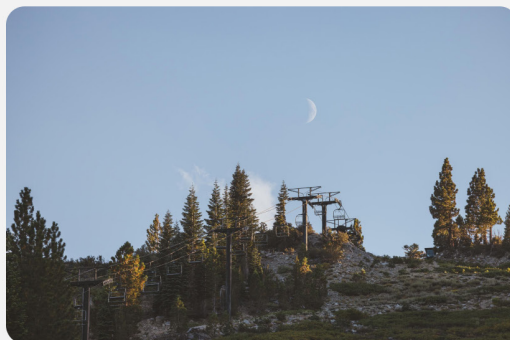


2023 Annual Report





POW Athlete Alliance member, Sasha DiGiulian, joins Vice President Kamala Harris in Arvada, Colorado. Photo: Donny O'Neill
Cover pages photo credits: Donny O'Neill, Jeff Engerbretson, Iz La Motte, Ming T. Poon, Stephen Shelesky

Table of Contents

The Calm Before the Storm	3
Letter from the CEO	4
Our Engine For Impact	6
Teamwork Makes The Dream Work	8
The Time To Send Is Now	9
POW in the Press	10
Hear Us Loud and Clear	11
We Call It Common Ground For A Reason	12
Take Nothing For Granted	13
It's The Little Moments That Matter	14
Immense Gratitude For Our Partners	15
We Have No Time To Waste	21

The Calm

Before the Storm

\$500,000+

Provided in grant funding
for Alliance members

9,095

New advocates who joined
Team POW this year

40,332

Team POW
members in 2023

Here at POW, many of our success stories from the past year can be measured in cold, hard numbers. The 300+ POW Alliance members—athletes, creatives, scientists, CEOs and more—who we trained in over 300 skills sessions, including webinars, summits and personalized coaching. The more than 30 Empowerment Grants provided, supporting Alliance members with professional development, storytelling projects and taking positions of leadership at climate conferences. The more than 40,000 individuals who now make up Team POW and actively engage with our exclusive digital calls-to-action, advocacy tips and educational resources. The 40+ meetings that Alliance members and POW partners held with members of Congress, senior Administration officials and federal agencies. The 11,363 advocate emails sent to the White House—the most POW has ever engaged in a single campaign—expressing opposition to the Willow Project, a proposed oil and gas development in Alaska's Western Arctic. All of those numeric feats show that we are making tangible steps toward turning our collective passion for the outdoors into a greater shared purpose of protecting the places and experiences we love from the impacts of climate change.

But numbers don't explain the full picture. We grew in unmeasurable ways in 2023, too. Our relationships with our networks deepened. Our credibility in political landscapes heightened, as our influence was recognized at the highest levels of government. Our hope and optimism for a cleaner, brighter future grew stronger. We're entering the final stretches of the four-year strategic plan we laid out in 2021 and we couldn't be prouder of the progress we've made. We have contributed to and are building from the landmark passages of investments in clean energy through the Inflation Reduction Act (IRA). In short: Our voices are being heard. The Outdoor State—once a far-off dream of bringing millions of people together to stand up for the common ground that connects us all—isn't just a vision anymore. It's a groundswell.

2023 POW Leadership Summit Photo: Stephen Shelesky





We're Hitting the (Common) Ground Running

What's the best approach to accomplishing hard things? Take it one step at a time. Just ask trail runner, scientist and POW Alliance member Peyton Thomas, who made running a form of climate protest, awareness-building, and community empowerment in Gloster, Mississippi last year. Through her own trail running, Peyton learned that Gloster's wood pellet biomass industry was causing significant local pollution and community harm. POW awarded Peyton an Alliance Advocacy and Adventure Grant, which she used to build the Equitable Action Run Toward Health (E.A.R.T.H), a trail running event in the nearby Homochitto National Forest. After the race, the community gathered to talk about the industry's climate impact and the role of voting, permitting and elected officials in determining its future.

Peyton's vision, nuance and advocacy in Gloster inspire us. We know that these steps in communities add up in our ultra-marathon against climate change. We've even seen some progress. On a personal POW community note, we are setting high watermarks every year on the brands, athletes, scientists and members who join our cause. In the bigger numbers, we see hopeful signs like annual U.S. greenhouse gas emissions dropping by 12% between 2005 and 2019; and city and state climate adaptation plans and actions swelling by 32% since 2018. Unfortunately, we're still running too slowly. Surely, you shared our sorrow seeing the apocalyptic orange haze hanging over New York City this summer; the wildfires that devastated Maui; and the floods that ravaged the Northeast (among other calamities). The U.S. sees, on average, an extreme billion-dollar weather or climate event every three weeks now. According to the UN, public and private investments that directly harm a stable climate, healthy land, and nature receive 30x more funding. Shouldn't it be the other way around? It's time to join together and take more steps.

