

POW 
PROTECT OUR WINTERS

2025

Annual Report



Table of Contents

This is What Showing Up Looks Like	3
POWering Forward	4
What POW Does & The Climb Ahead	6
Captains of the Ship	8
POW Water: The Current is Strong	10
This is Not Business As Usual	12
Organizing Where We Live and Recreate	14
We Sent the Ground Game	16
POW in the Press	18
The Stories We Tell Make an Impact	20
Because of You, This Work Moves Forward	22
Jim Morrison: What I Learned Climbing Everest	27



This is What Showing Up Looks Like



When Senator Mike Lee put millions of acres of public lands on the chopping block, POW Bike Alliance member Dillon Osleger didn't stay silent. He went to Washington, D.C., to advocate for their protection.

"Public lands are one of the few time capsules we have left on American soil. They're one of the few antiquities that hold the stories of our entire nation, going back before its founding," said Dillon. "It's about more than holding onto trees, climate sinks, recreational access, and opportunities for economic improvement in rural areas. It's about holding onto what makes America, America."

He wasn't alone.

Behind him were thousands of members of the Outdoor State who turned concern into action, signing petitions, calling lawmakers, and demanding lasting protections for one of the planet's most vital ecosystems.

In 2025, the Outdoor State—all 181 million of us who care about the outdoors—showed up louder and more organized than ever. When public lands were treated like bargaining chips, when climate protections were undermined, when clean energy progress was on the line, this community did the work.

You organized. You made phone calls. You wrote letters. You turned passion into pressure, and pressure into power.



By The Numbers

36m

people impressions across the Outdoor State on POW social media channels.

2.2m

acres of public lands protected

47,000

messages sent to decision makers to protect public lands, defend clean energy, and demand action for critical climate protections

16,109

advocates took action in federal campaigns

96MW

of clean energy added to the grid



POWering *Forward*



In October, POW board member and ski mountaineer Jim Morrison stood atop Mount Everest and skied 9,000 feet down the sheer steps of the 50-degree Hornbein Couloir on Everest's north face. People said it couldn't be done. Others had tried and failed. Jim will tell you he didn't do it alone. It took a lifetime of preparation, a trusted team, and the belief that hard things are possible when you fully commit.

That's how 2025 felt at POW.



*Who says the climate movement
has to be boring?
We're in it for the fun, too. "*

2025 was a year of reckoning for the climate movement. Since taking office, the Trump Administration has taken nearly 400 actions that threaten clean air and water, public lands, and environmental protections. In response, POW knocked some doors down. Our outdoor community—181 million people strong—defended wild landscapes from the Arctic to the Southwest, pushing back against efforts to sell off public lands and strip clean energy tax credits. We made progress even when the route ahead looked impossible.

When federal action stalled, community leadership pressed on. Even under this current administration, the clean energy transition is happening. In 2025, we launched three new community chapters and focused on eight clean energy projects in critical regions. We saw the results of years of showing up in the same places and doing the work. It's not about shortcuts. It's about putting in the reps.

Something else shifted this year, too. We used to spend time convincing people that climate action mattered. Now, people have come to us asking, "What can I do?" How can I help? Sixty-three percent of Americans are worried about climate change and want stronger government and corporate action. They don't need convincing; they need organizing. POW is on the ground in communities doing exactly that.

We showed up everywhere from the New York City Marathon to Memphis Rox, a rock climbing festival in Tennessee, to the halls of Congress. Who says the climate movement has to be boring? We're in it for the fun, too. Our community stepped up at every level, including through our Brand Alliance, which activated in bold ways and fueled the largest corporate match in POW's history—generating \$1.5 million to power this work.

We're optimists—not because the moment is easy, but because the work is necessary. POWer forward means we keep climbing our Everest, together. As we look toward the 2026 midterms and the next phase of this expedition, I'm proud of what we built in 2025 and excited for what comes next. This all happens because you're a part of it.

Erin Sprague

Chief Executive Officer, POW



PHOTO: DONNY O'NEILL



What POW Does

We believe that the **181 million people who belong to the Outdoor State** are a cultural and political force to stop climate change.

