The people out exploring our planet’s wild spaces—be they skiers, runners, climbers—already understand that climate change is a real and imposing threat. They are seeing the impacts of shorter, warmer winters firsthand. Those in the outdoor community want to take action against climate change, but they always don’t know where to start.

Because how do you go from being an outdoor enthusiast to becoming a climate advocate? That’s a big leap.

At Protect Our Winters, it is our responsibility—our calling—to show people that solving the climate crisis is possible if we stand up and work collectively. A small group of passionate people can make a disproportionate impact. It is not too late to save the places we love and protect outdoor recreation for generations to come. The time to act is now.
OUR MISSION

POW’s Mission is to help 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.
To solve the climate crisis, we need a cultural shift. We need widely adopted technological and financial solutions that incentivize a clean energy future. We need political will from all levels of government and across party lines, showing up at the voting booth (501c3 GOTV). And we need our nation’s attitude toward climate change to shift, so that acting on climate is not optional, it’s imperative.

Our theory of change hinges on the belief that the outdoor community can make a big impact by driving civic participation at the local level. In 2019, we focused our efforts in critical geographies to create grassroots activations with the belief that together, we can educate, register and turn out enough voters to alter our nation’s response to the climate crisis.

It’s the sum of our efforts that will make a difference.

*This is the moment where we turn our passion into purpose and deliver climate victories where they’re needed most.*
Before we take a look back at 2019, we must acknowledge the unprecedented tidal wave we’re currently experiencing in 2020. As COVID-19 continues to spread its way around the globe, the pandemic is wreaking havoc on communities, economies and healthcare systems. But it’s also causing a sea change—the health crisis is bringing people together to fight against a common cause. Our global and local response to the virus is showing that collective action is possible and effective. That is the same momentum we need to address the biggest threat of our time: climate change.

As our country also grapples with racial and social justice inequities that in 2020 finally became of nationwide concern, protests around the world and grassroots efforts to enact systemic changes again brought the power of collective action to the forefront. Historically marginalized communities are often the ones most impacted by the effects of climate change. Voter suppression efforts are targeted at minorities and communities of color.

In a democracy representative of all people, nobody should have to choose between their health and their right to vote. As COVID-19 adds uncertainty about what the November 2020 elections will look like, Protect Our Winters is committed to covering the cost of as many as 50,000 mail in ballot applications. To back voter empowerment for all members of the outdoor community, our Make a Plan to Vote tools are now available for free to organizations serving communities of color. We are also developing a thoughtful, long-term strategy to engage in collaborative work with climate organizations led by people of color, increase diversity in our alliances, and promote inclusivity in the outdoors.

We cannot stop climate change, racial injustice or COVID-19 overnight, but at POW, we are committed to using our resources, our reach and our alliances to push for the changes this world desperately needs to see.
THREE MAIN POINTS OF FOCUS

GROWTH

In 2019, we grew our reach and broadened our audience. We recruited and trained over 200 new POW volunteers and signed and educated 10 new athletes to the POW Alliance, our network of over 140 professional athletes, scientists and creatives that work with POW to leverage their visibility, platforms and leadership to build awareness and inspire climate action.

ENGAGEMENT

We hosted dozens of grassroots events in hotbed states like New Hampshire and Nevada and over 100 representatives from POW attended congressional events and meetings. POW’s social media reach grew to 191,000 Instagram followers, 109,2019 Facebook followers and 25,400 Twitter followers in 2019, reaching more of the outdoor community and equipping them with tools to become climate advocates.

POLICY

Our focus for 2019 was to hold our elected officials accountable on issues related to clean energy, electric transportation, carbon pricing and protecting public lands from fossil fuel development. Our business partners and athletes testified in front of Congress, while volunteers wrote letters and spoke at hearings to have their voices heard.
For POW, 2019 was the year we took our skills, experience and grit and turned them into action. Between historic policy wins across the U.S. and the launch of programs like our new volunteer network, POW Climb and Cost of Carbon, 2019 was a year of sizable impact. Here’s just a snapshot of what we achieved.

We helped pass state-level climate legislation on everything from renewable portfolio standards to zero-emissions vehicle standards in Nevada, Utah, Colorado, Vermont and Maine with the support of 22 industry executives and 32 athlete Alliance members.