With this in mind, POW founder Jeremy Jones, World Champion mountain biker Kate Courtney and alpinist Graham Zimmerman went to Capitol Hill last year with a big idea. Building on POW's previous support of the Inflation Reduction Act (IRA's) landmark climate legislation, now we want to help implement it. We crafted our first-ever draft of proposed legislation, called the 'Energizing Our Communities Act' to create community benefits for counties and tribal governments that host renewable energy infrastructure. Ultimately, this proposal is designed to speed up our capacity to get more clean energy onto the grid. Transmission is an unsexy yet mission-critical aspect of the clean energy transition, and it often passes through places and communities we cherish. There's no transition without transmission, and these incentives help.




"As a Senator deeply invested in advancing transformative clean energy and transmission policy, I appreciate Protect Our Winters for their sophisticated and visionary approach to this work during this Congress. Providing a nuanced understanding of the intersection between environmental stewardship and sustainable energy development, POW has proven to be a great partner in the pursuit of innovative policies that not only combat climate change but also propel our nation toward a more resilient and interconnected energy future." —U.S. Sen. Martin Heinrich

In addition to the nuts and bolts of the energy transition, we continue to fight against further fossil fuel development. The Biden Administration recently proposed actions that will cancel drilling and future oil leases in Alaska's Arctic National Wildlife Refuge, a piece of legislation that POW has been advocating for since 2017. This will prevent 5 billion tons of carbon emissions from entering the earth's atmosphere. Powered by the platforms of our athletes and the expertise of our scientists, POW will continue to show up in DC to ensure that our actions are transformational on climate change.

As we tally the wins and losses from 2023 and start a consequential 2024 election cycle, we are strengthened by our team of skiers, bikers, climbers, runners, hikers, anglers and outdoor enthusiasts. We will continue to build POW as a climate accelerator, at the intersection of outdoor culture and policy advocacy. In the coming year, we will focus on the elections, training more climate advocates, telling the stories of Peyton and other POW members doing the work and we'll keep visiting Capitol Hill to drive the energy transition. Thank you for being an important part of our Outdoor State—we hope to see you at a climate rally, mountain film festival or simply out on the trails this year.

Sincerely,

Erin Sprague
POW Chief Executive Officer

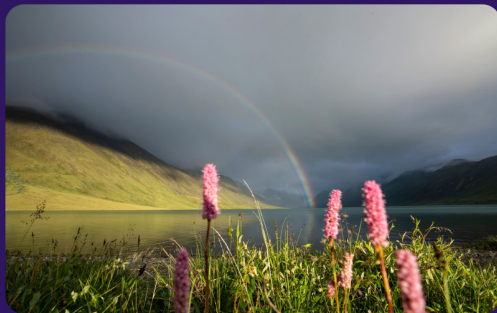


Our Engine for Impact

**POW's mission is to
protect the places we live
and experiences we love
from climate change.**

Here's how we do it:

Our Engine for Impact is a cyclical process that gains momentum as it grows. First, we bring in and empower Alliance members who want to protect the places and experiences they love from the impacts of climate change, giving them the tools they need to be advocates and ambassadors for climate-forward policies through training and educational opportunities. Then, we mobilize those newly equipped local leaders to drive change at their level. These ambassadors don't necessarily come from backgrounds in politics or climate science—they are normal people, inspired to use their voices for good (They just need a little help in knowing exactly how to do that). Word spreads of their actions and the positive change that's rippling out, and in turn, others are inspired, too. The parts of the flywheel are set in motion. The POW network grows, and we are back at the beginning, welcoming new team members and expanding our community one advocate at a time.



In summer 2023, Creative Alliance members Brennan Lagasse and Ming Poon spent time in Arctic Village, Alaska, upon invitation from the local tribal elders of the village. Lagasse has been taking students there on behalf of the elders since 2014, and with the support of POW, was able to document it alongside Poon, with the hopes to further drive impact outside of Alaska.

