

POW



PROTECT OUR WINTERS

2018 ANNUAL REPORT



CLIMATE CHANGE IS THE APEX ISSUE.

The science is screaming that we are in a no-fall zone. As climate change continues to alter both built and natural landscapes, the loss of powder days will be the least of our worries. Our businesses, landscapes and communities are at stake.

OUR CHALLENGE IS PAST VS. FUTURE

The past perpetuates unsustainable technologies. It banks on complacency to stifle innovation and props up leaders who willfully ignore science.

At Protect Our Winters, we champion the future. We work to create the will from our elected officials, policymakers and business leaders to usher in carbon neutrality.

OUR VISION

We envision a clean energy future in which we travel by electric vehicles powered by a renewable energy grid, we no longer stress our public lands with carbon extraction and we achieve carbon neutrality by 2050.



OUR MISSION

POW's Mission is to turn passionate outdoors people into effective climate advocates to affect systemic political solutions to climate change.



OUR THEORY OF CHANGE

POW impacts climate policy by turning outdoor enthusiasts into advocates and adding them to the existing environmental base in geographies where decisions on emissions, reductions or renewable energy depend on the margins.

144.4M

PEOPLE RECREATE
OUTSIDE EACH YEAR

Each year, outdoor recreation creates \$887 billion in revenue, supporting 7.6 million American jobs – 4X more jobs than the coal industry.

People who get outdoors are passionate about the places where they play, but the outdoor community is just learning how to use its political weight. In 2018, POW activated this community, educating them on climate issues and creating thousands of advocates who stood up for the climate.

THREE AREAS OF IMPACT

GROWTH

In 2018, POW saw exponential growth, bringing in a new Executive Director, growing the team from 4 to 11 full-time staff members and adding five interns.

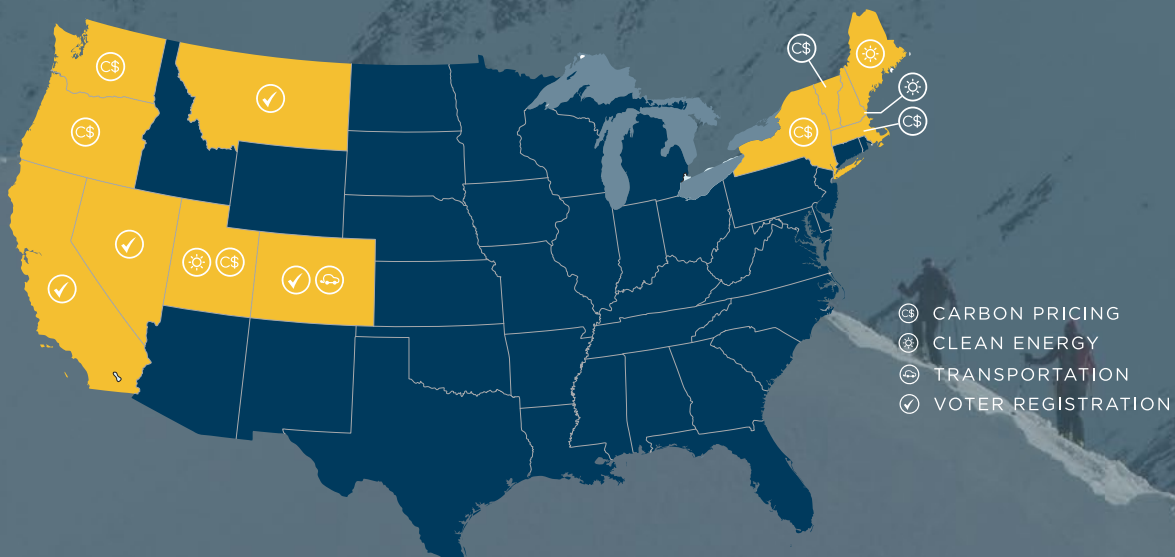
ADVOCACY

POW's 2018 advocacy efforts included training 47 influencers and 70 volunteers. Together, we reached 5,373,032 potential voters, secured 12,278 pledges to vote and received 134,440,300 social media impressions.

POLICY

POW played a key role in coalitions to achieve these 2018 victories: introducing bipartisan carbon pricing legislation in the House, moving clean energy and electric transportation policy forward in Colorado and passing a ballot initiative to move Nevada to 50% renewable energy by 2030.

2018 FOCUS AREAS



- C\$ CARBON PRICING
- ⚙️ CLEAN ENERGY
- 🚗 TRANSPORTATION
- ✓ VOTER REGISTRATION

LETTER FROM THE DIRECTOR



2018 was one for the record books.

True, as we watched an unprecedented attack on our climate and public lands from the current administration, this last year tested our resolve. But it was a year with significant wins as well, particularly at the State level. These wins remind us of the strength of our community and the importance of our purpose.

