



2021

# ANNUAL REPORT

OUTDOOR  ALLIANCE

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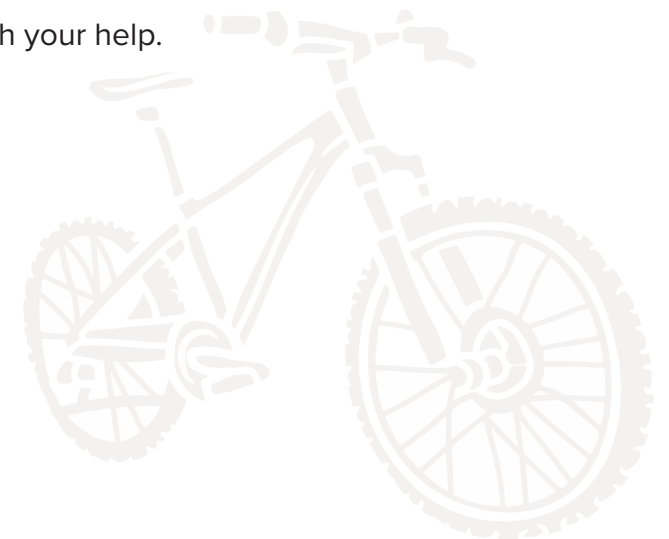


# OUR STORY

Outdoor Alliance is the only organization in the U.S. that unites the voices of outdoor enthusiasts to conserve public lands and ensure those lands are managed in a way that embraces the human-powered experience. We are a nonprofit coalition of national advocacy organizations that includes American Whitewater, American Canoe Association, Access Fund, International Mountain Bicycling Association, Winter Wildlands Alliance, the Mountaineers, the American Alpine Club, the Mazamas, the Colorado Mountain Club, and the Surfrider Foundation.

As backcountry skiers, hikers, paddlers, mountain bikers, boaters and climbers, we have a direct and intensely personal interest in the conservation of our public lands. We are often the first to notice when something is wrong in our outdoor landscapes, and we are highly motivated to protect these places and the experiences they offer.

Here's what we accomplished in 2021 with your help.



*Empowering You to  
Protect the Outdoor  
Places You Love*



# LETTER FROM OUR CEO



While 2021 had many unexpected twists and turns, it was a good year for outdoor recreation and public land policy.

Back in January, we laid out ten goals we hoped to see the new administration and Congress accomplish for outdoor recreation, and we were able to see all of them make progress or completed. They ranged from building support for climate initiatives like 30x30, which will improve protected land and outdoor experiences across the country, to restoring key laws like the Clean Water Act and NEPA, which are wonky but hugely important for the future of protected outdoor spaces. We laid the groundwork for generational, transformative investments in the outdoors and climate in the coming year and built support for millions of acres of land protections.

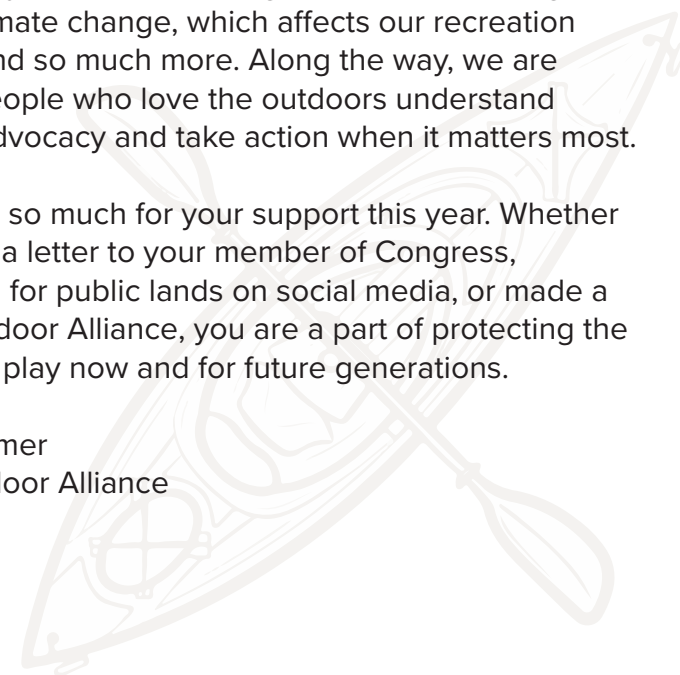
The outdoors have always been important to Americans, but they have played an outsized role in our lives the last two years. More people than ever have turned to our public lands and waters for solace, connection, respite, and the transformative experiences that they provide—and yet the last few years have also drawn into relief that not everyone in America has access to green spaces,

especially close to home. Outdoor Alliance converts outdoor enthusiasts into outdoor advocates to make sure the outdoors are protected, well-funded, and available to everyone, building a conservation movement for the next generation. That work is more important than ever right now.