Photos: Ming T. Poon

Recruit and Train

Teamwork Makes the Dream Work



Photos: Donny O'Neill, Matt Power, Iz La Motte, Stephen Shelesky

The POW Alliance spans borders and interests, a diverse collection of over 450 people, from world-class athletes and Olympians to filmmakers and storytellers, as well as business leaders and scientists. The Alliance is our superpower, our greatest strength in moving the cultural needle. In 2023, we provided group training or bespoke coaching for 138 Alliance members, exceeding our training goal of 125. We hosted two gatherings for our Athlete Alliance, as well as summits for our leadership team and Creative and Science Alliances. Our Creative Summit resulted in nine individual Creative Grants and 18 projects totaling over \$100,000 in grant funding. An inaugural CEO Summit brought together 17 leaders to focus on how businesses can develop effective climate advocacy solutions. In 2023, we grew Team POW—our public membership program—to over 40,000 people strong, making it one of our most powerful resources for educating and enabling people to leverage their voices for a more sustainable future.

“POW holds the powerful potential to shift the paradigm of climate partnership—uniting Indigenous wisdom, athletic passion and climate action harmoniously, in order to pave the way to a sustainable world through creative and impactful initiatives.”

—Merci Andrews, Director of Marketing and Impact Initiatives, Navajo Power

“Businesses large and small have a critical role to play in climate advocacy in addition to addressing their GHG emissions. POW brought together business leaders from across the Outdoor State to focus on advocacy and talk peer-to-peer about their wins, challenges and how to integrate advocacy into business strategy. It was a valuable and beneficial gathering for all, especially our planet.”

—Stephen Badger,
Former Chairman of Mars Incorporated

296

Alliance members trained in
2023 from all Summits

17

corporate and industry leaders who
participated in our first CEO Summit

The Time to Send Is Now



Our Alliance members know better than anyone how to shift the narrative to drive political will. In 2023, alpinist and POW Athlete Alliance director Graham Zimmerman spoke on the global level at the United Nations about the intersection of climate and sport. The first Climate World Cup brought climate policy to the world stage in Aspen with members of the U.S. Ski Team joining the snowsports industry to talk about impactful climate action. At the national level, pro climber and Athlete Alliance member Sasha DiGiulian sat alongside Vice President Kamala Harris in a panel discussion on the historic investments in clean energy.

On the local level, Athlete Alliance members like pro cyclist Sarah Sturm, climber Phil Henderson and snowboarder Sarah MacGregor wrote powerful op-eds in their towns. They asked community members to take action and vote for renewable energy candidates in their local Rural Electric Cooperatives (Co-Ops) board member election. Co-Ops are nonprofit, member-owned electric utilities in these rural communities. "We applaud POW's work—digging into the details, meeting with experts and reaching out to policymakers—to advocate for a cleaner, more reliable power grid to address the challenges of climate change." —Christina Hayes, Americans for a Clean Energy Grid

Top: POW Athlete Alliance member Sasha DiGiulian, Vice President Kamala Harris and Representative Brittany Pettersen (CO) host a panel on climate change in Arvada, Colorado. Photo: Donny O'Neill

Bottom: POW Athlete Alliance Director, Graham Zimmerman, discusses climate and what it means to be an imperfect advocate at the United Nations. Photos: Flaminia Bondi



Public Acknowledgment

POW in the Press

POW was all over the news in 2023. The front page of the Denver Post featured climber Sasha DiGiulian alongside Vice President Harris, Olympic Nordic skier Jessie Diggins was quoted in Outside with her thoughts on our changing winters and Olympic ski racer Travis Ganong appeared in the Associated Press wearing a new POW-inspired speed suit that brought climate to the forefront at World Cup races. From national digital outlets to podcasts talking about the scientific impacts of climate change, POW made its messaging clear: We need rapid action and a just transition away from fossil fuels to secure a healthy and equitable future for all.



725 million

reach of POW media mentions in 2023

5,280

Total media mentions of POW's efforts in 2023

Forbes

"Climate change is an obvious threat to the health of competitive skiing and snowboarding, not just in the U.S. but around the world. U.S. Ski & Snowboard, which works with leading climate advocacy nonprofit POW, aims to lean more directly into using its athletes and its voice 'to amplify the challenges and educate people on what they can do,' ultimately having a 'more proactive, stronger voice.'"