It was also a year of sizable impact for POW. We launched the POW Action Fund, reached over 12,000 students with our Hot Planet/Cool Athlete and College Speaker Series programs, engaged over half a MILLION people during the midterm elections, launched POW Trail to engage the trail running community and nearly doubled the number of members that make up the POW family, finishing out the year with 5,766 lovers of the outdoors who are active in turning their passion into purpose.

We concentrated most of our energy on voter education and turnout efforts in advance of the midterms this year, but we're proud to have also had a hand in a range of policy victories: Colorado's adoption of low and zero emission car standards, Xcel Energy's commitment to providing zero-carbon electricity by 2050 and Nevada's commitment to expand clean energy in their state.

Our POW Alliance—the highly talented athletes, artists and scientists that help us get the word out—is now a team 150 members strong. We've grown our staff members to 11 full time employees and plan to add even more climate professionals onto our team in 2019.

In 2019, we'll continue to keep key policy initiatives moving forward at the state level while also advancing the conversation on Federal action in DC. We'll be focusing on initiatives that increase renewables, protect our public lands from fossil fuel extraction, limit carbon emissions and help catalyze a transition to low and zero emissions vehicles while growing our grassroots network and providing training opportunities and activism tools for our volunteers.

Belong to the solution,

Mario Molina
Executive Director

OUR COMMUNITY

Callan Chythlook-Sifsof,
Olympic Snowboarder

Anton Krupicka, Mountain Runner

Gretchen Bleiler, Olympic Snowboarder

Liz Burakowski, Research Assistant,
Professor at UNH

THE ALLIANCE

POW Alliance Members are trusted messengers—the ones who have seen climate change first hand and are passionate about telling the world what they have witnessed. They are professional skiers, runners, climbers, riders, CEO's, photographers, artists, filmmakers, writers, founders, researchers, professors and scientists.

Hilary Hutcheson,
Fly Fishing Professional

Chris Benchetler and Michelle Parker,
Professional Skiers

Forrest Shearer,
Professional Snowboarder

Zaria Forman, Artist

Sierra Quitiquit, Professional Skier

Jeremy Collins, Artist

THE MEMBERS

POW members are our lifeblood, outdoor enthusiasts who advocate for the places where they play by taking climate action. They show up at public utility and congressional hearings, they write and call their elected officials, and they drop in and vote for the climate.

Naomi Oreskes,
Professor at Harvard University

Jimmy Chin, Academy Award Winner
and Professional Climber

Seth Wescott,
Professional Snowboarder

Emily Harrington,
Professional Rock Climber



GROWING OUR AUDIENCE

POW believes that to make an impact, we must mobilize thousands of the millions that recreate outside at the right times and in the right geographies, which is why in 2018, we concentrated our efforts on growing, educating, and engaging our community, in key geographies for the outdoor community.

ALLIANCE

ATHLETES

OVER 20

NEW ATHLETES

POW's Athlete Alliance continues to grow in quantity and impact. In 2018, we expanded the team to encompass athletes outside of snow sports, which allowed us to engage more people in outdoor advocacy throughout the year. We created POW Trail to specifically engage the trail running community in environmental action. We also added several new Olympians during the 2018 Winter Games, growing our team to over 150 total ambassadors.

ALLIANCE BUSINESSES

POW added 12 new business partners, including four new Summit Partners:



POW expanded its reach within the outdoor community by growing its original merchandise line and adding five new collaborative products with brand partners. With Burton, we released a shirt that incorporated artwork by Kevin Lyons and celebrated National Voter Registration Day. It was an instant hit, selling out while donating 100% of the proceeds to POW.

MEMBERS

POW widened the entry point to climate action using cutting edge technologies to create an immersive experience of “Passion into Purpose.”



In partnership with The North Face and Duct Tape Then Beer, POW created a virtual reality experience following athletes Kit DesLauriers and Brody Leven up a couloir in Nevada, and then to D.C., where they expressed their concerns about climate change’s impacts.

POW executed 21 virtual reality screening events with a total audience of 5,294, 464 views and 1,619 activation conversions (a 30% conversion rate).

This technology connected emotionally with viewers and immediately prompted them to pledge to vote, converting participants into advocates in real time.

ENGAGING ADVOCATES

We live in an era in which several thousand (if not a few hundred) voters can make a significant difference, which is why POW concentrated its efforts on engaging and turning outdoor enthusiasts in this country into climate advocates.

ALLIANCE

ATHLETES

POW's Athlete Alliance engaged **12,437 students** on the topic of climate change in 2018.

In 2018, POW's Athlete Alliance led a national speaking tour, presenting climate science and action to 12,437 High School and College students and an additional 2,940 outdoor enthusiasts at industry events. In addition, they spread POW's Drop In And Vote campaign to roughly 1,434,423 people on social media.

