

2022 ANNUAL REPORT



Photo: Elyse Cosgrove

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Photo: Ming Poon

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Photo: John Bowers





POW Alliance members including Len Necefer, Matt Lieto, Jeremy Jones, Sarah Sturm, Mike King and Dani Reyes-Acosta were among those who lobbied on Capitol Hill in 2022. Photo: Elyse Cosgrove

The Outdoor State showed up in profoundly meaningful ways in 2022 and the impact of those efforts on climate legislation will be felt for generations to come. This was a year to remember in terms of civic and climate engagement and even though we know it's a long, uphill trek to the finish line, 2022 felt like a legitimate win.

Take the historic passage of the Inflation Reduction Act (IRA), which President Biden signed into law in November. The IRA is a big deal. With nearly \$370 billion designated for clean energy, electric vehicles and carbon capture storage, it's the largest investment ever by the U.S. in green technology and carbon-free transportation. The IRA will cut U.S. greenhouse gas emissions by 2.5 percent a year, or 42 percent by 2030. POW's team has been advocating for this kind of clean-energy commitment for years, and that's why POW Alliance members and staff were invited to the signing of the IRA at the White House in 2022.

Around the November 2022 midterm elections, our Stoke the Vote campaign emphasized that midterms matter. We made sure the POW community had the education and tools, including POW Action Fund Voter Guidebooks and how to make a plan to vote so they could feel confident sending it to the polls for climate. Our goal? Inspire low-propensity voters who love the outdoors to take action and vote to elect candidates that'll defend the issues we all care about. As an Outdoor State of 50 million-plus outdoor enthusiasts, we know we have the power to shift our reality if we all work together toward a clean energy future.

As we look ahead, our mission is to make every project impactful: If that means taking on less so we can focus more, then so be it. In the future we envision, we'll ride our bikes on public lands past wind turbines instead of oil rigs; we'll drive electric cars to ski areas powered by renewables; and we'll elect leaders who understand that a transition to clean energy is in the best interest of all of us.

22,000

New Team POW members added in 2022

25%

of those members were entirely new to POW

159

Alliance members engaged on IRA

2.3M

unlikely voters reached in 5 target states

\$369B

invested in clean energy, clean transportation and green technology through the IRA

WE MADE IT THROUGH THE

CRUX



Years from now, we're going to look back at 2022 as a crux moment.

It was the year we convinced our legislators to invest in a new vision of how we source, distribute and consume energy, committing to a resilient economy powered by renewable energy and clean technologies.

For years, we've lobbied our elected officials for policies that would lead us toward a greener future—like clean energy tax credits, grid upgrades and electric vehicle incentives. In 2022, we finally saw the historic passage of the Inflation Reduction Act (IRA), the first comprehensive climate legislation in U.S. history. We've been asking for significant climate policy at the federal level for years now, and this was the culmination of our efforts.

POW Executive Director Mario Molina presents Senator John Curtis (R-UT) with his Friend of the Outdoor State award for his exceptional leadership toward POW Action Fund's priorities in Congress and in the outdoor recreation community. Photo: Elyse Cosgrove

Like most landmark moments, it didn't come easy. In the final heated hour of the bill's negotiations, we worked closely with the leadership team at Snowshoe Mountain ski area, a top employer in West Virginia, to personally deliver a letter to West Virginia Senator Joe Manchin—who was teetering in his support of the bill—about how the transition to green energy will save our economy (and our snow); two days later, Manchin agreed to support the legislation.

All of this required a precise combination of the right people in office, sensible and viable policy proposals and well-informed, passionate groups of people (that would be us!) putting pressure on lawmakers. POW Alliance members were in direct communication with key decision-makers. We had Nordic skier Jessie Diggins—fresh off the podium at the 2022 Winter Olympics—meeting with lawmakers in D.C., climber Tommy Caldwell out belaying Colorado Senator John Hickenlooper and mountain biker Kate Courtney introducing her cycling fan base to climate advocacy for the first time. Including Courtney, we added 28 new influential athletes to our community with the addition of POW Bike.

It was those combined efforts that raised eyebrows and garnered international media attention. When we look back, 2022 will be the year that the Outdoor State was officially recognized as a powerful constituency by the general public and by legislators.

To support this type of work in 2022, POW added staff, grew and diversified our Alliances and deployed more funds to train them. We elevated our tactics for motivating the Outdoor State to get out and vote. In the 2022 midterm election, we focused our outreach efforts on tapping and educating unlikely voters in five key states, where we reached 2.3 million mid-to low-propensity voters.

In Nevada, for example, we reached 734,058 unlikely voters who identify as part of the Outdoor State with our Stoke the Vote messaging; of those, 5,582 visited our resource site in a state election that was, again, decided in the margins. (The U.S. Senate Race in Nevada, which put a climate majority in the Senate, was determined by a mere 7,928 votes.)

After two years of digital engagement throughout the pandemic, we were reminded of the importance of in-person connections. In 2022, POW organized its first-ever film festival in two locations (they sold out!) and we allocated over \$500,000 to support 30 unique projects, including creative and athlete-led educational content pieces, courses and events.

