

# POW



PROTECT OUR WINTERS

## 2018 ANNUAL REPORT



# CLIMATE CHANGE IS THE APEX ISSUE.

The science is screaming that we are in a no-fall zone. As climate change will alter both human and physical landscapes, the loss of powder days will be the least of our worries. At stake are our businesses, landscapes, and communities.

## **OUR CHALLENGE IS PAST VS. FUTURE**

The Past perpetuates unsustainable technologies. It banks on complacency to stifle innovation and props up leaders who willfully ignore science.

At Protect Our Winters, we champion the Future. We can create the will to convince our elected officials, policymakers and business leaders to usher in carbon neutrality.

# OUR VISION

*We envision a clean energy future in which we travel by electric vehicles powered by a renewable energy grid, we no longer stress our public lands with carbon extraction and we achieve carbon neutrality by the end of the century.*



# OUR MISSION

*POW's Mission is to turn passionate outdoors people into climate advocates to affect systemic political solutions to climate change.*



# OUR THEORY OF CHANGE

*POW impacts climate policy by adding outdoor enthusiast advocates to the existing environmental base in geographies where decisions on emissions, reductions, or renewable energy depend on the margins.*

## 144.4M

PEOPLE RECREATE  
OUTSIDE EACH YEAR

Each year, outdoor recreation creates \$887 billion in revenue, supporting 7.6 million American jobs – 4X more jobs than the coal industry.

People who get outdoors are passionate about the places where they play, but the outdoor community is just learning how to use its political weight. In 2018, POW activated this community, educating them on climate issues and creating thousands of advocates who are ready to stand up for the environment and influence at the margins in key political decisions.

# THREE AREAS OF IMPACT

## GROWTH

In 2018, POW saw exponential growth, bringing in a new Executive Director, growing the team from 4 to 11 full-time staff members, and adding five interns.

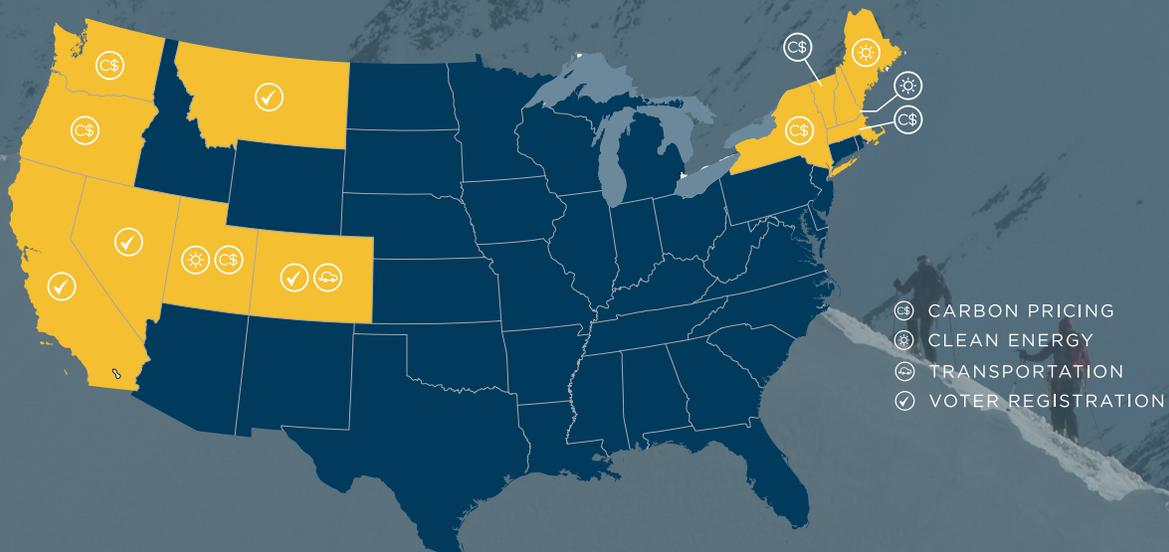
## ADVOCACY

POW's 2018 advocacy efforts included training 47 influencers and 70 volunteers. Together, we reached 5,373,032 potential voters, secured 12,278 pledges to vote, and had 134,440,300 social media impressions.

