

20 24

ANNUAL REPORT





Table of Contents

| | |
|------------------------------------|----|
| A Look Back | 3 |
| Letter from the CEO | 4 |
| Meet Our Superpowers | 6 |
| POW's Vision and Mission | 8 |
| How We Prepare for the Big Climbs | 9 |
| Covering Common Ground | 10 |
| Friends Don't Let Friends Not Vote | 12 |
| Inviting More Friends to the Party | 13 |
| POW in the Press | 14 |
| The Outdoors are for Everyone | 15 |
| Our Stories Connect Us | 16 |
| A Huge Thanks to Our Partners | 18 |
| Financials | 22 |
| Community POWer for Climate | 23 |

A photograph of four hikers on a trail in a forest with many fallen yellow leaves. The hiker in the foreground is wearing a bright yellow jacket and a black helmet. Behind him are three other hikers in various outdoor gear. Large white text 'A LOOK BACK' is overlaid on the image, and a purple box with the word 'FIRST,' is in the top left corner.

FIRST,

A LOOK BACK

Photo Credit: POW Creative Alliance member Chris Shane

2024 EXPEDITION RECAP

Held **50 meetings**
with congressional leaders
over climate action

Helped protect **millions**
of acres of public lands

Reached **79 million**
outdoor enthusiasts with
the POW Alliance

Supported **original legislation**
for clean power

Reached **7.5 million**
people through the
Stoke The Vote campaign

This was the year we rallied our crew to the polls with the biggest turnout we've seen, knowing that the stakes on climate have never been higher. But it wasn't enough. We didn't tip the scales this time. In climate as in life, success is defined by showing up time after time to win the long game.

Even in a tough year, we stacked some important wins. Like the introduction of the Energizing Our Communities Act (EOCA), POW-endorsed clean energy legislation. We fought to protect public lands in Nevada, Colorado and Alaska, with a 28 million acre win up north. Our Stoke The Vote events brought out record-breaking crowds and at our first Stoke Fest Film Tour, half the people who showed up were new to POW.

We were honored to represent the Outdoor State on big stages in 2024—speaking at the United Nations Day of Sport, testifying at a Senate Budget Committee hearing on outdoor recreation and sending four POW athletes to the Paris Olympics in rock climbing, cycling and running. A few months later, those same summer Olympians joined us in D.C. to lobby for public lands and renewable energy.

Our POW Alliance engagement was through the roof, with nearly 500 social media posts tagging POW in the 11 weeks leading up to the election—including collab posts with 100-time (and counting!) World Cup winner Mikaela Shiffrin and professional rock climber Sasha DiGiulian. As Mikaela put it: "This election is about more than just one race—it's about shaping the future of our country."

An annual report is a document meant to look back before pushing ahead, so let's take a long, hard look at where we've been, as we keep showing up to move relentlessly forward.

ALONE WE'RE A SNOWFLAKE. TOGETHER, WE'RE A BLIZZARD

Photo left: POW Athlete Alliance member Drew Petersen, photo by Donny O'Neill and photo right: POW Athlete Alliance and Board member Jessie Diggins takes third at the Loppet World Cup in Minneapolis, Minnesota. Photo by Gretchen Powers



LETTER FROM OUR CEO



Do you know what Team USA Nordic skier Gus Schumacher did after winning his first career World Cup last February at the Stifel Loppet Cup in Minneapolis? First, he hugged his teammates. Then, immediately after, Schumacher sat on a panel next to his teammate Jessie Diggins, who took third place that day and is on the board at POW, and renowned environmentalist Bill McKibben to talk to hundreds of people about the impacts of climate change on the sport he loves.

Schumacher's breakthrough moment almost didn't happen. Like much of the country, Minneapolis had record-low snow and almost canceled the race. They prevailed, and Schumacher rose to the moment. "We can be a group of people that can make change," the 24-year-old skier said that day.

Through wins and losses, sport inspires and brings us together. I can't help but contrast that to the 2024 election cycle, where I felt division and fear. At POW, we believe climate action is a common sense way to come together with joy. It creates jobs, it protects our wild spaces and it prevents extreme natural disasters like the devastating floods in North Carolina or the January 2025 wildfires in Los Angeles. Federal climate action will be more difficult moving forward, but states approved \$18 billion in climate initiatives this past election cycle, and that's the good news we need.

As the saying goes, if you want to go fast, go alone. If you want to go far, go together. Our team includes 200 athletes, 100 companies, 40 scientists and 50 creatives of different backgrounds, places and persuasions. Alongside these inspirational trailblazers, we have the power of the 175 million-strong Outdoor State, the number of Americans who are passionate about being outside. That's bigger than the number of gun owners and other powerful special interest groups in this country. A single snowflake might be fragile, but a blizzard is a force. If you're with us, the Outdoor State rides (and also runs, skis, climbs, casts, hunts, hikes, paddles and surfs) at dawn. See you out there.

Sincerely,

A handwritten signature in black ink that reads "Erin Sprague". The signature is fluid and cursive, with a large, sweeping "E" and a long, trailing "e".

Erin Sprague
POW Chief Executive Officer

Photo Credit: Katie Cooney



MEET OUR SUPER- POWERS

At POW, our work begins with the expertise of our Science Alliance. Their research shows if we don't make drastic changes now, we'll continue to see more extreme weather events, warmer temperatures, less snow and local devastation. But sometimes, this science can feel a little, shall we say, dry? So, we leverage our Athlete, Brand and Creative Alliance members to break climate science down into stories and education to help us process why and how we need to be taking action now.