Our goal now is to move from passing policy to implementing it, and that will take considerable effort. To use a mountain analogy, once you get to the summit, you're only halfway there. You've got to bring it home. That's what we're working on now, and that leg will be as hard as the first. We now have to put as much effort as we did convincing federal legislators into persuading decision-makers at the county, Tribal and state levels that the promise of a clean-energy future is not only possible; it's the only way forward.

Belong to the Solution,

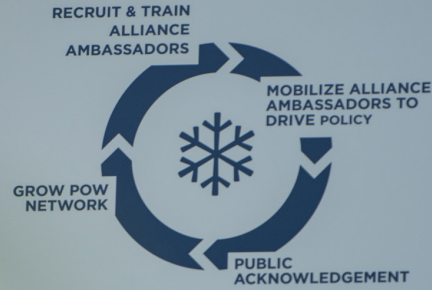


Mario Molina
Executive Director, Protect Our Winters

BEHOLDING THE SOLUTION



Our Engine for Impact



THE FLYWHEEL NEVER STOPS

Photos: (top) Donny O'Neill, (bottom) Elyse Cosgrove

We understand that true impact is not made in a single day, or by an individual effort.



Making change requires momentum and a sustained push, it takes a collective majority working together. Our Engine for Impact starts at the ground level, by enlisting thoughtful leaders, including athletes, creatives, scientists and corporate CEOs, and training them to become powerful voices for climate across a multitude of platforms, from their local communities to Capitol Hill.

In 2022, POW Action Fund hosted 26 meetings with lawmakers from both sides of the aisle in Washington D.C., to discuss the importance of developing clean energy infrastructure. These meetings further developed our cross-partisan relationships and as a result, POW staff and Alliance members were invited to the White House to celebrate the passage of the Inflation Reduction Act.

Our Alliance ambassadors are not traditional climate experts, but rather everyday people—athletes, storytellers, artists, brand directors and more—who have the opportunity to speak up about the outdoor spaces and activities they love and drive public policy. Recognizing their ability to shift perception and alter our political landscape when it comes to climate legislation in turn inspires and motivates others. One action leads to another, and another, and ultimately, our fabric within the POW network grows and diversifies, change happens and a revolution has taken place.

130

Alliance members trained on POW policies

CASE STUDY

INFLATION REDUCTION ACT

Senator Martin Heinrich (D-NM) poses with POW Olympians Joe Pleban, Jessie Diggins, Gus Schumacher, Kaitlyn Farrington, Jared Schumate, Troy Murphy and Wiley Maple.



Photo: Micheli Oliver

Our Alliance members and the Outdoor State seized the opportunity of a lifetime



WE ROCKED THE HOUSE

Sometimes it takes the passage of one bill to set the stage for another. In late 2021, POW Action Fund worked tirelessly to lobby in Washington, D.C., for the passage of the Bipartisan Infrastructure Law, which will make historic investments (\$1.2 trillion over 10 years) in the transportation and infrastructure sectors, ranging from urgently-needed upgrades to the power grid to building a national Electric Vehicle (EV) charging network.

We built on that success in 2022 by lobbying for the passage of the Inflation Reduction Act (IRA), which will invest hundreds of billions of dollars in the kinds of clean energy and green technology that will reshape where we source and how we dispense and consume fuel in America. The \$500 billion from both bills marks the U.S.'s most historic climate investment. This was a watershed moment for the climate movement and POW, as it represents much of what the 130 Alliance members trained on these policies have advocated for years now. Here's how we did it.

Top Photo: Sen. John Hickenlooper (D-CO) has a discussion with POW Athlete Alliance member Brody Leven along with representatives of POW's trusted brand partners New Belgium Brewing and Cannondale.

Middle Photo: Athlete Alliance members Kaitlyn Farrington, Jessie Diggins, Jared Schumate and David Wise show off their Olympic hardware to Senator Catherine Cortez Masto (D-NV).

Bottom Photo: Jeremy Jones shakes hands with Senator Michael Bennet (D-CO) after presenting him with his Friend of the Outdoor State award.

Photos: Elyse Cosgrove, (Middle) Micheli Oliver



THE LAUNCH OF

POW BIKE

Sarah Sturm, Evan Green and Dillon Osleger look out at the incredible natural landscape of Southwest Colorado while filming *Usufruct*. Photo: Andy Cochrane

We grew our network by adding over two dozen fired-up road, gravel and mountain bike athletes to the newly-formed POW Bike, adding a powerful outdoor constituency to our ranks with names like Rebecca Rusch, Kate Courtney, Alyssa Gonzalez and Christopher Blevins. Some 17 percent of Americans consider themselves cyclists and riding a bike is ubiquitous across all regions, so this is a major outreach opportunity for us. Plus, the biking community is being hit hard by the impacts of climate change, from floods and droughts to wildfires impacting their trails and pathways. With POW Bike, we also brought on valued industry partners like Cannondale, CamelBak and Wild Rye to support our programming. By the end of 2022, POW grew its network of Alliance members to 178 athletes, 38 scientists and 62 creatives.