## POLICY

POW played a key role in coalitions to achieve these 2018 victories: introducing bipartisan carbon pricing legislation in the House, moving clean energy and electric transportation policy forward in Colorado, and passing a ballot initiative to move Nevada to 50% renewable

### 2018 FOCUS AREAS



# LETTER FROM THE DIRECTOR



2018 was one for the record books.

True, at times this last year felt a bit rough—it definitely tested our resolve—but it was a year with some significant wins that remind us of the strength of our community and the importance of our purpose.

It was also a year of sizable impact for POW. We launched the POW Action Fund, reached over 14,000 students with our Hot Planet/Cool Athlete and College Speaker Series programs, engaged over half a MILLION people during the midterm elections, launched POW Trail to engage the trail running community, and nearly doubled the number of members that make up the POW family, finishing out the year with 5,766 lovers of the outdoors who are turning their passion into purpose.

We concentrated most of our energy on the midterms this year, but we're proud to have also had a hand in a range of policy victories: Colorado's adoption of low and zero emission car standards, Xcel Energy's commitment to providing zero-carbon electricity by 2050, and Nevada's commitment to expand clean energy in their state.

Our POW Alliance—the highly talented athletes, artists, and scientists that help us get the word out—is now a team 150 members strong. We've grown our staff members to 11 full time employees working out of our Boulder headquarters and plan to add even more climate professionals onto our team in 2019.

In 2019, we'll continue to keep key policy initiatives moving forward at the state level while also advancing the conversation on Federal action in DC. We'll be focusing on initiatives that increase renewables, limit carbon emissions, and help catalyze a transition to low and zero emissions vehicles while growing our grassroots network and providing training opportunities and activism tools for our volunteers.

Belong to the solution,

Mario Molina  
Executive Director - Protect Our Winters



# OUR COMMUNITY

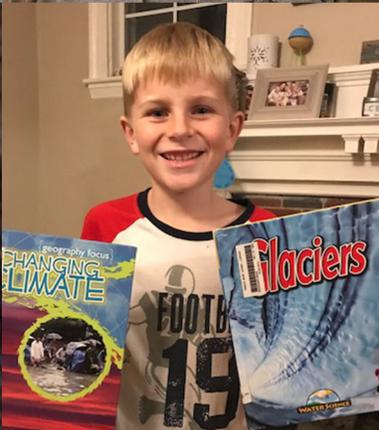
## THE ALLIANCE

POW's Alliance are our messengers—the ones who have seen climate change first hand and are passionate about telling the world what they have witnessed. They are professional skiers, runners, climbers, riders, CEO's, cinematographers, photographers, artists, filmmakers, writers, founders, researchers, professors and scientists.



## THE MEMBERS

POW members are our lifeblood, outdoor enthusiasts who advocate for the places where they play by taking climate action.. They show up for climate marches, they write and call their elected officials, and they drop in and vote for the climate.





# GROWING OUR AUDIENCE

POW believes that to make an impact, we must speak to a large enough audience and mobilize them at scale, which is why in 2018 we concentrated our efforts on growing, educating, and engaging our community.

ALLIANCE

# ATHLETES

## OVER 20 NEW ATHLETES

POW's Athlete Alliance continues to grow in quantity and impact. In 2018, we expanded the team to encompass athletes outside of snow sports, which allowed us to engage more people in outdoor advocacy throughout the year. We created POW Trail to specifically engage the trail running community in environmental action. We also added several new Olympians during the 2018 Winter Games, growing our team to over 150 total ambassadors.

ALLIANCE

# BUSINESSES

POW added 12 new business partners, including four new Summit Partners: Ikon Pass, Bemis, YogaVida, and Goodr.



In collaboration with Burton, this shirt, designed with artwork by Kevin Lyons, celebrated National Voter Registration Day. It was an instant hit, selling out while donating 100% of the proceeds to POW.

POW expanded its reach within the outdoor community through its original merchandise line and five collaborative products with brand partners.

# MEMBERS

POW widened the entry point to climate action using cutting edge technologies to create an immersive experience of 'Passion into Purpose'.



In partnership with The North Face and Duct Tape Then Beer, POW created a virtual reality experience following athletes Kit DesLauriers and Brody Leven up a couloir in Nevada, and then to D.C., where they expressed their concerns about climate change's impacts on Capitol Hill.

POW executed 21 virtual reality screening events with a total audience of 5,294 and 464 views and 1,619 activation conversions (a 30% conversion rate).

This technology connected emotionally with viewers and immediately prompted them to pledge to vote, converting participants into advocates in real time.

