

2021



# ANNUAL REPORT

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Cover Photo: POW Alliance members Caroline Gleich, Dani Reyes-Acosta, and Aaron Mike with Senator Martin Heinrich at Taos Ski Valley, by Jonah Sutton (@joney\_hawk)

# A LETTER FROM OUR DIRECTOR

Executive Director Mario Molina gives the opening remarks at the 2021 POW Leadership Summit.

## The Time is Now

Protect Our Winters has punched far above our weight class for years. Building on Jeremy's original vision nearly 15 years ago through today. Now with a strategic plan and vision that led to major, but achievable goals, POW has packed on the pounds to make a meaningful impact on the massive lift of slowing global warming.

Our superpower is POW's inspiring and influential Athlete, CEO, Creative, and Science Alliances, who can empower, support, and mobilize the 50 million people in the US who recreate outdoors; what POW calls the Outdoor State. POW's Alliances open up unique access to decision-makers in both the public and private sectors. We are recruiting, training, and mobilizing them to drive policy.

Most people, especially those that we are fortunate to have in the POW Alliance, want to do the right thing. But often, especially in advocacy, it is hard to know where to start. That is where POW comes in. In the last year, we trained 80 Alliance members, adding 25 new ones from ski, snowboard, trail, climb, bike and more. POW also educated more than 30 brands on the connection between financial institutions and the fossil fuel industry with our "Moving Mountains with Money" series. Some brands have already switched to more sustainable banking as a result.

Then we deployed POW's Alliance to advocate for the climate policies and programs in the Bipartisan Infrastructure bill, which is now law including the largest investments in clean energy ever, and budget reconciliation, where POW continues to champion the inclusion and passage of measures that would address global warming. Additionally, we rallied our corporate partners and Alliance members to ensure

the passage of H.B.1266, a bill in Colorado that will enforce greenhouse gas reduction standards.

POW has continued to open doors for more people to join us in the Outdoor State, through efforts to build a more diverse and inclusive outdoor movement. And again through new categories including POW Climb and POW Trail, we have added significant influential players to POW's Athlete Alliance. Now in 2022, we are excited to share that POW will officially launch POW Bike.

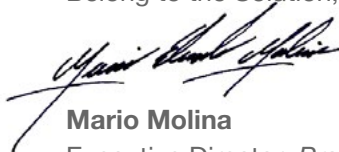
The most recent IPCC and IEA reports show us, that the time to act (if not 40 years ago), is now and not a moment later. Innovations in clean energy and transportation are catching up to the demand for solutions. A secure energy future and protecting the places we love have never been more accessible or affordable.

The majority of Americans want an energy transition. The policies we need to achieve it are clear. The technology is ready. The science is screaming the urgency. What we need now is for leaders to find the will to move forward and or get out of the way.

When 50 million people step up. speak out and vote, they will be heard. The time is now.

Thanks to athletes, brands, partners, Team POW members and the enthusiasm of the Outdoor State, POW is ready to meet this moment.

Belong to the Solution,

  
**Mario Molina**  
 Executive Director, *Protect Our Winters*



# A COMMON MISSION



**POW helps passionate outdoor people protect the places and lifestyles we 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.**

POW's mission may seem simple, but the trail toward our goal is a complex one. The threats against the places we love—our communities, trails, mountains, and waterways— are great, but they're not insolvable. The solutions exist and are within our grasp.

**It will take smarts. It will take guts. And it will take passion.**

Luckily, our calloused fingers are authentic. And we're ready to put in the work.



Leander Lacy, Graham Zimmerman, and Dani Reyes-Acosta at the POW Leadership Summit.

# IMPERFECT ADVOCACY

Standing up for the outdoors can be intimidating—not unlike that first step onto a trail, your first pedal up a hill, your first glance at a cliff, or your first cast in a stream. But just like our time outside, diving into advocacy doesn't need to happen alone. We can do it together, and embrace imperfection every step of the way.

By keeping our common love for the outdoors as our North Star, we move forward as one. After all, our time outside inspires everything we do. We know what it takes to engage in type 2 fun to achieve our goals. We wake up before the sun to climb high and push ourselves in scary places. We strive every single day to be better on skis, boards, bikes, walls, and rivers. We turn our passion into purpose. We're the Outdoor State, and our commitment translates to climate action in a way that's impossible to ignore—from the trailhead to the White House.

We've seen passion bring out our best potential. And by tapping into each other's skills, engaging like-minded advocates, and partnering with willing brands and organizations, the influence of the Outdoor State grows infinitely. Moreover, when that united front shows up to public offices, our confidence and knowledge can spark the fundamental change we need. The solutions are available to us, today, and systemic changes to the way that we source, distribute and consume energy are within our grasp.



POW Lobby Day at the Colorado State Capitol

Photo Credit: Top, Donny O'Neill, Bottom, Anna Callaghan





## We know the Outdoor State because we are part of the Outdoor State,

and our deep understanding of our audiences and their geographies allows us to focus on the policies relevant to both people and place. **Currently, we see opportunities to advocate for grid transmission upgrades, incentives for electric vehicles, worker transition programs, and phasing out fossil fuel subsidies.**

Given the political landscape, we believe that celebrating and encouraging climate action across all political parties is critical to getting solutions across the finish line. It's vital that we keep moving, learning and connecting across those assumed boundaries. Because the route to changing an imperfect system won't be perfect. But the dirt on our bodies and the wear on our gear is real.

**We'll put in the work.**





# THE MOMENT TO GO BIG IS NOW

## Our Theory of Change

As we look back at 2021 and ahead to the future, it helps to break down our Theory of Change into three categories: political will, financial and technological solutions and a cultural shift.

### Political Will

POW is laser-focused on forming relationships with key decision-makers across the country to ensure *our* agenda is on *their* agenda. By helping elected officials recognize the importance of enacting climate policies, we can ensure it's a top policy priority now and moving forward.