In February, International Ski Federation (FIS) president Gian Franco Kasper went on-the-record denying human-caused climate change and the science that supports it. We rallied the outdoor community to send 8,976 letters calling for climate action. It worked. Six months later, FIS signed onto the U.N. Sports for Climate Action Framework.

Professional skier Caroline Gleich, climber Tommy Caldwell and snowboarder and POW founder Jeremy Jones testified before the Senate Democrats Special Committee on Climate Change. In partnership with 10 POW chapters across Europe, we developed the first POW international strategic plan.

We trained 204 new volunteers at five volunteer trainings across the U.S. from Utah to Maine and activated 17,218 new outdoor enthusiasts through 16 state and federal campaigns to send 34,106 emails to our elected officials demanding climate action. Our budget grew by 52 percent thanks to continued support from new and existing partners and an incredible matching campaign from Patagonia Action Works.

With the 2019 launch of Cost of Carbon, we introduced a tool to help our community understand the carbon impacts of their adventures by first offsetting their carbon footprints, then advocating for systemic solutions to climate change. And we conducted an extensive marketing and motivation research project to find the best messaging to engage the outdoor community on climate advocacy.

We’re taking the success of 2019 and amplifying it in 2020 with the goal of increasing voter turnout in critical places where a handful of votes can make a difference. You’ll find POW engaging the outdoor community to show up and vote. Colorado, Nevada, Michigan, New Hampshire, Maine and North Carolina, we’re coming to you in 2020.

We could not do any of this without your support, thank you for riding with us.

Mario Molina

Executive Director – Protect Our Winters
About half of the U.S. population participates in outdoor recreation each year. That’s 146.1 million people in this country—and a hefty percentage of our country’s voters. In 2019, we focused our efforts on cultivating a strong and widespread network amongst the outdoor community. We recruited **25,072 new advocate members** to take at least one action with us in 2019.
In 2019, we launched POW Climb, a segment of the POW Alliance focused on igniting the climbing community to participate in climate action. Professional climber Tommy Caldwell—of Dawn Wall fame—joined the Alliance and we partnered with climbing company La Sportiva and the American Alpine Club. Other climbers and long-standing POW Alliance members who joined POW Climb include Conrad Anker, Emily Harrington, Adrian Ballinger, Graham Zimmerman, Beth Rodden, Matt Segal and Angela Hawse.

The goal? Help climbers turn their passion into purposeful action on climate and expand into more areas of the outdoors in a genuine way that bridges communities and inspires collective action.

“As a climber and a father, I’m seeing the impacts of climate change firsthand and feel the need to do everything in my power to protect my children’s futures. At a recent POW Alliance training, the team laid out a vision to a carbon-neutral future that I want to be a part of. It’s time to give the climbing community a platform to speak up about climate change.”

—Tommy Caldwell, professional climber
Our Partners in Business

16 New Business Partners in the POW Alliance

As we’ve learned from longstanding supporter Burton, the right business partner can spread awareness within the outdoor community and help present a unified front as an industry for our collective stance on climate. In 2019, we continued to add exciting new business partners to the POW Alliance, including Arc’teryx, Bank of the West, Sierra Nevada Brewing, Sugarbush, Osprey Packs and more.

“As a company dedicated to snowboarding and the mountain lifestyle, we recognize that it’s imperative to protect the outdoor places around the world where we play. Over the life of the company, we’ve done this, and recently we’ve doubled down on our efforts.”

- Jenn Swain, global senior sustainability manager at Burton
Through five training sessions, we activated 204 new volunteers across four states in 2019. Trainings took place in Colorado, Utah, Maine, New Hampshire and Nevada—all locations where POW’s impact was needed the most. Before going out into the field, POW volunteers get a crash course in climate science, so they’re armed with fundamentals from local climate experts, and a POW primer to learn about POW’s history, as well as current campaigns and policies.

“**My first POW training was as if I walked into a family that I was missing and I received training and information that would change my life forever and for the better! POW is a part of who I am now.”**

— Michele Jaffarian, POW volunteer

**497 Hours Spent Training New Volunteers**
A small number of passionate people can make a huge difference. Elections can be decided by hundreds of ballots. At POW, we believe that the outdoor community can move the lever on climate change by engaging people who care. In 2019, we turned thousands of outdoor enthusiasts into climate activists through 16 state and federal campaigns. One such example? We rallied skiers who sent 8,976 letters to the International Ski Federation (FIS) calling for climate action. Six months later, FIS signed onto the U.N. Sports for Climate Action Framework.
DRIVEN BY ATHLETES

“Seeing the impacts of climate change firsthand and hearing all of the discussions happening around it, I felt like I needed to get involved. My career and my love of snowboarding depend on it.”