28

Athletes added to POW Bike

52M

Americans who bike



POW Bike Alliance member Dillon Osleger pops a wheelie in front of the Washington Monument with the POW Action Fund during a June Lobby trip. Photo: Brendan Davis



MOBILIZE TO DRIVE POLICY

FULL

THE CREW GOES
SEND

Our Alliance of athletes, creatives and scientists were busy standing up for climate policy in 2022. They're educated on topics such as grid upgrades, electric vehicle accessibility and workforce transition in order to effectively advocate to decision-makers. As it turns out, they were fairly convincing—many of those requests made it into the final IRA bill.

In April, we brought eight Winter Olympians to Washington, D.C.; athletes including Nordic skier Jessie Diggins, freeskier David Wise and snowboarder Kaitlyn Farrington. These Alliance members sat down for 11 meetings with senators and members of Congress on both sides of the aisle to urge for climate resolutions that were initially in the Build Back Better legislation. Members of POW Bike, along with

industry leaders, showed up in D.C. again in June. They met with ten Republican and six Democratic policymakers delivering an important business sign-on letter which gained 20 signatures from ski resorts and top outdoor brands like Alterra Resorts, Boyne Resorts, POWDR Corp, Snowbird, Eldora, Bemis, La Sportiva, Orvis and Patagonia urging for enacting clean energy policies. They also discussed the importance of taking action to protect our open spaces and clean air for future generations of cyclists.

Elsewhere, POW Alliance members, including alpinist Conrad Anker and snowboarder Elena Hight, wrote and published impactful op-eds in support of the IRA. Skier Caroline Gleich, snowboarder and alpinist Dani Reyes-Acosta and climber Aaron Mike went skiing at Taos Ski Valley (while talking electrification over lunch) with New Mexico Senator Martin Heinrich. Diggins spoke at a United Nations event focused on the role of sport in combating climate change. We supported our Brand Alliance CEO's with writing strategic op-eds to West Virginia Senator Joe Manchin in the final weeks prior to the passage of the IRA.

APRIL OLYMPIAN LOBBY TRIP

8 Olympians conducted 11 meetings in Washington, D.C., including 7 meetings with members of Congress

JUNE ALLIANCE LOBBY TRIP

15 Alliance members and brand partners conducted 21 meetings in Washington D.C.

"It's really important to use these medals that we're carrying around to make sure that we get in the door—that we get in front of people who are able to vote on these huge policies that impact all of us."

—Olympic Gold Medalist Jessie Diggins

"The consequences are going to be far more dire than me not being able to do my hobby. It's not just like 'Cool, what now?' It's like, 'I'm going to try to use my experience at the Olympics to try to do something so meaningful and important to me.'"

—Olympic Gold Medalist David Wise

WORLD

IS OUT

POW Alliance members got the attention of lawmakers

while advocating for the policies in the IRA. In fact, National climate advisors requested that POW's team stay in touch on climate issues. President Biden invited POW athletes and staff to an event at the White House celebrating the passage of the IRA. POW's efforts were validated by a wide range of sources, including extensive media coverage, politicians, brand partners and Alliance members.

Photo: Jake Burchmore

Bicycle Retailer

"POW Bike fills a hole in the bike industry and wider bicycling community, which until now has lacked an umbrella organization devoted solely to climate activism, education, and advocacy."

"Jessie Diggins, a three-time Olympic medalist, has previously described winter sports athletes as the 'canaries in the coal mine' on climate issues—the folks who see melting glaciers and diminishing snowpack while training and competing around the world."

With encouragement by owner Alterra Mountain Company and climate activist group Protect Our Winters, she wrote a letter to Manchin. Days later, he came out in support of the bill. Duncan said she doesn't know whether her letter played a role in the senator's decision but is glad she spoke up. "It's my responsibility to do something about it for our resort and our community and our state,"

—Patti Duncan, Snowshoe Mountain Resort President & COO

"Thank you to the athletes and corporate partners of POW for helping us pass the IRA."

Senator Catherine Cortez-Masto (D-NV)

"It wouldn't have been done without POW's advocacy and support."

Senator Jon Tester (D-MT)

GROW POW NETWORK

IN IT TOGETHER

The passage of the IRA was worthy of a celebration, and we used the good news to remind our communities that success happens when you work together. Historic results like this one are proof of the impact of collective—not singular—action. “Let’s keep showing up, speaking out and voting together,” said Jessie Diggins after the House passed the IRA.

When the IRA was signed into law, POW founder Jeremy Jones wrote, “The window was quick and the path incredibly narrow to reach the summit. This bill would not have been possible without climate champions in office, who didn’t give up. And that is why POW is so focused on turning out the vote.”

To give recognition to the efforts made by lawmakers, Alliance members and the Outdoor State community, alike, Diggins, Jones and professional climber Tommy Caldwell reflected on their own experiences pushing the IRA toward passage. In total, these celebratory messages reached over 397,000 people.