Photo credit: POW Creative Alliance member Gretchen Powers

TEAM POW

Two years after launching Team POW, our network of supporters has grown to nearly 100,000 people who are showing up for climate. In 2024, Team POW members helped get out the vote in battleground states by asking their friends to join them at the polls. They attended more trainings, screenings and events than any previous year, with 60 percent of Team POW members taking action.

138

athletes participated in a POW
engagement this year

453

instances of Athlete Alliance members
showing up to support POW's work

JEREMY JONES



POW founder and professional snowboarder Jeremy Jones knows how to send it. His new film, "Purple Mountains: Live Free or Die," set in New Hampshire, bridged the political divide among outdoor enthusiasts from all corners. Jeremy traveled to all five stops of our Stoke Fest Film Tour and collaborated with the Surfrider Foundation to promote environmental activism within the surf community. In his words: "POW is my life's work...I've never heard a scientist say the issue isn't as bad as we thought it was."

Photo Credit: POW Creative Alliance member Gretchen Powers

AMIE ENGERBRETSON



Pro skier Amie Engerbretson didn't want to wake up on election day and feel like she hadn't given it her all. So, she went everywhere this year. The producer and star of the film, "The Hypocrite," was the keynote speaker at the ACT Green Gala, was on a climate panel at Columbia University and the Blister Summit, lobbied in Washington, D.C. and emceed the entire Stoke Fest Film Tour.

Photo Credit: Liam Doran

BEA KIM



Rising pro snowboarder Bea Kim, who's 18, is proving that the next generation is ready to stand, flip and deliver for climate. Kim, who won the Gerhard Gross Athlete Alliance Member of the Year award in 2024, went on her first lobby trip to Washington, D.C., participated in a United Nations event and spoke on a youth climate panel at POW's Leadership Summit.

Photo Credit: POW Creative Alliance member Gretchen Powers

CHRISTOPHER BLEVINS



Clearly, competing in the 2024 Olympics wasn't enough for mountain biker and spoken word poet Christopher Blevins. He lobbied on behalf of POW and toured his POW-supported multimedia project, "How to Recall," across five cities and at the Sustainable Energy and Environment Coalition panel in Washington, D.C.

Photo Credit: Tobin Merriam



POW Athlete Alliance member Drew Petersen moderating a panel at the Leadville 100 alongside Sarah Sturm, Payson McElveen and Senator Hickenlooper's North West Colorado Director Janeth Stancel. Photo Credit: POW Creative Alliance member Sara Robbins



POW'S VISION
IS FOR CLEAN AIR,
CLEAN WATER AND A
HEALTHY PLANET.

OUR MISSION
IS TO LEAD THE
OUTDOOR MOVEMENT FOR
CLIMATE ACTION.

OUR MISSION

What POW Does

POW leads the outdoor movement for climate action, powered by inspirational athletes, brands, scientists and artists. What began as a grassroots fight for winter has grown into a global, four-season Outdoor State. We educate outdoor communities on climate, advocate for policies that accelerate decarbonization and promote civic engagement. Our cross-partisan advocacy focuses on advancing clean energy and protecting public lands. We also make sure we hit the trails, surf and crag together along the way.

HOW WE PREPARE FOR BIG CLIMBS

Climate is technical and multi-pitch but fear not—POW is on belay. We now have 350 POW Alliance members and more than 100 Brand Alliance partners who are some of the most influential voices in the outdoor world, and in 2024, we held over 300 sessions to train and inspire each and every one of them. These empowerment sessions included our second annual CEO Summit, which brought together a dozen top leaders to develop effective climate advocacy strategies for their companies.

At our 10th annual Leadership Summit, 142 athletes, scientists, creatives and brand attendees showed up—our biggest turnout yet. This event has become the outdoor industry's hub of climate advocacy. For our growing Team POW—made up of nearly 100,000 people strong and counting—we served up the ultimate Climate Advocate's Guidebook, an educational resource that breaks down how to do something on climate into not-so-technical jargon.



350 POW Alliance members

230

Athlete Alliance Members

78

Creative Alliance Members

42

Science Alliance Members

100+

Brand Alliance Partners

"From the breakfast table to education sessions, these events are where I find ideas, inspiration and support in my advocacy journey. They remind me that I'm not alone."

—SKIER BRODY LEVEN

"I felt re-invigorated to stand up for what I believe in and take action steps toward fighting for a more sustainable future."