ALLIANCE BUSINESSES

“POW is able to open important doors in DC so a group of dedicated, committed people and organizations can deliver our sustainability message directly to decision makers on both sides of the aisle. I appreciate the leadership and coordination that POW brings to this critical cause so that we can be catalysts for change.”

*—David Perry, President/COO,
Alterra Mountain Company*

POW's partnerships with brands and CEOs continue to grow. In 2018, POW executed two congressional briefings and three lobby days, including our highest attended annual September Lobby Day (35 attendees meeting with a total of 30 Congressional Offices). We had nine companies represented, including Alterra Mountain Company, Aspen Skiing Company, Bemis Associates, Burton, Mt. Bachelor, POWDR Corporation, Ski Utah, Smartwool and Spyder.

ADVOCATES

POW grew
its advocate base
by **75%**.

In 2018, our Policy Team developed a comprehensive battleground strategy that resulted in 28,590 advocates taking action with POW.

We also launched a brand new training program for 70 boots-on-the-battleground volunteers who assisted POW's staff in the execution of over 100 events across the country.

DEAR FUTURE ME,

Remember that time you were hanging out with POW at the _____ and made the pledge to vote in the 2018 midterm elections?

Here's your friendly reminder to drop in and vote.

SIGNED _____

EMAIL _____

POW 
PROTECT OUR WINTERS

INFLUENCING POLICY

Our policy agenda strives to usher in the future of clean energy, electric transit and carbon pricing, while working to remove the pressure to harvest fossil fuels on our public lands.

ALLIANCE
RESORTS

GIVE A FLAKE

POW Summit Partner, Aspen Skiing Co., rolled out Give A Flake, a campaign inviting skiers and non-skiers alike to speak out against climate change. The campaign's impact was significant, raising more than \$40,000 for the POW Action Fund and prompting Sen. Lisa Murkowski (R-AK) to respond about her stance on climate.

ALLIANCE ATHLETES

*“I left the Capitol with hope,
because our lawmakers really,
truly listened to us.”*

—Jessie Diggins, POW Alliance Member



POW led a delegation of Winter Olympians to the halls of Congress to share the impact of climate change on the sports they love. They visited their representatives and hosted a congressional briefing where they shared how warming and changing winters are affecting their sports with congressional staff members.

MEMBERS

POW's digital efforts helped its community achieve 49,546 conversions across five campaigns, each with unique calls-to-action across:

Resisting rollbacks on climate policies

Supporting POW's policy agenda and clean energy future

Registering voters and securing pledges

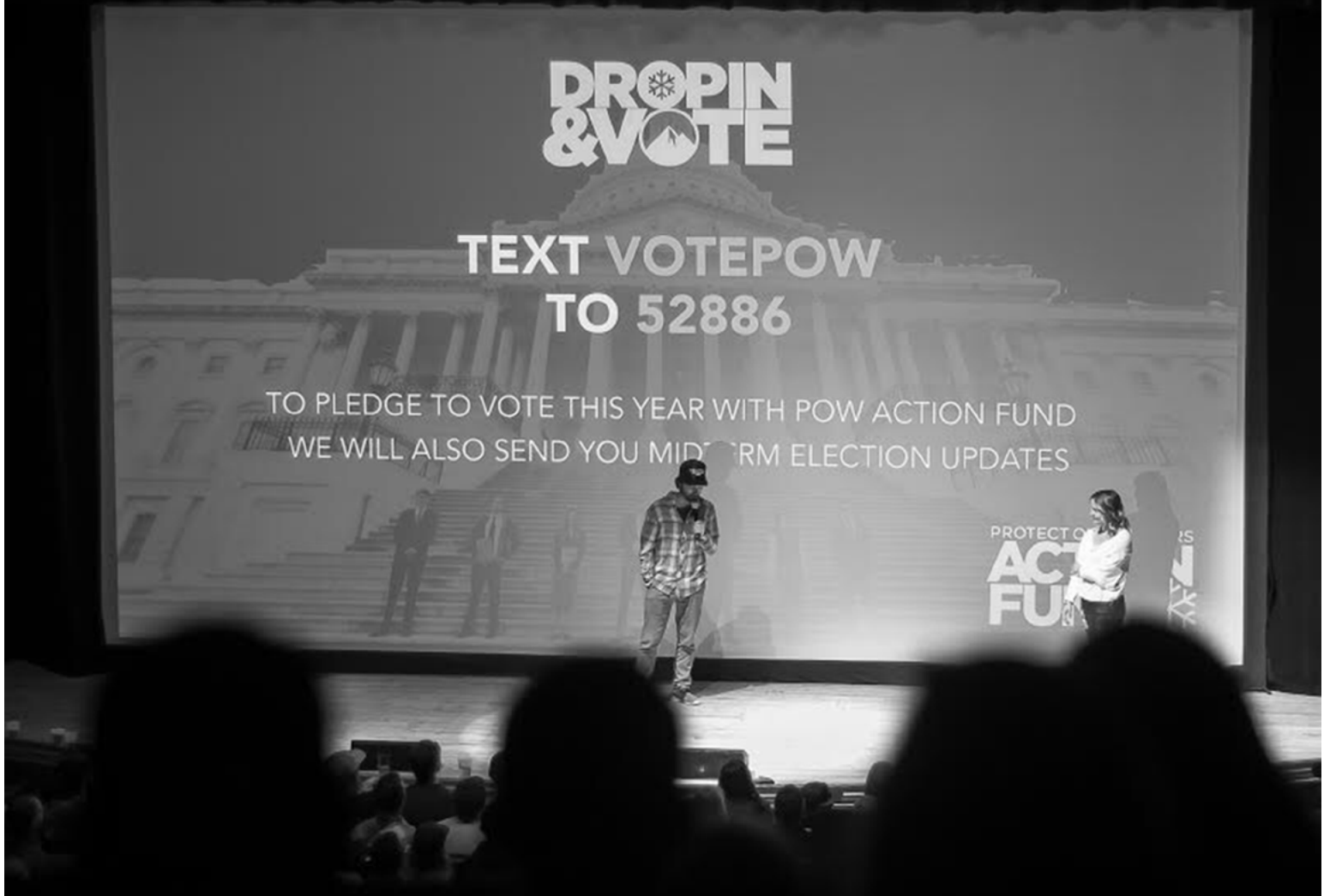
25,598

PARTICIPANTS

POW's foray into activating a non-snow sport was our most successful campaign. The POW Trail team executed and amplified a "Run To Vote" campaign with Strava that engaged 25,598 participants in a challenge to run or bike to the polls and vote.



POW ACTION FUND



In 2018, we launched the POW Action Fund (POW AF), a 501(c)4 providing outdoor enthusiasts with the tools to speak confidently about climate, support specific pieces of legislation, understand ballot measures and elect climate-friendly officials.

POW AF participated in 95 events across four battleground states in an effort to get the outdoor community to vote on climate.

Via paid media efforts including print and radio ads and email outreach, our digital communication efforts reached **5,049,306 potential voters** and achieved 134,440,300 media impressions.

MEDIA

“Perhaps the rewards of solving climate change are so compelling, so nurturing and so natural a piece of the human soul that we can’t help but do it.”

*—Auden Schendler, POW Board Member
excerpt from his New York Times Op-Ed*

2,000

MEDIA MENTIONS

In 2018, Protect Our Winters had over 2,000 media mentions with a combined reach of 1,428,619,546, including eight op-eds.



The New York Times

USA TODAY

Los Angeles Times

ECONOMIC REPORT

THE ECONOMIC CONTRIBUTIONS OF WINTER SPORTS IN A CHANGING CLIMATE

POW 
PROTECT OUR WINTERS



FEBRUARY 2018

MARCA HAGENSTAD, M.S.
ELIZABETH BURAKOWSKI, M.S., PH.D.
REBECCA HILL, M.S., PH.D.

PHOTO: JOHN FIELDER

11,170,180

IMPRESSIONS

With POW partner REI, we created a work of hard science and economics that drove home a simple message: winter is warming and snow is declining. And that trend hits our communities in the wallet.

The report received 235 unique media hits—including syndicated coverage from NPR that ran separate media hits to 100 regional stations—totaling 11,170,180 impressions.

SPEAKING UP

POW's economic findings reached global and national leaders via Alliance athlete Hilaree Nelson at the World Economic Forum in Davos, Switzerland and through winter Olympians on Capitol Hill.





OPERATIONS + FINANCIALS

POW brought on a new Executive Director, grew the team from 4 to 11 full-time staff and added five interns. The new team brought much-needed capacity and new skills, allowing us to better turn passion into purpose.