# ENGAGING ADVOCATES

We live in an era in which several thousand (if not a few hundred) voters can make a significant difference, which is why POW concentrated its efforts on engaging and turning outdoor enthusiasts in this country into climate advocates.

ALLIANCE

# ATHLETES

POW's Athlete Alliance reached **11,437 students** on the topic of climate change in 2018.

In 2018, POW's Athlete Alliance led a national speaking tour, presenting climate science and action to 9,812 high school and middle school students, 1,625 college students, and 2,940 adult outdoor enthusiasts. In addition, they spread POW's Drop In And Vote campaign to roughly 1,434,423 people on social media.

ALLIANCE

# BUSINESSES

*“POW is able to open important doors in DC so a group of dedicated, committed people and organizations can deliver our sustainability message directly to decision makers on both sides of the aisle. I appreciate the leadership and coordination that POW brings to this critical cause so that we can be catalysts for change.”*

*—David Perry, President/COO,  
Alterra Mountain Company*

POW had a record number of business partners and executives join to speak to the economic threats that climate change poses to small mountain communities and large corporations alike. Alterra Mountain Company, Aspen Skiing Company, Bemis Associates, Burton, Mt. Bachelor, POWDR Corporation, Ski Utah, Smartwool and Spyder all attended.

# MEMBERS

POW grew its paying members to **5,766.**

In 2018, our Policy Team developed a comprehensive battleground strategy for this new organization that resulted in 12,000 members of the outdoor community pledging to vote.

We also launched a brand new training program for 70 boots-on-the-battleground volunteers who assisted POW's staff in the execution of over 100 events across the country.

DEAR FUTURE ME,

Remember that time you were hanging out with POW at the \_\_\_\_\_ and made the pledge to vote in the 2018 midterm elections?

Here's your friendly reminder to drop in and vote.

SIGNED \_\_\_\_\_

EMAIL \_\_\_\_\_

**POW**   
PROTECT OUR WINTERS

A man in a dark suit and tie is seated at a conference table, smiling and looking towards the right. The table is covered with papers and a blue water bottle. The background is a blurred office setting.

# INFLUENCING POLICY

Our policy agenda strives to usher in the future of clean energy, electric transit and carbon pricing, while working to remove the pressure to harvest fossil fuels on our public lands.

ALLIANCE

## RESORTS



# GIVE A FLAKE

POW Summit Partner, Aspen Skiing Co., rolled out a campaign, Give A Flake, inviting skiers and non-skiers alike to speak out against climate change. The campaign's impact was significant, raising more than \$40,000 for the POW Action Fund and prompting Sen. Lisa Murkowski to respond about her stance on climate.

ALLIANCE

## ATHLETES

*“I left the Capitol with hope,  
because our lawmakers really,  
truly listened to us.”*

*—Jessie Diggins, POW Alliance Member*



POW led a delegation of Winter Olympians to the halls of Congress to share the impact of climate change on the sports they love. They visited their representatives and hosted a congressional briefing where they shared their experiences with warming and changing winters.

# ALLIANCE BUSINESSES



POW's partnership with brands and CEOs continue to grow and, in 2018 after the successful execution of two congressional briefings and three lobby days, including our highest attended annual September Lobby Day (35 attendees meeting with a total of 30 Congressional Offices), we are enforcing the industry voice on Capitol Hill.