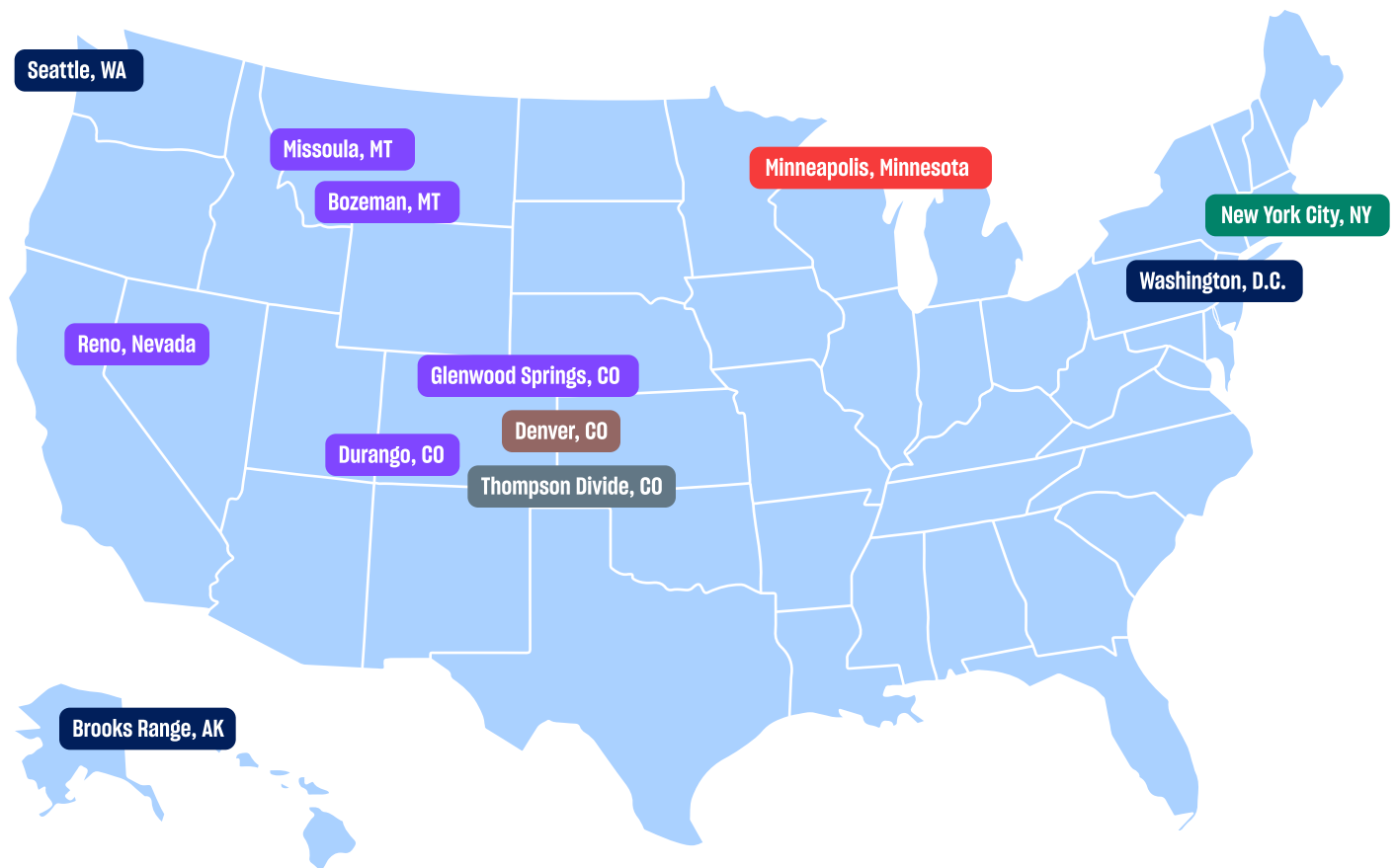
—SNOWBOARDER ELENA HIGHT

"I left inspired knowing that each CEO came away with a fresh perspective and a new support network for implementing this important work."

—BEMIS CEO STEVE HOWARD

COVERING COMMON GROUND

Our Alliance members are shifting the narrative and driving political will wherever they go. And they go to a lot of important places. From the United Nations to the Olympics and from Capitol Hill to Alaska, POW Alliance members met with congressional leaders, competed on the biggest stages in sports and gathered communities in hometowns across America for film screenings, voting efforts and happy hours with a purpose. Here are just some of the places we mobilized in 2024.



Minneapolis, Minnesota

At the Loppet World Cup, the first Nordic skiing World Cup race in the U.S. in decades, POW Alliance members Gus Schumacher and Jessie Diggins raced onto the podium before appearing on a POW-hosted climate panel with journalist and climate pioneer Bill McKibben. Gus' historic win and this conversation almost didn't happen, due to record-low snowfall leading up to the race.

New York City, New York

Snowboarder Bea Kim and rock climber Sasha DiGiulian were invited to be a part of the United Nations International Day of Sport for Development and Peace, where they represented POW alongside prominent global figures at the UN. "It's our responsibility as athletes to go beyond our sport and to utilize the opportunities we have to use our voice and be listened to," Sasha said.

For the first time, POW had a dedicated presence throughout NYC Climate Week. Skier Amie Engerbretson and scientist Liz Burakowski kicked off the week at Columbia University, on a panel dedicated to sport and climate change. We activated at the Nest Climate Campus alongside POW brand partner 11th Hour Racing and led a sold-out film screening and discussion with our athletes and scientists at the Norrøna shop in Soho. Climate and outdoor culture are strong on the streets of New York, and we'll be back next year for more.

Washington, D.C.

In 2024, we traveled to Capitol Hill to support the introduction of the Energizing Our Communities Act (EOCA), sponsored by Senator Welch (VT) and Representative Kuster (NH). This new legislation aims to invest in communities that commit to modernizing the American electricity grid and support the buildout of renewable energy projects. POW Athlete Alliance members like skier Drew Petersen, mountain biker Dillon Osleger, climber Abbey Smith and snowboarder Bea Kim went to 17 bipartisan meetings with lawmakers to push this legislation forward.

On a separate lobby trip to D.C., POW Athlete Alliance members who competed at the 2024 Olympic Games in Paris, France—including climbers Jesse Grupper and Emma Hunt, runner Fiona O'Keeffe and mountain biker Christopher Blevins—met with 33 members of Congress on both sides of the aisle. They spoke with 20 Democrats and 13 Republicans, including signatories of the pro-Inflation Reduction Act letter to Speaker Mike Johnson—from House Republicans asking to preserve energy tax credits and market stability while considering Inflation Reduction Act reformation. Conversations centered on sharing their lived experiences with changing environments and climate impacts, how to safeguard key parts of the Inflation Reduction Act and how athletes and policymakers can work together to tackle the climate crisis.