Our Mission

Our mission is to lead the **outdoor movement for climate action.**

Our Vision

Our vision is for **clean air, clean water, and a healthy planet.**

Educate

The Outdoor State



TRAININGS, EVENTS, STORYTELLING, FILMS

Motivate

The Outdoor State



ALLIANCES:
ATHLETES, SCIENTISTS
CREATIVES, BRANDS
COMMUNITY CHAPTERS,
TEAM POW MEMBERS

Activate

The Outdoor State



CLEAN ENERGY SOLUTIONS, GET OUT THE VOTE, PUBLIC LANDS PROTECTION

MOUNTAINEER: ANGELA HAWSE PHOTO CREDIT: BOTTOM: CHRIS SHANE



The

Climb Ahead.



We're facing tough conditions for climate progress, **but we were built for this moment.** Rooted in outdoor culture, we turn passion into political impact by:

- **Defending what we love:** stopping fossil fuel influence and harmful policies
- **Building what we need:** accelerating renewable energy deployment
- **Shifting who decides:** making climate a defining issue for outdoor voters

2025-2029 Strategic Plan



Powered by advocacy, community organizing, and national climate campaigns, these priorities follow a clear, data-backed roadmap for progress. **To see the full picture of how we're turning vision into measurable results, explore our 2025-2029 Strategic Plan and the long-term goals driving our work.**





Captains of the Ship

We can't do this work on an island. POW's Alliance members—athletes, creatives, scientists, brands, and our Team POW members—drive progress in ways only trusted leaders can. With them at the helm, we bring people together to advance clean energy, protect public lands, and turn outdoor passion into civic action.



By The Numbers

597

engagements taken by POW Alliance members on POW campaigns

200

Alliance members trained across seven gatherings in POW community chapters



Jessie Diggins



After announcing her retirement from Nordic skiing at the end of 2025, Olympian and POW board member Jessie Diggins deepened her commitment to climate advocacy. Through partnerships with L'Occitane and Larisa Loden, she helped raise \$75,000 and used her platform to drive an additional \$500,000 in POW's largest matching campaign to date.

"I joined POW's board of directors and Athlete Alliance because I believe in the power of the outdoor community to make a difference. I want future generations to fall in love with snowy winters the way I did—and right now, that future is on the line."

—Jessie Diggins, POW board member

Zeppelin Zeerip



Filmmaker, snowboarder, and POW Alliance member Zeppelin Zeerip mobilized his audience to oppose a federal budget bill that would have forced the sale of up to 3 million acres of public land. The effort helped push Senator Mike Lee to remove the land-sale provisions. Zeerip is now preparing to run for office in Utah in 2026.

"This isn't just a bad budget bill; it's a climate time bomb. Hunters, skiers, ranchers, trail runners, and everyone else who loves public lands called on our elected officials, and it's working. This is the power of citizen-led activism."

—Zeppelin Zeerip, POW Alliance member

Tommy Caldwell



Climber and POW Alliance member Tommy Caldwell balanced big-wall ascents with climate advocacy, joining Alex Honnold at NYC Climate Week and traveling to Washington, D.C., to lobby for protections for the Arctic National Wildlife Refuge.

"Like it or not, policy is the only thing that has the chance to fix our climate and save our public lands. This trip to D.C., advocating for protection of the Arctic Refuge, shows me once again how POW creates a pathway for our community to show up big time."

—Tommy Caldwell, POW Alliance member

Len Necefer



POW Alliance member Len Necefer received a POW AAA Grant to document a packrafting journey along an ancient Indigenous trade route through Alaska's National Petroleum Reserve. He also delivered a 740-page petition to lawmakers defending the Arctic and joined POW at NYC Climate Week for the launch of POW Water.

"We are not going to win by viewing this through a simplistic left-right lens. The more meaningful divide is engaged versus disengaged. The side that succeeds will be the one capable of pulling people off the sidelines."

—Len Necefer, POW Alliance member

PHOTO: DONNY O'NEILL

THE NEXT CLIMATE CAN

POW WATER

The *Current* is Strong



With the support of POW Brand Alliance partner 11th Hour Racing, we launched POW Water during NYC Climate Week in September 2025. This expansion brought time-tested messengers from water-based sports into the Outdoor State—anglers, surfers, paddlers, sailors, swimmers, and more—uniting people around the planet's most essential resource.

POW Water extends our proven model to the aquatic space, recognizing that snow, rivers, oceans, and climate impacts are inseparable. By connecting ocean, river, and lake communities to policy, storytelling, and local action, POW Water expands both our reach and our influence at a critical moment.

