The science is screaming that we are in a no-fall zone. As climate change will alter both human and physical landscapes, the loss of powder days will be the least of our worries. At stake are our businesses, landscapes, and communities.

**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 can create the will to convince our elected officials, policymakers and business leaders to usher in carbon neutrality.
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 the end of the century.
POW’s Mission is to turn passionate outdoors people into climate advocates to affect systemic political solutions to climate change.
POW impacts climate policy by adding outdoor enthusiast advocates 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 are ready to stand up for the environment and influence at the margins in key political decisions.
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 had 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.
2018 was one for the record books.

True, at times this last year felt a bit rough—it definitely tested our resolve—but it was a year with some significant wins that 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 14,000 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 turning their passion into purpose.

We concentrated most of our energy on 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 working out of our Boulder headquarters 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, 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 - Protect Our Winters
POW’s Alliance are our 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, cinematographers, photographers, artists, filmmakers, writers, founders, researchers, professors and scientists.

THE MEMBERS

POW members are our lifeblood, outdoor enthusiasts who advocate for the places where they play by taking climate action. They show up for climate marches, they write and call their elected officials, and they drop in and vote for the climate.
POW believes that to make an impact, we must speak to a large enough audience and mobilize them at scale, which is why in 2018 we concentrated our efforts on growing, educating, and engaging our community.
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.
POW added 12 new business partners, including four new Summit Partners: Ikon Pass, Bemis, YogaVida, and Goodr.

In collaboration with Burton, this shirt, designed with artwork by Kevin Lyons, celebrated National Voter Registration Day. It was an instant hit, selling out while donating 100% of the proceeds to POW.

POW expanded its reach within the outdoor community through its original merchandise line and five collaborative products with brand partners.
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 on Capitol Hill.

POW executed 21 virtual reality screening events with a total audience of 5,294 and 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.
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.
POW’s Athlete Alliance reached **11,437 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 9,812 high school and middle school students, 1,625 college students, and 2,940 adult outdoor enthusiasts. In addition, they spread POW’s Drop In And Vote campaign to roughly 1,434,423 people on social media.
“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 had a record number of business partners and executives join to speak to the economic threats that climate change poses to small mountain communities and large corporations alike. Alterra Mountain Company, Aspen Skiing Company, Bemis Associates, Burton, Mt. Bachelor, POWDR Corporation, Ski Utah, Smartwool and Spyder all attended.
In 2018, our Policy Team developed a comprehensive battleground strategy for this new organization that resulted in 12,000 members of the outdoor community pledging to vote.

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.
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.
POW Summit Partner, Aspen Skiing Co., rolled out a campaign, Give A Flake, 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 to respond about her stance on climate.
“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 their experiences with warming and changing winters.
POW’s partnership with brands and CEOs continue to grow and, in 2018 after the successful execution of 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 are enforcing the industry voice on Capitol Hill.
POW’s digital efforts helped its community achieve 49,546 conversions across five campaigns, each with unique calls-to-action.
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 people to make a pledge to vote. 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.
“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.
11,170,180 IMPRESSIONS

With POW partner REI, we created a work of hard science and economics, but with a simple message: winter is warming, 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, through the efforts of Alliance athlete Hilaree Nelson at the World Economic Forum in Davos, Switzerland and by winter Olympians on Capitol Hill.
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 RENNICK
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

ROBB WEBB
VP, Tonal
FINANCIALS

2018 REVENUE
$1,711,077.18

43% INDIVIDUALS
26% CORPORATE
18% GRANTS
9% MERCHANDISE
3% EVENTS

2018 SPENDING
$1,563,885

39% COMMUNICATIONS + MARKETING
36% CAPACITY BUILDING
25% POLICY + ADVOCACY
13% MANAGEMENT + GENERAL
14% FUNDRAISING
72% PROGRAMS
PARTNERS

SUMMIT LEVEL PARTNERS $25K+

- Burton
- The North Face
- Clif Bar
- Jones
- REI Co-op
- Ikon Pass
- Patagonia
- Bemis
- Mountain Collective
- David Rockefeller Fund
- Teton Gravity Research
- Yoga Vida
- Smartwool
- Gootrs
- Allied Feathers & Down
- Snocru