### Technology & Financial Instruments

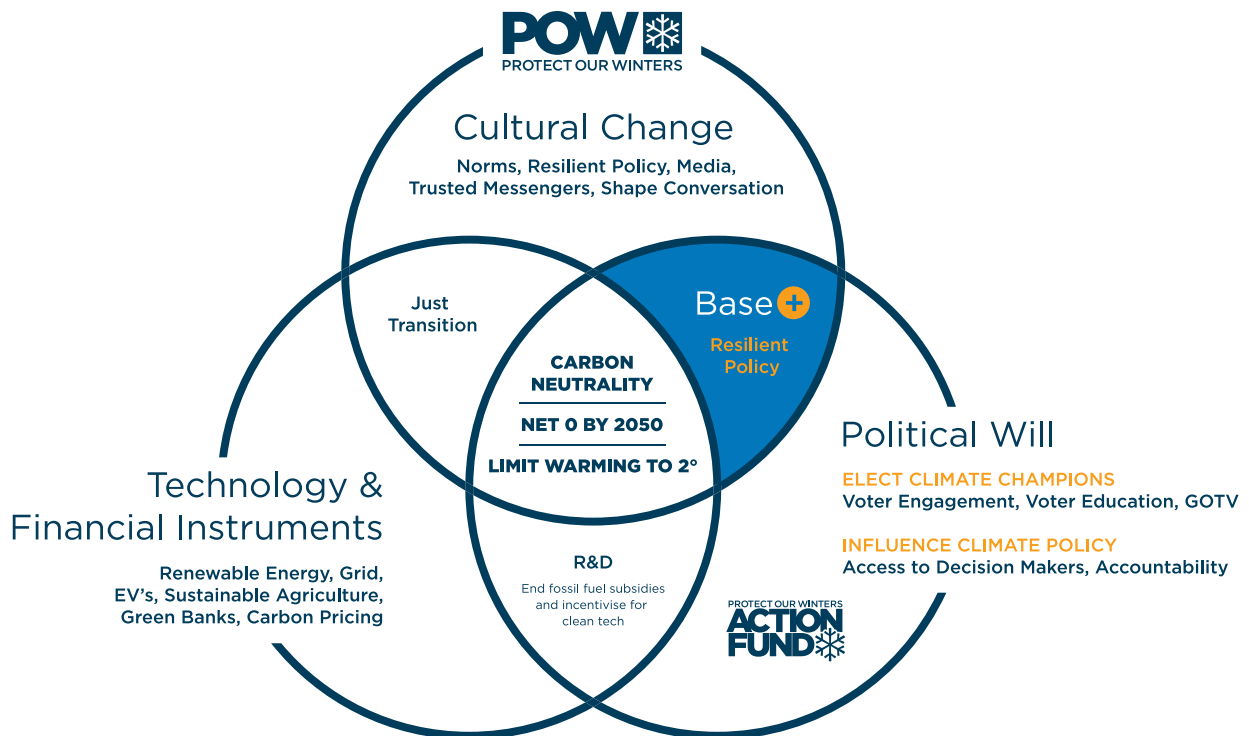
We're in the midst of a massive clean energy revolution that has, at last, made its way to the mainstream. The technology and capital are available to change the way we power our homes, our cars, our ski resorts and beyond. Incentivizing a clean energy transition is the fastest way to implement these solutions.

### Cultural Shift

For policies to be enduring and effective, they must be adopted by the people whom they affect. By ensuring American innovation in clean, domestic energy becomes a national value, we will see long-term results.

**Resist the urge to silo these categories of change at first glance.**

**At POW, this trio represents a common threadweaved through the fabric of the outdoors.**



## Our vision looks like this:

We envision a world where our collective cultural will drives policy that reflects the commitment to emissions reductions, a shift to renewables, and a just workforce transition, leading to carbon neutrality by 2050.

We envision an industry in which outdoor brands and organizations lead the conversation on climate—pushing for electric vehicle fleets, developing renewable infrastructure and growing their own teams of climate advocates.

And in the future we envision, the Outdoor State drives renewable-powered vehicles to trailheads, ride chairlifts without carbon outputs and industry pays their fair share for their carbon footprint. Most importantly, a stable climate is a top priority for all.



# OUR ATTITUDE HAS SHIFTED



## Complacency is not an option

By keeping a tab on the grander belief spectrum for climate change across the nation, we can better gauge how to move forward as an organization. And fortunately, the evidence is slapping us in the face. The majority of Americans, especially avid and ardent participants in outdoor recreation, are on high alert regarding climate impacts on the places they escape to find and create their best selves. They trust science and have seen the impacts in their own backyards.

Harkening back to our Theory of Change, [the data supports our notion](#) that the trifecta of factors necessary for grand scale climate solutions are available to us now. The technology is as advanced as at any point in human history and we have the ears of our lawmakers. But, perhaps the greatest harbinger of change lies in the way our nation now views the topic of climate. To them, complacency is no longer an option.

**90%**

*of outdoor enthusiasts believe that climate change is caused by humans.*

**82%**

*want direction on individual actions to reduce their carbon footprint*

**75%**

*Are looking for guidance on how to advocate for the places they live and love*

**74%**

*believe that advocacy groups like POW, as well as outdoor brands, are part of the solution.*

**76%**

*want direction on where to start on such a massive issue*

**74%**

*need help learning how to be a more effective advocate*

**73%**

*want help pushing policymakers to act on climate*

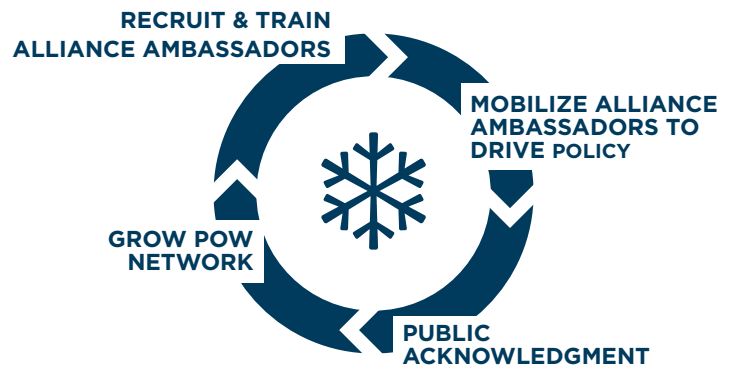
According to data from POW's Motivating Lifestyle Driven Advocacy Report

# STRATEGIC GOAL

## Our advantage is the people in our community

They are outdoor enthusiasts from all walks of life, political viewpoints, ethnicities, and sports, with passion in spades. We hear nature telling us loud and clear that the matter is urgent. We believe that as a community well acquainted with make-it-or-break-it moments that we must make bold, buzzer-beater moves to stop our flow of emissions and stay within 1.5°C of warming.