POW Made Waves

202,081

Outdoor State members reached during the launch of POW Water

4m

views on the POW Water launch videos

12,219

social media engagements following the launch

“

Through its ambassadors—scientists, community leaders, artists, and athletes—POW Water will highlight the effects of sea-level rise, extreme drought, storms, warming waters, and other water-related issues. The end goal is to empower water-based communities with the tools and resources necessary to create the local solutions they require.”

Forbes



Francesca Clapcich



Olympian and 11th Hour Racing athlete Francesca Clapcich is one of the world's most versatile offshore sailors. Her next goal: the 2028 Vendée Globe, sailing solo and nonstop around the world.

Eeland Stribling



An angler, educator, wildlife biologist, and stand-up comedian, Eeland Stribling works to make fly fishing and wildlife accessible to all through education and outreach.

Rush Sturges



Whitewater kayaker and filmmaker Rush Sturges will debut Paddle Tribal Waters in 2026, following Indigenous youth on the first source-to-sea descent of California's newly undammed Klamath River.



Mario Ordoñez-Calderón



An Indigenous Mayan, Navy veteran, surfer, and climate justice advocate, Mario Ordoñez-Calderón co-founded Un Mar de Colores, using surf therapy and environmental education to build the next generation of ocean stewards.

This is Not Business As Usual

Despite political headwinds, we continued to move forward in 2025. These federal campaigns marked our most consequential challenges of the year, met by resolve to tackle them head-on.

14,807

actions taken through the Vote No on Reconciliation campaign

2,104

signatures to protect the EPA Endangerment Finding, the legal basis for regulating carbon pollution

41

cross-partisan meetings advocating against the Budget Reconciliation Bill in Washington D.C.

16k

advocates took action across all POW campaigns

GEARJUNKIE

"At Aspen One, winters are a month shorter than those of the 1980s due to climate change. We don't need to imagine what losing these lands might feel like; we're already living through the early signs."

—Hannah Berman, Aspen One

Whitefish Pilot

"Public lands, clean air and a stable climate are not optional in Whitefish. They're essential. From our small businesses to our tourism economy, we rely on healthy landscapes to keep our community strong and our future resilient."

—Whitefish Mountain Resort

The Salt Lake Tribune

"Public lands are a multifaceted opportunity for athletes and people from all backgrounds to connect in and with nature. If this deal passes, my abilities to represent the U.S. will be impeded, and we all will pay a larger price."

—Jesse Gruper,

POW Climb Alliance member, Olympian

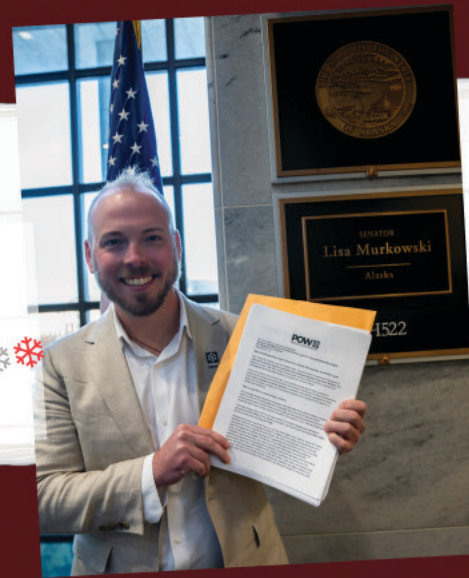


Protect the Arctic

In 2025, the Trump Administration moved to reopen the Arctic to oil and gas drilling. POW responded by leading a D.C. lobby trip to deliver thousands of voices calling for lasting protections for one of the planet's most vital ecosystems. Alliance members met with lawmakers and delivered a 74-page petition signed by 6,000 members of the Outdoor State. At the same time, POW Creative Alliance members Brennan Lagasse and Ming Poon traveled north for an emergency meeting in the Arctic with the Gwich'in people, documenting firsthand what's at stake. From Capitol Hill to the Arctic tundra, POW connected people to place—and pressure to policy—making it clear the Arctic is not a sacrifice zone.

"All land deserves respect and protection, but there are places that are so special that if you do get to experience them, you'll never unlearn them. Even if you never get to go there, knowing it exists and knowing what could be lost should be enough."