Total Reach:

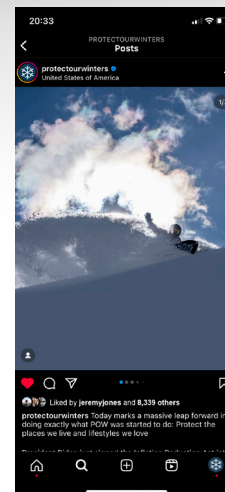
397,005

Total Impressions:

323,846

Total Engagement:

27,076



HILAREE NELSON 1972-2022

A TRIBUTE



Photo: James Q Martin

When Hilaree Nelson perished on the Himalayan summit of Manaslu in September 2022, at the age of 49, the world lost one of its most celebrated ski mountaineers, a valued and inspired leader in the outdoor community—and one of our most passionate climate advocates.

“I followed her skin track to some of the best runs of my life. I marched Capitol Hill with her and had a front row seat watching her deliver speeches and push our elected officials to act on climate,” POW founder Jeremy Jones said about Hilaree. “All this while staying committed to her most important job, being a dedicated mother to her two kids. I can’t think of a more complete, kind and hard-charging human I have ever known.”

A POW Alliance member since 2016, Hilaree was an ally, teammate and mentor to many in the POW community and beyond. “Your presence in our memories will be a reminder to live in the moment, appreciating the wonderful world and the people we share it with,” said alpinist and POW Board Member Conrad Anker.

Hilaree, who lived in Telluride, Colorado, saw the signs of our changing planet from the front lines while on expeditions to some of the most remote corners of the globe. In 2012, Hilaree summited Mount Everest and neighboring Lhotse, the world’s fourth highest peak, within 24 hours, becoming the first woman to do so, and in 2018, she returned to Lhotse’s 27,940-foot peak to nab the coveted first ski descent, along with her partner, Jim Morrison, cementing her status as a legend in her field.

A TRIBUTE

Unresolved sitting idle after expeditions, she took those experiences and channeled them into climate action. At the 2018 World Economic Summit in Davos, Switzerland, Hilaree told POW Executive Director Mario Molina, "I'm not sure I'm qualified to be on a panel with Christina Figueres and Al Gore." But, of course, she had earned every right to be there. Her humbleness and honesty in the face of challenges were part of what made her remarkable. In her work for POW, Hilaree would get briefed on climate policy, then return to packing her kids' lunches while planning an upcoming expedition to the Himalaya or the Arctic.

"She was an absolute force who carved a space for herself at a time when women weren't expected to excel, let alone lead the charge," wrote her friend and climbing partner Emily Harrington. "She shattered the expectations of what it meant to be a woman and a mountaineer, forging her own path and making sure other women knew they had that choice as well."

In losing Hilaree, we lost a friend and an incomparable icon. Her perseverance and strength in the mountains, her commitment to her community and family and her determination to stand up for the wild places she explored will stay with us. Those characteristics will be a constant reminder to us to be bolder, to love more fiercely and to channel our inner Hilaree whenever the road ahead gets tough.



CASE STUDY

STOKE
THE
VOTE



BUILDING A CULTURE OF VOTING

Photo: Jake Burchmore

Between July and November 2022, we focused our efforts on five key geographies

featuring tight races in prominent outdoor communities—states where climbing gyms, gear shops and ski areas are commonplace. Across Arizona, Colorado, Montana, Nevada and Utah we were able to reach 2.3 million unlikely voters, aka low- to mid-propensity voters, through our widespread Stoke The Vote digital media efforts and by tapping into our strongest asset: our influential Alliance members. These efforts are spurring a cultural shift in the Outdoor State.

Those who care about wild places are recognizing that they need to vote to protect the lifestyle they love. We saw this loud and clear in the November 2022 midterm elections, where civic engagement from the Outdoor State was high. Between our athletes, creatives, scientists and partners, 147 POW Alliance members amplified our civic

engagement messaging through social media, paid media, on-the-ground events and calling 7,000 unlikely voters through direct voter contact.

We took what we learned in previous midterms and stepped it up a notch, hitting our five priority markets with the kind of collective energy you see at a marathon starting line. By the end of the race (and by that we mean election day), we were spent, but the energy was palpable: We helped drive voter turnout amongst the Outdoor State that helped put climate champions, including Nevada's Senator Cortez Masto who won by just 7,928 votes, into office further proving that change is made in the margins.

POW's goal is to make civic engagement as important to the outdoor lifestyle as your climbing shoes or mountain bike. We're well on our way to that reality.

7.1k hand-written postcards sent by 71 Alliance members

7k low-propensity voters over the phone, called by 35 Alliance members

316 unique pieces of ad creative with localized messaging

RECRUIT & TRAIN



SEE YOU AT THE

SUMMIT

Photos: Holly Shankland, Donny O'Neill

Like everything we do outside, we know we're stronger when we've trained and prepared. You don't just hop into a big expedition without any build-up first, right? For our Alliance members to do their best work in boosting voter turnout, we know they need proper training and in-person and virtual education, which is why, in 2022, we doubled down on prepping our Alliance members through major Summits across five categories: snow, summer, science, creative and leadership. We pulled all the strings to get everyone together.