# MEMBERS

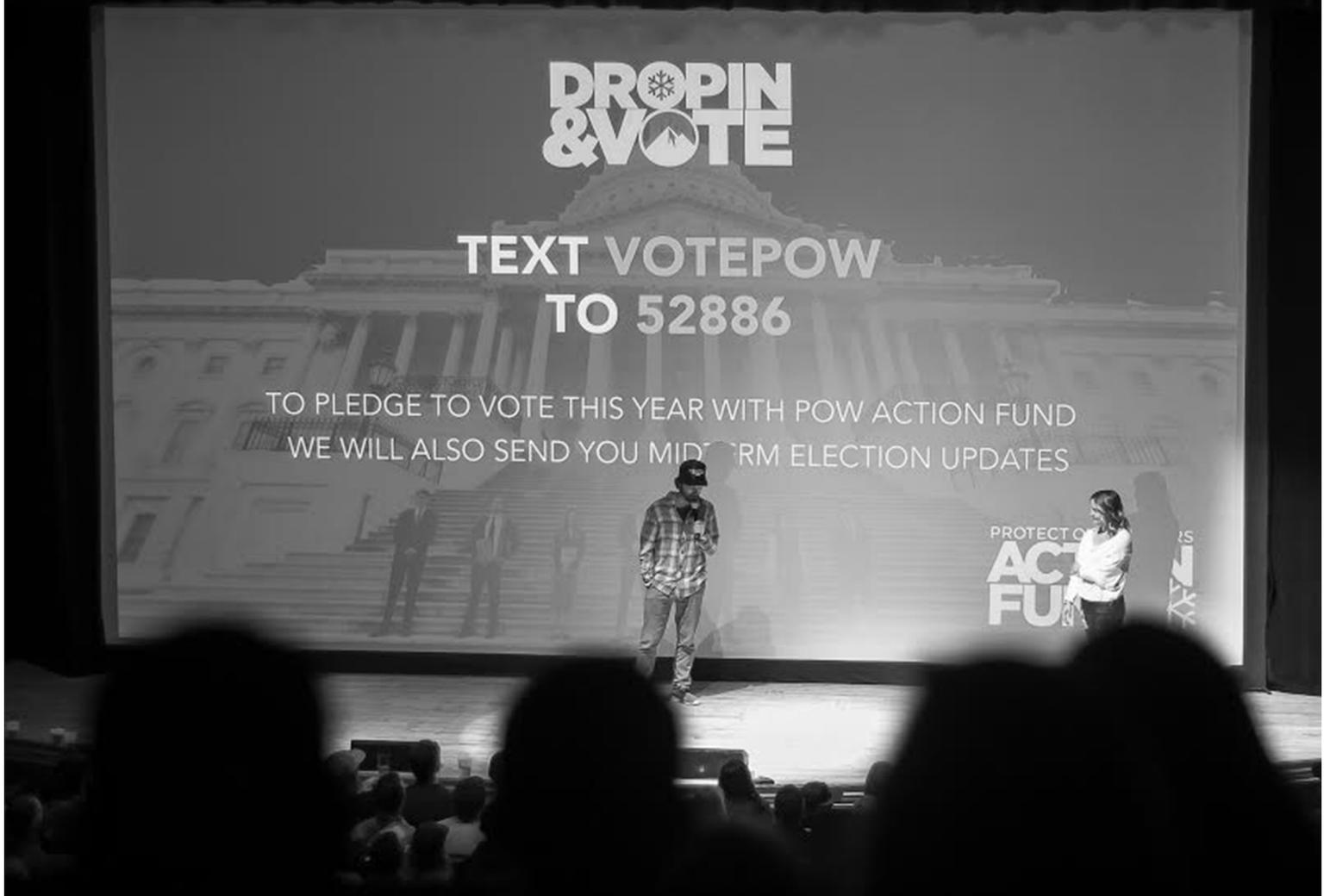
POW's digital efforts helped its community achieve 49,546 conversions across five campaigns, each with unique calls-to-action.

**25,598**  
PARTICIPANTS

POW's foray into activating a non-snow sport was our most successful campaign. The POW Trail team executed and amplified a "Run To Vote" campaign with Strava that engaged 25,598 participants in a challenge to run or bike to the polls and vote.



# POW ACTION FUND



*In 2018, we launched the POW Action Fund (POW AF), a 501(c)4 providing outdoor enthusiasts with the tools to speak confidently about climate, support specific pieces of legislation, understand ballot measures, and elect climate-friendly officials.*

POW AF participated in **95 events** across four battle ground states in an effort to get people to make a pledge to vote.

Via paid media efforts including print and radio ads and email outreach, our digital communication efforts reached **5,049,306 potential voters** and achieved 134,440,300 media impressions.

# MEDIA

*“Perhaps the rewards of solving climate change are so compelling, so nurturing and so natural a piece of the human soul that we can’t help but do it.”*

*—Auden Schendler, POW Board Member  
excerpt from his New York Times Op-Ed*

## 2,000

MEDIA MENTIONS

In 2018, Protect Our Winters had over 2,000 media mentions with a combined reach of 1,428,619,546, including eight op-eds.

