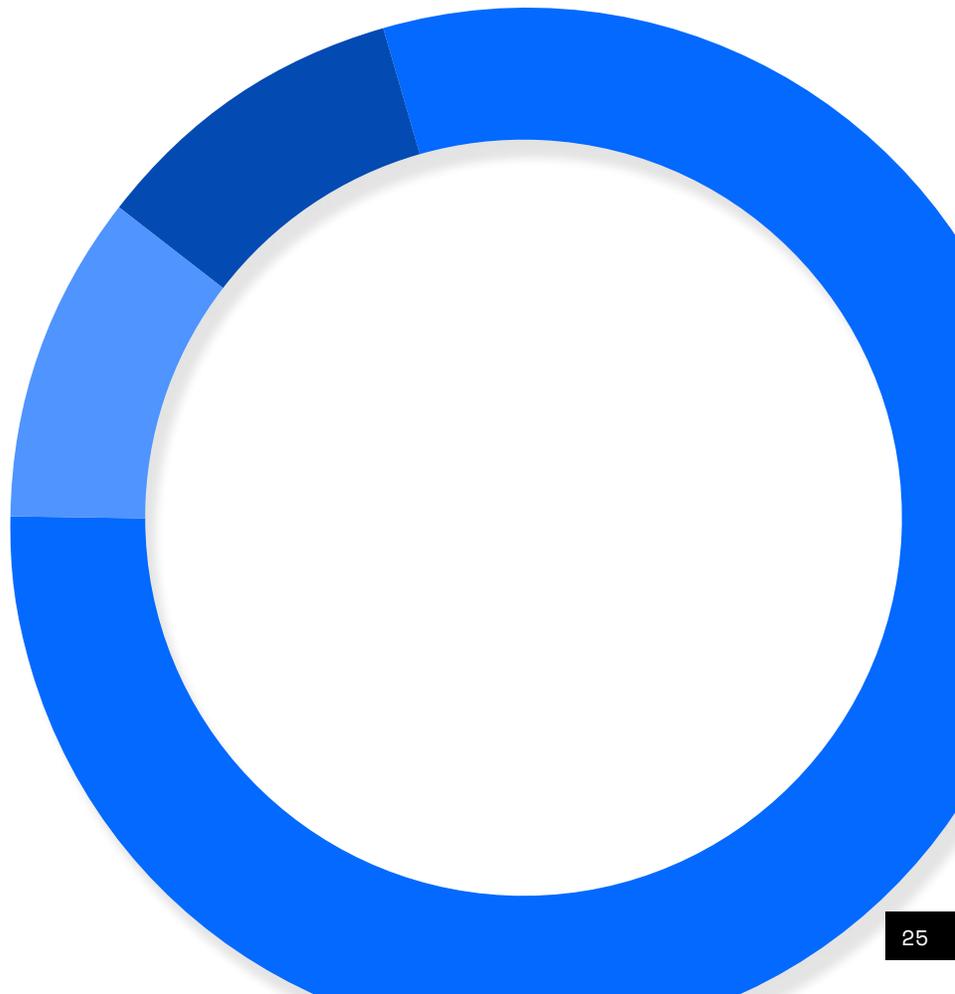
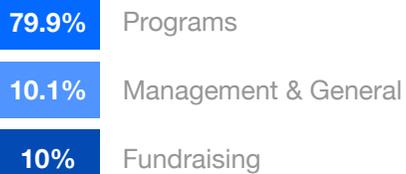
2020 REVENUE

5,809,920.²⁷



2020 BUDGET

3,741,389.²⁶



*990 and Profit and Loss Statement available upon request.
Please email Torrey Udall at Torrey@protectourwinters.org

PARTNERS

+150k



+100k



BANK OF THE WEST
BNP PARIBAS



+50k



STRAVA



patagonia



CHREST



+25k



BOA

gogglesoc



POWDR



COMPOSE [D]



Final Thoughts

When I hear the *whumpf* sound of an unstable snowpack, my heart skips a beat. It's an ominous reminder of the underlying instability and it immediately focuses my attention. But it does not automatically scare me off the mountain. The riots of January 6 felt like a loud *whumpf*. They signaled just how fragile, fractured and dangerous our society is at this moment. But the slope held and Congress certified the results of a fair and free election, ushering in an administration that for the first time is prioritizing climate solutions and social and environmental justice.

Going into 2021 we have valid reasons to be optimistic, but moving forward on climate solutions will require watchfulness, thoughtful engagement and relentless participation. The year behind us will go down in history as a turning point. Political turmoil, the resurgence of overt racism and COVID-19 coalesced into a perfect storm that left us all shaken. But some of the best things to come are already apparent—rejoining the **Paris Agreement**, appointing a diverse and climate-competent cabinet and planning for a 100 percent clean energy transition—while others are less flashy but will have a significant impact on our emissions trajectory and our lifestyles in the decades to come.

Buried in the chaos of the January 6 riots was the outcome of the Trump Administration's Arctic National Wildlife Refuge oil lease sale, which was a complete failure. (POW, along with Ambassadors **Kit DesLauriers**, **Hilaree Nelson**, **Luke Nelson**, **Clare Gallagher**, **Tommy Caldwell** and **Zeppelin Zeerip**, have actively opposed the program since it passed in the Tax Cuts and Jobs Act of 2017.) After 40 years of lobbying by the fossil fuel industry for access to the reserve's estimated 10 billion barrels of oil, the sale was largely ignored by oil and gas companies. The program, which the Trump administration claimed would generate billions in revenue, barely exceeded \$14 million. The failure of its opening sale is a win for the climate, the reserve's unique ecosystems and the Gwich'in people, who have been leading the efforts to preserve the land and lifestyle they hold sacred.

While the markets are cold on fossil fuels from the Arctic, electric vehicles and battery storage are building steam. Car manufacturers like **GM**, **Rivian** and **Ford** are investing billions in electric vehicle product spending. Combined with the competitive advantage of renewables and technological breakthroughs in battery storage technology, we are well-positioned for a complete transformation of the transportation and electricity sectors, which, combined, account for over 60 percent of U.S. greenhouse gas emissions (GHG).

Driven primarily by the pandemic, 2020 saw a 10.3 percent drop in U.S. GHG, the largest decline since World War II and 21.5 percent below 2005 levels. (Our Paris commitment is to reduce emissions by 26 to 28 percent by 2025.) Yet as **Dan Jorgenson**, Denmark's Climate Minister, observed: "It is remarkable that closing down our societies has not led us anywhere near the level of reductions we need, so behavioral changes alone won't do it."

In 2021, POW will rally the Outdoor State to support the incoming Congress and administration's efforts where they align with their promises and hold them accountable when they do not. We will seek to build genuine relationships with BIPOC communities advancing environmental justice and working to protect our democracy in future elections. We plan to double down on our state-level work and grow the Outdoor State in key geographies. We will increase support for our Alliance members and amplify their voices and efforts in advancing climate solutions and protecting public lands.

Our commitment to climate and our unshakeable belief in the work we do remains as strong as ever. We will continue to offer an approach to climate solutions that is both strategic and aspirational and can engage anyone who has appreciated a sunrise on a skin track, resolved a difficult conversation on a trail or found their best self pushing Type II fun. The work we put in together can open minds to science, inspire advocacy through the beauty of our public lands and connect people with shared lifestyles and passions.

I am deeply grateful to be on this slope with you.



Mario Molina
Executive Director, Protect Our Winters



This.

Report Design by ***This.***
Photographer: *Louis Arevalo*