We know that stories inspire action, so our inaugural Creative Summit, held in Colorado's Front Range in March 2022, brought together 23 passionate people to brainstorm and plan how to produce artistic and creative content that would in turn inspire civic engagement.

Our first Science Summit brought together 11 hydrologists, climatologists, economists and other experts in Salt Lake City in June to establish how science can continue to bolster POW's advocacy efforts. And because seasons matter as much as midterms when you're into the outdoors, we held our first winter and summer summits for our Athlete Alliance.

5

In-person Summits held

101

Training webinars

62

Custom coaching engagements

213

Alliance members trained

MOBILIZE TO DRIVE POLICY

POW was everywhere in 2022.

Because you can't reach millions of voters in Arizona, Colorado, Montana, Nevada and Utah by sitting still. We did the opposite of that. We screened films like professional skier Connor Ryan's *Spirit of the Peaks* in four Arizona gear shops for our Shop Talk tour, took Jeremy Jones' film *Purple Mountains* out on the road for screenings at four western colleges in Colorado, Nevada and Utah, held three civic engagement discussions in bookstores across Colorado with former Senator Chloe Maxim and trail runner Canyon Woodward in support of their recent book, *Dirt Road Revival*. In total, our Alliance members held 31 in person events in our key geographies.

In addition, we hosted our first film festival series, Stoke Fest, which sold out venues in Reno and Bozeman. (We even added a virtual Stoke Fest, so others could join in on the fun.) These events allowed us to elevate the voices of our Alliance while meeting voters in their communities and educate attendees on the importance of midterms to inspire them to hit the polls on election day. Our Alliance members showed up in full force, too, with skiers Max Hammer and Amie Engerbretson and alpinist Conrad Anker discussing films and the power of voting.

659

People Attended Stoke Fest

34

events in target geographies

2,166

voters met on the ground

Photo: Jake Burchmore, Ryan Salm



POW IN THE PRESS

Need proof of this cultural shift? Just read the news. The press was buzzing in 2022 from POW taking the center stage during the Olympics to midterm elections showing up in publications like the New York Times, USA Today and top outdoor publications including, Outside Online, Snowboard Magazine and Trail Runner Magazine. All signs indicating that if you love the outdoors, voting is where it's at.

Sierra Quitquit in Park City, Utah
Photo: Brody Leven



The New York Times

“These advocates talk up the economic importance of recreation in ways that resonate with politicians who tend to care more about jobs than endangered species. As [POW founder Jeremy] Jones put it, ‘We don’t go to Capitol Hill with pictures of polar bears.’”

—New York Times

SNOW BOARD

“The majority of us probably like pow days more than politics—but if we pay attention and participate, we can reap the benefits of that involvement on both local and large scales. As snowboarders, we have a particular viewpoint, seeing snowlines change and glaciers recede. If we just participate on a basic level through education, conversation and of course, voting, we can help to protect the places we love to spend time in.”

—Mary Walsh, Snowboard Magazine

TRAIL RUNNER

“I have been running to my rural town hall in Wisconsin on election day, ever since 2018. It’s about 12 miles out-and-back on rolling country roads, up to the old school house on a windy ridgetop. The message I’m delivering here is for my political representatives, indicating what actions I support.”

—Jonah Perkins, Trail Runner Magazine

8.7k total media mentions in 2022

30 Alliance members featured in 1,940 major media placements during the duration of the Stoke the Vote campaign

WISHES

GRANTED

To deepen our connections and extend our reach,

we made a big push to help our Alliance members tell their stories and inspire the Outdoor State in 2022. Through our Alliance Advocacy & Adventure Grants (AAAG), we were able to reach over one million views through influential storytelling on climate. We began working closely with our Creative Alliance, setting aside dedicated funding for content projects they believed would mobilize the Outdoor State ahead of the November midterms.

In the second year of AAAG and first year of Creative Alliance Grants, we offered \$500,000 in funding and support to help Alliance members tell the stories that matter most to them. Through 11 film and photography projects, 29 in-person and virtual workshops and events, five podcasts, six social clips, plus other creative outlets, our Alliance members got to work imagining innovative ways to mobilize the Outdoor State to get out and vote. Here are just a few of the projects we funded through AAAG and our Creative Grants programs.

\$500,000+

given out in grants

66,156

Impressions on YouTube

1,139,409

Views on YouTube

Creative Alliance member Dan Holz watches as his film *Punchline*, screens in Bozeman, Montana

Photo: Jake Burchmore



USUFRUCT



Evan Green, Sarah Sturm and Dillon Osleger on a bikepacking trip for Usufruct.
Photo: Andy Cochrane

This short bikepacking film, funded through POW's Alliance Grants Program, follows three cyclists—Dillon Osleger, Sarah Sturm and Evan Green—on an unusual multi-day route through the forests of southwest Colorado. “Instead of choosing the most beautiful views or the gnarliest route, our goal was to show the effects of beetle kill in an area and ride through a burn zone, all of the mixture of the effects of global warming and how that changes the experience of riding a mountain bike,” professional cyclist Sarah Sturm says in the film. It's a stunning look at how climate impacts outdoor recreation and our natural landscapes.