The New York Times

USA TODAY™

Los Angeles Times

# ECONOMIC REPORT

## THE ECONOMIC CONTRIBUTIONS OF WINTER SPORTS IN A CHANGING CLIMATE

**POW**   
PROTECT OUR WINTERS



FEBRUARY 2018

MARCA HAGENSTAD, M.S.

ELIZABETH BURAKOWSKI, M.S., PH.D.

REBECCA HILL, M.S., PH.D.

PHOTO: JOHN FIELDER

# 11,170,180

IMPRESSIONS

With POW partner REI, we created a work of hard science and economics, but with a simple message: winter is warming, snow is declining, and that trend hits our communities in the wallet.

The report received 235 unique media hits—including syndicated coverage from NPR that ran separate media hits to 100 regional stations—totaling 11,170,180 impressions.

# SPEAKING UP

POW's economic findings reached global and national leaders, through the efforts of Alliance athlete Hilaree Nelson at the World Economic Forum in Davos, Switzerland and by winter Olympians on Capitol Hill.





# OPERATIONS + FINANCIALS

POW brought on a new Executive Director, grew the team from 4 to 11 full-time staff, and added five interns. The new team brought much-needed capacity and new skills allowing us to better turn passion into purpose.

# STAFF + BOARD

## STAFF

### JEREMY JONES

President and Founder

### MARIO MOLINA

Executive Director

### LINDSAY BOURGOINE

Director of Policy & Advocacy

### TORREY UDALL

Director of Development & Operations

### SAM KILLGORE

Manager of Marketing & Communications

### LINDSEY HALVORSON

Advocacy Coordinator

### JAKE BLACK

Program Manager

### JUSTIN VAN SAGHI

Development & Operations Associate

### JOE BOUCHARD

Membership Coordinator

### ANJA SEMANCO

Communications Coordinator

### HANNAH RENNICKE

Executive & Operations Associate

## BOARD

### CONRAD ANKER

Professional Mountaineer, The North Face

### WINSTON BINCH

Brand & Digital Marketer

### DONNA CARPENTER

Co-CEO, Burton Snowboards

### CHRIS DAVENPORT

Professional Skier

### JAMIE MCJUNKIN

General Partner, Madrone Capital Partners

### NAOMI OREKES

Professor, Harvard University

### MICAH RAGLAND

Director, Sustainability Communications, Walmart

### LAURA SCHAFFER

Sustainability Director, POWDR

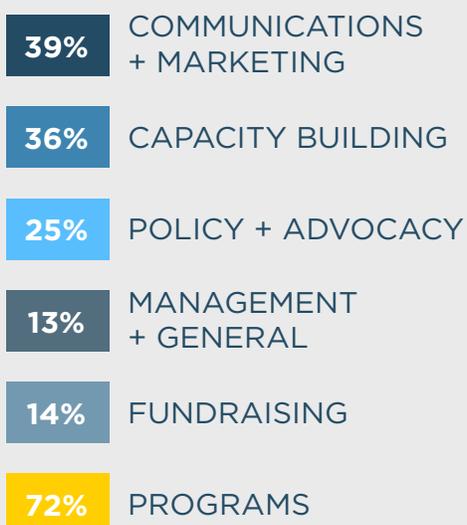
### AUDEN SCHENDLER

VP of Sustainability, Aspen Skiing Company

### ROBB WEBB

VP, Tonal

# FINANCIALS



# PARTNERS

## SUMMIT LEVEL PARTNERS \$25K+

**BURTON**

**THE  
NORTH  
FACE**



**JONES**



**IKON  
PASS**

**patagonia®**

**B BEMIS™**

**MOUNTAIN™  
COLLECTIVE**

**DAVID  
ROCKEFELLER  
FUND**

**teton**  
GRAVITY RESEARCH

YOGA **Y VIDA**

**Smartwool.**  
*Go far. Feel good.*

**goodr**

**ALLIED**  
FEATHER & DOWN

**SNOCRU**

## FOUNDATION PARTNERS \$10K+

Outdoor Prolink  
Coffeebar  
Phunkshun

Marine Layer  
10 Barrel Brewing Co.  
GIRO

Goggle Soc  
Spyder Active Wear  
SOLE

Ski Butlers  
O'Neill  
MEC

## CONTRIBUTING PARTNERS \$5K+

Adam Clark Photo  
Alpine Training Center  
Big Sky Montana  
Black Tie Ski Rentals