—POW Alliance member Brennan Lagasse



Defend Clean Energy

U.S. electricity demand is expected to rise 50 percent over the next 15 years, and clean energy is the smartest way to meet it. Seventy-one percent of American voters agree we need more renewable energy. We are working to add 500 megawatts of renewable power to the grid by the end of 2026, starting at the local level. In 2025, we supported eight clean energy projects near our community chapters and launched a step-by-step clean energy toolkit to make advocacy accessible. In New Mexico, POW Alliance members helped secure approval of the Rancho Viejo solar project—a 96-megawatt facility that will power 34,000 homes annually and offset 119,965 metric tons of carbon dioxide—approved by county commissioners in a 4-1 vote.

"The solution to climate change needs to happen on a global level, starting with humble local movements."

—POW Alliance member Rickey Gates

Organizing

Where We Live and Recreate

In 2025, we launched three new community chapters in southwest Colorado, southwest Montana, and California/Nevada's Reno-Tahoe region, anchored by three new full-time Field Organizers. Built for long-term impact, these chapters focus on showing up when it matters, and putting in the work. Field Organizers team up with community leaders to run clean energy campaigns, host events, and create clear entry points for action—from tabling at trailheads and film festivals to conversations in breweries and town halls. During election cycles, this work shifts seamlessly into voter engagement, helping turn climate concern into voter turnout.



Chapter Stats

44 Community events across
three new chapters

716 New advocates who
signed up with POW

“

“Grassroots advocacy is one of the most powerful tools we have to combat climate change. When we rally around the places and activities we love, we get a seat at the table to make our voices heard.”

—Savanna Washburn, POW Field Organizer in Montana

“A key component of environmental activism I’ve always been drawn to is creating connected and resilient communities, and I’m thrilled to be part of empowering work in an area I love.”

—Leda Edbert, POW Field Organizer in western Colorado



We Sent the *Ground Game*

We covered serious ground in 2025. Here's a snapshot of where POW showed up, bringing climate conversations to the places where decisions, culture, and community intersect.

Los Angeles California

More than 20 brand leaders joined POW founder Jeremy Jones at our third annual CEO Summit to receive POW's first CEO Playbook and discuss why clean energy economics make smart business sense.



150
events in 2025

72k
advocates showed up



Denver Colorado

The Outside Festival convened 950 outdoor industry leaders, policymakers, and athletes, including POW Founder Jeremy Jones, POW Alliance members Amie Engerbretson, Emily Harrington, Conrad Anker, and others, for big conversations about the future of the outdoors.

Boulder Colorado

Brands from Burton to Seventh Generation to AllTrails gathered for POW's first-ever Brand Alliance Summit, with 43 brands represented and conversations about advocacy imperatives and long-term business strategies.



As a charity partner of the New York Road Runners at the 2025 NYC Marathon, POW teamed up with runners Jenna Arkin of ECOS and Death Cab for Cutie guitarists Dave Depper and frontman Ben Gibbard, raising \$21,637 for climate action.

New York City
New York

At NYC Climate Week, POW announced the launch of POW Water in partnership with Brand Alliance partner 11th Hour Racing to a global audience. Alongside a stacked lineup of Alliance members, Alex Honnold and Tommy Caldwell hosted a climate discussion that put clear action on the table.



“At a time when our government’s dereliction of duty around climate issues is at a low ebb, we need to support the work POW is doing more than ever.”

—Dave Depper, Death Cab for Cutie guitarist

POW Alliance member Angela Hawse spoke at the United Nations on World Glacier Day, sharing insights from 30 years of guiding in alpine environments and the real-time impacts of climate change on glaciers.



Monument Valley
Arizona

POW Alliance member Kitty Calhoun hosted a solar-powered concert with Indigenous country band Latigo to celebrate Sun Day—a nationwide call for rapid clean energy deployment—alongside nearly 500 events across the country.

POW in the

Press

POW was all over the news in 2025—from local op-eds in the Salt Lake Tribune and Whitefish Pilot to the pages of National Geographic and Forbes.

 NATIONAL GEOGRAPHIC

NATIONAL GEOGRAPHIC 33: 2025

How snowboarder Jeremy Jones is fighting to keep our winters cold

Along with his outdoor-sports peers, the backcountry legend is leading an unlikely contingent of climate activists on a mission to keep winter powder fresh and abundant.