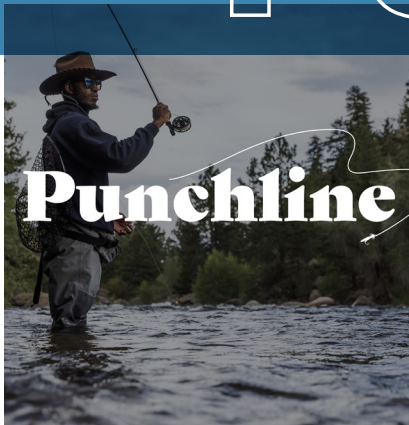
FULL CIRCLE EVEREST

In May 2022, the Full Circle Everest team, which was organized by American climber and POW Alliance member Philip Henderson, summited Mount Everest, making history as the first all-Black team to stand atop the highest peak in the world. “There is representation of Black people in mountaineering, climbing and the overall outdoor industry,” Henderson has written, “but our stories are not being told.” An upcoming film project about their climb earned an AAAG.



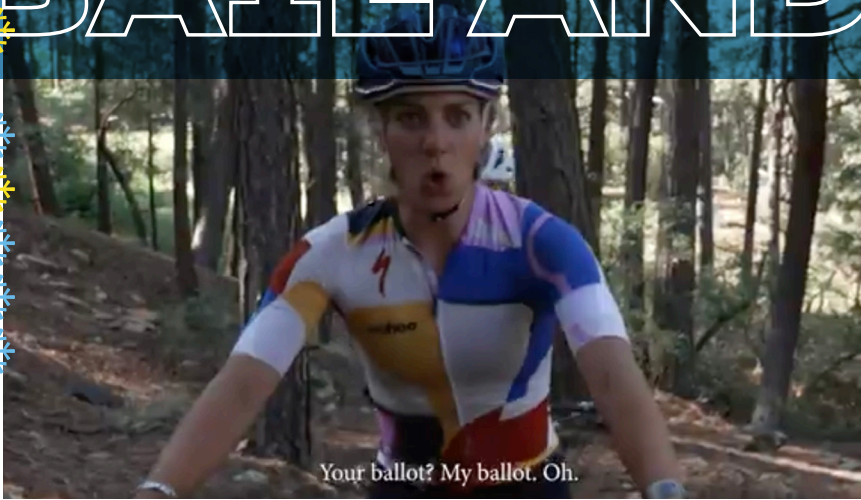
Photo: Holly Shankland

PUNCHLINE



Eland Stribling grew up in Colorado. Fly-fishing his local rivers is where he finds his meditation zone. His grandfather was a wildlife biologist and that's what he does for work, too. He's also a stand up comedian, where he riffs on subjects ranging from Bigfoot's carbon footprint to Greta Thunberg. “You say climate change and half the country is like, nope I don't want to talk about this,” Stribling says. “How do I poke people but also say, ‘Hey, join me on this idea. Let's have fun but also try to fix it.’” A POW Creative Alliance-funded film, called “Punchline,” about Stribling's unique style of comedy and conservation debuted in late summer of 2022.

BATLAND VOTE



This comedic series of short videos, made by POW Creative Alliance member Brendan Davis and starring Athlete Alliance members captured the urgency of voting. As in, you're in the middle of a bouldering session or a trail run when you suddenly realize you haven't voted yet. Better bail and vote!

THE OUTDOORS ARE ON THE BALLOT

Watercolor artist and Alaskan-based filmmaker Max Romey put together a series of short but stunning visual reels with illustrations of voting booths atop remote peaks and glaciers to remind us what's at stake when we cast our votes.



LIFE WITH FIRE



This podcast produced by former wildland firefighter and hotshot, and Creative Alliance member, Amanda Monthei, who weaves audio stories from the fireline and interviews with wildfire experts to explore the role fire plays in American communities and landscapes.

WHAT WOULD YOU DO FOR POW?



Photo: Chris Shane

Skier and POW Alliance member, Brody Leven, takes Type 2 fun to a new level with a fundraising mission at Last Skier Standing, a ski event in New England that requires participants to skin up and ski down a 1,100-vertical-foot lap on repeat on the hour, until one person is left. Spoiler alert: Three days, 65 laps and 69,000 vertical feet later, Leven takes the top prize—and raises \$5,004 for POW in the process. Creative Alliance member Chris Shane cut this short film together to show a unique and creative way to support climate action.

STOKE THE VOTE

The launch video for our Stoke The Vote campaign had a simple yet profound message: If you care about the outdoors, then you'll vote. Over 430,000 people tuned in to watch.



Photo: Oliver Rye



Photo: Oliver Rye
Alliance Manager and POW Climb member Graham Zimmerman spreads the Stoke The Vote message while in Alaska.