—Olympic gold medalist snowboarder Chloe Kim, a new Alliance team member in 2019

80 Athlete-Led Events,
Panels and Trainings Across the Country,
Reaching 14,367 People.

Professional athletes have influence. The mountain-sports athletes we work with realize they can use their influence to inspire change. Case in point: Skiers Chris Davenport and Brody Leven, snowboarder Tim Eddy and biathlete Maddie Phaneuf—all members of POW’s Athlete Alliance—spoke at volunteer trainings and local activations in 2019 about what drove them to get involved in climate advocacy. Skier Lynsey Dyer and snowboarder Alex Yoder spoke at a 2019 training for Alliance members in Jackson Hole, Wyoming, which also included a visit from U.S. Senator Sheldon Whitehouse from Rhode Island.
BUSINESS LEADERS TAKE A STAND

7 Outdoor Industry Executives Delivered Climate Change Testimony to Congress
15 Industry Executives Attended Lobby Days at the State Level

POW’s business partners help us elevate the conversation of climate to a broader audience. At a 2019 event at Skullcandy’s headquarters in Park City, Utah, we met with Skullcandy staff, POWDR Resorts, outdoor industry leaders from Utah and Congressman Ben McAdams to discuss how climate change is impacting outdoor recreation in Utah. In 2019, we also saw over a dozen executives from POW Alliance business partners—including Alterra, New Belgium, Spyder, Dakine and more—lobby for critical climate legislation including Colorado’s HB 1261 and Oregon’s HB 2020.
We surveyed 3,000 POW members in 2019 and here’s what we found: They care about climate, but they don’t know where to start to make a difference.

Giving them simple tools and steps to follow to promote collective action and push policymakers in the right direction is key. Message received. We stepped up our game in response to those survey results.

As part of a push to promote climate policy in seven critical states, we rallied local members and activated volunteers, giving them step-by-step instructions on how to write letters, contact congressional leaders, testify at hearings and make their voices heard.
In 2019, we focused our energy on seven crucial states, putting boots on the ground and encouraging policymakers to put climate change at the top of their priority list. We backed clean energy jobs bills, legislation at the intersection of public lands and climate change, laws that would require states to lean more on renewable energy sources, stricter methane emission rules and programs that would support zero emissions vehicles and carbon pricing.

- **Colorado**: Setting Strong Climate Goals (HB-1261) and Zero and Low Emission Vehicles
- **Maine**: Clean Energy (Renewable Portfolio Standard)
- **Nevada**: Clean Energy (Renewable Portfolio Standard)
- **New Hampshire**: Economic Value of Outdoor Recreation
- **Oregon**: Carbon Pricing (Clean Energy Jobs Bill)
- **Utah**: Clean Energy (Towns going 100% Renewable)
- **Vermont**: Climate Action and Carbon Pricing
WITH HELP FROM OUR BUSINESS PARTNERS

“Skiing, hiking, biking and the outdoors provide an outlet special to me and my family. Skiing, in particular, is a moment when we are all together with no distraction and truly connected. I hate to think that my kids and their families may not have this same experience or opportunity. I know we can pass a brighter future for our children.”
—Brady Collings, vice president of marketing at Spyder Active Sports

We helped pass state-level climate legislation on issues like renewable portfolio standards and zero-emissions vehicle standards in Nevada, Utah, Colorado, Vermont and Maine with the support of 22 outdoor industry executives. Three of the four major bills we stood behind ended up passing at the state level.

In Colorado, we supported one of the most pivotal climate change bills in the state’s history, which will commit Colorado to achieving a 26 percent cut in carbon emissions by 2025, a 50 percent reduction by 2030 and a 90 percent cut by 2050. Alliance athletes and Brady Collings, vice president of marketing at Spyder Active Sports, spoke at the committee hearing. It worked. The bill passed in the Senate in a party-line vote in May 2019.
The athlete members of the POW Alliance know from personal experience the impacts of climate change on their sports and livelihoods. From Olympic skiers and snowboarders to world-renowned mountaineers and polar explorers to ultrarunners and climbers, our Alliance is made up of 107 athletes and counting, who are using their influence to take action on climate change.