“You have these inspirational humans who do so much for our country and communities, who have become experts in climate and trusted messengers. They don’t have a political agenda. They’re there representing the places that they’re from, and their beliefs.”

FAST COMPANY

08-27-2025 | FAST COMPANY EXECUTIVE BOARD

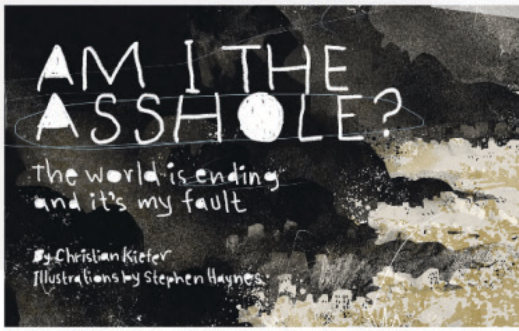
The business case for climate advocacy

Simply reducing emissions is no longer good enough. Now, there’s a tool every company can use that’s high-impact, high-leverage, and often overlooked: climate advocacy.

[SHARE](#) [ADD ON GOOGLE](#)



“Advocacy isn’t activism or partisan politics; it’s influence. You don’t have to wade into political fights to support climate-positive solutions like cheaper energy, better transportation, or modern infrastructure. In fact, nonpartisan, pragmatic business voices are often the most powerful and successful in this work.”



JUNE 24, 2025

Alpinist

"We have all the solutions we need. We can solve the problem. Solar energy is 80 percent cheaper than it was fifteen years ago. The economics of oil and gas development are pushing more and more renewable projects. The world as a whole is decarbonizing. We're getting more for every unit of carbon we spend. The world is more resilient than we give it credit for."

AP

How climate change is changing the way athletes train ahead of the Winter Olympics

"Advocacy isn't activism or partisan politics; it's influence. You don't have to wade into political fights to support climate-positive solutions like cheaper energy, better transportation, or modern infrastructure. In fact, nonpartisan, pragmatic business voices are often the most powerful and successful in this work."

Our Reach

1.64K

Total media mentions

4.5B

Total reach of POW's media mentions

58%

Growth of POW's social media reach

The Stories We Tell

Make an Impact

We supported films, events, research, grassroots campaigns, storytelling projects, and more through Advocacy and Adventure Grants and Alliance Empowerment Grants for our Alliance members. Here are some highlights.

3,590,097

Vertical human-powered feet skied by Noah Dines in a year

70

People picking up trash while running the NYC marathon

100

Solar power units delivered to the Navajo Nation during Navajo Solar Sunrise production

50

Alliance members who received funding

Advocacy and Adventure Grants

Navajo Solar Sunrise



POW Athlete and Climb Alliance member Kitty Calhoun put on this Indigenous-led storytelling and clean energy project, amplifying Navajo voices through music, film, and solar power. Centered on a solar-powered concert in Monument Valley, Utah, the project demonstrated how renewable energy can support community sovereignty and climate solutions.

Drilling Willow

In a packrafting expedition through Alaska's National Petroleum Reserve, POW Alliance member Len Necefer documented climate change and industrial extraction in America's first petroleum sacrifice zone.

Traveling remote Arctic rivers, the trip combined firsthand observation, Indigenous perspective, and storytelling to illuminate what's at stake as oil development accelerates.



Climate Strides

Held during NYC Climate Week and led by POW Create Alliance member Addie Thompson, this community event in Central Park brought runners, scientists, and advocates together to move through the city while discussing climate solutions, advocacy, and collective action.

Creative Grants

The First *Traverse*

A short film by POW Creative Alliance member Chris Shane, "The First Traverse," documents 1980s climber and conservationist Laura Waterman as she completes the first female traverse across New Hampshire's White Mountains in winter. The film explores what drives us into wild landscapes and what we can do to protect them.



Shaped by Ice

POW Creative Alliance members Emma Murray and Jill Peltó put on a climate art show in Seattle, Washington, that merged glacial science with visual art to tell stories about how changes to glacial regions are impacting human and natural communities.

Alliance Empowerment Grants

Touching Land



Alliance member Carolina Rubio McWright founded Touching Lands' Running, Rights, and Land program to connect seasoned runners with immigrant communities through a 10-week running program and a 5K that fosters connection, legal rights, and climate justice.