Reno, Nevada; Bozeman and Missoula, Montana; Glenwood Springs and Durango, Colorado

To rally voters for the 2024 election, we hosted 40 on-the-ground meetups across battleground states, including our first-ever five-stop Stoke Fest Film Tour, which traveled across Montana, Colorado and Nevada to showcase films to over 1,600 attendees, 70 percent of whom were new to POW. Nearly 1,000 people attended our Virtual Stoke Fest a week before the election. In packed theaters across the West, we screened "The Hypocrite," starring Amie Engerbretson, and "Purple Mountains: Live Free or Die," with Jeremy Jones.

Brooks Range, Alaska

When a staggering 28 million acres of BLM-managed land was at risk of being opened up for oil and gas leasing, we put out a call to action to speak up to protect it. The Bureau of Land Management received 15,000 public comments on the draft Environmental Impact Statement—and 9.4 percent of those comments came from POW members. In the end, the Biden administration reversed the plan to open up this land near the base of the iconic Brooks Range for oil drilling and mining, ensuring the Arctic's natural and cultural treasures stay protected for generations to come.

Thompson Divide, Colorado

Over the past several years, POW joined coalition efforts to safeguard Colorado's Thompson Divide, a landscape known for its ranching heritage, wildlife habitat and outdoor recreation. Through lobbying elected officials in D.C. and activations to mobilize Team POW, we were proud to support the strong coalition working to pass the CORE Act and Thompson Divide protections. In 2024, we supported Secretary of the Interior Deb Haaland, who, alongside the BLM and the U.S. Forest Service, signed a Public Lands Order to protect 221,898 acres of pristine public land along the Thompson Divide. This will stop new oil and gas leases, preserve vital habitats and protect a major watershed of the Colorado River.

Denver, Colorado

This inaugural Outside Festival gathered 18,000 outdoor enthusiasts in Denver to celebrate their love for skiing, biking, running, climbing, rafting and hiking through a unique blend of music, films and panel discussions. At the event, POW played a key role in amplifying the intersection of outdoor culture and climate action with founder Jeremy Jones taking the stage alongside industry changemakers like Quannah ChasingHorse and Dr. Rae Wynn-Grant. POW Alliance members Jimmy Chin, Conrad Anker and Rebecca Rusch spoke on climate panels, while POW Creative Alliance members Sofia Jaramillo, Ming Poon and Brennan Lagasse held photojournalism exhibits at the Denver Art Museum and Outside Festival, highlighting Creative Grant projects.

Seattle, Washington

POW continues to represent outdoor interests in climate technology conversations, including at the Bloomberg Green Festival this year. Alliance Director and professional alpinist Graham Zimmerman joined a panel to discuss how athletes are collaborating to safeguard the future of outdoor recreation in the face of massive climate shifts, highlighting the power of storytelling and how outdoor experiences are catalyzing meaningful change.

STOKE THE VOTE

FRIENDS DON'T LET FRIENDS

NOT VOTE

Going into the 2024 election, we knew POW had an important role to play in Stoking the Vote. Civic engagement is a key part of systemic solutions for climate and our campaigns reached millions to show up, speak out and rally friends to the polls. Social engagement from our Alliance members was higher than we've ever seen before, with nearly 500 social media posts tagging POW from our Alliance.

POW's Stoke the Vote efforts included **56 targeted emails, 220 social media posts across platforms—which resulted in over 7.5 million impressions—and 34 in-person events** ranging from debate-watching parties to happy hours supported by POW empowerment grants. The campaign delivered **885 media placements**, with notable highlights including Forbes, The Associated Press, Climbing and Dirtbag Diaries.



Research shows that encouragement from friends can increase voter turnout by 8 percent, which can sway an election these days. It wasn't enough to just have POW telling people to vote through emails and social posts. In addition, we used our outreach efforts to encourage our audience to personally rally their own communities, neighbors and friends by tripling their vote.

One of the most powerful activations we saw happened on the trails. Stoke the Vote challenges from our brand partner Strava brought in 556,111 participants and helped grow Team POW by adding over 30,000 new members. That's a lot of people getting outside to engage in their community and it was uplifting to see the impact of that movement. As the saying goes, "If it's not on Strava, it didn't happen."



These were key moments that drove impact, and we're proud of them. But we still have significant work to do—39 percent of eligible Americans didn't vote. And even though 70 percent of Americans believe we need to do more about climate change, only 7 percent prioritized it at the polls. The good news? That's up from 4 percent in 2020. The bad news? It's still just 7 percent. You know what we call that? An opportunity to build more momentum.

Photo Credit: top photo: Gary Huey, bottom photo: Donny O'Neill

INVITING MORE FRIENDS TO THE PARTY

In 2024, we had boots on the ground, reaching and engaging with a record number of people. Team POW grew by 35,000 people this year. We're all part of the Outdoor State, the 175 million Americans who love to get outside. That's a staggering number. We're the biggest constituency in the U.S.—larger than any U.S. state and the biggest voting bloc in the country. It's time we came together to maximize our potential for influence.

60%

Team POW members who took climate action

+35k

Growth of Team POW in 2024

19.6m

Social media impressions regarding POW in 2024

GROW POW NETWORK

Photo Credit: POW Creative Alliance member Chris Shane

POW IN THE PRESS

POW made headlines in 2024—from climate discussions at the Paris Olympics to podcast airwaves talking about the importance of voting.