Sophie Goldschmidt -
US Ski and Snowboard CEO

Open Daily News

"Transmission infrastructure is the entrée on POW's plate this year. It might not be the sexiest of environmental issues, but it's a critical one ... POW took its first crack, with a partner organization, at actually crafting suggested bill language. The lobbying trip in June was intended to build support for the bill and start the process to find two U.S. senators to be prime sponsors. The goal is to enlist one Democrat and one Republican for a bipartisan approach."

Men's Journal

"Few organizations have created more holistic change than Protect Our Winters, a non-profit dedicated to, as the name implies, fighting climate change. Founded in 2007 by pro snowboarder Jeremy Jones, the organization has successfully raised civic engagement in the outdoor community, making climate change a top issue and driving change through state and federal legislation."

BACKCOUNTRY

"Motivated by her observations of climate change in the mountains and in her community, [Amie] Engerbretson has drawn on POW's knowledge and resources to develop the skills needed to find her lever of power and take action. While POW has been lobbying at different levels of government, from municipal to federal, since 2013, there has recently been a shift to focusing more on driving systemic change."

POWDER

"Simply put, POW is an organization that works to turn passion into purpose for the Outdoor State. POW's vision is to empower the Outdoor State to become the most influential and impactful voice for the climate."

Grow POW Network

POW Athletes Hilary Hutcheson and Amie Engerbretson address the crowd at POW's 2023 Stoke Fest film festival in Missoula, Montana.

Photo: Jake Burchmore

Text STOKE TO 65351

to be entered into
tonight's giveaway and redeem your
complimentary Team POW membership

19.3 Million

total Instagram reach of the POW Athlete,
Science, Creative and Brand Alliances

401,707

engagements from
POW followers

13.6M

impressions from
POW's social media

514

attendees at our Holiday
Virtual Stoke Fest

500

attendees at our in-person
Missoula Stoke Fest

187,187

subscribers to the POW newsletter, a 10 percent increase from 2022

612

attendees at our Earth Day Virtual Film Festival featuring three new
Alliance-led films funded through our grants program

11,861

individuals who completed POW's
online climate training

53%

of attendees at our 3 Stoke Fest
Film Festivals were new to POW

Hear Us

Loud

and Clear


Extending our reach doesn't happen overnight, but our efforts to empower and mobilize the POW Alliance and Team POW paid off in 2023. We hosted virtual and in-person Stoke Fest film festivals. We launched a first-of-its-kind free online climate advocacy course called "Finding Common Ground: How To Be A Climate Advocate" which broke down barriers to entry. Our Alliance members showed a proven track record of social and environmental engagement. The ultimate goal remains the same: Strengthen and connect the Outdoor State, the more than 50 million Americans who engage in some form of outdoor recreation. If all of those passionate, outdoorsy people get behind a single cause—protecting communities from the impacts of climate change—think of the power and influence they'd hold.

We Call it Common Ground for a Reason

To effectively protect the outdoor places and experiences we love from climate change, we know the Outdoor State must represent and be inclusive of the full diversity of backgrounds, identities, connections, activities, ideologies and geographics that unite us all. So, in 2023, POW focused on improving its connections with underrepresented communities, through partnerships with organizations like the In Solidarity Project and Full Circle Everest. We've upped our efforts to elevate voices across the outdoor community through the support of our Alliance members working with groups like Chill Foundation, Memphis Rox' Rox Fest Climbing Fest, United in Yosemite and others. A range of POW-supported grant projects explored and celebrated BIPOC voices, including "Soñadora,"

a film about identity by Colombian immigrant and professional skier Vanessa Chavarriaga, and "Will Run for Soil," by Lydia Jennings, the story of three female soil scientists in the Southwest. Our focus on the development of grid transmission and renewable energy made engaging Indigenous Nations a priority for the energy transition going forward.

In 2023, along with partner organizations across the outdoor industry, we helped launch the Outdoor Diversity Alliance (ODA), which is designed to assist the outdoor industry in addressing systemic issues impacting diversity, equity and inclusion through collective action. Central to our theory of change is the idea that business leaders must listen to the needs of historically underrepresented communities and drive change across the industry.



POW Creative Brennan Lagasse and students from University of Nevada, Reno at Lake Tahoe come together with Neets'aili Gwich'in Elder, Sarah James, and Ihupiat Elder and wildlife guide, Robert Thompson, to discuss the climate impacts on their home in the Arctic National Wildlife Refuge.