In 2019, these athletes spoke up at the state level. Two-time Olympic gold medalist halfpipe skier and Alliance member David Wise testified before a Senate committee in his home state of Nevada about the state’s increase of renewable energy—Nevada later signed an increased renewable portfolio standard into law. Snowboarder Arielle Gold and ultrarunner Clare Gallagher spoke at a committee hearing in Colorado over a major climate policy bill—that too, passed. Snowboarder Alex Deibold testified in front of the Vermont Climate Solutions Caucus as part of a broader POW lobby effort in Vermont’s capital.

Snowboarder Seth Wescott and Maine Senator Eloise Vitelli wrote an op-ed about climate policy in Maine, while alpinist Graham Zimmerman wrote a newspaper editorial declaring his support for a clean energy jobs bill in Oregon.

“At the age of thirteen, I left Aleknagik and relocated to Girdwood, Alaska where my Olympic dream took flight, and I began competing at Alyeska Ski Resort. Five hundred miles away from my indigenous homeland, I saw that I had not left the detrimental consequences of climate change behind.”

-- Callan Chythlook-Sifsof, Olympic Snowboarder
Every year, at POW’s sister organization, the POW Action Fund, we swap ski boots and running shoes for suits and ties and make a pilgrimage to Washington, D.C. to meet with elected officials about the imminent threat of climate change. In 2019, six athletes, including POW founder Jeremy Jones, skier Caroline Gleich and climber Tommy Caldwell testified in front of Congress. We spent three days on the hill and had 36 meetings, including 19 conversations with members of Congress we’d never met before.

We also worked to block momentum on drilling for oil and gas in Alaska’s Arctic National Wildlife Refuge. Mountaineer and POW Alliance member Hilaree Nelson spoke about her personal experiences in the Arctic Refuge and how drilling there would impact outdoor recreation and local culture, and emphasized the need for adopting clean energy rather doing more to contribute to the climate crisis. In a historic vote, the House then passed the Arctic Cultural and Coastal Plain Protection Act.

“Protect Our Winters is a group of some of the most amazing climate advocates in the country. For them, it’s not some metaphysical idea. It’s their vocation, their livelihood, their culture. It’s their lives. They are incredible advocates. This is how a democracy is supposed to work.”

—Michael Bennet, U.S. Senator from Colorado
POW Alliance Members Jeremy Jones, Caroline Gleich and Tommy Caldwell testified before the Senate Democrats Special Committee on Climate Change in 2019 in a sweeping effort to show that climate change isn’t some far-off threat. Through personal anecdotes from their experiences in the mountains, the athletes offered evidence of the impacts of climate change that are here now. It wasn’t your typical testimony to Congress. When the athletes finished, one Senator responded: “Wow, great testimony.”

“We are here to demand progress on climate action. If, as lawmakers, you want to work with national influencers whose careers are dependent on a stable climate, look no further. If you want statistics as to how climate change impacts an outdoor retailer’s bottom line, look no further. Our community is ready and willing to support your work toward a carbon neutral future.”

—Jeremy Jones, POW founder
Climate activists may be motivated by reducing 1.8m metric tons of carbon. Outdoor enthusiasts aren’t. They are inspired by what they can do to make a difference in protecting their outdoor lifestyles and the wild places they escape to.

Through an in-depth research project in 2019 called the Neimand Collaborative National Motivation Study, we learned from more than 2,100 people through interviews, focus groups and a quantitative survey.

We set out to understand how to increase the number and intensity of climate advocates by thoroughly understanding the motivations of outdoor enthusiasts—why they are attracted to their sport, where athletes and outdoor brands fit in and how they can be convinced to do something that we now know is very hard for them to do: fully engage as advocates for policy changes that will alleviate the worst effects of climate change.

The data collected from that report is now shaping our creative, our communications and our overall strategy.
MEDIA COVERAGE

2,700 Media Mentions of POW Across Mainstream, Outdoor and Local Press from Digital, Print and Broadcast, resulting in a potential reach of 3 billion impressions

200 Million Media Impressions of the coverage of POW’s open letter to FIS

1.3 Million Viewers of the MSNBC Climate Roundtable that called out POW for its efforts


“Which means winter as we know it would be three weeks long. That is heartbreaking. I’m also a father, [and] to think my kids’ kids could be the last generation of skiers is a big deal.”