In the next year, we'll be bringing the outdoor recreation user voice to decision-makers to advocate for protecting the places you love, improving access, and making a dent in climate change, which affects our recreation pursuits and so much more. Along the way, we are helping people who love the outdoors understand outdoor advocacy and take action when it matters most.

Thank you so much for your support this year. Whether you wrote a letter to your member of Congress, advocated for public lands on social media, or made a gift to Outdoor Alliance, you are a part of protecting the places we play now and for future generations.

Adam Cramer  
CEO, Outdoor Alliance



# PROTECTING PLACES

*Outdoor Alliance works to conserve landscapes that provide important outdoor experiences.*

## 3.2 Million Acres Protected— Bears Ears and Grand Staircase-Escalante Restored

The restoration of protections for important landscapes is a testament to the leadership and vision of the Tribes, and the support of many, including the outdoor community. Outdoor Alliance advocated for protecting Bears Ears and Grand Staircase-Escalante, worked to fight the rollbacks during the last administration, and then advocated for their restoration.

[LEARN MORE HERE](#)

## 8 National Forests

Forest Planning is a once-in-a-generation chance to protect outdoor experiences on National Forests around the country. Outdoor Alliance is advocating for conservation and recreation access on more than **18 million acres** of National Forest land.

Outdoor Alliance brought partners together to advocate for protecting outdoor recreation on **3.2 million acres** of **Montana's Custer Gallatin Forest.**

[LEARN MORE HERE](#)



## **4** Million Acres, 1000+ River Miles— Protecting America’s Wilderness and Public Lands Act

The outdoor community generated and advocated for a package of public land protections for 4 million acres and more than a thousand river miles across the West, including California, Colorado, Washington, and Arizona.

[LEARN MORE HERE](#)

## **2** Cherished Recreation Destinations— Minnesota’s Boundary Waters and Idaho’s South Fork Salmon

Advocated for pausing or reversing egregious mining projects in the Boundary Waters and Idaho’s South Fork Salmon, two cherished recreation destinations.

[LEARN MORE HERE](#)



# RECREATION AND CONSERVATION POLICY

*Outdoor Alliance works to protect and promote sustainable, equitable access for outdoor recreation and ensure all Americans have a say over their public lands and waters.*







## 2 Policies on the Path to Restoration— Clean Water Act and NEPA

If you want clean water to boat or swim in, or care about development on public lands and getting a say over it, these two laws are where it's at. They were damaged in the last administration, and we've worked to restore them.

[LEARN MORE HERE](#)

## 21 Statements on Policy Issues

In coordination with the Joint Policy Shop, Outdoor Alliance submits statements to decision-makers on key policy issues, from land protections to equitable access to investments in the outdoors.

[LEARN MORE HERE](#)



## First-of-its-Kind Recreation Package

A long-awaited recreation package was finally introduced in the Senate, with big ideas for streamlining permitting, adding more tools to the conservation toolbox, and helping agencies manage for human-powered recreation.

[LEARN MORE HERE](#)



## Outdoor F.U.T.U.R.E. Initiative

Our California network held a panel on making outdoor recreation accessible for all, through proposals like the Outdoor F.U.T.U.R.E. Initiative.

[LEARN MORE HERE](#)

# CLIMATE POLICY AND FUNDING PUBLIC LANDS

*The outdoor community has a critical role to play in fighting climate change. We are firsthand witnesses to the effects of climate change on the places we love, and we advocate for public lands and waters being a part of climate solutions.*

*Outdoor Alliance also works to ensure that policymakers allocate enough resources for the outdoors.*





**30%**

## **of Our Lands and Waters Protected by 2030**

Outdoor Alliance delivered a vision on how the outdoor community could contribute to 30x30, an ambitious climate and biodiversity goal to protect 30 percent of our lands and waters by 2030. Our policy report, webinar, support letter, and storymaps built momentum in the outdoor community to achieve this vision.

