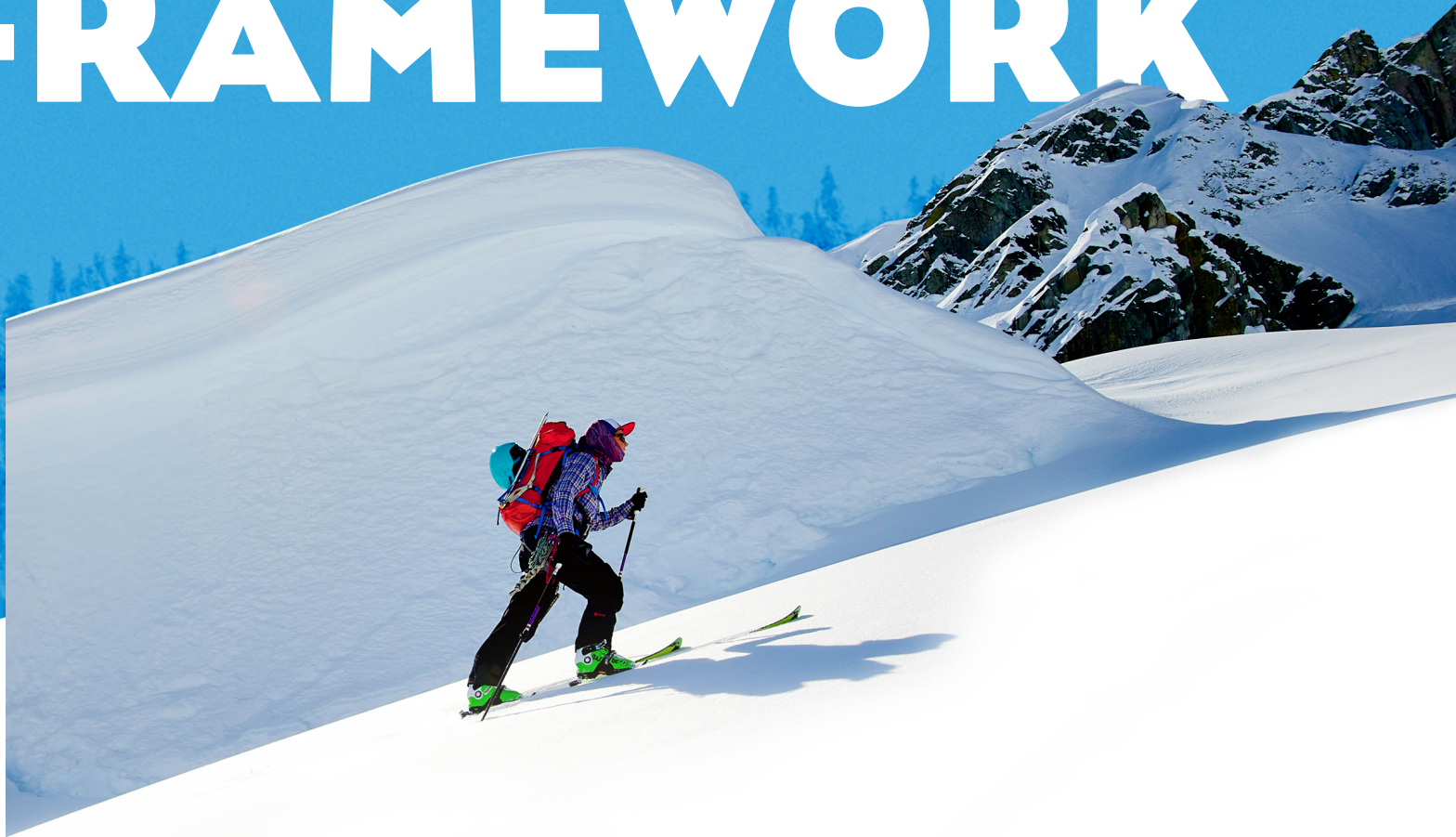


STRATEGIC FRAMEWORK

2023 - 2028



WINTER
WILDLANDS
ALLIANCE

OUR MISSION

Engage and activate the winter recreation community nationwide.

Provide timely information, content and easy-to-use advocacy tools for effective engagement in public process, as well as tools and curriculum for experiential education, citizen science, and winter data collection.

TO INSPIRE AND EMPOWER PEOPLE TO PROTECT AMERICA'S WILD SNOWSCAPES.

Conserve, restore, steward, defend.

In a natural, self-sustaining state; intact; untrammelled; undeveloped; where human influence and impact are minimal; where wildlife and native ecosystems thrive; providing opportunities for people to experience solitude, retreat, spiritual connection and natural soundscapes; non-motorized.

Headwaters, upper watersheds, forests and other public landscapes covered at least part of the year by snow.

OUR VISION

What Success Looks Like

A powerful and diverse Alliance of winter recreationists protecting and stewarding America's wild snowscapes to ensure thriving ecosystems, natural soundscapes, climate resilience, and the long-range sustainability of public-access human-powered recreation.

Backcountry skiers get started from their snow camp in North Cascades National Park, Washington, Unceded Nlaka'pamux, Skagit, and Sauk-Suiattle lands. Photo by Jason Hummel @jasonhummel.

Cover: Brody Leven on the Uinta-Wasatch-Cache National Forest, Utah, Unceded Ute, Goshute, Eastern Shoshone, and Timpanogos lands. Photo by Adam Clark @acphotos.