-Jeremy Jones in Washington Post
COST OF CARBON

As adventurers, we love seeing new, far-reaching corners of the world. That inherently means we leave behind a carbon footprint. Call it imperfect advocacy—we believe you shouldn’t stop escaping to outdoor places entirely because of the carbon output of getting there. Instead, those places should empower you to push for systemic changes.

So, in 2019, we launched Cost of Carbon, an online tool to help our community understand the carbon impacts of their adventures by first offsetting their carbon footprints and then advocating for systemic solutions to climate change. Although we envision a future that no longer needs carbon offsets and renewable energy credits, for now, those services can be short-term fixes and eye-opening ways to recognize the impacts of our every move.
DEAR FIS...

When International Ski Federation (FIS) president Gian Franco Kasper went on the record denying the existence of climate change, it was our moral obligation to respond. We launched a petition and open letter calling for his resignation and our members stepped up in the thousands to show their support.

Mr. Kasper has since recanted his statement and announced his intentions to step down. FIS has now signed onto a United Nations climate change initiative that holds parties responsible for advocating for climate action in their communities. POW also began collaborating with FIS on their new approach to climate advocacy.

Instead of dropping out of the FIS Snowboard World Championships, snowboarder and Alliance athlete Jamie Anderson spoke about climate change from the podium, encouraged fans and fellow athletes to sign the petition, then donated her prize money to POW.

8,976 Letters Sent to the International Ski Federation Calling for Climate Action

When International Ski Federation (FIS) president Gian Franco Kasper went on the record denying the existence of climate change, it was our moral obligation to respond. We launched a petition and open letter calling for his resignation and our members stepped up in the thousands to show their support.

Mr. Kasper has since recanted his statement and announced his intentions to step down. FIS has now signed onto a United Nations climate change initiative that holds parties responsible for advocating for climate action in their communities. POW also began collaborating with FIS on their new approach to climate advocacy.
In 2019, we grew our budget by 52 percent, thanks to support from new and existing Alliance business partners, a growing number of individual donations and an awe-inspiring matching campaign from Patagonia Action Works, which matched more than $160,000 in donations from more than 1,000 donors.

“It’s incredibly humbling to be a part of this fight and advocate for the thing I love most: snow.”

—Lindsay Bourgoine, POW’s Director of Policy and Advocacy
STAFF + BOARD

STAFF

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President and Founder

MARIO MOLINA
Executive Director

LINDSAY BOURGOINE
Director of Policy & Advocacy

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JESSICA KLODNICKI
Chief Marketing Officer, Skullcandy

LUIS BENITEZ
VP Government Affairs and Global Impact, VF Corp.

WINSTON BINCH
Brand & Digital Marketer
**2019 SPENDING**

2019 REVENUE
$3,092,256.05

- **41%** INDIVIDUALS - $1,259,825.38
- **28%** GRANTS - $876,817.76
- **26%** CORPORATE - $810,169.99
- **5%** MERCHANDISE - $145,442.92

2019 BUDGET
$2,376,560.22

- **81%** PROGRAMS
- **9%** GENERAL & ADMINISTRATIVE
- **10%** FUNDRAISING

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

## 150k+

- Burton
- Patagonia
- Wend

## 100k+

- Aspen Snowmass
- Bank of the West

## 50k+

- The North Face
- REI Co-op
- Jones
- Goodr
- Clif
- Catena Foundation

## 25k+

- Mountain Collective
- Smartwool
- Teton
- Ikon Pass
- Snocru
- Black Tie Ski
diapers
- Arcteryx
- Rossignol
- Sugarbush
- Tincup
- BOA
- Gogglesoc
- BayWa re.
- Powdr
- Sunrun
# Partners

## Resort Partners

- Alta
- Sugarbush
- Mt. Bachelor
- Ikon Pass
- Falls Creek
- Thredbo
- Taos
- Powder Mountain
- Arapahoe Basin
- Mt. Hood Meadows
- Aspen Snowmass
- Grand Targhee
- Mountain High
- Snowbird
- Squaw Valley
- Mountain Collective
- Eldora
- Lee Canyon
- Killington
- Pico
- Woodward West
- Woodward PA
- Soda Springs/Woodward
- Tahoe
- Woodward Park City
- Copper/Woodward
- Homewood

