

# 2022 HIGHLIGHTS



In 2022, POW's Alliance members, ambassadors and partners brought POW's mission and their own stories of imperfect advocacy to new audiences across the Outdoor State. We are celebrating our collective successes as we work to protect the places we live and the lifestyles we love from climate change:

We began the year by rolling out [Team POW](#), our new membership program offering exclusive resources and opportunities for individuals to engage more deeply with POW's work. By year end, we anticipate having more than 22,000 Team POW members. More than 25% of members are new to POW, having never interacted with us before.

We eagerly followed our Alliance Ambassadors as they showed up on a global stage during the Winter Olympic Games, speaking up for climate and competing at the highest levels in their chosen winter sports. In late January and through February, POW generated \$34 million in ad value equivalency and saw 1370 digital media placements with a potential reach of 3.7 billion in the U.S., which was only part of our total, [global media reach](#).

To further support and build community for our Alliance members, we hosted our first-ever Science and Creative Alliance Summits, and we brought together our winter and summer Alliance Athletes for Summits in April and July, in addition to our Annual Leadership Summit in September. We recruited 51 new Alliance members (adding to our existing team of 170!), and 187 ambassadors participated in [clean energy and climate leadership trainings](#) and activations throughout the year.

Through our grants program overall this year, including Creative Grants and [Advocacy and Adventure Alliance Grants](#), we've supported more than 30 Alliance member projects including films, research, events, journalism, grassroots campaigns, workshops, adventures and creative endeavors that couple their passion for the outdoors with their efforts to protect the places and lifestyles we love from climate change, elevate climate justice and promote diversity, equity and inclusion in our outdoor spaces.

We officially launched a new segment of our Athlete Alliance – [POW Bike](#) – with 23 new athletes from across the cycling community and support from our partners Camelbak, Cannondale and Wild Rye. The addition of POW Bike to our Alliance gets us closer to our goal to unify all trail users - bikers, hikers and runners - to find Common Ground and act on climate.

As part of that goal, we teamed up with the master's students at UC Santa Barbara's Bren School of Environmental Science & Management to examine [how climate change impacts the rock](#)

[climbing, trail running, hiking and mountain biking communities](#) to create a report that outlines what many of us already know: that no matter the season, a warming world has profound implications for outdoor recreation.

POW Alliance members led our [Stoke the Vote campaign](#) with more than 30 events, targeted messaging and communications in five states. At our Stoke Fest and Shop Talk events, POW provided tools to register to vote, secured pledges and made it clear that [midterms matter](#). Corporate partners hosted Civic Engagement talks for their staff and shared POW's Stoke The Vote messaging and content to their audiences. Even POW's founder Jeremy Jones hit the road, visiting colleges in Colorado, Montana, Nevada and Utah, screening Purple Mountains and encouraging college students and community members to show up, speak out and vote. Our Stoke the Vote efforts reached 2.3 million unique, unlikely voters across AZ, CO, MT, NV and UT in advance of the midterm elections.

We were elated by the [passage of the Inflation Reduction Act](#), the culmination of our work in support of clean energy, clean transportation and green technology. We celebrated and then quickly began planning our strategy and potential role in implementation across our priority states.

POW, our Alliance members and corporate partners went all-in advocating for federal climate legislation, hosting multiple fly-in's to Washington D.C. to climb Capitol Hill and pushing lawmakers to take action to speed up the energy transition. After the passage of the biggest investment in climate programs in the history of the United States, POW ambassadors were [invited to the signing](#) of the Inflation Reduction Act at the White House, and POW was the subject of a New York Times article showcasing the [Outdoor State's growing political power in affecting climate legislation](#).

Alliance members led the charge to bring awareness to a massive proposed oil and gas development in Alaska's Western Arctic, dubbed ConocoPhillips' "Willow Project." The Willow Project would extract an estimated [160,000 barrels of oil each day for the next 30 years](#), and POW alliance members sent hundreds of digital comments and gave testimony in opposition to the project in an effort to make America's public lands part of the climate solution.

This year, we worked with more than 100 corporate partners within our [Brand Alliance](#). Each partner adds weight to the Brand Alliance voice – making the economic case for action on climate change and putting POW in front of their customers, like Ikon offering free Team POW memberships to all pass holders.