Photo: Ming T. Poon

Take Nothing **for Granted**

We continued our deep commitment to storytelling projects across the community through Advocacy and Adventure Grants given out to members of our Alliances for films, events, research and workshops meant to empower and mobilize the Outdoor State. In addition, POW's Creative Grants continued to support storytelling from the Creative Alliance that aligned with our values and messaging surrounding climate. In 2023, that included a wide range of compelling, important projects.

Skier: Amie Engerbretson Photo: Jeff Engerbretson

4 Advocacy and Adventure Grants awarded to Alliance members
\$83,898 Given out in grants

9 Creative Grant projects
\$64,500 Given in Creative Grant funding



Finding Common Ground: How to Be a Climate Advocate

In 2023, Creative Alliance member Jeremy Jensen added a new course to Crux Academy, where online adventure courses are taught by professionals in their fields to reduce barriers to entry in the outdoors. This new eight-part online educational series, taught by POW Alliance members, makes climate advocacy more approachable for everyone through tips on how to use your voice as a climate advocate and stories from the likes of alpinist Graham Zimmerman, skier Michelle Parker, POW founder and snowboarder Jeremy Jones and trail runners Peyton Thomas and Dakota Jones. The series included 28 videos in total and with over 11,000 advocates signed up for the course.



Shining Mountains

Trail runner and POW Athlete Alliance member Mike Foote joins two friends on an uncharted 130-mile route through Montana's Glacier National Park, known as the "Land of Shining Mountains" by members of the Blackfeet Nation for its glaciated peaks. Foote and his team attempt to visit 22 of the park's remaining glaciers not visible to the public to document their status and contribute to the USGS's glacial photography program that dates back 130 years. This powerful documentary offers insight into what the loss of a perennial water source means for this landscape and the people who call it home.



The Hypocrite

In the new film, "The Hypocrite," made in partnership with Teton Gravity Research (TGR), pro skier Amie Engerbretson examines the divide between snowsports users and reflects on what it means to be an imperfect advocate: a skier who travels the world and uses snowmobiles for her career, while also advocating for climate. Through interviews with fellow athletes and scientists, the film explores the science of consumption, the perception of individualized guilt and the actual metrics of carbon footprints of the individual versus collective action. We hosted a private screening of "The Hypocrite" as part of our POW Virtual Stoke Fest in December 2023, which had 514 attendees.



Soñadora

As an immigrant from Colombia, POW Athlete Alliance member Vanessa Chavarriaga Posada felt like she grew up existing between two worlds. She was split between two cultures and two languages all while carrying the heavy weight of feeling as if she didn't belong in a place she loved the most—the outdoors. In her short film, *Soñadora*, Vanessa beautifully tells her personal story of healing, finding her voice and how to take up space in the outdoors.



300 Miles Melting

POW Creative Alliance member Connor Davis joins Athlete Alliance member Torey Lee Brooks to capture a ski journey across Vermont's entire 300-mile-long Catamount Trail, which has become increasingly harder to traverse midwinter due to the effects of climate change. The duo worked to create a film that tells the story of how New England winters are shifting and the lasting impact that has on local communities.

Photos: Steven Gnam, Jeff Engerbretson, Micheli Oliver, Ansel Dickey

It's the Little Moments That Matter

Beyond major film and research grants, we also provided Alliance Empowerment Grants to a growing number of Alliance members. These smaller-budget projects support Alliance members' work as climate advocates as they build relationships and networks within their communities, extend POW's mission and increase the impact of the Outdoor State within the larger climate conversation. These projects included community events across the country.

In Memphis, we joined the inaugural Rox Climbing Fest, a celebration of community, diversity and culture. POW's contribution to the event included a panel on "Turning Passion into Purpose." The discussion featured POW athletes Abbey Smith, Olivia Hsu, Kate Rutherford and Phil Henderson, conversing about how they've turned their passion into climate action. This sparked deep dialogues about climate and advocacy while they climbed on sandstone boulders and shared delicious homemade local, organic food together. "For many of the participants, they have not had access to outdoor climbing," recalls Smith. "It was really impactful to hear their stories and feel their enthusiasm as they reached the top of their first boulder problem outdoors."

Outside of grants, our Alliance members made waves in projects big and small. Ski racer Travis Ganong led POW Alliance support for a letter to FIS, competitive skiing's governing body, demanding climate action that was signed by 298 top athletes, including Mikaela Shiffrin, Jessie Diggins and Gus Schumacher, leading to 37,233 public signatures on POW's global petition. Climber Sasha DiGiulian attended a dinner at the White House with Vice President Harris for Earth Day. POW founder Jeremy Jones, mountain biker Kate Courtney and alpinist Graham Zimmerman went to D.C. to present to the Senate Democratic Policy and Communication Committee in search of support for upcoming POW legislation that aims to implement the initiatives of the IRA by creating community incentives for the counties and tribal governments that host the transmission infrastructure.