WE COULD NOT DO THIS WITHOUT YOUR SUPPORT

Coming up with bright ideas and putting hours of hard work into culture-shifting operations and strategy is one step. We have that pretty well covered (Pages 24-29 of this report). But we couldn't tackle half the ambitious projects we set out to do without help from our valued donors, Team POW members and brand partners—the forward-thinking individuals putting their dollars to work for causes they believe in.

A change in culture to prioritize climate policy and a plan for a clean-energy future will not happen in a vacuum. We cannot do this alone. It is an understatement to say that we are so grateful for the supporters who've joined us in this cause. The impacts of those donations, sponsorships and partnerships make all the difference. We use those dollars to train our Alliance members on the nuances of climate advocacy, to bring teams to Capitol Hill to meet with legislators and for grassroots efforts to get out the vote in key battleground states. These are dollars well spent to ensure a brighter future and a world where generations to come can continue to enjoy the beauty and wonder of our wildest places.

A Big Thank You To All Our Partners, Including...

11th Hour Racing for supporting our Alliance and Adventure Grants. 11th Hour Racing's mission is to promote collaborative change for ocean health. 11th Hour Racing will support the creation and distribution of three POW Alliance Grants projects in 2023. The grants support films, events, journalism, research, grassroots campaigns, workshops and adventures by members of its Alliance, which is composed of athletes, scientists, creatives and forward-thinking business leaders that further POW's mission. The grants offer POW a way to give back to the members who dedicate significant time and work to climate advocacy.

Smartwool for making rad, durable socks, stitched with 90 percent responsibly sourced and recycled materials. A POW Partner in Advocacy, Smartwool is committed to reaching climate positivity by 2023 through sustainability and advocacy efforts. The Colorado-based brand joined POW Action Fund in Washington, D.C., to lobby for the protection of the Arctic Refuge from oil drilling.

Ikon Pass, and the Alterra Mountain Company, for being an esteemed part of Team POW. Ski resorts can be part of the solution, too. In 2022, Ikon passholders were given a free \$20 value membership to Team POW, which expanded POW's reach within the greater ski and snowboard community and offered exclusive member-only access and partner discounts to a whole new audience.

New Belgium Brewing for making beer drinking a give-back activity. The brewery's Point of Snow Return ale urged corporate sponsors of the Winter Olympics to address climate change in their business plans and \$1 from each can sold went to support POW. Now that's a partner giveback initiative we can toast to.

2022 FIRST ASCENT \$150K + PARTNERS

BURTON



skinfix

2022 SUMMIT \$100K + PARTNERS



2022 CRUX \$50K + PARTNERS



STRAVA

2022 RIDGELINE \$25K + PARTNERS



2022 APPROACH \$10K + PARTNERS



2022 BASECAMP \$5K + PARTNERS



STAFF



Mario Molina
Executive Director



Torrey Udall
Chief of Staff



Lindsay Bourgoine
Vice President, Programs



Maria Gonzales
Vice President, Development



Leigh Capozzi
Vice President, Marketing & Communications



Ben Gubits
Director, Advocacy and Campaigns



Jake Black
Director, Programs



Sam Killgore
Director, Memberships



Patrick King
Director, Strategic Partnerships



Usha Ramamurthy
Development Advisor



Caroline Bridges
Sr. Manager, Development



John Bowers
Sr. Manager, Social Media



Hannah Rennieck
Manager, Executive & Operations



Donny O'Neill
Manager, Content



Graham Zimmerman
Manager, Alliance



Justin Van Saghi
Manager, Strategic Partnerships



Maddy Peavy
Sr. Coordinator, Events



Lindsey Halvorson
Sr. Coordinator, Campaigns



Jennifer Chang
Financial Consultant (Contract)



Spencer Shaver
Coordinator, Campaigns



Stacie Sullivan
Coordinator, Communications



Waverley Woodley
Coordinator, Development



Ross Larson
Coordinator, Alliance



Anna Hulse
Coordinator, Social Media



Abigail Fennelly
Campaigns Intern



Meghan Davinroy
Development Fellow

BOARD



Jeremy Jones
Founder



Donna Carpenter
Owner, Burton
Snowboards



Patrick Crawford
Executive Director of Audience
Engagement, Outside



Conrad Anker
Professional Mountaineer,
The North Face



Laura Schafer
Vice President Conservation
& Sustainability Orvis



Luis Benitez
VP Government Affairs and
Global Impact, VF Corporation



Jessie Diggins
Cross-Country Skier,
Olympic Medalist



Phil Henderson
Climber, Activist, Adventurer



Jim Morrison
Ski Mountaineer



Erin Sprague
Head of Marketing, Mill



Charlotte Tracy
Educator, Bay Area Teacher
Training Institute



Tod Francis
Founder, Managing Director,
Shasta Ventures



Dan Stiles
Legal

“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



CAPTAINS

Photo: Andy Mann



Nina Aragon
POW Science Alliance Captain



Aidan Haley
POW Creative Alliance Captain



Stephanie Howe
POW Trail Alliance Captain



Barry Wicks
POW Bike Alliance Captain



Brody Leven
POW Ski Alliance Captain



Caroline Gleich
POW Ski Alliance Captain (former)