STAFF + BOARD

STAFF



JEREMY JONES
President and Founder



MARIO MOLINA
Executive Director



LINDSAY BOURGOINE
Director of Policy & Advocacy



TORREY UDALL
Director of Development & Operations



SAM KILLGORE
Manager of Marketing & Communications



LINDSEY HALVORSON
Advocacy Coordinator



JAKE BLACK
Program Manager



JUSTIN VAN SAGHI
Development & Operations Associate



JOE BOUCHARD
Membership Coordinator



ANJA SEMANCO
Communications Coordinator



HANNAH RENNICKE
Executive & Operations Associate

BOARD



CONRAD ANKER
Professional Mountaineer, The North Face



WINSTON BINCH
Brand & Digital Marketer



DONNA CARPENTER
Co-CEO, Burton Snowboards



CHRIS DAVENPORT
Professional Skier



JAMIE MCJUNKIN
General Partner, Madrone Capital Partners



NAOMI OREKES
Professor, Harvard University



MICAH RAGLAND
Director, Sustainability Communications, Walmart



LAURA SCHAFFER
Sustainability Director, POWDR

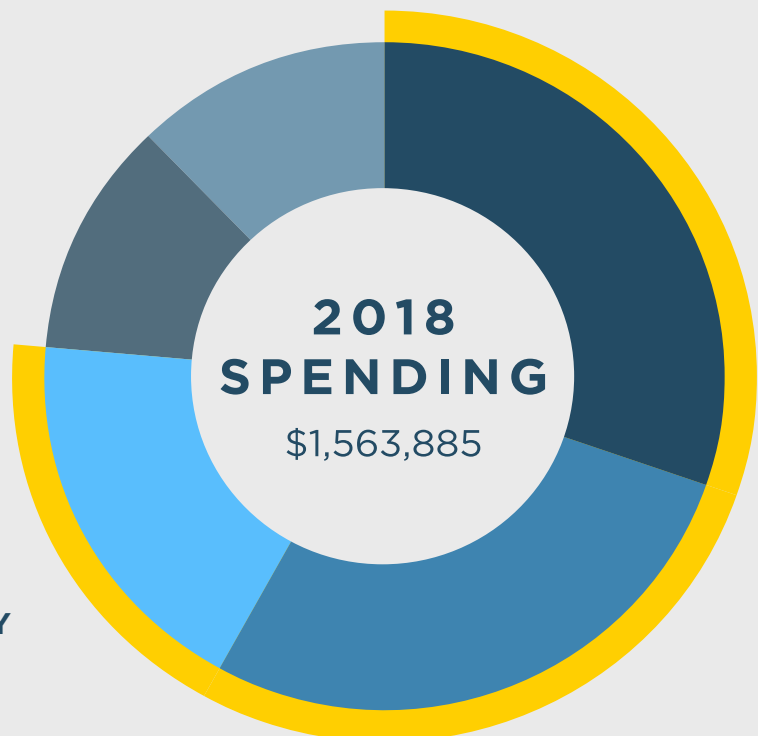
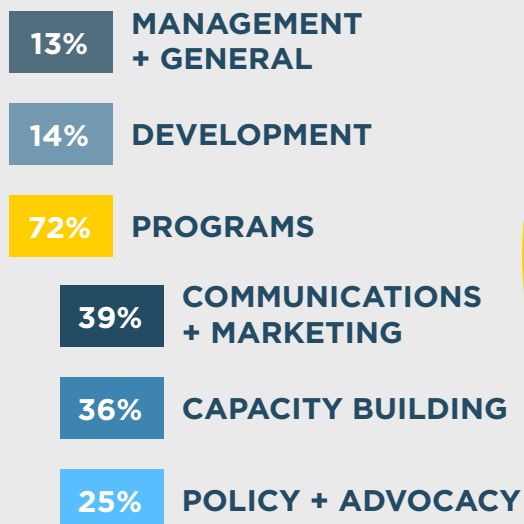
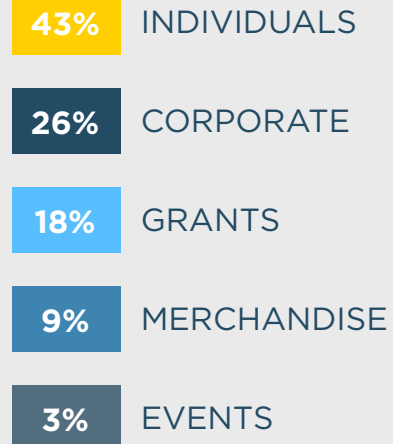
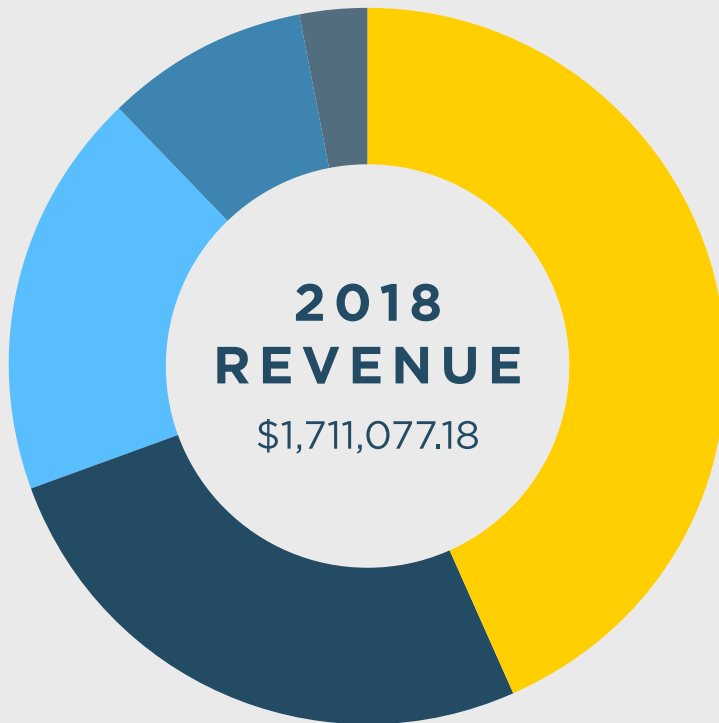