Over the next four years, POW will grow, diversify and strengthen the Outdoor State to become the most influential and impactful voice for climate in the United States. United by our love of the outdoors and the common ground that connects us, POW is where the outdoor community comes together, gets inspired and takes action.



### GROW POW'S REACH IN THE OUTDOOR STATE

All of the 50 million members of the Outdoor State are united by the outdoor activities and lifestyles they love and the desire to protect them. We will tap into that shared love to create a broader and more inclusive movement, inviting in advocates representing the full spectrum of outdoor sports and demographics to join us.

### TRAIN AND SUPPORT ALLIANCE AMBASS- ADORS

With an emphasis on building, training and mobilizing our network for the greatest impact, we provide basic training along with customized support to prepare high-impact Alliance ambassadors for direct action. POW supplies the information, materials, tools, and resources for our Alliance Ambassadors—athletes, scientists, creatives and brands—to educate and engage.

### UNITE AND MOBILIZE FOR CLIMATE WINS

Fully trained and ready for action, we connect our Alliance Ambassadors with opportunities to advocate for climate policy decisions and outcomes at federal and state levels and within the private sector. With coaching, support and all of the Outdoor State and Team POW in the room with them, their voices have the power to influence millions.



# OUR SUPER- POWER



AMIE ENGERBRETSON

Professional skier, Amie Engerbretson, won our Gerhard Gross Award for the most engaged Alliance member of the year. She's posted more about POW than any other Alliance member, brought her story to countless events, and pulled in more community members to POW. She was once skeptical about joining the Alliance, due to her volume of travel and snowmobiling, but a commitment to imperfect advocacy has changed her tune.

## What makes POW powerful? Our people.

That's why we've put together our incredible roster of Alliance Members—our collective superpower—who speak to the climate impacts they're seeing on the ground, and help to amplify POW's message and encourage involvement from the Outdoor State every year. From show-stopping athletes, to industry-leading brands, to world-changing scientists, to mind-bending creatives, these passionate humans are a critical piece of the POW puzzle and we're committed to fully outfitting them for the expedition ahead.

Our Alliance is capable of shifting the view on climate solutions when their passion is paired with the knowledge and tools to make an impact. By training, supporting, and relying on their influence to reach the Outdoor State, POW can become the most influential and impactful voice for climate in the United States.

*Photo Credit: Jeff Engerbretson, Dakota Jones, Donny O'Neill*

DAKOTA JONES

Dakota Jones is an endurance athlete who continually reinvents what it means to be a climate advocate. In 2021, he started Footprints Running Camp, which brings together trail runners to go outside and create hyper-local plans for climate action in their communities. Dakota is also laser-focused on changing vehicle emission standards—a key priority for POW, as well.

DANI REYES-ACOSTA

Climber and snowboarder, Dani Reyes-Acosta, has become a key member of POW's Alliance. She is regularly found speaking up and advocating for community and conservation-related initiatives through her talented work as a writer, strategist and educator. Her background and commitment to DEI also shines through everything she does, bringing a refreshing perspective to our conversations with elected officials.



Athlete  
Alliance

**11.4M**

Creative  
Alliance

**5.2M**

Science  
Alliance

**120K**

**16.7M TOTAL**

**25% increase in total potential reach  
on Instagram from 2020**



# ADVOCACY & ADVENTURE ALLIANCE GRANTS



Photo Credit: Donny O'Neill

Connor Ryan introduces his film, *Spirit of the Peaks*, at the 2021 POW Leadership Summit

Launched in the summer of 2021, POW's Advocacy & Adventure Alliance Grants program seeks to support films, events, journalism, research, grassroots campaigns, workshops, and adventures that couple Alliance members' passion for the outdoors with their efforts to protect the places and lifestyles they love from climate change.

The stories of our Alliance members can motivate the Outdoor State to follow suit and advocate for their playgrounds. Alone, POW's impact is limited, but by expanding the narrative for action and supporting each other, we can affect so much more.

In its first year, the Advocacy & Adventure Alliance Grants program funded eight projects spanning from creative adventure films to cultural, community and civic endeavors. Based on the success of the program's inaugural round of funding, POW is committed to growing the funding pool to further support more projects in the future.

## 4,654

people engaged with  
Alliance Grant films in 2021

## 20

Total Grant Applicants

## 8

Grant Recipients

Mike Douglas - Sam & Me

Connor Ryan - Spirit of the Peaks

Dillon Osleger - Usufruct

Dakota Jones - Footprints Running Camp

Kait Boyle - A Changing Arizona Trail

Griffin Post - Shredding for Cache

Dani Reyes-Acosta - OUTLIER: Trust

Rickey Gates - Rails to Trails

Watch more from our Alliance on the  
POW YouTube Channel



# DROP

WATER CONNECTS US ALL

DIRECTED BY  
LIAM GALLAGHER

patagonia®

PRODUCED BY  
HILARY HUTCHESON

## CHANGING TIDES THROUGH FILM



While Protect Our Winters may conjure thoughts of skiers, snowboarders and similarly influential snowsports athletes, POW is in fact made up of outdoor enthusiasts from many sports, backgrounds, and locations. The angling community, for example, is a massive audience with infinite potential when it comes to advocacy. And they may have a clearer picture of the effects of climate on their sports than many others.

With that in mind, we hosted the world premiere of *DROP*, with angler and POW Alliance and Board member, Hilary Hutcheson. The film follows the journey of water as it travels from the mountaintops of Montana, all the way to the Pacific Ocean—conveying the importance of keeping that water healthy to protect the ecosystems throughout. The film premiered online on Earth Day 2021. With over 4,000 RSVPs from eager outdoor advocates, POW was able to shift the winter-centric mindset and introduce a wider audience to climate impacts that may not be top of mind during the beginning stages of advocacy.