OUR VALUES

What We Believe In

CONSERVATION

Together we have a collective responsibility—for the sake of climate resilience, biodiversity, and sustainable human-powered recreation, retreat and spiritual connection—to protect America's remaining wild snowscapes from unfettered commercial development, privatization, extractive industry, unmanaged and unsustainable recreation, habitat fragmentation, light and noise pollution, and other significant human impacts.

STEWARDSHIP

We who visit, travel through and/or recreate on public lands have a responsibility to minimize our impacts to wildlife, natural resources and other people, to welcome and mentor newcomers, to engage in public process, and to steward these places for future generations.

BALANCE

Just as we do our best work and are our best selves when we take care of our physical, emotional and mental well-being, so too must we seek balance in our uses of and impacts to public lands, ecosystems and the future of our planet.

EQUITY & INCLUSIVITY

We believe that all people—regardless of race, color, gender identity, cultural background or socioeconomic status—must have equitable access to the awe, solitude, wildness, clean air, natural soundscapes and other experiences and benefits of unmitigated winter in ways that do not compromise the opportunities for future generations to experience the same. Equity, diversity, inclusivity and social justice are priority considerations in our organizational structure, staffing and governance, and across all of our program areas.

KINDNESS

We approach our work, our play, our relationship to others and to the natural environment in a spirit of respect, humility, generosity and gratitude.



Hiking up in Grand Teton National Park, Wyoming, Unceded Umatilla, Cayuse, Walla Walla, Shoshone-Bannock, Eastern Shoshone, and Cheyenne lands. Photo by Sofia Jaramillo @sofia_jaramillo5.

OUR ALLIANCE

Who We Are & What We Do

We are a national nonprofit Alliance of 16,000+ supporters, 30+ grassroots groups and 70+ SnowSchool sites across 14 states, from Maine to California to Alaska, broadly representing the human-powered winter backcountry recreation and conservation community.

Bighorn Sheep in the National Elk Refuge, Wyoming.
Unceded Umatilla, Cayuse, Walla Walla, Shoshone-
Bannock, Eastern Shoshone, and Cheyenne lands.
Photo by Josh Metten @joshmettenphoto.





OUR PROGRAMS

Making a Difference

POLICY & ADVOCACY

Representing and empowering the growing and increasingly diverse winter backcountry community on important issues related to winter recreation, conservation and climate solutions, land management planning, legislation, stewardship and sustainable access to public lands.

SNOWSCHOOL

Inspiring, engaging and educating the next generation of stewards of public lands and wild snowscapes, with particular emphasis on underserved K-12 students.

EVENTS

Inspiring, engaging and empowering the growing and increasingly diverse winter backcountry community with unique, high-quality event programming such as the annual Backcountry Film Festival tour, the Grassroots Advocacy Conference, and other targeted community events.

STEWARDSHIP

Inspiring and empowering the winter backcountry community to care for the places where we recreate. Building a nationwide Backcountry Ambassador program in partnership with the United States Forest Service and local grassroots groups. Bringing the Ski Kind ethic to every backcountry winter recreationist in the country.

CONSTITUENCY BUILDING

Increasing our impact and influence by expanding our Alliance, outreach and direct engagement with all segments of the fast-growing winter backcountry community.



Ice climbing in Hyalite Canyon, Custer-Gallatin National Forest, Montana. Unceded Cayuse, Umatilla, Walla Walla, Crow, Salish, and Cheyenne lands. Photo by Jay Beyer @ jaybeyerimaging.

OVERARCHING GOALS 2023 - 2028

1.

GROW THE CAPACITY

of our Alliance—financially, structurally and in human resources—to match the explosive growth of our constituency and the scale of issues we are confronting.

2.

ESTABLISH WIDESPREAD RECOGNITION

of Winter Wildlands Alliance as the unified and representative national voice for the diverse and growing human-powered backcountry constituency on issues relating to conservation, climate, and equitable, sustainable winter recreation access and management on public lands.



Snowshoeing on Olympic National Forest. Unceded Umatilla, Walla Walla, Cayuse, and S'Klallam lands. Photo by Jim Meyers @vertizonphoto.

STRATEGIC PRIORITIES 2023 - 2028

IMPROVE ORGANIZATIONAL RESILIENCE

- Work smartly with an eye toward sustainability and succession planning.
- Hire new support and program staff.
- Grow individual members, donors and major gifts by at least 10% annually.
- Develop new corporate funding, partnership and grant opportunities.
- Establish strategic 3-5-year operational frameworks with annual work plans and sustainable revenue-positive budgets for programs/departments.
- Fill vacant board seats with preferences for fundraising acumen, outdoor industry leadership, legal expertise and diversity. Develop effective and engaged board ambassadors and fundraisers.

STRENGTHEN THE GRASSROOTS

- Improve structure, strength and financial sustainability of our grassroots network.
- Increase material and financial support for SnowSchool sites and programs.
- Invest in staff capacity to reinvigorate ambassador program.
- Invest in local stewardship and winter recreation data collection/reporting.
- Increase the reach and long-range financial sustainability of the Backcountry Film Festival to inspire our growing constituency and empower our grassroots groups.

BUILD AWARENESS & EXPAND REACH

- Increase public consciousness of and engagement in essential conservation and nature-based climate solutions (equal in importance to clean energy policy).
- Expand/broaden constituent outreach to include Nordic skiers, snowshoers, and other human-powered winter recreationists.
- Drive Justice, Equity, Diversity and Inclusion (JEDI) initiatives internally to inform our work externally. Actively seek out diverse partners in all areas of our work to build better connections with a variety of communities and stakeholders.
- Seek and promote productive collaborative partnerships with motorized users in support of conservation, stewardship, and balanced, sustainable winter recreation management.