AUDEN SCHENDLER
VP of Sustainability, Aspen Skiing Company



ROB WEBB
VP of Revenue, Tonal

FINANCIALS



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

PARTNERS

SUMMIT LEVEL PARTNERS \$25K+

BURTON

**THE
NORTH
FACE**



JONES

**ASPEN
SNOWMASS.**

**IKON
PASS**

**REI
CO-OP**

B BEMIS™

patagonia®

**MOUNTAIN™
COLLECTIVE**

**DAVID
ROCKEFELLER
FUND**

teton
GRAVITY RESEARCH

YOGA **YV** VIDA

Smartwool.
Go far. Feel good.

goodr

ALLIED
FEATHER & DOWN

SNOCRU

FOUNDATION PARTNERS \$10K+

Outdoor Prolink
Coffeebar
Phunkshun

Marine Layer
10 Barrel Brewing Co.
GIRO

Gogglesoc
Spyder Active Wear
SOLE

Ski Butlers
O'Neill
MEC

CONTRIBUTING PARTNERS \$5K+

Adam Clark Photo
Alpine Training Center
Big Sky Montana
Black Tie Ski Rentals

Bunkhouse Collective
Coldpruf
Cole Sport
Dakine

Dynafit
Experience Momentum
Kit Lender
Method Roasters

MiiR
Neon Wave
Planet Bluegrass
Richardson Sports

PARTNERS

Rossignol
Shred Optics
Ski Utah

Snowbird
Sourced Adventures
Stio

Tactics
Taos
The Bullock Group

The Dirksen Derby
The Front Steps
Winterstick Snowboards

FOUNDATION PARTNERS

Hamilton Family 1976
Foundation
Patterson Family Fund
Pinnacle Leadership
Foundation
The Nicholas Endowment
The Mill Foundation, LTD
Walton Family Foundation
Boedecker Foundation

Marin Community
Foundation
Pecco Foundation
The Dudley Foundation
Chrysopolae Foundation
Zumiez Foundation
Shane McConkey
Foundation
Wy'East Foundation
Ruth H Brown Foundation

Lintilhac Foundation
McKee Family Foundation
Berollins Foundation
The Rosewood Foundation
Compton Foundation
Rendle Family Charitable
Foundation
Aspen Skiing Company
Environment Foundation
Meinig Family Foundation

Lyons Brown via Stuart and
Joanna Brown Charitable
Fund
Huish Family Fund
Cross Ridge Foundation
Piper Family Fund