**1,284**

Attendees

**2,010**

New Advocates

**4,000+**

RSVPs

**90**

Requests to Host *DROP* screenings



*“It was so amazing, educational, unifying and energizing. It was what I dearly needed to keep doing the work”*

—Anonymous Summit Attendee

# BEST. SUMMIT. EVER.



POW has hosted its Leadership Summit for seven years—uniting our staff, athletes, scientists, creatives, partners and donors with motivational speakers, educators and policymakers in an effort to reflect, brainstorm and, most importantly, develop and refine the skills necessary to mobilize on behalf of the Outdoor State.

In 2021 we safely organized POW's 7th Leadership Summit—uniting 160-plus key leaders of the Outdoor State to discuss where we've been, where we're at, and where we're going. Our location of choice: the mighty Sawatch Range in beautiful Buena Vista, Colorado.

POW brought the entire event outdoors in 2021 and felt a shift in energy and motivation that was palpable. After all, we're an outdoor organization. And we're outdoors people.

When the autumn dust settled on the trails, POW's 2021 Leadership Summit proved to be our best yet. We had a feeling prior, but it was validated by our guests over and over again. All that time behind our computers—lobbying virtually, educating, and inspiring—led POW to this moment. The Summit was a reminder of the strength of our community. And a few days together in the Colorado wilderness proved that the community is as passionate as ever.





# THE STATS

## Trainings Topics

Personal narrative best practices

DEI

Cross-Partisanship

Public speaking

Media training

Content Creation and Social Media

Climate science and solutions

Persuasion and Lobbying



140  
ATTENDEES

67  
ALLIANCE  
MEMBERS TRAINED

8  
ALLIANCE  
MEMBERS RECEIVED  
CUSTOMIZED  
COACHING

*“The most inspiring, fun, and informative event I have ever been to. I can’t emphasize enough how much it exceeded my expectations and how much love I have for this community that, for the most part, I just met.”*

—Anonymous Summit Attendee



# MOBILIZE

In 2021, POW and the Outdoor State advocated for federal and state climate policies to help reduce emissions, add renewable energy to the grid and create clean jobs for the workforce transition. Our focus on target audiences in key geographies allowed us to focus on policies relevant to both people and place, and helped us identify opportunities to continue advocating for grid transmission upgrades, incentives for electric vehicles, worker transition programs and the phasing out of fossil fuel subsidies.

**4**  
CAMPAIGNS

**119**  
ALLIANCE MEMBER  
ACTIONS

## COLORADO STATE POLICY CAMPAIGN

In June, House Bill 1266 (formerly Senate Bill 200) cleared the Colorado Senate. The bill provided a road map for implementation of Governor Jared Polis' Climate Action Plan To Reduce Pollution. POW Athlete Alliance members Clare Gallagher and Abby Levene worked to amplify calls to action for the Outdoor State who responded by contacting local representatives.

**7** Alliance Members attended  
CO State Lobby Day

**8** Meetings with local  
representatives

# INFRASTRUCTURE

In 2021, POW advocated for both the Build Back Better (BBB) package, given it included so many climate provisions, as well as the Bipartisan Infrastructure Framework (BIF), which included resources for electric vehicles, grid modernization and worker transition. When it came time for our sister organization, POW Action Fund, to lobby, they ultimately focused on BIF and getting it across the finish line due to its bipartisan path for enactment. Celebrating and encouraging climate action across all political parties is critical to getting solutions across the finish line and on November 15, 2021, BIF was signed into law.

In 2022, we're advocating that all the climate provisions from BBB get put into a climate package and passed.

**52** Alliance members posted Infrastructure package CTAs on social media

**29** Alliance members advocated for Infrastructure during October Lobby Camp

**17 Athletes**

**12 corporate partners**

**26 meetings held**

**19** total Alliance members engaged

**14** Alliance members lobbied within their states (CO, MT, UT, AZ)

**9** Alliance members penned letters to the editor or op-eds surrounding BBB and BIF

**5** Alliance members attended meetings to build relationships with members of Congress prior to October Lobby Camp

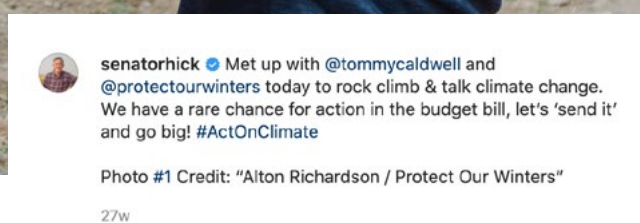
**Campaign Instagram Reach: 2.6 million**



# LET'S STEP OUTSIDE

How do you engage a senator in an important conversation about climate change? You hop in an electric vehicle with him, chat about tangible solutions over coffee, take him climbing, and spend the day outside together—obviously.

In September, on behalf of POW Action Fund, world-renowned climber and POW Alliance member Tommy Caldwell met up with Senator John Hickenlooper (CO) to do just that, as they headed up to Clear Creek Canyon in Colorado's Front Range. Through conversations at the crag, Caldwell relayed the need for climate action from an outdoor recreation perspective, while Hickenlooper outlined his views on solutions related to infrastructure and carbon pricing. Hickenlooper's potential vote for BIF would be vital in its passing. And joining Caldwell and Hickenlooper were a host of local and national media members, who helped spread the story of a professional climber and United States senator coming together in the outdoors to brainstorm solutions to climate change. By continuing these complex conversations outside—and not on Zoom calls—we can weave the common thread between the outdoors and climate advocacy, and leave our community with more lasting memories in our natural place. After all, everything's better outside.



*"I wanted to let you know that the folks at EDF loved POW's video with Sen. Hickenlooper and Tommy Caldwell... a great piece to promote ahead of the budget reconciliation package."*

—Matthew Garrington, Senior Manager, State Campaigns, Energy, Environmental Defense Fund



# OUR BIGGEST EXPEDITION



Each year, POW staff, athletes and partners head to the nation's capital representing the POW Action Fund to converse with elected officials about the common thread between the outdoors and climate change, and how they can best represent the 50 million members of the Outdoor State. They're our Lobby Camp.