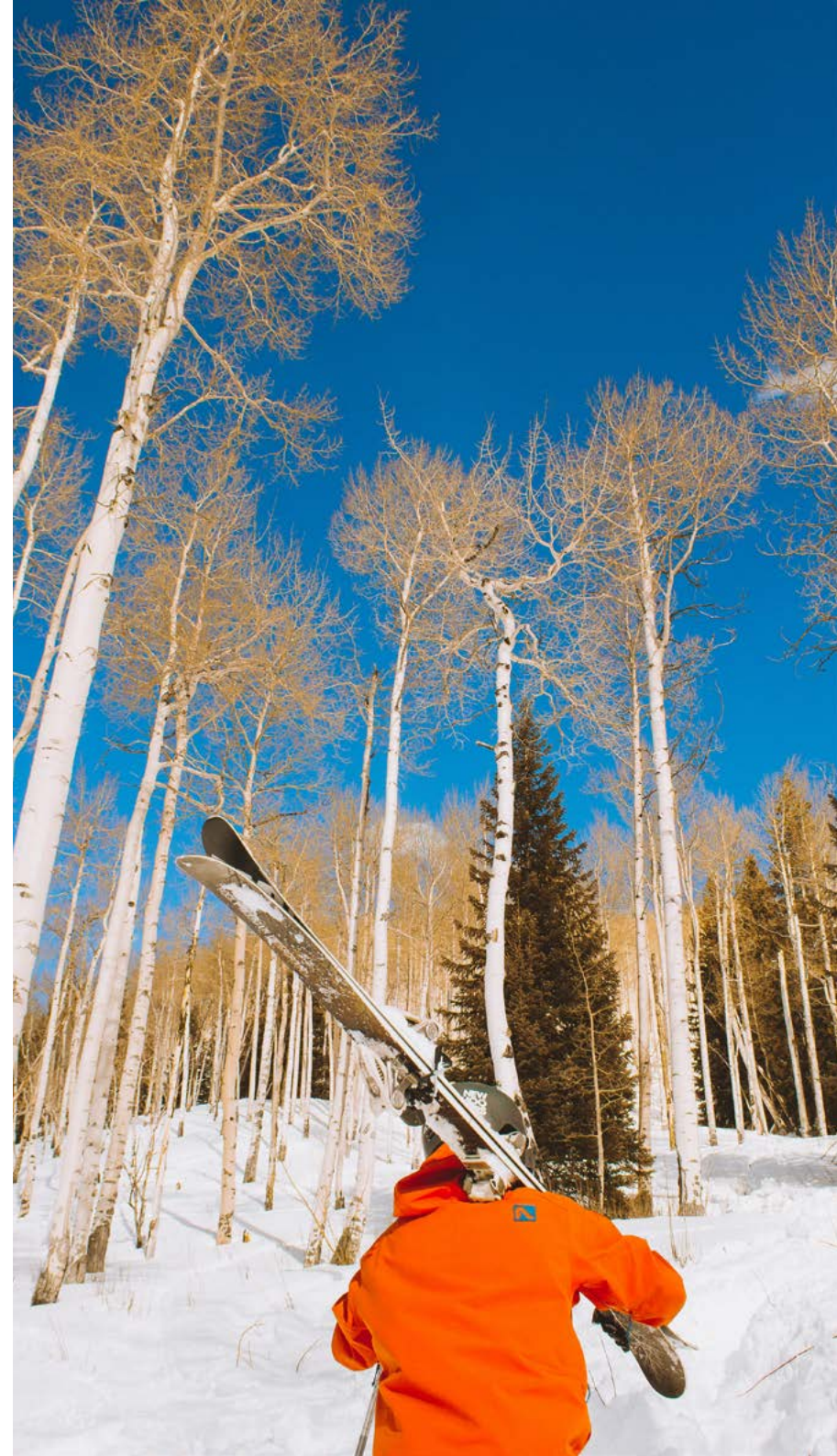
[LEARN MORE HERE](#)

**\$1B**

## **Invested in California Outdoors**

Advocated for funding for parks, green spaces, outdoor recreation, and conservation in California through our Outdoor Alliance California network.