FAST COMPANY

"The past 12 months have been the hottest on record globally. 'This season, I started intentional heat training to prepare for hot races around the world,' says Christopher Blevins, a mountain biker who is competing in the Olympics. 'It's not fun by any means, but it's necessary to prepare for the increasingly hot races.' Some athletes now double as climate activists. [Fiona] O'Keeffe, Blevins, and [Jesse] Grupper are members of Protect Our Winters, an organization that fights for better climate policy. 'It's really important that we're having these conversations around how climate change is affecting sport,' O'Keeffe says. 'Athletes can be an avenue to advocating for systemic solutions.'"

THE BOMB HOLE

"'Purple Mountains' was the hardest movie I've ever made. I started Protect Our Winters with the simple goal of uniting the outdoor industry to come together and act on climate. 'Purple Mountains' was my journey to hang out with the outdoor-loving people and find common ground around our love for the outdoors, and then understand why they're voting for politicians who have a 100 percent rate of voting against climate policy." —Jeremy Jones, POW founder

Outside

"While visiting the lodge at Idaho's Sun Valley Resort, Colombian-American photographer Sofia Jaramillo noticed something disconcerting. In the images, which date back to the ski hill's opening in 1936, nearly everyone was white. 'That's when I got the idea—how cool would it be to re-create these, except centering people of color?' Jaramillo says. With support from a grant from the nonprofit Protect Our Winters, Jaramillo began work on a project called A New Winter to reshoot 13 of the original photographs."

BLISTER

"If climate change hadn't happened, researchers found that the ski season would be about a week longer and we would have seen \$250 million a year more injected into the U.S. ski economy. If we take action at the level we're currently taking, the snow season by 2050 will be shorter by two to three weeks. Which is to say we need much more aggressive climate action. We can't stop here." —Liz Burakowski, POW Science Alliance

Forbes

"The moving film ['Purple Mountains'] is part of the personalized storytelling that is understood to resonate with climate-concerned citizens. It shows the negative consequences of changing winter climates in communities in New Hampshire, but also demonstrates how people of all walks of life will come together to protect the outdoor environments they cherish."

The Guardian

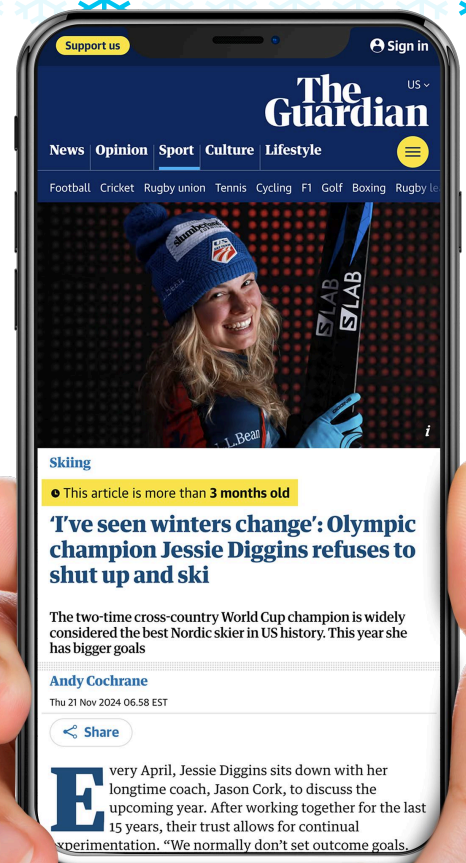
"[Olympic Nordic skier Jessie Diggins] aims to improve little things like her double poling technique, while continuing to work on something much larger: climate advocacy. 'If I don't talk about a problem, I'm only perpetuating it,' says Diggins. Diggins is a board member of Protect Our Winters (POW), one of the largest climate advocacy groups in the world. She is integral in training other athletes to become effective climate advocates, using their personal stories to open the door for policy conversations with U.S. senators and representatives from both sides of the aisle. 'It gives me an outlet where I'm doing something instead of dreading the change in the planet,' says Diggins, 'I've seen winters change a lot in my 15 years as a pro.'"

6 Billion

Impressions of POW media mentions in 2024

4,000+

Total mentions of POW's efforts in 2024





DIVERSIFYING OUR NETWORK

THE OUTDOORS ARE FOR EVERYONE

By 2045, the U.S. will be a majority-minority country. The outdoor industry—including us—has room for improvement when it comes to diversity and inclusion, and we've been listening and working hard to make sure our outdoors-loving community represents a fuller scope of people by building partnerships with organizations already rooted in this work. The future we envision is not only sustainable but also just, equitable, diverse and inclusive. We are taking action to empower everyone in the Outdoor State to speak out on climate.

We've had the privilege of working with knowledgeable consultants who have shaped POW's DEI strategy, including integrating best practices into our policies and programs. We're founding members of the Outdoor Diversity Alliance (ODA) and we have whole-heartedly signed the Outdoor CEO Diversity Pledge, which connects leading outdoor brands with inclusion advocates to advance representation for people of color across the industry.

We're working closely with community advisors from historically marginalized communities to help provide insights on industry shortcomings, explain challenges in recruitment and retention and outline needs for trust building and belonging.

We're also elevating diverse voices through storytelling. By sponsoring the Mountains of Color Film Festival and supporting projects like Sofia Jaramillo's *A New Winter*, which reimagines historical ski photography to reflect the diverse reality of today's mountain culture, we're helping shift the narrative of who belongs in the outdoors. Because the fight for a livable planet isn't just about protecting clean air and clean water—it's about making sure everyone has a voice in the movement.