No matter what, Lobby Camp is an ambitious endeavor, but our Alliance is always up for the challenge. The POW Action Fund team tried something new in 2021. Instead of having staff lead each meeting like in years past, we trained and empowered our talented Alliance members to step up and run the show. It was a smashing success.

The passionate group of alliance advocates enlightened policymakers about the need to pass BIF, bipartisanship, and our policy agenda, and helped prepare us for our next objective: BBB.

Proper team building and training with these alliance members and corporate partners ensured the entire squad was buttoned-up and on the same page from start to finish—even if their attire was less proper from the waist down.



## In-District Meetings

- 10** athletes
- 3** creatives
- 2** brand representatives
- 1** scientists
- 4** representatives, 2 rep., 2 dem.

## September Virtual Lobby Camp

- 3** athletes
- 2** creatives
- 5** representatives, 3 rep., 2 dem.

## October Virtual Lobby Camp

- 17** athletes
- 12** creatives
- 26** representatives, 9 rep., 17 dem.



*“Lobbying is like making new friends as an adult—a little scary at first but if you go in with an open mind you’re bound to find points of overlap and connection... But as many POW alliance members know, a mountain is only unclimbable until someone is brave enough to try summiting. Lobbying made the digital distance shrink and helped all of us in the meeting better understand how similar our values and goals really are and start to think about how to use that alignment to shape a tomorrow that is just a little better than today. We left with a new friend and are looking forward to getting to know them more over the next few years.”*

- Alliance Member Erika Flowers



Use this code to watch



To further amplify POW Action Fund’s lobbying efforts, athletes Erika Flowers, Sierra Quitiquit and Drew Petersen collaborated on a series of videos outlining climate impacts they’ve seen in their own communities. Our audience was taken on a journey through burn zones in Bozeman, Montana, and Silverthorne, Colorado, and educated on the diminishing snowpack in Park City, Utah.

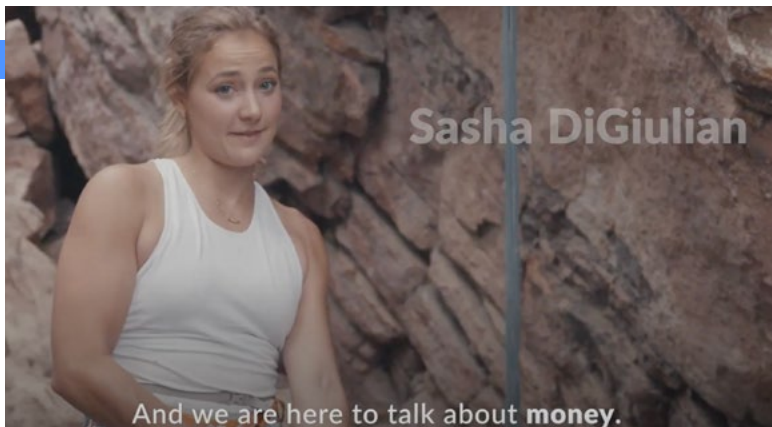
# CLIMATE FINANCE

POW embarked on a campaign to develop an education curriculum inviting businesses in the outdoor sports industry to learn about the role their money plays in climate and provide tools and resources to consider how their financial service providers align with their own company's values. Finance is a critical piece of addressing climate but can be difficult to understand or contextualize. We aimed to truly break down educational barriers and simplify the substance for our community.



## Action Jackson

Following customized coaching from the POW team, Wyoming-based Athlete Alliance members Zahan Billimoria and Kai Jones set out to scale Teewinot Mountain and educate the POW audience on the importance of climate finance. Their efforts resulted in a 5-minute film released in conjunction with the Federal Reserve's Economic Policy Symposium.



## Moving Mountains With Money

POW worked hand-in-hand with renowned climber and Athlete Alliance member Sasha DiGiulian to create an informative video surrounding climate finance in order to educate businesses and corporate entities about the importance of divesting from fossil fuel investment.

Our efforts engaged **66 unique businesses** and compelled **3 to move their money** to stop financing fossil fuels.





Ski Butlers.

# MOVING MOUNTAINS IMPACT STORY: SKI BUTLERS



Following COP26, the 2021 United Nations Climate Change Conference, Ski Butlers announced that it had divested all company assets from JPMorgan Chase in favor of KeyBank as a result of POW's Moving Mountains With Money program. In addition, Ski Butlers CEO, Bryn Carey, penned a passionate op-ed in the Vail Daily urging other businesses to analyze where their money is going.

**VailDaily**

Vail, Beaver Creek and Eagle Valley, Colorado News

News ▾ In Depth ▾ Entertainment ▾ Weather ▾ Sports &amp; Outdoors ▾ Video ▾ Magazines ▾ Opinion ▾ Real Estate ▾ Summer Camps ▾ Classifieds ▾

E-Edition | Submissions



YOUR AD HERE ▸

## Letter: Why Ski Butlers shifted banks to protect our planet

*“The decision to not support banks that finance fossil fuels and at the same time support banks that do finance clean energy was an easy choice, but difficult to execute. Banks work diligently at capturing and retaining your business, but divestment from fossil fuels will be one of the biggest drivers behind solving the climate crisis. If Ski Butlers can do it, so can you, and I urge you all to not wait.”*

- Bryn Carey, Ski Butlers CEO



# WE'RE CRUSHING

**321,165**  
**PARTICIPANTS**

**31,500**  
**ADVOCATES**

**6.3M**  
**HOURS OF ACTIVITY**

**150%**  
**GROWTH FROM 2020**

The mission of #CrushIt4Climate is simple: get as many people outside as possible, and collectively remind them of the importance of standing up for our outdoor playgrounds. In 2020, participants in #CrushIt4Climate logged activities on their Strava profiles and made a donation, resulting in total participation of 784 people. In 2021, we removed the donation barrier and simply asked the world to log a Strava activity in support of climate action; 321,165 people joined—a smashing success. And 31,500 of them made financial contributions and pledged to become advocates for the Outdoor State. By keeping advocacy as the focus of the 2021 campaign, rather than contributions, we engaged a much larger, diverse audience who all defined getting outside differently—from short dog walks to hot laps with friends to mind-blowing sufferfests. Moving forward, POW's goal with CrushIt4Climate is to engage outdoor enthusiasts as teams, rather than individuals—bringing people together outside.