Photos: Sarah Grai, Donny O'Neill



"The Rox Fest created such an amazing community, it was a delight to join POW, Farm to Crag and Brittany Griffith in helping feed everyone nourishing, local, organic, hand made food for breakfast and lunch. It was an honor share my perspective on how to make the fight against climate change welcoming and inclusive of all humans through sourcing local food, grown with love, wherever we can. We believe that climbers can change the world, one meal at a time."

— Climber and POW Athlete Alliance member Kate Rutherford

40+

Alliance members received funding through Empowerment grants,
15 of these projects had a DEI component



Top: Hannah Berman, Senior Manager of Sustainability and Philanthropy at Aspen Skiing Company, lobbies with POW in DC. Photo: Iz La Motte



Bottom: Tracksmith's Massimo Alpian, Strava's Brian Bell and Burton's Ali Kenney host a panel at the 2023 POW Leadership Summit. Photo: Stephen Shelesky

Immense Gratitude for our Partners

None of the many achievements we had this year would have been possible without the support of our valued brand partners, who continue to step up year after year to put their weight behind the most important cause of our time: protecting communities from the impacts of climate change. Special thanks to brands who joined our Partners in Advocacy program, designed for our most committed brand partners. These are the companies that work hand in hand with POW to share their own brand stories amongst the Outdoor State and serve as an example to the outdoor industry and beyond of how companies big and small can leverage their brand platform for good.

The impact of those sponsorships and partnerships is widespread. We use those dollars to train our Alliance members to make complicated climate science more tangible for everyone, to bring staff and team members to Washington D.C. to meet with legislators and to fund grants for our Alliance members to produce groundbreaking films, events and research projects. We are immensely grateful to all of our partners, including the following.



This organization has a great purpose: to work on collaborative solutions for ocean health and make a positive impact in its community. This year, 11th Hour Racing and POW joined forces with the creation and distribution of three POW Alliance Grants and helped collaborate on their new film project, *Shaped by Water*. The project screened in May 2023, in their hometown of Newport, Rhode Island, and brought together POW Athlete Alliance members and the folks at 11th Hour Racing to showcase the relationship between athletes and the natural environments they immerse themselves in.



We teamed up with Ikon Pass to offer passholders a free one-year subscription to Team POW with the purchase of their ski pass. (And for each Team POW membership claimed, Ikon generously donated \$20 to POW.) POW and Ikon Pass have a shared goal of bringing more people into advocacy, so this program was a way for Ikon Pass to validate this goal through action and commitment, and it benefitted POW by being one of the biggest drivers of Team POW memberships.



New Belgium, a longtime Partner in Advocacy, understands that it can utilize its platform to raise awareness and inspire action around sustainability and climate advocacy. Together with this Colorado-based brewer of Fat Tire beer, we have worked on collaborative campaigns, lobbied together on Capitol Hill and leveraged our shared audiences to ignite change.



Bemis is a family-owned American company that partners with many technical outdoor brands to devise solutions, like laminates or seam-taping, to make better-performing products. In 2023, Bemis launched a Challenge Grant with POW to match any donation made by new or renewing POW Brand Alliance partners up to \$50,000. The goal? Bring new brand partners to the table and be part of the cultural change toward brands stepping up for climate in tangible ways.



In 2023, POW and the U.S. Ski & Snowboard Association joined forces to put climate on the world stage. The Stifel U.S. Alpine Ski Team wore race suits during the 2023 FIS Alpine Ski World Championships in Meribel-Courchevel, France which was designed to elevate climate change as a priority for snowsports. "Although a race suit is not solving climate change, it is a move to continue the conversation and show that U.S. Ski & Snowboard and its athletes are committed to being a part of the future," said Sophie Goldschmidt, President and CEO of U.S. Ski & Snowboard.