Bunkhouse Collective  
Coldpruf  
Cole Sport  
Dakine

Dynafit  
Experience Momentum  
Kit Lender  
Method Roasters

MiiR  
Neon Wave  
Planet Bluegrass  
Richardson Sports

# PARTNERS

Rossignol  
Shred Optics  
Ski Utah

Snowbird  
Sourced Adventures  
Stio

Tactics  
Taos  
The Bullock Group

The Dirksen Derby  
The Front Steps  
Winterstick Snowboards

## FOUNDATION PARTNERS

Hamilton Family 1976  
Foundation  
Patterson Family Fund  
Pinnacle Leadership  
Foundation  
The Nicholas Endowment  
The Mill Foundation, LTD  
Walton Family Foundation  
Boedecker Foundation  
Marin Community

Foundation  
Pecco Foundation  
The Dudley Foundation  
Chrysopolae Foundation  
Zumiez Foundation  
Shane McConkey  
Foundation  
Wy'East Foundation  
Ruth H Brown Foundation

Lintilhac Foundation  
McKee Family Foundation  
Berollins Foundation  
The Rosewood Foundation  
Compton Foundation  
Rendle Family Charitable  
Foundation  
Aspen Skiing Company  
Environment Foundation  
Meinig Family Foundation

Lyons Brown via Stuart and  
Joanna Brown Charitable  
Fund  
Huish Family Fund  
Cross Ridge Foundation  
Piper Family Fund