*“CrushIt4Climate is an incredible opportunity for us to see what we’re made of. Participating gives us the opportunity to reflect on the capabilities of our community and ourselves. Learning to harness our skills and passions together is great practice for taking individual and collective action on climate.”*

—Connor Ryan

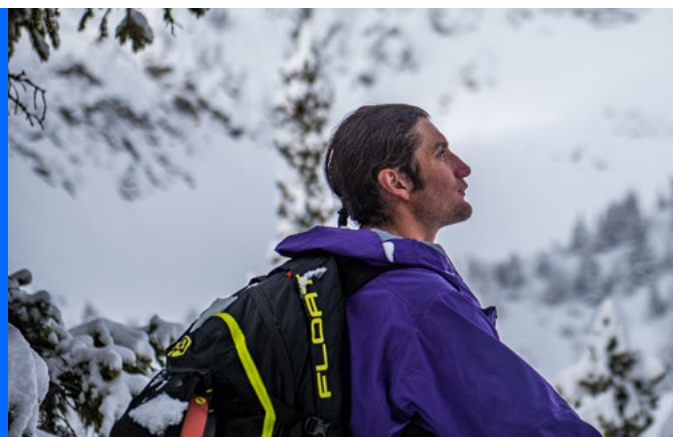


Photo Credit: Eliza Earle, Donny O'Neill



# HOWDY, PARTNERS

When POW begins conversations with potential corporate partners, the answers to two questions are the biggest factor in whether the relationship will blossom. Are you willing to speak up about climate change? And are you willing to take climate action? In 2021, POW kept these simple vetting questions central to forming new brand partnerships. This grew our brand partner list to over 90, with a wide range of involvement and contributions from each. Our services ran the gamut—from helping develop corporate social responsibility strategies, to bringing executives to Capitol Hill, to collaborating on activations around the world. It was a big year for POW and its brand partners, and looking ahead, we aim to make this process even more inclusive for brands willing to speak up and take action.



## ARC'TERYX

*While many brands were promoting big discounts for Black Friday, Arc'teryx asked its community not to buy a single thing. Instead, the brand gave its customers \$100,000 worth of POW memberships. All you had to do was sign up through the dedicated landing page on POW's site, and Arc'teryx covered the bill.*

## ASPEN SNOWMASS.

*Sometimes, you just need to tell it like it is. And for skiers and riders atop the Silver Queen Gondola on Aspen Mountain, a chilling reminder of climate change awaited in the form of a melted gondola, and the message that this is what the future of skiing could look like. This art piece, formed by Chris Erikson, was impossible to miss and took the social media world by storm.*

## DOMA COFFEE ROASTING COMPANY.

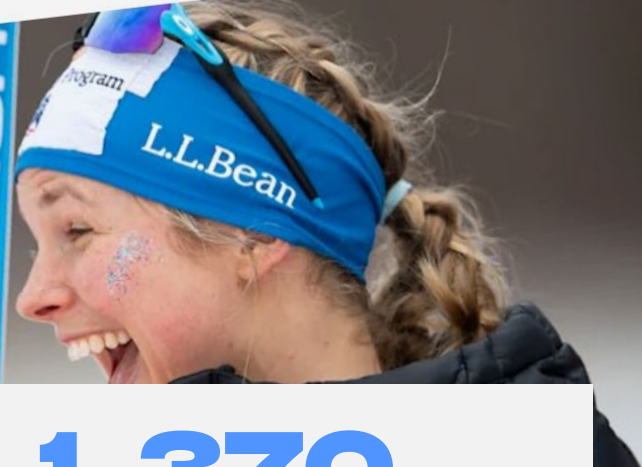
*Although Idaho-based Doma Coffee is considered a smaller partner of POW, their impact has been monstrous. The brand concocted a dedicated coffee blend called "DEEP" that generates donations for POW while educating its drinkers that even the coffee industry is threatened by climate change. These cans have also turned into go-to gifts for our partners and allies near and far.*



*Let's be honest. There's no better feeling than cracking open a cold one after a day in the outdoors. But what if we're no longer able to produce those delectable brews? Fat Tire, the world's first carbon-neutral beer, and New Belgium imagined that very future with Torched Earth.*

# Jessie Diggins - "The gold medal in my pocket helped my voice to grow even louder"

With glittered cheeks and a never-say-die attitude, the ebullient American cross-country skiing history-maker faces no shortage of attention. That's why when she's not winning gold or scooping up World Cup titles she redirects her time into causes she cares about.



## 1,370

total pieces of coverage

## POW IN THE PRESS

Through collaborative work with endemic media, Alliance opinion pieces, and earned mainstream opportunities, POW worked to grow the Outdoor State and mobilize key constituencies for climate wins. Building on our winter notoriety, we created year-round coverage with

additional focuses on climbing, running, and biking audiences throughout the summer. All in all, by combining athletes and scientists together for media opportunities, POW offered an engaging and credible, coordinated voice on climate messaging tailored to a vast range of audiences.