Running for Real

Plogging = running + picking up trash. Alliance member and Running for Real founder Tina Muir brought plogging to the NYC and Chicago marathons to provide accessible, community-oriented ways for people to get involved in environmental stewardship.

Barometers of Change



Following IFMGA mountain guide Angela Hawse, this short film, created by POW Creative Alliance member Chris Shane, explores how guides witness climate change firsthand. Through shrinking glaciers, unstable conditions, and lived experience in the mountains, the film positions guides as early indicators of climate impacts—and trusted voices calling for urgent action.

Still *Excited* to Ski

Alliance member Noah Dines set out to climb and ski 3.5 million vertical feet in a year, a World Record-setting feat captured in the film "Still Excited to Ski," which was showcased in a nationwide film tour and inspired audiences to face their own challenges.



Because of You

This Work Moves Forward

This year, **4,533 supporters**, across individuals, brands and foundation partners, came together to push POW further and faster than ever before. Because of you, 2025 became our largest fundraising year in history, raising more than **\$7 million** in support of a future worth fighting for. Thank you!

Your partnership fuels the storytelling that makes climate change feel personal, urgent, and solvable. It inspires meaningful action and gives POW the credibility and capacity to work directly with decision-makers to advance clean energy solutions and protect the places we love.

As we continue on this journey together, nothing matters more to me than listening, learning, and staying in close connection with you, because in consequential terrain, the only way forward is together.

And because of you, POW will keep showing up – in more ways than ever before – to protect the places and experiences that connect us all.

With deep gratitude,

Heather Lee

Chief Development Officer, POW
heather@protectourwinters.org



“No matter how bold and ambitious, corporate climate action isn’t enough on its own. If we want real progress, we need advocacy that drives systems change. Watching unprecedented attacks on environmental protections during this make-or-break moment has only strengthened our resolve to lean in and stand up for what we believe in.”

–Steve Howard, Bemis Associates, Chairman



\$1.5m

That’s how much Bemis Associates helped us generate in 2025 with a \$500,000 matching campaign, the biggest in our history. Those funds helped us launch community chapters, train advocates, mobilize POW Alliances, and create a cultural movement that lawmakers can’t ignore. Bemis is a family-owned company, led by Chairman Steve Howard and Sustainability Director Ben Howard—and this year, Ben even lobbied in D.C. with us to protect clean energy tax credits. That’s what we call all in.

A Big 'Ol POW Thanks to Our Top Supporters...

Foundation Supporters

- * Airbnb Community Fund
- * Jacques M. Littlefield Foundation
- * Tides Foundation
- * ZG Foundation

Corporate Partners

- * Bemis Associates
- * 11th Hour Racing
- * Burton
- * RAD Global
- * Stoke Tracks

Leadership Giving Circle Members

- * Anonymous
- * Stuart and Joanna Brown
- * Tim Buckley



POW Brand Alliance partner Stoke Tracks makes climate advocacy fun with decomposable animal-print ski pole baskets. On Giving Tuesday, they doubled the impact by matching donations to POW up to \$25,000.



High West has been a steady Brand Alliance partner for years. They've supported our year-end giving campaign 3 years in a row, and in 2025, they matched all donations up to \$50,000 as part of their Protect The West campaign.

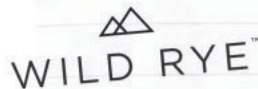
SKIDA

est.  2008

Skida, a Brand Alliance partner, teamed up with POW Ski Alliance member Noah Dines to create a POW-branded Skida collection that gives a portion of every purchase to POW to protect the places we love to get outside.



POW Brand Alliance partner Salomon supported POW's mission by donating a portion of proceeds from every ticket sold on their QST Film Tour to POW. It's a powerful example of the outdoor industry turning stoke into impact.



POW Brand Alliance partner Wild Rye stepped up for POW's federal defense campaign by publishing an op-ed urging lawmakers to reject the budget reconciliation package and stand up for the protection of public lands.



