

OUTDOOR  ALLIANCE

ANNUAL REPORT 2022



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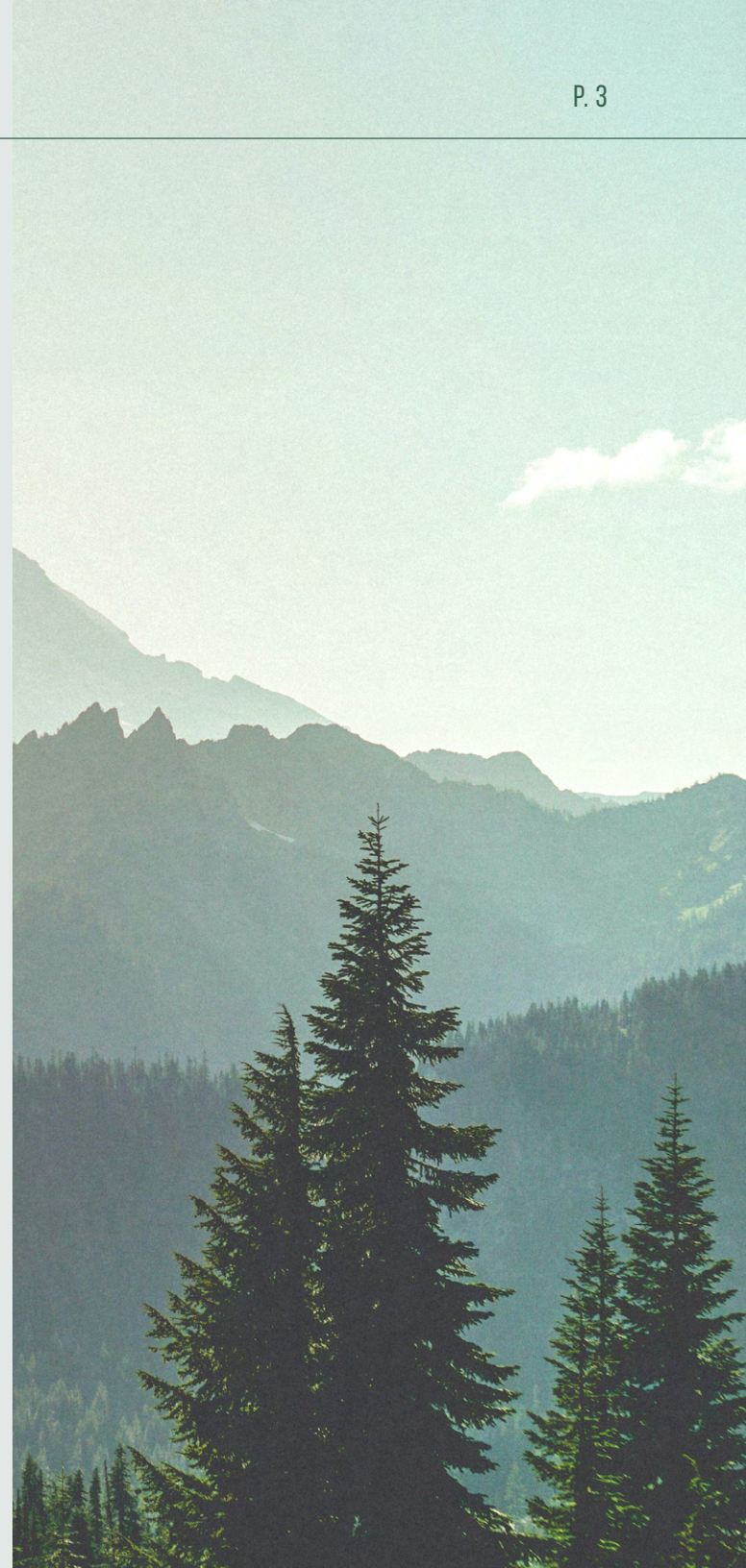
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CONSERVATION POWERED BY OUTDOOR RECREATION

What makes special places so special? It's not just how pretty they are. Or how well they photograph. Or where they're located. Places become special because of the personal connections we form with them. And the outdoor community has a powerful connection to place ... the berms, the breaks, the sunrises, the trees in the park that started the lifelong love of the outdoors. This connection to place makes us a powerful force for conservation, because the more experiences we have, the stronger and more numerous our connections to the outdoors.

Outdoor Alliance mobilizes the power of human-powered outdoor enthusiasts to protect public lands and waters. Public land and conservation policy is complex, and Outdoor Alliance knows how to effect meaningful change. We do the hard work, ensuring that we're not just talking but making a measurable impact on all public lands and waters. That means building relationships with decision makers, enthusiasts, and activists to preserve trails, create new legislation, share maps, and empower others to protect the places in their backyards and beyond. It's type 2 fun, but the outdoor recreation community has plenty of motivation to make sure special places will be around for generations to come.