## Foundation Partners

- Zumiez Foundation
- Wy’East Foundation
- William F. Ray Foundation
- White Mountain Avalanche Education Foundation
- Western Colorado Community Foundation
- Vermont Community Foundation
- Vanguard Charitable
- van Beuren Charitable Foundation
- US Ski and Snowboard
- The William R & Sandra L. Wheeler Charitable Foundation
- The Welch Family Foundation
- The Van Sickle Fund
- The Triple T Foundation
- The Tom Wilson Foundation
- The Pittsburgh Foundation
- The Nicholas Endowment
- The New York Community Trust
- The Mill Foundation, LTD
- The McClean Family Foundation
- The Mac Fund
- The Jewish Federation
- The George and Fay Young Foundation
- The David Rockefeller Fund
- The Cowles Charitable Trust
- The Climate Change Leadership Institute
- The Central New York Community Foundation
- The Boeing Company Gift Match
- The Beth Worley Family Fund
- The Baltoro Trust
- Teton Middle School
- Teach a Man to Fish Foundation
- T. Rowe Price Program for Charitable Giving
- Stuart and Joanna Brown Charitable Fund
- Stephenson Pope Babcock Foundation
- Staples High School
- Social Good Fund
- Silicon Valley Community Foundation
- Sheldon Family Giving Fund
- Shane McConkey Foundation
- Scott Evans Foundation
- Schwab Charitable
- Schoellerman Foundation
- Ruth H. Brown Foundation
- Rose Community Foundation
- Richard D. Reiss Family Foundation
- Rendle Family Charitable Foundation
- Pinnacle Leadership Foundation C/O Kensington Investment Co
- PECO Foundation
- Paypal Charitable Giving Fund
- Park City Community Foundation
- OtterCares Foundation
- Oppenheimer Funds Legacy Account
- National Christian Foundation
PARTNERS

Nancy and Joachim Bechtle Foundation
Morgan Stanley Global Impact Funding Trust, Inc
Montana Trout Unlimited
Meinig Family Foundation
Marty and Dorothy Silverman Foundation
Marin Community Foundation
Maine Community Foundation
Madden Family Foundation
Krehbiel Family Foundation
Kaiser Foundation
Kahn Charitable Foundation
Indian Trail Charitable Foundation
Index Newspapers
Imwalle Family Charitable Fund
Hamilton Family Foundation
Grace Jones Richardson Trust
Give with Liberty
Franklin Philanthropic Foundation

Elizabeth R. and William J. Patterson Foundation
David and Alice Ballard Charitable Fndtrust
Daniel Haas Fund
Crown Family Foundation
Cross Ridge Foundation
Compton Foundation
Community Health Charities
Community Foundation of Greater Birmingham
Community Center for the Arts
Chrest Foundation
Centennial Middle School
Catto Shaw Foundation
Capek Family Foundation
Big Sky School District No. 72
Bessemer Trust
Berner Family Fund
American Endowment Foundation

SUPPORTERS

10K+

Cascade Sports Injury Prevention
Coffeebar
Concept 2
Bandit Wines

Dakine
Shred
Phunkshun
kindhumans
Marine Layer

Bomber Skis
10 Barrel Brewing
Giro
Outside Television
Dynafit

Ski Butlers
The Wilderness Society

5K+

Doma Coffee Roasting Co.
Cirque Series
Matek
Deeds Alone
Bluestone Life
Dirksen derby
Alpine Training Center

MiiR
Vallerret Photography Gloves
The Front Steps
Stio
Winterstick Snowboards
Tactics
Richardson Sports

Neon Wave
Adam Clark Photography
The Bullock Group
Cole Sport
Planet Bluegrass
Suffer Better
Faction Skis

Backbone Media
Picas Mexican Taqueria
Two Leaves and a Bud
Shane McConkey Foundation
New Belgium Brewing
Mountain Hardwear
WE’RE BRINGING IT IN 2020

Talk about a big year. Election time. Global pandemics. We are riding the wave of change in 2020. You’ll find POW engaging the outdoor community to show up and vote for what matters. We plan to pledge 40,000 people to vote, ramp up our digital content and outreach and double down on grassroots efforts to increase voter turnout. In 2020, we will continue to create tools and resources to help the outdoor community show up to protect the lifestyle and livelihood we care so much about.

Find out more at protectourwinters.org/election-center