Board



Jeremy Jones
Founder



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



Jim Morrison
Board Co-Chair,
Mountaineer



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



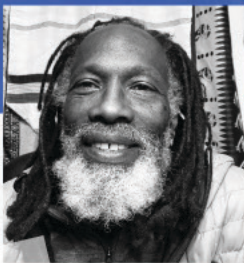
Conrad Anker
Professional Mountaineer,
The North Face



Patrick Crawford
Founder, Cadence Media Strategy
& CEO of Teton Gravity Research



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 Counsel, Tierney
Lawrence Stiles



Charlotte Tracy
Educator, Bay Area
Teacher Training Institute

Staff



Erin Sprague
Chief Executive Officer



Ryan Laemel
Chief Operating Officer



Heather Lee
Chief Development Officer



Ben Gubits
Vice President, Advocacy & Campaigns



Jay Tandan
Vice President, Marketing & Communications



Reilly Goldberg
Sr. Director, Marketing & Communications



Lindsey Halvorson
Sr. Director, Advocacy & Campaigns



Patrick King
Sr. Director, Strategic Partnerships



Hannah Rennieck
Sr. Director, People & Operations



Graham Zimmerman
Sr. Director, Athlete Alliance



Elzbieta Jaszczak
Controller



Caroline Bridges
Director, Development



Alex Lee
Director, Science & Education



Donny O'Neill
Director, Content



Hannah Breslin
Sr. Manager, Advocacy & Campaigns



Emelie Frojen
Sr. Manager, Climate Policy & Advocacy



Stacie Sullivan
Sr. Manager, Communications



Maddy Willow
Sr. Manager, Events & Merchandise



Waverley Woodley
Sr. Manager, Development



Clara Brown
Manager, Creative Content



Erica Givans
Manager, Digital Marketing



Francesca O'Malley-Noble
Manager, Executive



Kerrienne Ruhling
Manager, People & Operations



Abbey Smith
Manager, Athlete Engagement & Advocacy



Ollie Bowen
Coordinator, Digital Marketing



Mel Briggs
Coordinator, Development



Sam Masters
Coordinator, Campaigns



Shara Zaia
Coordinator, Events



Leda Ebert
Field Organizer, Western Colorado



Adi Sadeh
Field Organizer, Sierra Nevada



Savanna Washburn
Field Organizer, Montana



Jennifer Chang
Financial Consultant



Alex Deibold
POW Snowboard Alliance Captain



Meg Haywood-Sullivan
POW Creative Alliance Captain



Jenny Jurek
POW Run Alliance Captain



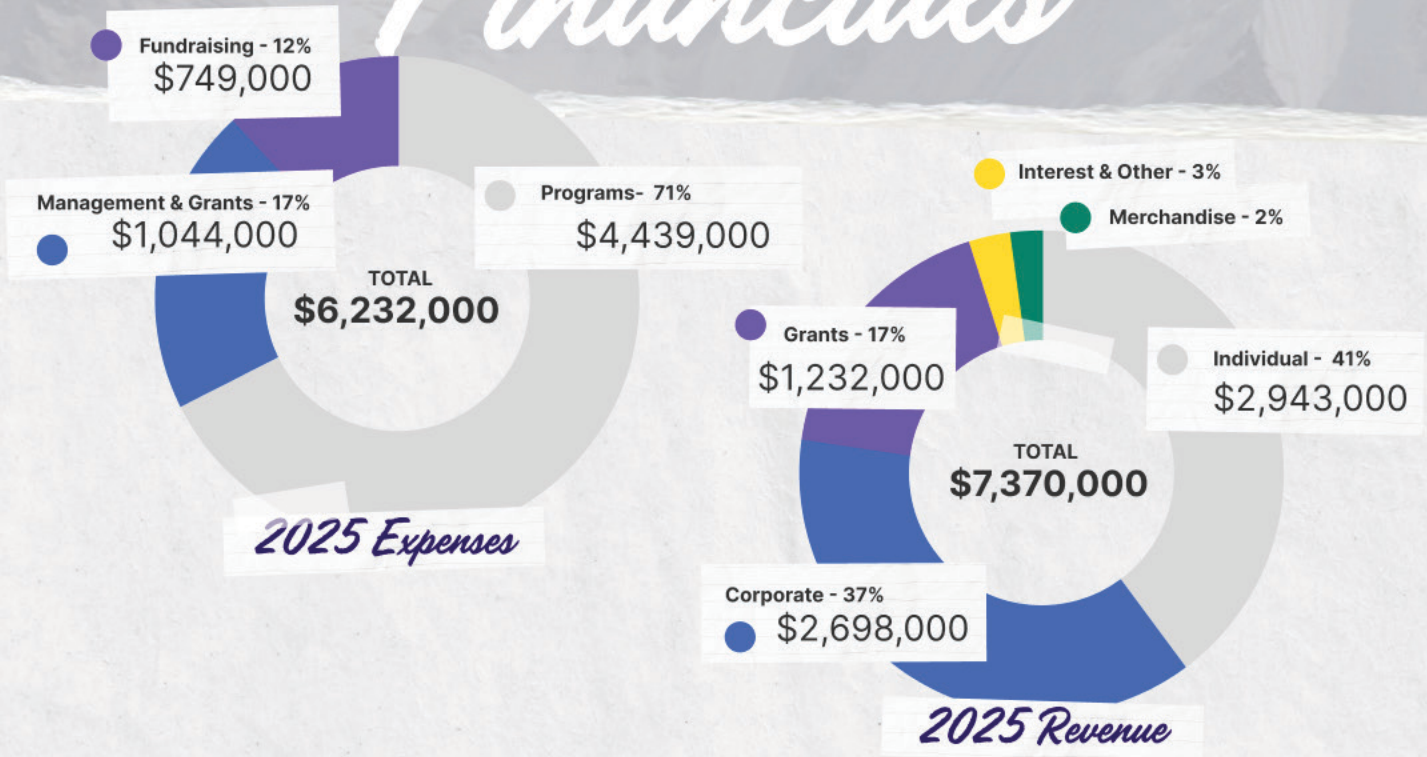
Brody Leven
POW Ski Alliance Captain



Barry Wicks
POW Bike Alliance Captain



Financials



Assets	12/31/2025	12/31/2024
Cash & Cash Equivalents	1,660,000	2,257,000
Investments	5,903,000	4,238,000
Account Receivable - Contributions	475,000	538,000
Account Receivable - Due from POW AF	56,000	78,000
Prepaid Expenses & Other Assets	78,000	96,000
Inventory	129,000	129,000
Capital Assets, Net	37,000	3,000