[LEARN MORE HERE](#)



# BUILDING A POWERFUL COMMUNITY OF OUTDOOR ADVOCATES

*None of this happens without you. When we meet with lawmakers, we come with the most powerful tool at our disposal: messages from people like you, who love the outdoors and want to see them protected.*



**46,661** 

Messages sent to legislators

[LEARN MORE HERE](#)

**109** 

Datasets shared with the public and policymakers

**61** 

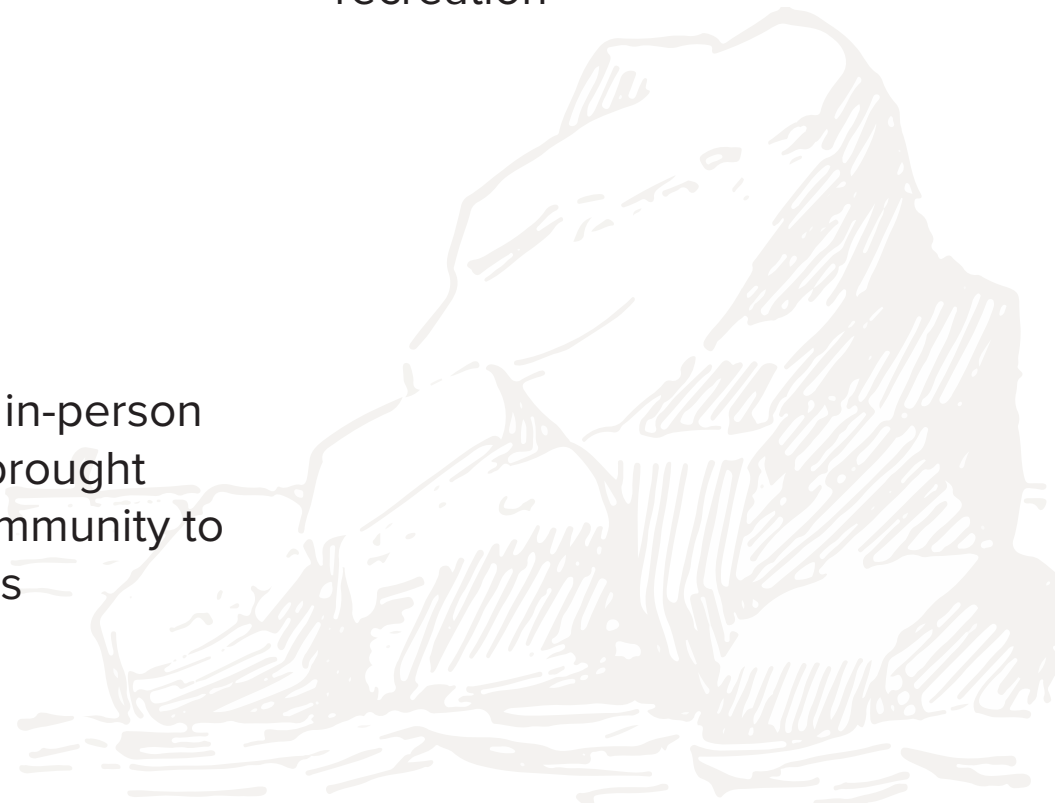
Meetings with lawmakers in D.C. to advocate for outdoor recreation

**14** 

Guides to understanding public lands, outdoor advocacy, and staying on top of the advocacy news you need

**5** 

Town halls and in-person meetings that brought the outdoor community to decision makers



# 2021 FINANCIALS





**57%** Foundation Donors – \$694,101

**20%** Corporate Donors – \$245,928

**10%** Individual Donors – \$125,545

**9%** Other Income – \$108,956

**3%** Member Dues – \$57,000

**1%** In-Kind – \$20,500



**94%** Advocacy & Policy Program – \$863,703

**6%** General & Administrative & Fundraising – \$59,959

## TOTAL REVENUE

\$1,252,030

## TOTAL EXPENSES

\$930,320

\*You can access our complete financial statements [HERE](#)