FOUNDATION PARTNERS $10K+

- Outdoor Prolink
- Coffebar
- Phunkshun
- Marine Layer
- 10 Barrel Brewing Co.
- GIRO
- Goggle Soc
- Spyder Active Wear
- SOLE
- Ski Butlers
- O’Neill
- MEC
- Adam Clark Photo
- Alpine Training Center
- Big Sky Montana
- Black Tie Ski Rentals
- Bunkhouse Collective
- Coldpruf
- Cole Sport
- Dakine

CONTRIBUTING PARTNERS $5K+

- 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 Hankes
- John Hanley
- Aaron James
- Peter Jin
- Paul Barraza
- Leta Kalfas
- Stuart Kovensky
- Alan Krieger
- 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 Thorngren
- Jacob Vastine
- Bill Veghte
- Bill & Julia Veghte
- Buzz Wiggins
- Bob Wilhelmy
- 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 | Dagan Martland | Clay Perry |
| Patrick Klein | Scott Massinger | Ted Prime |
| Drew Knowles | John McCauley | Darren Rhinehart |
| Alan Kriegel | Jonny Moseley | Jodi Richard |
| Eduardo Laguna | Roz Naylor | Stephen RosenShein |
| Eduardo Lagunana | David Neiman | Carlo Salmini |
| Muggenburg | Jacob Obrien | Ryan Shaink |
| Nina Larsen Reed | Christina Pappas | Joel Simkins |
| Marialaina Lefebvre | Chris Pelinsky | David Skyer |
| Benjamin Marks | Michael Pendell | Andrew Somerville |
| Michael Marolt | | |

### $250+ LEVEL

| George Allen | Dagan Martland | Seth Johnson |
| Sam Andrew | Scott Massinger | Carina Kellenberger |
| Gavin Back | John McCauley | Alexander Kelloff |
| Jane Backer | Jonny Moseley | Jarret Kinder |
| Annie Ballard | Roz Naylor | Brigitte Kingsbury |
| Alexis Beechen | David Neiman | Trevor Kostanich |
| Matteo Blum | Jacob Obrien | Ramsey Kropf |
| Racquel Bracken | Christina Pappas | Kestrel Kunz |
| Todd Brighton | Chris Pelinsky | Michael Laughlin |
| Martie Bronk | Michael Pendell | John Ligos |
| Peter Bronski | | Mitch Long |
| Robert Brown | | Katherine Ludwig |
| Brett Burch | | Scott Mcardle |
| Michael Capitani | | Billy McBabe |
| Colin Carnahan | | Bob McCooy |
| Richard Casselman | | Ryan McKenzie |
| Sarah Challinor | Brent Glogau | Stephanie Mellin |
| Andrew Chapello | Scott Golin | Rodney Morgan |
| Peter Clark | Brian Harning | Sami Morgan |
| Brian Clark | Ryan Hassick | Lin Nguyen |
| Elliot Clymer | Margi Heldfond | Robin Nicol |
| Kenneth Coley | Margi Helfond | Emily Peterson |
| Scott Connell | Scott Hopkins | Adrien Pierre |
| Matthew Crane | Thomas Ivey | Andrea Purutzer |
| Thomas Crockford | Backhus James | Glenn Reed |
| Colin Daw | Joseph Jensen | Derek Rhodes |
| Rick Degolia | Hanson Wade | Dan Schaaf |
| | Garland Jesse | |

| Josh Stein | Mary Jo Schendler |
| Julia Taylor | Christa Schmidt |
| Riley Tippet | Jenna Sereni |
| Kevin Townsend | Jason Shao |
| Matt Tucker | Liz Shield |
| Barbara & Steve Vanbeure & Glascoc | Catharine Sibel |
| Kirby Walker | William Singleton |
| Kendall Wilson | David Skyer |
| Erik Wright | Alpine Start |
| Glen Yarbrough | 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 Wiodarski |
| | Christine Zona |
| | Ben TRUE |
LOOKING TO 2019

After a successful 2018 and with the midterm elections complete, we will hone in our focus on four priority goals:

Broadening the base to expand on traditional athletes, brands, and business allies.

Fortifying our base to turn our community into stronger allies and advocates for the environment.

Building an enduring organization to offer the best support platforms and resources to our staff.

Developing sustainable revenue streams to continue to exceed revenue goals.