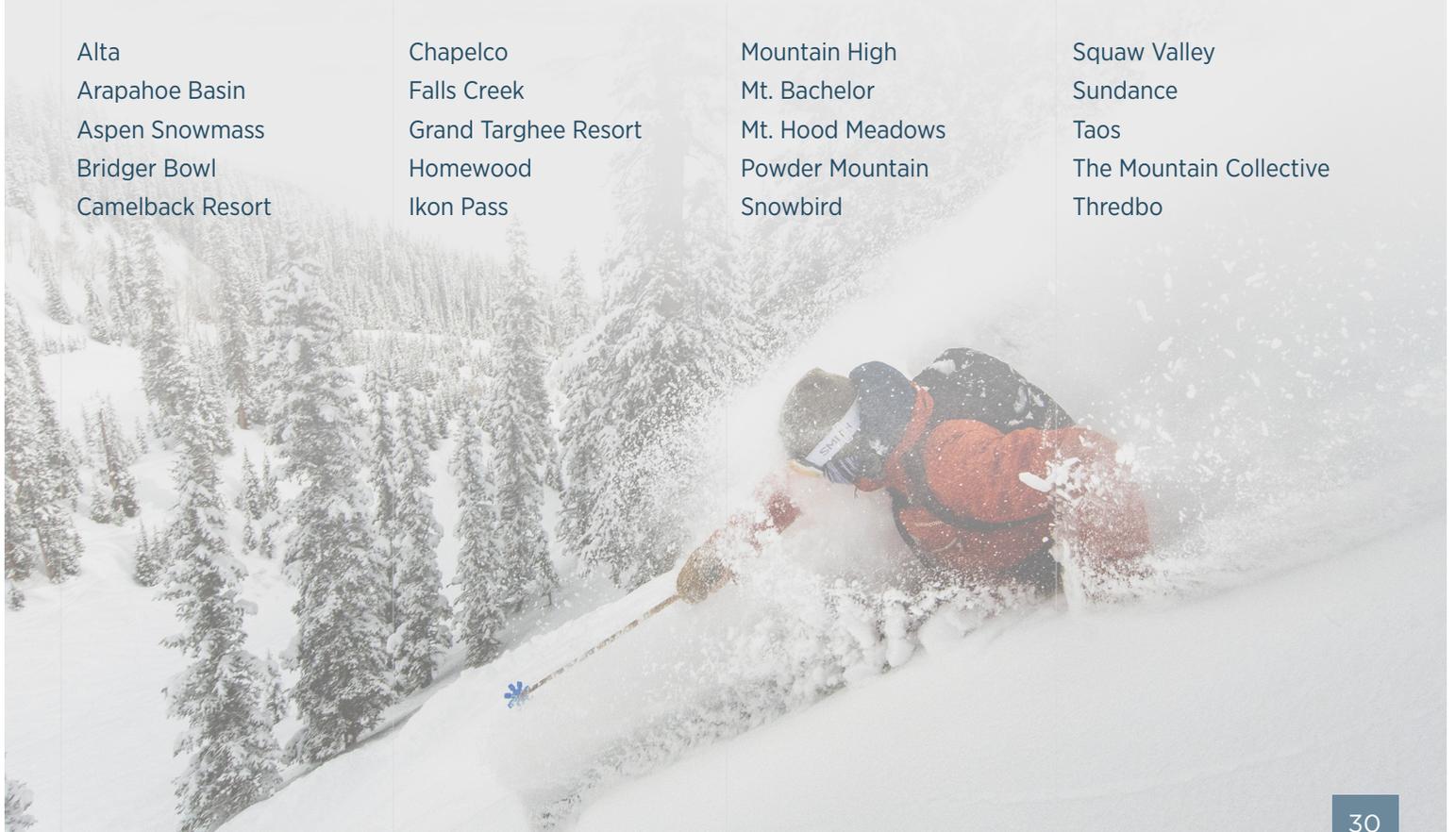
## RESORT PARTNERS

Alta  
Arapahoe Basin  
Aspen Snowmass  
Bridger Bowl  
Camelback Resort

Chapelco  
Falls Creek  
Grand Targhee Resort  
Homewood  
Ikon Pass

Mountain High  
Mt. Bachelor  
Mt. Hood Meadows  
Powder Mountain  
Snowbird

Squaw Valley  
Sundance  
Taos  
The Mountain Collective  
Thredbo



# SUPPORTERS

## \$10K+ LEVEL

Brett & Erin Austin  
Jake Burton &  
Donna Carpenter  
Tom Campion

Cynthia Carroll &  
Woody Marshall  
Elsa Corrigan  
Yaz & Kate Krehbiel

Jamie & Kasey McJunkin  
Anonymous  
Decker & Jessica Rolph

Ben & Arienne Rubenstein  
Charlotte & Scott Tracy

## \$5K+ LEVEL

Ruthie Brown  
Alexander Clark  
John Farrell

Tod Francis  
King And Tracy Grant  
Eric Kowal

Bonnie Matlock  
Jonathan Meyerholz  
Kristi & Tom Patterson

Sebastian Stadler  
Shanon Tysland  
Chuck Wiggins

## \$1K+ LEVEL

William Aldrich  
Massimo Alpian &  
Dr. Brett Kennedy  
Anonymous  
Marcio Avillez  
Kimmy And Chris Benchetler  
Douglas Blaisdell  
Susan Brady  
Charla Brown  
Bryn Carey  
Yvon Chouinard  
David Collins  
Karin Dauch  
Gautham Dhaliwal  
Heath Dolan

Robin Dolan  
David Dow  
Emily Dreissigacker  
Scott Eisenberg  
Whitney Flynn  
Saar Gur  
Josh Hanks  
John Hanley  
Aaron James  
Peter Jin  
Paul Barraza  
Leta Kalfas  
Stuart Kovensky  
Alan Kriegel

Wei-Tai Kwok  
Eric Lazerson  
Carson Levit  
Andrew Maguire  
Alex Mlynarek  
Alan Molton  
Kyle Neath  
Naomi Oreskes  
Sydney M Paez Duncan  
Doug Pepper  
Ian Prichard  
Frederick Rainaldi  
Auden and Ellen Schendler  
Frederick St Goar

Kasson Stone  
Emmett Walsh  
Paul Straub  
Anne Taft  
Jeremy Thornburg  
Jacob Vastine  
Bill Veghte  
Bill & Julia Veghte  
Buzz Wiggins  
Bob Wilhelmly  
Bob Williams  
Kevin Zadel

## \$500+ LEVEL

Ellen Ablow  
Conrad Anker  
Ridge Apparel  
Charlie Avis  
Greg Avis  
Jane Backer  
Alexandra Badger Airth  
Suzanne Bailey  
Tim Bancroft  
Douglas Bayer  
Hana Beaman

Danny Bialosky  
Brian Biela  
Andrew Bisbee  
Brenna Boyd  
Charlie Buchbinder  
Hilary Cantu  
Graham Clark  
Seth Pow Dennis  
Chris Donohoe  
Mark Duggan  
Matthew Eichenbaum

Daniel Eichner  
Riley Elgerd  
Jonathan Erickson  
Kevin Filter  
Philip Fleischman  
Joan Fleischman  
Adam Francis  
Paul Godino  
Kent Goldman  
Nathaniel Goldstein  
Harsh Griffith