# 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

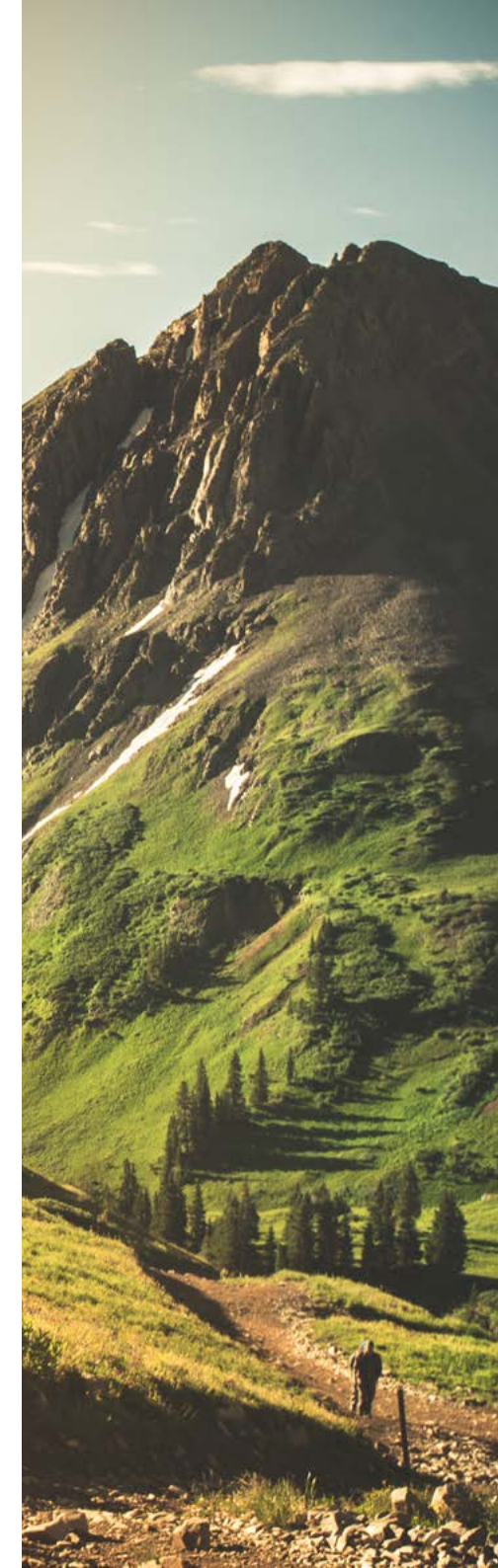


# DONORS

*Outdoor Alliance would like to thank the following individuals, foundations, corporations, and organizations for their generous support in 2021. All of these supporters donated \$250 or more in support of protecting the public lands and waters where we hike, paddle, ski, mountain bike, climb, and surf.*



Access Fund	Hadden Goodman	Matthew and Katrina Galen	S E Hagstrom
Adam Cramer	Hannah Jones	Matthew Karlin	Sara Adland
American Alpine Club	Harrison Whitten	Meghann McKale	Scott Eisenberg
American Canoe Association	International Mountain Biking Association	Michael and Colleen Gonzales	Sea N' Soul
American Whitewater	Jainee Dial	Michael Collins	Seamus Kelly
Anthony Doucette	Jessica Wahl	Michael Mann	SRAM
Barbara Blackford	Jewel Janke	Michelle Napoli	Stacey Curry
Be Good Foundation	Jonah Meyers	Mighty Arrow Family Foundation	Stacey Lococo
Bela Bauer	Jonathan Tukman	Mitchell Tibbetts	Surfrider Foundation
Benjamin O'Connor	Joshua Craven	New Belgium Brewing Company	Suzanne Dee
Blythe Burge	Kai Kinder	Patagonia	The Conservation Alliance
Brandon Jones	Katherine Kanarek	Patrick Murray	The Mazamas
Brynne Lieb	Katherine Tsai	Peak Design	The Mountaineers
Chris Walker	Kathleen Brooks	Peter and Kathleen Metcalf	The North Face
Christopher Hest	Kent McNeill	Pruzan Foundation	Theodore Theisen
Claire Lukens	Kevin Deming	Public Lands Fund	The Pew Charitable Trusts
Claire Whiteside	Kim VanderSpek	Randal Graham	The VF Foundation
Clark and Karen Bunting	Kyle Irby	Raymond Gerard	Toby Sinton
Collin Swan	Kyle Vickstrom	Rebecca and Fitz Cahall	Tonica Voorhies
Colorado Mountain Club	Lawrence Cayton	REI	Trevor Geller
Dan and Amy Nordstrom	Lewis Peterson	Robert and Tracey Williams	White Salmon Baking Company
Elizabeth P. R. Holmes	Luther Propst and Liz Storer	Robert Stephenson	Wilburforce Foundation
Emily Taylor	Mark Singleton	Roger Mellem	Winter Wildlands Alliance
Geoffrey Steeves	Marybeth Morrice	Ryan Danell	YETI
George B. Storer Foundation			Zach Whitt
			10 Barrel