Operating Lease Right-of-Use Assets, Net	4,000	4,000
Total	\$8,342,000	\$7,343,000
❄️ ❄️ ❄️ ❄️		
Liabilities	12/31/2025	12/31/2024
Accounts Payable	262,000	328,000
Accrued Expenses	82,000	128,000
Total	\$344,000	\$456,000
Net Assets	12/31/2025	12/31/2024
Total Net Assets	7,998,000	6,887,000
Total Liabilities & Net Assets	8,342,000	7,343,000



I've spent much of my life in the mountains. This year, skiing Everest's North Face was one of the hardest things I've ever done. Up there, where the air is thin and every decision matters, you're reminded how little comes easy, and how much progress depends on simply continuing forward.

Big mountains teach simple lessons. Progress rarely looks dramatic. It comes step by step, choice by choice, often when the outcome is uncertain. Sometimes you succeed. Sometimes you don't. But you keep moving. That mindset feels a lot like POW's work.

Looking back on this year, I'm proud of what this community has done. Together, we helped protect 2.2 million acres of public lands, advanced clean energy solutions, and mobilized millions across the Outdoor State—people who may live in different places, vote in different districts, and recreate in different ways, but who share a belief that our outdoor spaces are worth defending. That kind of progress doesn't happen all at once. It happens because people keep showing up, even when the path isn't clear.

From the mountains to the halls of Congress, POW has shown that steady, values-driven advocacy works. Real change doesn't come from one loud moment. It comes from consistency, and from people who care deeply about the places that shaped them and are willing to stand up for them.

The road ahead won't get easier. Climate headwinds are real. But so is the strength of the Outdoor State—this growing community of climbers, skiers, hunters, anglers, runners, and outdoor businesses who understand that protecting our environment isn't political theater. It's stewardship.

Just like on a big mountain, moving forward takes commitment, trust in your team, and the belief that the effort matters, even when the summit feels far away.

Momentum only lasts if people carry it forward. If protecting the places you love matters to you, I hope you'll stand with POW. Join Team POW. Get involved. Donate if you can. Add your voice and your energy to this work.

The mountains give us a lot. Protecting them is something we can give back.

See you out there,

Jim Morrison

Ski mountaineer & POW board co-chair

POW

PROTECT OUR WINTERS

Feeling inspired?
Donate to POW today
to help POWER the climb ahead.