In 2022, the outdoor community made historic strides on climate and public land protections.



Our mission is to unite the voices of outdoor enthusiasts to protect the human-powered outdoor recreation experience and conserve America's public lands.



LETTER FROM OUTDOOR ALLIANCE CEO



Advocacy is a long game, and one of the big lessons of 2022 is that persistence and patience pay off when you are making the world a better place.

The **passage of historic climate funding** was a success many years in the making. Outdoor recreationists experience the effects of climate change firsthand, and they are powerful voices in support of climate action. From rallying support from outdoor communities in key states to helping send more than 16,000 letters to lawmakers in support of climate investments, we played a key role in making sure the package passed, even when the outcome looked shaky. And our advocacy ensured that conservation and restoration of public lands and waters—which will have benefits for outdoor recreation as well as climate—were a **big part of the final package.**

Outdoor Alliance helped secure President Biden's first new national monument, Camp Hale-Continental Divide National Monument, which was

a tribute to the human-powered outdoor recreation community. The protections are testament to the long and winding road of advocacy work—Outdoor Alliance had worked on the CORE Act, which formed the foundation for the monument designation, for nearly a decade.

While some of our other moonshots didn't become reality, including a recreation policy package called America's Outdoor Recreation Act, we've been in the game long enough to know that every time we bring important legislation close to the finish line, we build momentum for the next opportunity.

Thanks for all your support in 2022, and we are looking forward to everything we can achieve together in 2023.

Adam Cramer
CEO, Outdoor Alliance

2022 AT A GLANCE

278,804 ACRES

Protected through the
Camp Hale-Continental
Divide National Monument

225,504 ACRES

20-year mineral withdrawal
in the Boundary Waters

\$20.4 MILLION

How much human-powered outdoor recreation supports in
annual visitor spending on the Manti La Sal National Forest,
according to our economic study

HOW WE GET IT DONE

224

meetings with lawmakers

100

datasets shared with the public

30

comments + policy letters
to lawmakers

40,648

letters to decisionmakers, generated
by action alerts

BILLIONS FOR THE OUTDOORS

\$2 billion for wildfire resilience on
National Forests

\$700 million for USFS Forest Legacy
Program

\$500 million for conservation and
restoration at Interior

\$500 million for staffing at the
National Park Service

\$20 million for priority deferred
maintenance projects on National Parks

\$1.5 billion for urban green space
through the Urban and Community
Forestry program (a huge increase over
its average \$32 million budget)

CLIMATE & ENERGY POLICY

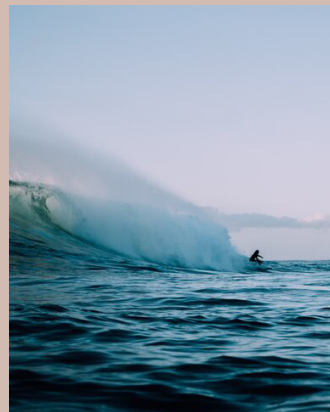
Historic Climate Investments

[Read More](#)

Outdoor recreationists have been a key voice in building support for climate action. In 2022, the outdoor community advocated for a package of climate investments. These investments included historic funding for restoring and protecting public lands and waters, which are a key way to address climate change.

Our outreach included more than 16,000 of letters from outdoor recreationists to lawmakers, op-eds encouraging policymakers to take action, hundreds of meetings with decision makers, and building recreation coalitions to advocate for support from key Senators for climate investments.

The results were nothing short of monumental, with Congress approving billions of dollars to make public lands resilient to wildfire, protect old growth forests, conserve forests for carbon storage and recreation access, and address restoration across public lands. Outdoor recreationists experience the effects of climate change firsthand, and their voices were a powerful voice for climate action.



USING DATA TO PROTECT THE OUTDOORS

Partnering to Protect a Gem of the PNW

[Read More](#)

[Link to Map](#)

Mt. Hood and the Columbia River Gorge are famous for their world-class recreation opportunities, including whitewater paddling, kiteboarding, hiking, mountain biking, backpacking, camping, backcountry and cross-country skiing, and climbing all close to population centers in Portland and the Gorge. Increasing wildfire risk, population growth, and high visitation have put pressure on this special landscape.

In 2022, Outdoor Alliance worked closely with Representative Blumenauer to develop a plan to protect Mt. Hood and the Columbia River Gorge. The resulting bill was the paradigm of balanced conservation, recreation, and Tribal co-management. It included important Tribal co-management areas, sustainable recreation plans for access and transportation, laid the groundwork for new hiking and mountain biking trails, and mitigated fire risk alongside providing new protections for the landscape.