Photo Credit: POW Creative Alliance member Gretchen Powers

CONNECT US

OUR STORIES

CONNECT US



What happens when you ask the inspired people who make up the POW Alliance to dream up a project that will motivate the Outdoor State to take action to protect clean air, clean water and a healthy planet? Well, you get ideas that span from reimagining historic ski photos to the study of a lost glacier to a documentary on a Navajo solar project.

In 2024, we were deeply committed to supporting our Advocacy and Adventure Alliance Grants and Creative Grants programs, which helped fund films, events, journalism, research, grassroots campaigns, workshops and adventures with a purpose for our Alliance members. These grants build transformational relationships, leverage trusted voices and support POW's Alliance members getting involved in climate advocacy engagements. We saw everything from a group run to the polls in Colorado to postcard writing at a gravel race in Arkansas to a pre-election brewpub hangout in Truckee, California.

The results are powerful stories and events that are sparking conversations, shifting the narrative around climate and making action more accessible to the outdoor community.

GRANT PROJECTS

Here are a few of our standout projects we supported in 2024.

12

Alliance members received
grant funding in 2024

\$230k

Awarded in grant projects

20

Grant-funded events across 10 states
hosted by Alliance members leading up
to the election

A New Winter

This photo exhibit is the brainchild of Sofía Jaramillo, a Colombian-American National Geographic photographer based in Jackson, Wyoming. She re-created historic ski images from Sun Valley, Idaho, with BIPOC models to reimagine skiing's beginnings and invite the viewer to question what skiing would be like today if everyone were included from the start. This project aims to inspire a more inclusive future and redefine winter culture. Jaramillo's images remind us that if more people feel welcomed in winter sports, then more people will care about outdoor recreation and climate.

How To Recall

Created by professional mountain biker Christopher Blevins, "How To Recall" is a multimedia project that shows that addressing climate change requires a reorientation of our perspective. By combining artistic animation and spoken word poetry, "How To Recall" examines the reality of climate change and how our natural connections to the land can inspire solutions. This film premiered at all five stops and virtually on the Stoke Fest Film Tour.

Purple Mountains: Live Free or Die

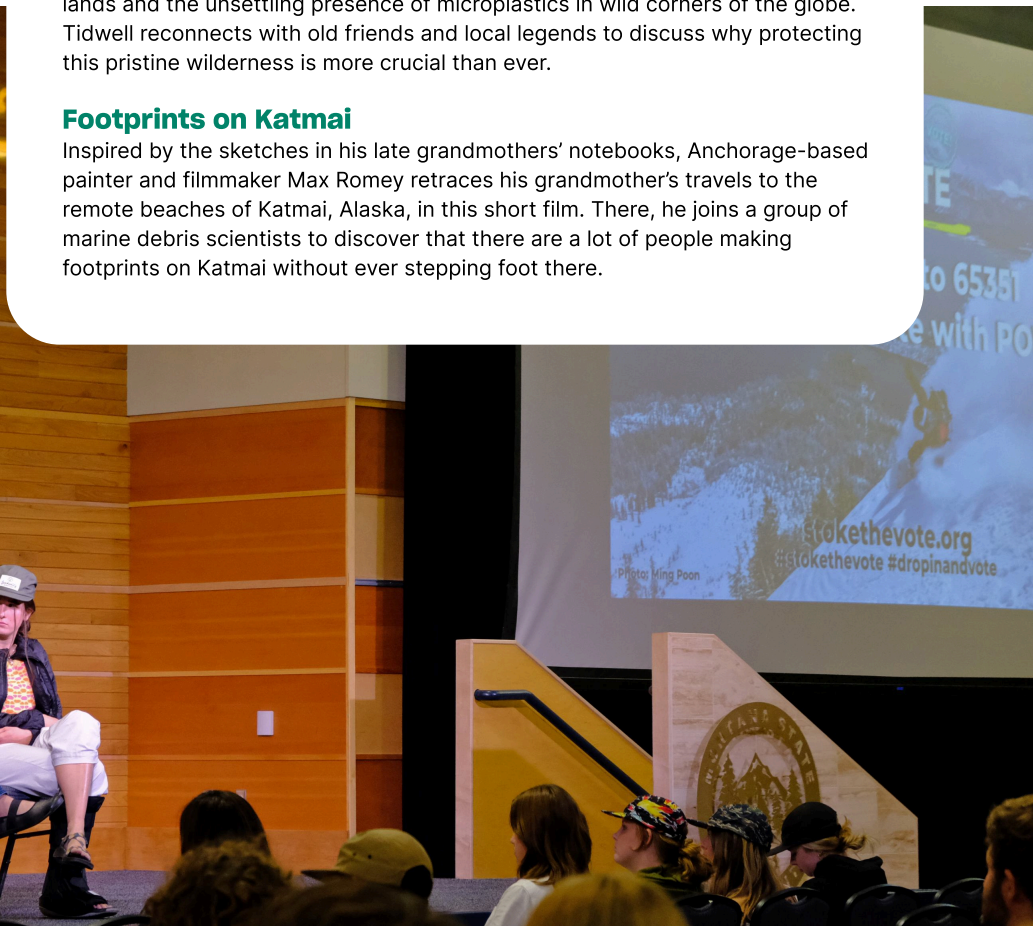
In this sequel to Jeremy Jones' 2020 documentary film, "Purple Mountains," POW founder Jones returns to his roots in New Hampshire to visit the mountains that inspired his love for adventure. He embarks on a journey to cross the political divide with outdoor enthusiasts from all corners of New Hampshire. Ahead of the 2024 election, this film aimed to connect those on both sides of the ballot to show that our love for the outdoors can and should bring us together.