# BOARD OF DIRECTORS

## Board Chair

Luther Propst

## Vice Chair

Katherine Tsai

## Secretary

Michael Collins

## Treasurer

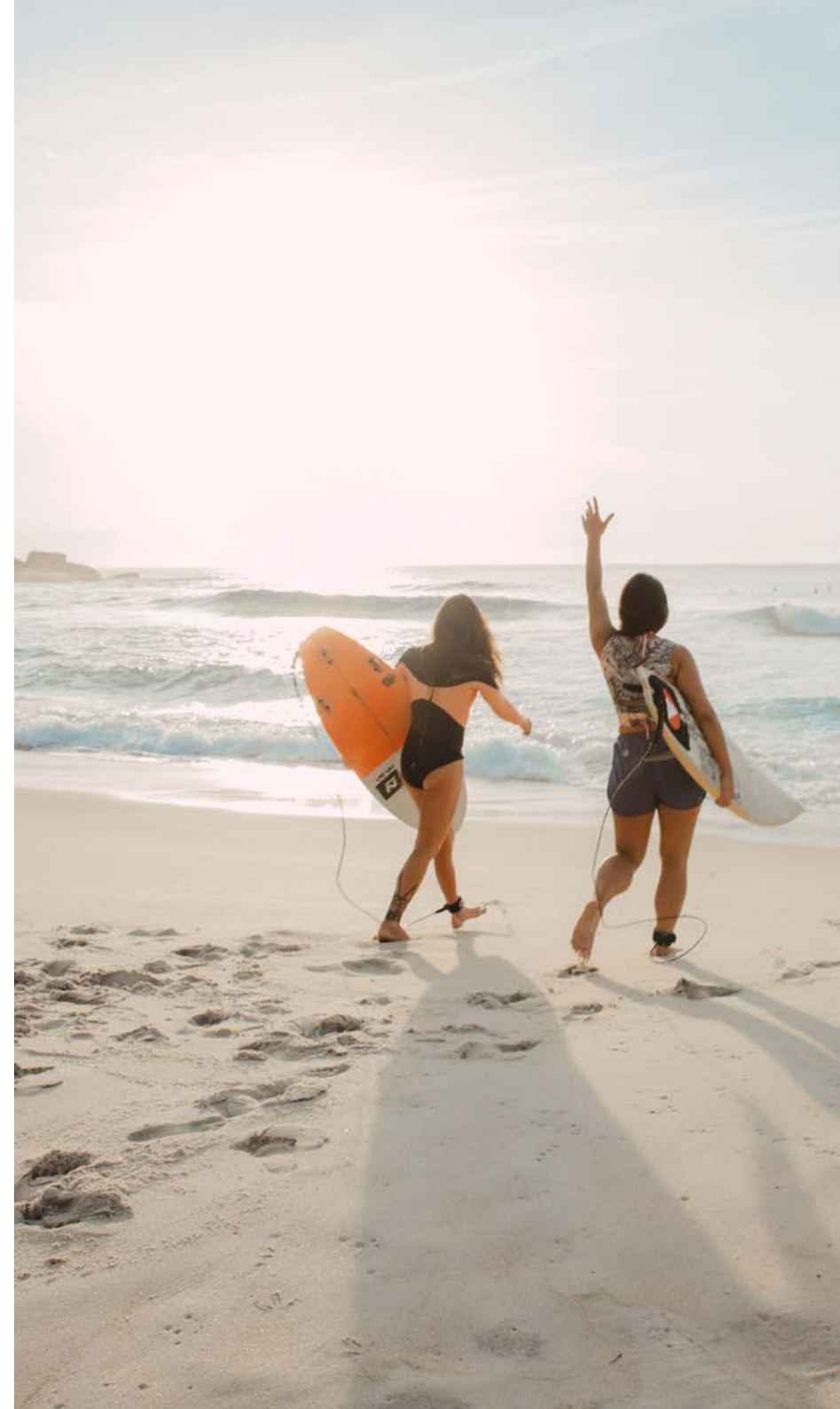
Chris Winter

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## Board Members

Lindsey Davis  
Gabe Vasquez  
Joan May  
Todd Walton

Peter Metcalf  
Tom Vogl  
Kent McNeill  
Beth Spilman



# STAFF



## Chief Executive Officer

Adam Cramer



## Land Use Planning and GIS Manager

Levi Rose



## Policy Director

Louis Geltman



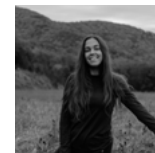
## California Program Manager

Katie Hawkins



## Communications Director

Tania Lown-Hecht



## Communications Associate

Lindsay Kagalis



## Development and Operations Manager

Logan Knowles



## Policy Associate

Jamie Ervin



# OUTDOOR ALLIANCE

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*Outdoor Alliance unites the voices of outdoor enthusiasts to protect the human-powered outdoor recreation experience and conserve America's public lands.*