Outdoor Alliance's GIS Lab provided mapping and data support to ensure the bill protects and improves outdoor recreation, conserves valuable lands and waters, and prioritizes equitable access.



PROTECTING PLACES THAT MATTER

Camp Hale Continental Divide National Monument

The designation of the Camp Hale-Continental Divide National Monument protected 278,804 acres of public land in Colorado and is a testament to the history of human-powered outdoor recreation in the U.S.

The Camp-Hale Continental Divide National Monument was designated in 2022 after a decade of work from Outdoor Alliance and our partners to protect the area. Camp Hale is a birthplace of backcountry skiing and a tribute to the history of human-powered outdoor recreation in the U.S. It is where Tenth Mountain Division soldiers were trained in climbing, backcountry skiing, and mountaineering in the 1940's on trails and mountains that are still popular among outdoor recreationists today.

Outdoor Alliance worked for many years to protect the landscapes included in the Camp Hale-Continental Divide National Monument. We worked closely with Colorado's Senator Bennet for protections through the CORE Act, and, in the lead up to Monument designation, shared key information with the White House about the relationship between the area's military and recreation history, ensuring that the monument's boundaries encompassed the historic recreation uses in the area. The results of these overtures were reflected in boundaries embracing important recreational uses, as well as proclamation language that not only recognizes outdoor recreation activities, but is groundbreaking in recognizing recreation history as itself a protected object.

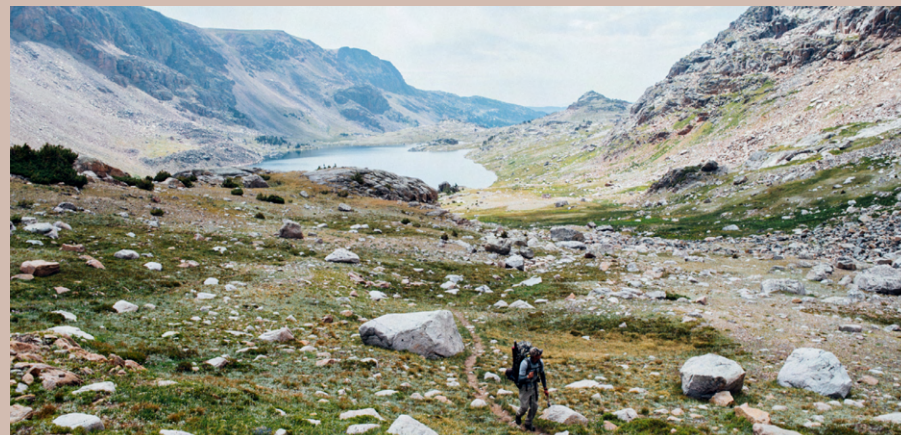


FOREST PLANNING

A Forest Planning Success on Montana's Custer Gallatin National Forest

Forest Planning is a once-in-a-generation opportunity to shape the future of our national forests. Every 15-20 years, each U.S. National Forest is tasked with revising its Forest Plan, creating a blueprint for how the forest is managed. At their best, Forest Plans do the difficult job of balancing wildly diverse uses, while ensuring that the land — and all that it offers—will be sustainably managed for generations to come.

On Montana's 3.2 million-acre Custer Gallatin National Forest, Outdoor Alliance worked alongside local partners for five years to secure a final forest plan that preserved and enhanced recreation opportunities and increased land protections. The final plan included many critical compromises to protect both backcountry mountain biking at the Porcupine Buffalo Horn and secure strong conservation protections for the wider landscape.



HOW OUTDOOR ALLIANCE WORKS

How does Outdoor Alliance work? We are a small but mighty team with deep expertise on public land policy, strong relationships with decision makers, and a toolbox of effective advocacy strategies that lawmakers listen to. We:

Understand the issues deeply:

Outdoor Alliance coordinates and runs weekly meetings with its Joint Policy Shop, a team of public-lands policy experts from different user communities, which operates as a think tank and policy powerhouse for conservation.

Build long-term relationships and trust:

We regularly meet and foster working relationships with our member groups, legislators, the current administration, land-management agencies, policy and decision makers, local stakeholders, and other advocacy groups that have an interest in conservation (along with many that don't).

Rely on a data-informed approach:

We use meticulously-sourced data and people's on-the-ground experiences to cut through complex issues and chart the best course of action forward.

Empower individuals to make a difference:

We are experts in the complex world of public policy and advocacy, and we use that expertise to help educate people and provide them the tools to speak up and take action; we help the outdoor community convert their passion for the outdoors into the most effective advocacy.

CALL TO ACTION

People who recreate outdoors are deeply connected to the special places they climb, hike, bike, paddle, ski, and surf.

Outdoor Alliance protects those special places by bringing together the voices of America's outdoor recreation community. By working together, we protect the outdoor experience for everyone to enjoy.