Saving Silence

In this 15-minute-long film, POW Creative Alliance Captain Emily Tidwell returns to Minnesota's Boundary Waters Canoe Area to reflect on the wild landscape of her youth. "Saving Silence" dives into mental health, the importance of public lands and the unsettling presence of microplastics in wild corners of the globe. Tidwell reconnects with old friends and local legends to discuss why protecting this pristine wilderness is more crucial than ever.

Footprints on Katmai

Inspired by the sketches in his late grandmothers' notebooks, Anchorage-based painter and filmmaker Max Romey retraces his grandmother's travels to the remote beaches of Katmai, Alaska, in this short film. There, he joins a group of marine debris scientists to discover that there are a lot of people making footprints on Katmai without ever stepping foot there.



A HUGE THANKS TO OUR

PARTNERS

It was at our CEO Summit in Colorado when two Steves—Steve Howard, chairman at Bemis Associates, and Stephen Badger, former Mars Incorporated Chairman—got to chatting and decided they'd have more impact if they worked together. So, they kicked off the summer with a new donation match and helped us raise \$1 million for our urgent impact on climate. Talk about a full send.

It's these moments that make us think: We're really all in this together, under one big expedition-sized tent that can fit the whole Outdoor State. We can't do this in a tiny bivy sac. From our brand partners to our individual donors, each gift helps us train and mobilize the Outdoor State to take action, work with lawmakers to find clean energy solutions and create powerful storytelling that inspires change.

The innovative brands in our community are leading the charge, showing their customers and employees that they're committed to making a real difference—both in their local communities and for our planet. They're all-in on driving positive change and taking bold actions that create a lasting impact for future generations. We're proud to have some of the most innovative and caring brand partners sharing this big tent with us.



11th Hour Racing and POW are aligned because we both see the incredible power of sport and storytelling to inspire change. For the second year in a row, 11th Hour Racing and POW joined forces to support six POW Alliance Grants, in addition to film screenings, climate week activations and water-inspired advocacy.

BURTON

Burton was a key funding and advocacy partner, helping introduce POW's first-ever endorsed federal legislation, the Energizing Our Communities Act in 2024. By endorsing this legislation, Burton acknowledges the urgent need for climate action and the pivotal role clean energy plays in building a healthy planet where all people can thrive.



POW brand partner High West just gets us. For the last two years, they've supported POW's year-end giving efforts, matching all donations up to \$100,000 as part of their Protect The West campaign, alongside other activations with pro snowboarder Shaun White. We can all toast to that.

STRAVA

In 2024, POW and Strava joined up to bring the Outdoor State community three new challenges that inspired people to get outside and protect the landscapes they love by taking action on climate and getting out the vote. Together, we rallied 556,111 individuals to participate in our campaigns. If it's not on Strava, it didn't happen.



Brand partner KEEN stepped up in a big way in 2024. They fueled impactful storytelling with support for Max Romey's "Footprints on Katmai," empowered our Science Alliance to share their research and matched all donations up to \$60,000 on Giving Tuesday.



Leigh Capozzi
Vice President, Marketing & Communications



Erin Sprague
CEO



Ryan Laemel
COO



Maria Gonzales
Vice President, Development



Ben Gubits
Vice President, Advocacy & Campaigns



Jake Black
Sr. Director, Programs



Reilly Goldberg
Sr. Director, Marketing



Patrick King
Sr. Director,
Strategic Partnerships



Hannah Rennicke
Sr. Director, Operations & People



Caroline Bridges
Director, Development



Lindsey Halvorson
Director, Advocacy & Campaigns



Donny O'Neill
Director, Content



Graham Zimmerman
Director, Athlete Alliance



Carly Fink
Sr. Manager, Strategic Partnerships



Maddy Peavy
Sr. Manager, Events & Merchandise



Waverley Woodley
Sr. Manager, Development



Hannah Breslin
Manager, Advocacy & Campaigns



Kyra Foley
Manager, Social Media



Stacie Sullivan
Manager, Communications



Meghan Davinroy
Sr. Coordinator, Operations



Sam Masters
Coordinator, Campaigns



Mel Briggs
Coordinator, Development



Clara Brown
Manager, Creative Content



Jennifer Chang
Financial Consultant,
Contractor

Staff



Jeremy Jones
Founder



Tod Francis
Board Co-Chair, Founder,
Managing Director, Shasta
Ventures



Jim Morrison
Board Co-Chair, Ski
Mountaineer



Kurt Achtenhagen
Board Treasurer, Director
of Finance & Operations,
Leave No Trace



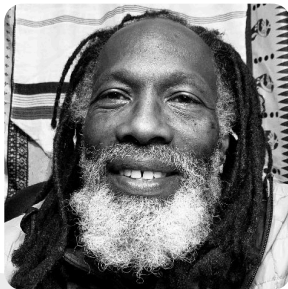
Conrad Anker
Professional Mountaineer,
The North Face



Patrick Crawford
Founder, Cadence Media
Strategy



Jessie Diggins
Cross-Country Skier,
Olympic Medalist



Phil Henderson
Climber, Activist,
Adventurer, Executive
Director, Full Circle
Expeditions



Hilary Hutcheson
Owner, Lary's Fly & Supply,
professional angler, guide,
award-winning filmmaker
and journalist