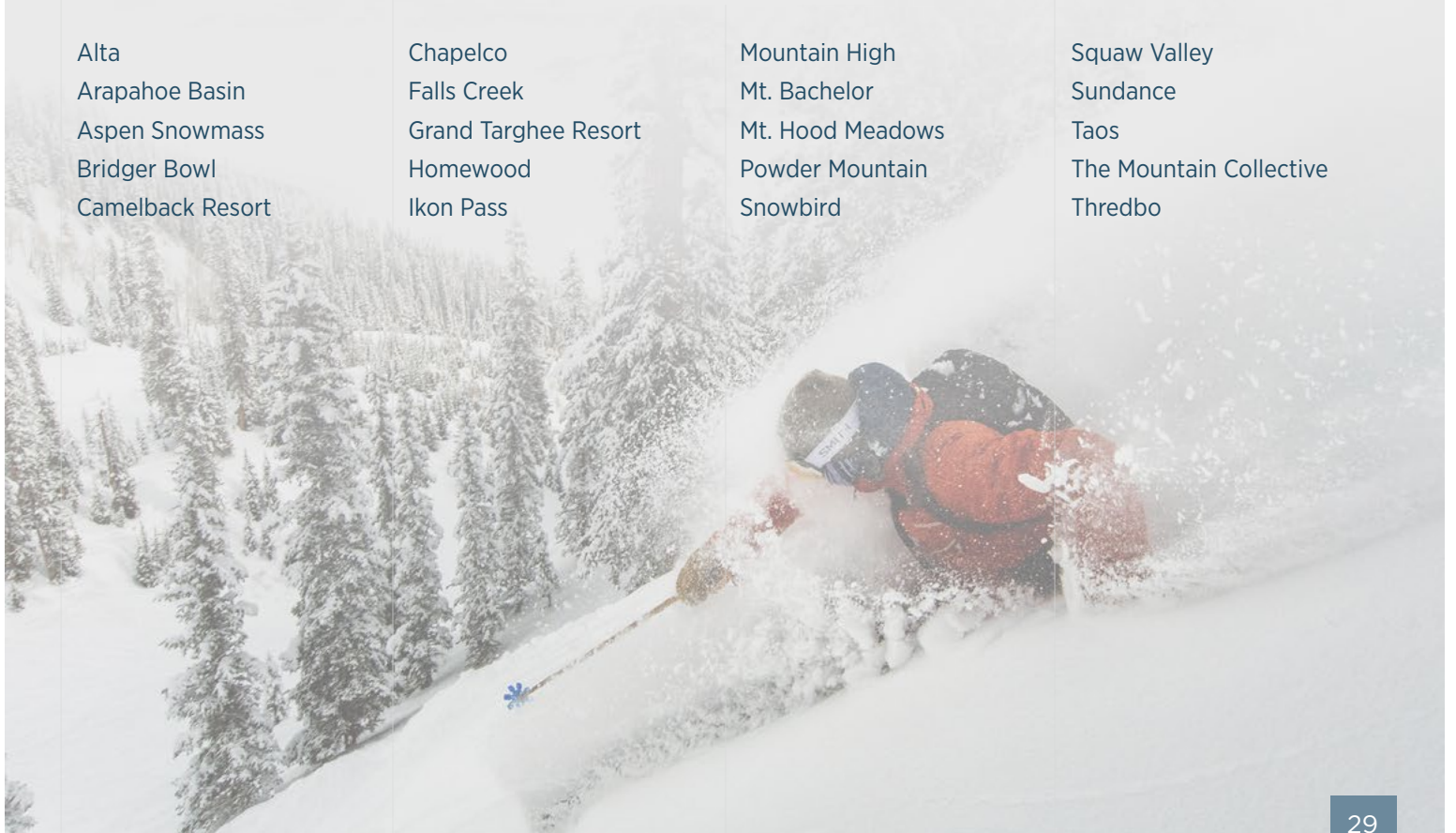
RESORT PARTNERS

Alta
Arapahoe Basin
Aspen Snowmass
Bridger Bowl
Camelback Resort

Chapelco
Falls Creek
Grand Targhee Resort
Homewood
Ikon Pass

Mountain High
Mt. Bachelor
Mt. Hood Meadows
Powder Mountain
Snowbird

Squaw Valley
Sundance
Taos
The Mountain Collective
Thredbo



SUPPORTERS

\$10K+ LEVEL

Brett & Erin Austin
Jake Burton &
Donna Carpenter
Tom Campion

Cynthia Carroll &
Woody Marshall
Elsa Corrigan
Yaz & Kate Krehbiel

Jamie & Kasey McJunkin
Anonymous
Decker & Jessica Rolph

Ben & Arienne Rubenstein
Charlotte & Scott Tracy

\$5K+ LEVEL

Ruthie Brown
Alexander Clark
John Farrell

Tod Francis
King And Tracy Grant
Eric Kowal

Bonnie Matlock
Jonathan Meyerholz
Kristi & Tom Patterson

Sebastian Stadler
Shanon Tysland
Chuck Wiggins

\$1K+ LEVEL

William Aldrich
Massimo Alpian &
Dr. Brett Kennedy
Anonymous
Marcio Avillez
Kimmy And Chris Benchetler
Douglas Blaisdell
Susan Brady
Charla Brown
Bryn Carey
Yvon Chouinard
David Collins
Karin Dauch
Gautham Dhaliwal
Heath Dolan

Robin Dolan
David Dow
Emily Dreissigacker
Scott Eisenberg
Whitney Flynn
Saar Gur
Josh Hanks
John Hanley
Aaron James
Peter Jin
Paul Barraza
Leta Kalfas
Stuart Kovensky
Alan Kriegel

Wei-Tai Kwok
Eric Lazerson
Carson Levit
Andrew Maguire
Alex Mlynarek
Alan Molton
Kyle Neath
Naomi Oreskes
Sydney M Paez Duncan
Doug Pepper
Ian Prichard
Frederick Rainaldi
Auden and Ellen Schendler
Frederick St Goar

Kasson Stone
Emmett Walsh
Paul Straub
Anne Taft
Jeremy Thornburg
Jacob Vastine
Bill Veghte
Bill & Julia Veghte
Buzz Wiggins
Bob Wilhelmly
Bob Williams
Kevin Zadel

\$500+ LEVEL

Ellen Ablow
Conrad Anker
Ridge Apparel
Charlie Avis
Greg Avis
Jane Backer
Alexandra Badger Airth
Suzanne Bailey
Tim Bancroft
Douglas Bayer
Hana Beaman

Danny Bialosky
Brian Biela
Andrew Bisbee
Brenna Boyd
Charlie Buchbinder
Hilary Cantu
Graham Clark
Seth Pow Dennis
Chris Donohoe
Mark Duggan
Matthew Eichenbaum

Daniel Eichner
Riley Elgerd
Jonathan Erickson
Kevin Filter
Philip Fleischman
Joan Fleischman
Adam Francis
Paul Godino
Kent Goldman
Nathaniel Goldstein
Harsh Griffith