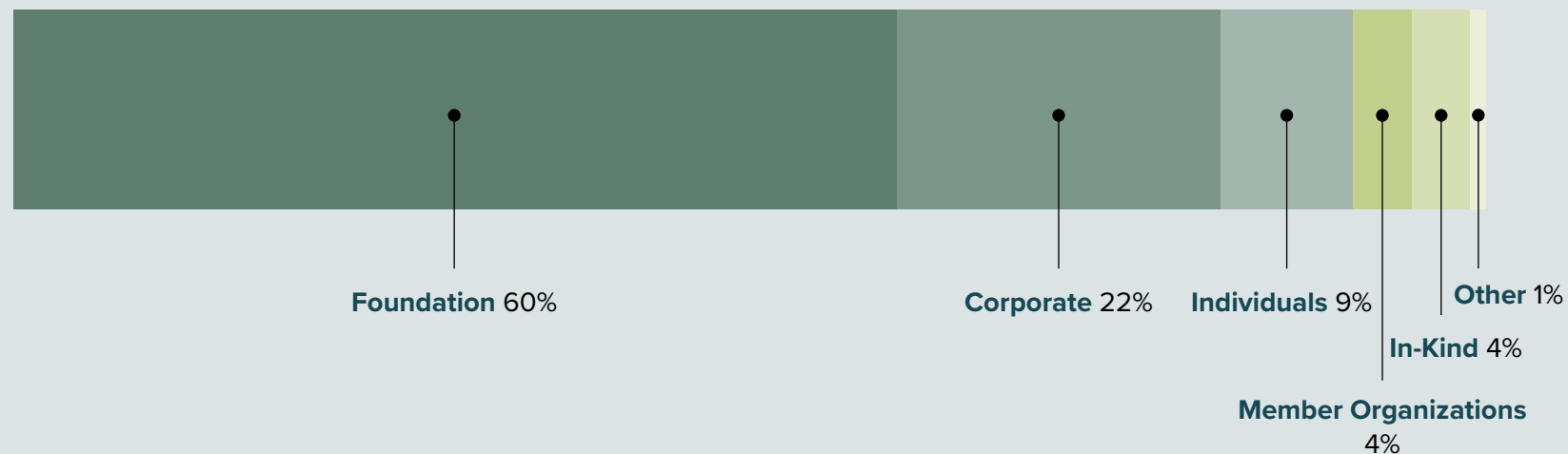
It's type 2 fun, and we invite you to join us in ensuring these special places will be around for generations to come.

Join us to protect your outdoor adventures.

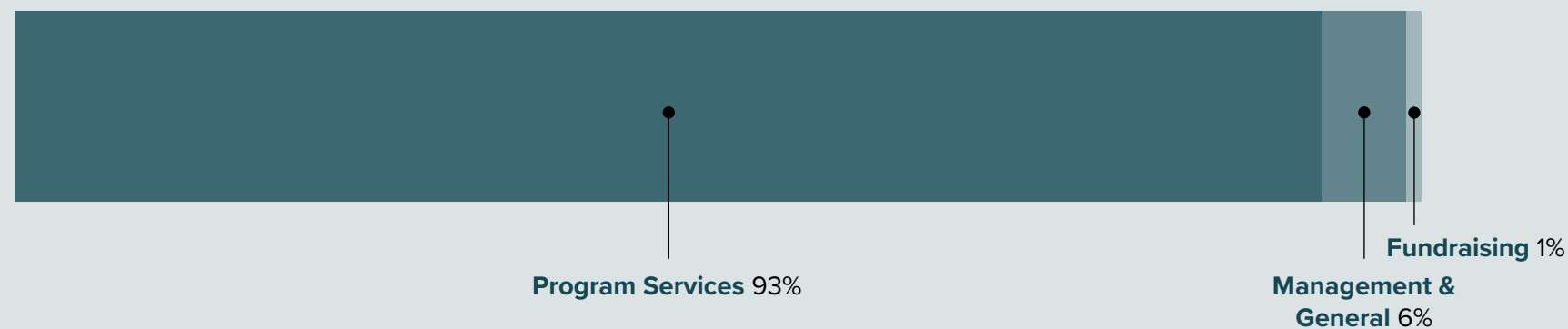
Sign Up

FINANCIALS

Total Revenue \$1.4M



Total Expenses \$1.2M



SUPPORTING PARTNERS

Outdoor Alliance is proud to partner with companies that support the protection of the public lands and waters where we hike, paddle, ski, mountain bike, climb, and surf.

We wish to thank the following companies for their generous support of our work:



DONORS

Outdoor Alliance would like to thank the following individuals, foundations, corporations, and organizations for their generous support in 2022. All of these supporters donated \$100 or more in support of protecting the public lands and waters where we hike, paddle, ski, mountain bike, climb, and surf.

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