Brian Janous
Co-Founder Cloverleaf
Infrastructure, former
Microsoft VP of Energy



Dave Powers
Former President and CEO
of Decker Brands



Dan Stiles
Legal Council, Tierney
Lawrence Stiles



Charlotte Tracy
Educator, Bay Area Teacher
Training Institute

Captains



Alex Deibold
POW Snowboard Alliance Captain



Jenny Jurek
POW Trail Alliance Captain



Alex Lee
POW Science Alliance Captain



Brody Leven
POW Ski Alliance Captain



Abbey Smith
POW Manager, Athlete Alliance, Climb
Alliance Captain

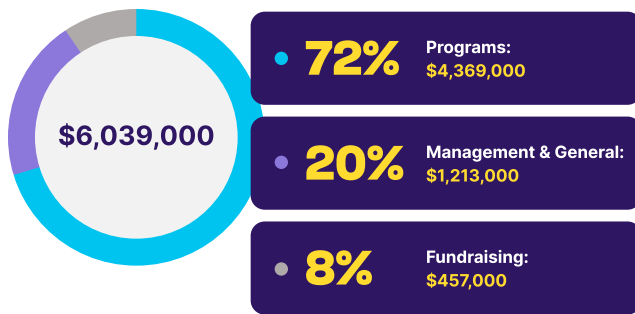


Emily Tidwell
POW Creative Alliance Captain

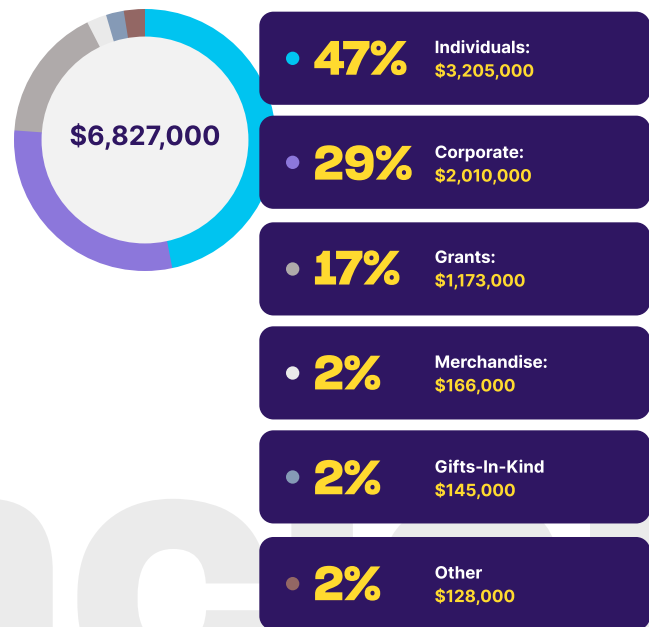


Barry Wicks
POW Bike Alliance Captain

2024 Expense



2024 Revenue



Statement of Financial Position

| | 12/31/2024 | 12/31/2023 |
|--|------------------|------------------|
| Assets | | |
| Cash & Cash Equivalents | 2,257,000 | 1,386,000 |
| Investments | 4,238,000 | 4,394,000 |
| Accounts Receivable - Contributions | 538,000 | 300,000 |
| Accounts Receivable - Due From POW Action Fund | 78,000 | 67,000 |
| Prepaid Expenses & Other Assets | 96,000 | 73,000 |
| Inventory | 129,000 | 108,000 |
| Capital Assets, Net | 3,000 | 6,000 |
| Operating Lease Right-of-Use Asset, Net | 4,000 | 0 |
| Total | 7,343,000 | 6,334,000 |
| Liabilities | | |
| Accounts Payable | 172,000 | 80,000 |
| Accrued Expenses | 128,000 | 87,000 |
| Other Current Liabilities | 47,000 | 35,000 |
| Total | 300,000 | 167,000 |
| Net Assets | | |
| Total Net Assets | 7,043,000 | 6,167,000 |
| Total Liabilities & Net Assets | 7,343,000 | 6,334,000 |

These are draft financials. We will have audited financials ready by September 1, 2025.
The complete audited financial statements and annual tax return will be available for download on POW's website.



COMMUNITY POWER FOR CLIMATE

POW has shown up in meetings at the highest branches of government and at your neighborhood barbecue. In 2025, we'll be focusing on grassstops and grassroots community organizing. You're going to see us engaging in advocacy efforts at all your favorite spots: film festivals, coffee shops, breweries, ski and bike shops. We'll be there, lacing up our shoes and meeting you at the trailhead.

The world is getting weirdly disconnected. We don't connect in real life like we used to; we don't talk about things that truly matter. Remember when we used to hang out, play outside and figure out solutions to all the problems in the world? Let's do that again. We'll take the first pull.

On the advocacy side, we're working on some of our most ambitious projects yet. We'll be focusing on protecting and implementing the Inflation Reduction Act, still, the biggest climate legislation passed in this country, and supporting the Energizing Our Communities Act, the grid transmission legislation we helped introduce in 2024. We'll be joining arm-in-arm with other outdoor industry leaders to protect our public lands. We'll be showing up at state and local levels to help scale clean energy development across the nation. Through it all, we work to be a trusted, valued source of information and inspiration on the most solvable challenge of our lifetime.

These aren't small goals, but we've never shied away from dreaming big. Through community events, activations and dedicated community hubs, we're rallying people, amplifying voices and turning passion into action. This is how real change happens—our collective action creates a strong tailwind, propelling us toward bold climate solutions and a future with clean air, clean water and a healthy planet for generations to come.



**LEARN MORE ABOUT
PROTECT OUR WINTERS AT
PROTECTOURWINTERS.ORG
OR DONATE NOW**



1919 14th Street, Suite 700, Boulder, CO 80302
(303) 900-4027

Photo credit: POW Creative Alliance member Jr Rodriguez