## \$29.5M

ad value equivalency

## 150

Alliance members engaged with media training

## 3.2B

potential reach





# OPERATIONS



# STAFF



**Jeremy Jones**  
Founder & President



**Mario Molina**  
Executive Director



**Brian Aucoin**  
Vice President, Marketing



**Jake Black**  
Director, Programs



**Lindsay Bourgoine**  
Vice President, Programs



**Holly Chase**  
Grants Associate



**Eliza Cowie**  
Coordinator, Programs



**Corey Cronin**  
Coordinator, Policy and  
Civic Engagement



**Meghan Davinroy**  
Development Intern



**Evan Feller**  
Development Intern



**Maria Gonzales**  
Vice President,  
Development



**Ben Gubits**  
Director, Advocacy  
and Campaigns



**Lindsey Halvorson**  
Sr. Coordinator,  
Campaigns



**Anna Hulse**  
Coordinator, Social Media



**Sam Killgore**  
Director, Memberships



**Ross Larson**  
Coordinator, Alliance



**Kelsey Norten**  
Manager, Social Media



**Donny O'Neill**  
Manager, Content



**Maddy Peavy**  
Sr. Coordinator, Events



**Beth Poole**  
Director, Major Gifts



**Usha Ramamurthy**  
Development Advisor



**Hannah Rennicke**  
Manager, Executive  
and Operations



**Justin Van Saghi**  
Manager, Strategic  
Partnerships



**Stacie Sullivan**  
Coordinator,  
Communications



**Torrey Udall**  
Vice President, Finance  
and Operations



**Waverley Woodley**  
Coordinator, Development



# BOARD



**Jeremy Jones**  
Founder



**Jamie McJunkin**  
Founder and General Partner,  
Madrone Capital Partners



**Donna Carpenter**  
Owner, Burton Snowboards



**Anne Shoup**  
Associate VP for Advancement,  
Michigan State University



**Auden Schendler**  
SVP of Sustainability,  
Aspen Skiing Company



**Micah Ragland**  
Vice President of Public  
Affairs, Federal Reserve  
Bank of Chicago



**Robb Webb**  
VP, Tonal



**Patrick Crawford**  
Executive Director of Audience  
Engagement, Outside



**Conrad Anker**  
Professional Mountaineer,  
The North Face



**Laura Schafer**  
Sustainability Director, POWDR



**Jessica Klodnicki**  
Chief Marketing Officer,  
Skullcandy



**Luis Benitez**  
VP Government Affairs and  
Global Impact, VF Corporation



**Jessie Diggins**  
Cross-Country Skier,  
Olympic Medalist

*“I’m so proud to support Protect Our Winters because I want every generation to enjoy and experience true winter and a healthy planet. And that will take work from each of us!”*