Andrew Hagberg
Kirsten Hallstrom
Dan Harnick
Griffith Harsh
Laura Hayden
David Herman
Patrick Hoban
Philip Johns
Elizabeth Jones
Ryan Jordan
Joe Kidd

SUPPORTERS

Todd King
Patrick Klein
Drew Knowles
Alan Kriegel
Eduardo Laguna
Eduardo Laguna
Muggenburg
Nina Larsen Reed
Marialaina Lefebvre
Benjamin Marks
Michael Marolt

Dagan Martland
Scott Massinger
John McCauley
Jonny Moseley
Roz Naylor
David Neiman
Jacob Obrien
Christina Pappas
Chris Pelinsky
Michael Pendell

Clay Perry
Ted Prime
Darren Rhinehart
Jodi Richard
Stephen Rosenshein
Carlo Salmini
Ryan Shaink
Joel Simkins
David Skyer
Andrew Somerville

Josh Stein
Julia Taylor
Riley Tippet
Kevin Townsend
Matt Tucker
Barbara & Steve Vanbeure &
Glascock
Kirby Walker
Kendall Wilson
Erik Wright
Glen Yarbrough

\$250+ LEVEL

George Allen
Sam Andrew
Gavin Back
Jane Backer
Annie Ballard
Alexis Beechen
Matteo Blum
Racquel Bracken
Todd Brighton
Martie Bronk
Peter Bronski
Robert Brown
Brett Burch
Michael Capitani
Colin Carnahan
Richard Casselman
Sarah Challinor
Andrew Chapello
Peter Clark
Brian Clark
Elliot Clymer
Kenneth Coley
Scott Connell
Matthew Crane
Thomas Crockford
Colin Daw
Rick Degolia

Daniel Devine
Jeffrey Dickson
Susan Dietrich
Lindsay Doung
Meghan Duff
Howard Dullester
Sherwood Egbert
Jose Espino
Linda Flower
Kermit Fruechte
Levon Gabrielian
Cesar Garcia Hernandez
Judy Geer
Jonathan Gensler
Adrienne Glascock
Brent Glogau
Scott Golin
Brian Harning
Ryan Hassick
Margi Heldfond
Scott Hopkins
Thomas Ivey
Backhus James
Joseph Jensen
Hanson Wade
Garland Jesse
Seth Johnson

Carina Kellenberger
Alexander Kelloff
Jarret Kinder
Brigitte Kingsbury
Trevor Kostanich
Ramsey Kropf
Kestrel Kunz
Michael Laughlin
John Ligos
Mitch Long
Katherine Ludwig
Scott McArdle
Billy McCabe
Bob McCooey
Ryan McKenzie
Stephanie Mellin
Rodney Morgan
Sami Morgan
Lin Nguyen
Robin Nicol
Emily Peterson
Adrien Pierre
Andrea Purtzer
Glenn Reed
Derek Rhodes
Dan Schaaf
Mary Jo Schendler

Christa Schmidt
Jenna Sereni
Jason Shao
Liz Shield
Catharine Sibel
William Singleton
David Skyer
Alpine Start
Robert Stephenson
Matthew Taylor
Luke Thompson
Samantha Tobia
Kate Tsai
Margaret Ttee
Margaret Brady Ttee
Robby And Lizzie Tucker
Jack Vermeil
Lauren Walker
Alex Walworth
Ashley Weisman
Brett Wilhelm
Steve Wlodarski
Christine Zona
Ben True



LOOKING TO 2019

With the midterm elections complete and legislators in place, we are focusing on four priority goals in 2019:

Broadening the Base

To deliver on our promise for impact, we must position ourselves to reach the entire outdoor sports industry market. That's why, in 2019, we are broadening our effort--built on the success of POW Trail--and expanding beyond POW's base of snowsport athlete and brand alliances.

Fortifying our Base

In 2018, we heard from our followers, advocates, and donors that they are ready to help. They've said, "Just tell us when, where and how we can be useful." Our response in 2019 will be an engagement pathway for each of our communities: members, volunteers, athletes, and CEOs. In 2019, we will lay a grassroots foundation to advocate for policy at the state level that will be ready to be deployed in our 2020 efforts.

Building an Enduring Organization

In 2018, POW experienced its most substantial growth to-date--both in revenue and staff size, growing the team from five to 11 full-time staff. As we continue to build our team in 2019, we are also investing in best-in-class support platforms and clear evaluation systems to maximize our effectiveness, allowing us to keep punching above our weight class.

Developing Sustainable Revenue Streams

Much of POW's current support has come from first and one-time donations. In 2019, we are setting ambitious goals for sustainable revenue that will allow us to extend our strategic horizons to 3+ years. Our revenue goal for 2019 is \$1.6 million.



Thank you for your continued support of POW. You embody our mission of "passion into purpose" and we look forward to working together in 2019.