Andrew Hagberg  
Kirsten Hallstrom  
Dan Harnick  
Griffith Harsh  
Laura Hayden  
David Herman  
Patrick Hoban  
Philip Johns  
Elizabeth Jones  
Ryan Jordan  
Joe Kidd

# SUPPORTERS

Todd King  
Patrick Klein  
Drew Knowles  
Alan Kriegel  
Eduardo Laguna  
Eduardo Laguna  
Muggenburg  
Nina Larsen Reed  
Marialaina Lefebvre  
Benjamin Marks  
Michael Marolt

Dagan Martland  
Scott Massinger  
John McCauley  
Jonny Moseley  
Roz Naylor  
David Neiman  
Jacob Obrien  
Christina Pappas  
Chris Pelinsky  
Michael Pendell

Clay Perry  
Ted Prime  
Darren Rhinehart  
Jodi Richard  
Stephen Rosenshein  
Carlo Salmini  
Ryan Shaink  
Joel Simkins  
David Skyer  
Andrew Somerville

Josh Stein  
Julia Taylor  
Riley Tippet  
Kevin Townsend  
Matt Tucker  
Barbara & Steve Vanbeure &  
Glascock  
Kirby Walker  
Kendall Wilson  
Erik Wright  
Glen Yarbrough

## \$250+ LEVEL

George Allen  
Sam Andrew  
Gavin Back  
Jane Backer  
Annie Ballard  
Alexis Beechen  
Matteo Blum  
Racquel Bracken  
Todd Brighton  
Martie Bronk  
Peter Bronski  
Robert Brown  
Brett Burch  
Michael Capitani  
Colin Carnahan  
Richard Casselman  
Sarah Challinor  
Andrew Chapello  
Peter Clark  
Brian Clark  
Elliot Clymer  
Kenneth Coley  
Scott Connell  
Matthew Crane  
Thomas Crockford  
Colin Daw  
Rick Degolia

Daniel Devine  
Jeffrey Dickson  
Susan Dietrich  
Lindsay Doung  
Meghan Duff  
Howard Dullester  
Sherwood Egbert  
Jose Espino  
Linda Flower  
Kermit Fruechte  
Levon Gabrielian  
Cesar Garcia Hernandez  
Judy Geer  
Jonathan Gensler  
Adrienne Glascock  
Brent Glogau  
Scott Golin  
Brian Harning  
Ryan Hassick  
Margi Helffond  
Margi Helffond  
Scott Hopkins  
Thomas Ivey  
Backhus James  
Joseph Jensen  
Hanson Wade  
Garland Jesse

Seth Johnson  
Carina Kellenberger  
Alexander Kelloff  
Jarret Kinder  
Brigitte Kingsbury  
Trevor Kostanich  
Ramsey Kropf  
Kestrel Kunz  
Michael Laughlin  
John Ligos  
Mitch Long  
Katherine Ludwig  
Scott McArdle  
Billy McCabe  
Bob McCooley  
Ryan McKenzie  
Stephanie Mellin  
Rodney Morgan  
Sami Morgan  
Lin Nguyen  
Robin Nicol  
Emily Peterson  
Adrien Pierre  
Andrea Purtzer  
Glenn Reed  
Derek Rhodes  
Dan Schaaf

Mary Jo Schendler  
Christa Schmidt  
Jenna Sereni  
Jason Shao  
Liz Shield  
Catharine Sibel  
William Singleton  
David Skyer  
Alpine Start  
Robert Stephenson  
Matthew Taylor  
Luke Thompson  
Samantha Tobia  
Kate Tsai  
Margaret Ttee  
Margaret Brady Ttee  
Robby And Lizzie Tucker  
Jack Vermeil  
Lauren Walker  
Alex Walworth  
Ashley Weisman  
Brett Wilhelm  
Steve Wlodarski  
Christine Zona  
Ben TRUE



# LOOKING TO 2019

After a successful 2018 and with the midterm elections complete, we will hone in our focus on four priority goals:

**Broadening** the base to expand on traditional athletes, brands, and business allies.

**Fortifying** our base to turn our community into stronger allies and advocates for the environment.

**Building** an enduring organization to offer the best support platforms and resources to our staff.

**Developing** sustainable revenue streams to continue to exceed revenue goals.

**POW**   
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