\$150K - First Ascent

BURTON



\$100K - Summit



goodr

\$50K - Crux



\$25K - Ridgeline

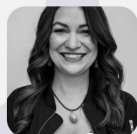


\$10K - Approach



\$5K - Approach





Maria Gonzales
Vice President, Development



Jake Black
Sr. Director, Programs



Caroline Bridges
Director, Development



Sam Killgore
Director, Membership



Maddy Peavy
Sr. Manager, Events



Justin Van Saghi
Manager, Strategic Partnerships



Suzannah Sterten-Colussi
Executive Assistant



Payton Coakley
Development Intern



Erin Sprague
CEO



Leigh Capozzi
Vice President, Marketing & Communications



Graham Zimmerman
Director, Athlete Alliance



Lindsey Halvorson
Director, Advocacy & Campaigns



Patrick King
Director, Strategic Partnerships



Waverley Woodley
Sr. Manager, Development



Mandy Karako
Manager, Marketing



Meghan Davinroy
Coordinator, Operations



Usha Ramamurthy
Development Advisor



Torrey Udall
Chief of Staff &
Interim Executive Director



Ben Gubits
Vice President, Advocacy & Campaigns



Reilly Goldberg
Director, Digital



Hannah Rennie
Director, Operations



Donny O'Neill
Sr. Manager, Content



Stacie Sullivan
Manager, Communications



Ross Larson
Manager, Grants & Impact



Jennifer Chang
Financial Consultant,
Contractor



Everett Sapp
Campaigns Intern



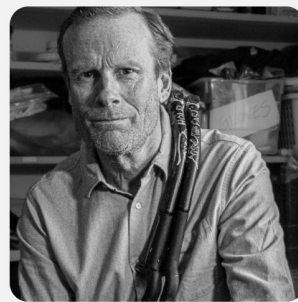
Jeremy Jones
Founder



Donna Carpenter
Owner, Burton Snowboards



Patrick Crawford
Executive Director of
Audience Engagement,
Outside



Conrad Anker
Professional Mountaineer,
The North Face



Luis Benitez
Chief Impact Officer, Trust
for Public Land



Jessie Diggins
Cross-Country Skier,
Olympic Medalist



Phil Henderson
Climber, Activist,
Adventurer



Charlotte Tracy
Educator, Bay Area Teacher
Training Institute



Tod Francis
Founder, Managing
Director, Shasta Ventures



Dan Stiles
Legal Council, Tierney
Lawrence Stiles



Jim Morrison
Ski Mountaineer

Board

Captains



Nina Aragon
POW Science Alliance Captain



Mel Briggs
POW Trail Alliance Captain



Aidan Haley
POW Creative Alliance Captain



Barry Wicks
POW Bike Alliance Captain



Brody Leven
POW Ski Alliance Captain



Abbey Smith
POW Climb Alliance Captain



Alex Deibold
POW Snowboard Alliance Captain

Financials

2023 Revenue

46% Individuals:
\$2,877,231

39% Corporate:
\$2,444,161

12% Grants:
\$779,000

3% Merchandise:
\$175,439

2023 Expense

71% Programs:
\$4,274,588

17% Management & General:
\$998,404

12% Fundraising:
729,015

These are draft financials. We will have audited financials ready by September 1, 2024, and please see our website or email Jennifer Chang at jennifer@protectourwinters.org to review them.

We Have No Time To Waste



Arctic National Wildlife Refuge, Alaska
Photo: Ming T. Poon

Every year feels more important than the last when it comes to mitigating the effects of climate change. The alarm bells are ringing. The time to act is now, not later. As we look to the future, 2024 will bring the most critical election of our generation. Here at POW, we have a well-laid plan in place, but we can't pull it off alone. Like any big expedition, it's the dynamics of the team that'll determine our success rate.

Yes, we have a sense of urgency for the work we need to do, but we're also full of positivity and anticipation for the year ahead. Election years can be pivot points, and we'll have a Stoke The Vote civic engagement focus in 2024. We've been busy in the past year, meeting with legislators and media to discuss POW-drafted legislation and our unique, common ground approach to cross-partisan climate action.

With help from our influential, highly trained Alliance members, POW's ability to scale and drive change continues to grow and evolve. Throughout it all, we look on with pride and hope as we see the Outdoor State step up to the challenges of climate advocacy and empower their own communities to embrace a clean energy future. In 2024, we'll be continuing to grow, diversify and strengthen the Outdoor State to transform this passionate group of people into the most influential voice for climate our community has ever seen.

Copywriter: Megan Michelson
Photo: Donny O'Neill



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Want to learn more about POW? Visit protectourwinters.org
interested in becoming a partner or donor? Contact **Maria Gonzales** at maria@protectourwinters.org