- Olympic XC Skier and POW Board member, Jessie Diggins

# TEAM CAPTAINS



**Caroline Gleich**  
POW Ski Captain



**Forrest Shearer**  
POW Snowboard Captain



**Nina Aragon**  
POW Science Captain



**Stephanie Howe**  
POW Trail Captain

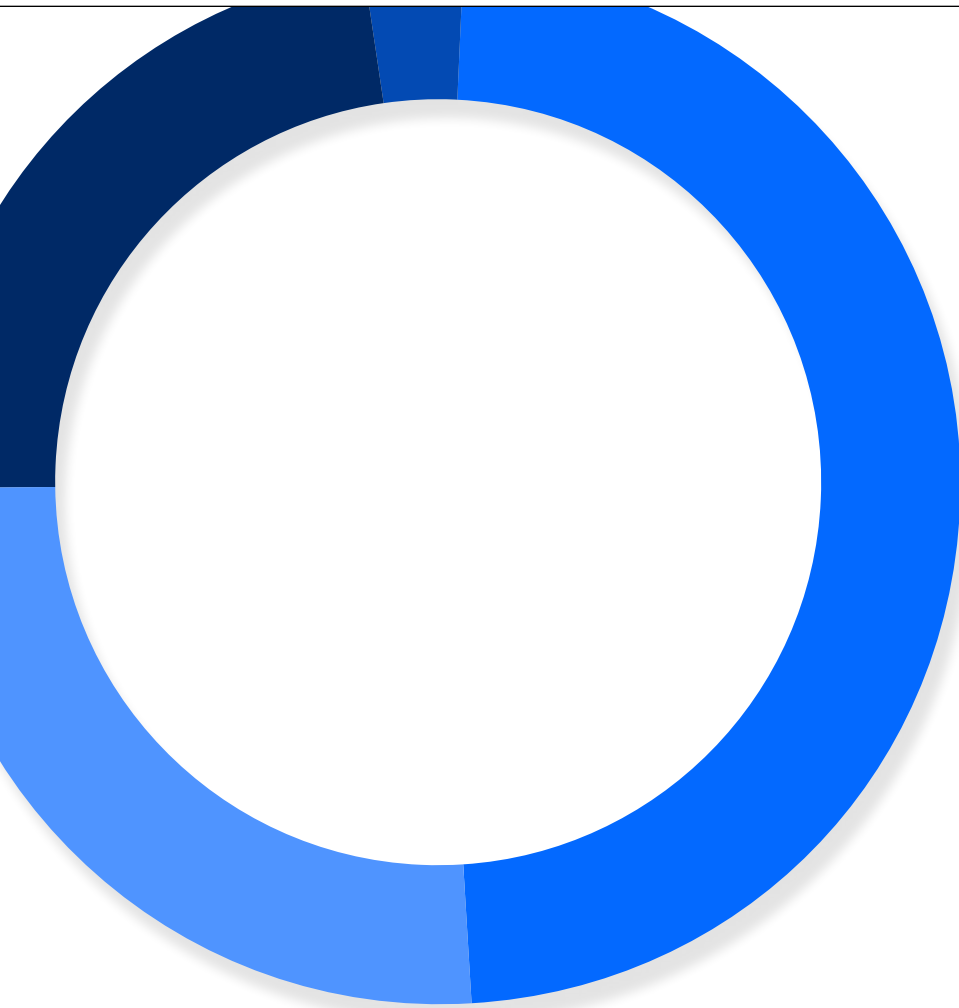


**Graham Zimmerman**  
POW Climb Captain



**Aidan Haley**  
POW Creative Captain





## 2021 REVENUE

### Individuals

48% **\$2,140,116**

### Corporate

36% **\$1,603,458**

### Grants

12% **\$541,006**

### Merchandise

4% **\$177,815**

## 2021 BUDGET

### Programs

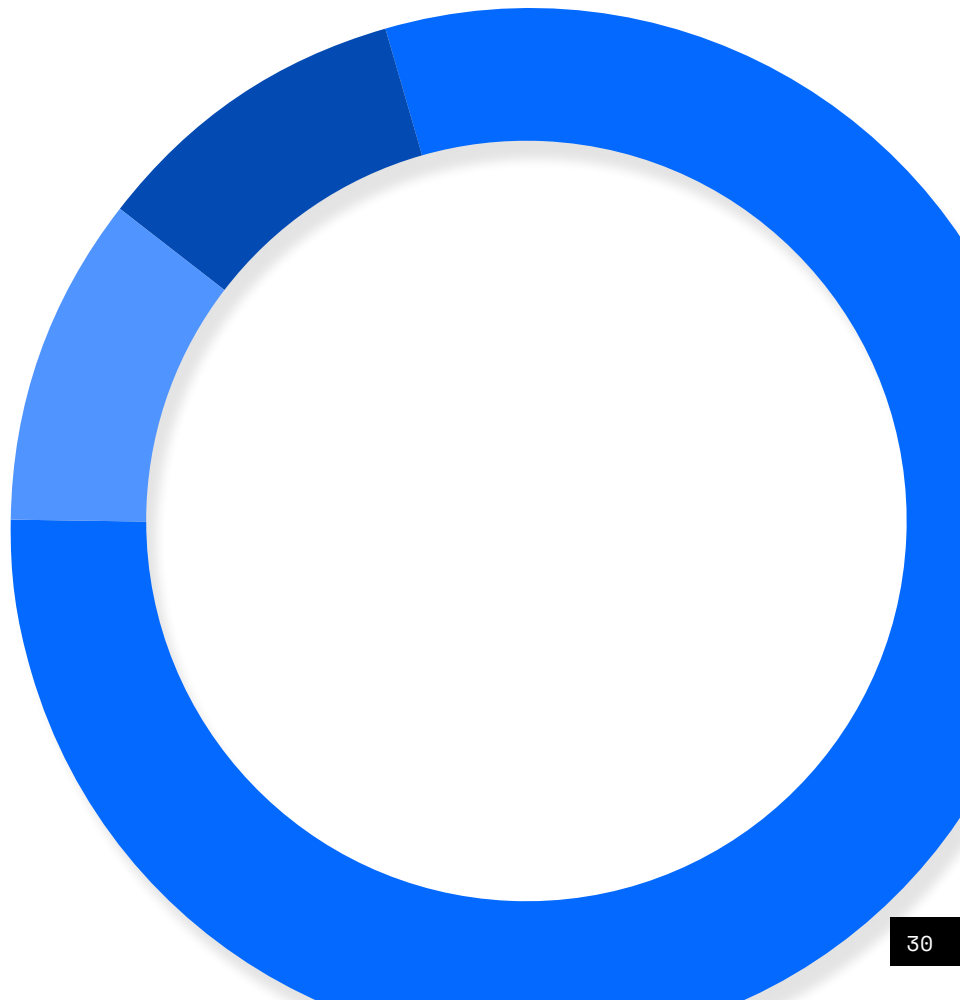
71% **\$2,527,286**

### Management and General

15% **\$551,837**

### Fundraising

14% **\$503,774**



# CORPORATE PARTNERS

+150k

# BURTON

+100k



BANK OF THE WEST  
BNP PARIBAS



+50k



STRAVA



+25k



BOA



JUNE SHINE



patagonia





A photograph of two people in inflatable kayakers on a river. The kayaker in the foreground is wearing a blue helmet and a blue jacket, and is paddling a blue kayak. The kayaker in the background is wearing a green helmet and a green jacket, and is paddling a green kayak. They are on a calm river with rocky banks.

# FORWARD. TOGETHER.

We know what it's like to overcome uncomfortable situations. Sure, it's possible to simply ignore the wild mood swings of our current climate. We could all choose the comfort of cheering from the sidelines. But, that's not us. We thrive in the discomfort, whether it's a dawn patrol wake-up, hanging from a rock wall or braving our 12th straight hour on the river.

Our mission has never been easy. But as long as our path forward is clear, we will continue to make an impact that fulfills us in endless ways: individually, locally, regionally, nationally and globally.

As we think about what advocacy means for POW and the Outdoor State, imperfection is the name of the game. We must encourage ourselves and our alliance to embrace all forms of advocacy—valuing seven-figure donations just as much as the efforts of a 12-year-old named Sam from British Columbia. That value grows in teams, and looking ahead, our focus will be on forming and encouraging groups of allies to work together, so no one ever feels alone in this effort.

Quality content remains a true separator between us and other climate organizations. We will continue collaborating with our Alliance members to support and fund meaningful storytelling projects through the Advocacy & Adventure Alliance Grants—focusing more than ever on diversity, equity and inclusion, while also branching out to more outdoors people like hunters and anglers.

As we continue our return to in-person events, such as our array of Alliance Summits, we will let our guards down and use our time wisely to learn from one another. In order to maintain our reputation as a trusted climate action organization, it's key to utilize these events as opportunities to share learnings on science, outdoor culture, innovation, politics, and

policy. And it's imperative we step back and celebrate the hard work we've done, which is essential to inspiring and energizing for the road ahead.

While we walk that road with our policy-makers and continue to lobby on behalf of the places we live and love, we will rely on the efforts of our Alliance members more than ever. With the right resources and training, they will carry the POW flag to the front step of key decision-makers and open up opportunities for the POW team to execute additional work in priority states. The next year presents huge opportunities to work with the Conservative Climate Caucus to engage in climate conversations with our Olympic athletes.

As our stable of partners continues to grow and evolve, we'll work toward opening doors for endemic and non-endemic groups willing to speak up about climate and take meaningful action. We invite brands and organizations both big and small. While the household names have incredible game plans and endless resources, it's the unexpected partners who may need our help the most, and could hold the greatest potential to alter their operations and make an impact. We welcome both.

So where does the trail go from here? POW is on track to becoming the most influential climate group in the United States. We firmly believe that when it comes to climate change, no one has more passion and commitment than the Outdoor State. Now, it's time to truly act as one. We are not the lone alpinist advocating for shrinking glaciers or a solo angler standing up for their local waterways. We are one State with a common goal to save our planet. Our collective passion, voice and action unite the Outdoor State while growing its numbers exponentially. So let's take this time to pat ourselves on the back for all we have done. Then push each other forward to reach our summit.





**POW**   
PROTECT OUR WINTERS

Copywriter: Connor Davis | Eastern Adventure  
Photo Credit: Eliza Earle