Abbey Smith
POW Climb Alliance Captain



Alex Deibold
POW Snowboard Alliance Captain



Forrest Shearer
POW Snowboard Alliance
Captain (former)

FINANCIALS



2022 Revenue

Individuals

43% **\$2,944,227**

Corporate

29% **\$1,954,096**

Grants

24% **\$1,620,473**

Merchandise

5% **\$316,867**

2022 Budget

Programs

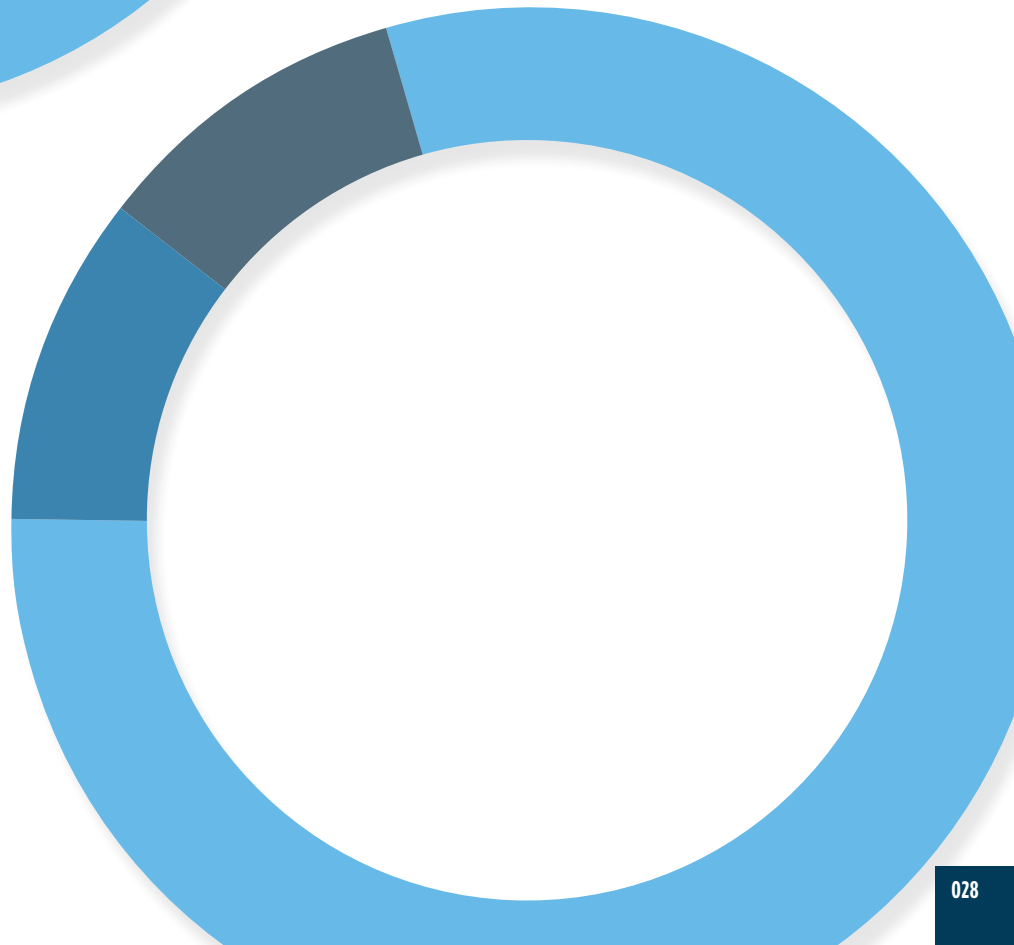
73% **\$4,345,715**

Management and General

14% **\$844,357**

Fundraising

13% **\$750,731**





THAT'S NOT ALL, FOLKS

WHERE WE GO FROM HERE

Looking back on 2022 feels like a whirlwind. We crammed a lot into 365 days. We drove electric cars on adventure-fueled road trips, ran and biked and skied many miles for climate awareness and swapped puffy coats with blazers for meetings with members of Congress. We trained, led, campaigned, marched, discussed, filmed, shared and collaborated. But the quantity of our work matters less to us than the depth of our impact.

Because at the end of the day, the impact the Outdoor State makes is what will push the needle. It is our job to get the Outdoor State fired up to make change happen. If we do one thing that alters the way someone thinks or acts—a singular impression that transforms them into a perpetual voter for the environment—then we have accomplished our goal.

In 2022, it felt like it all came together. Lawmakers passed staggering climate legislation that prioritizes a shift to a clean-energy economy. The Outdoor State showed up to vote in the midterm elections, and those votes mattered.

We're not saying our job here is done. Far from it. We have a long way to go. In the years to come, we will continue to strengthen and diversify the Outdoor State, work to implement existing climate policy and ease the processes of permitting and transmission that we need to transition to a world that relies on renewable energy. We will stretch our voter outreach to new geographies and tap new Alliance members to join our ranks.

It's a big job, but we're proud to do it.



Photo: Jake Burchmore

