



ANNUAL REPORT 2023

OUTDOOR  ALLIANCE

10 YEARS OF CONSERVATION POWERED
BY OUTDOOR RECREATION

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TEN YEARS OF CONSERVATION POWERED BY OUTDOOR RECREATION

For 10 years, Outdoor Alliance has united the human powered outdoor recreation community to achieve lasting conservation victories. Our work has permanently protected 40 million acres of public land, secured \$5.1 billion in funding for the outdoors, and has converted more than 100,000 outdoor enthusiasts into outdoor advocates. **Join us for the next 10 years of conservation powered by outdoor recreation.**



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

Ten years ago, I took the leap from my career as an environmental lawyer and accepted an offer to become Outdoor Alliance's first full-time Executive Director. When I filed the paperwork to establish Outdoor Alliance as an official 501c3 back in 2014, I couldn't have imagined how much the outdoor community would shape conservation victories in the ten years to come.

Over the last decade, we have transformed the organization from a clever idea into one of the most powerful forces shaping conservation in Washington D.C. and across the country. We've shepherded millions of acres of land protections across the finish line; put the idea of "public lands" on the map with a campaign to protect public lands and waters from being sold off; worked overtime to defend special places, from Slickrock to Wyoming's cherished rock climbing destinations to roadless areas in Utah, Alaska, Colorado, and across the West; and secured billions in funding for public land maintenance, public land protection, and climate action.

At the core of our work is our partners. As a coalition of ten organizations—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 Surfrider Foundation—partnerships are part of our DNA. The outdoor recreation community is successful precisely because we know that building consensus is one of the most powerful ways to protect the outdoors. Along with our coalition, we are grateful for the many organizations, leaders, and people we have worked with to notch big wins in the last decade. Our track record of success stories in the pages that follow is proof that our voices are stronger together.

These voices also include tens of thousands of outdoor enthusiasts, who want to better understand what's happening in the world of public land policy and want to get engaged to make a difference. In the last ten years, we've written hundreds of articles explaining what's happening in outdoor advocacy, and connected hundreds of thousands of people with their policymakers to effectuate change. Policymakers have told us firsthand what a difference your letters, calls, and visits make. Outdoor Alliance is proud to be a guide through the wilds of both policy and politics to make sure your voice counts when you talk to decision makers.

As many successes as we've had over the last ten years, we are just getting started. Between the climate crisis and outdoor recreation participation at an all-time high, protecting the outdoors is more

important than ever. The outdoor community is a powerful—and much needed—force to drive conservation and protect the places we love and the planet on which we live.

Finally, I think of the most important, and sometimes overlooked, factors in our success over the last decade is JOY. Our policy and conservation work embodies the joy of being outside, and this energizes our amazingly productive staff, board, coalition, and partners. As we kick off the next decade of our work to protect the human-powered outdoor recreation experience and conserve America's public lands, we will continue to channel our love of the outdoors and the delight these places bring us.

If you're reading this, you've been a part of the outdoor community's incredible work over the last ten years—thank you for everything you've done.

Adam Cramer
CEO, Outdoor Alliance



10 YEARS OF CONSERVATION POWERED BY OUTDOOR RECREATION

40 MILLION
acres of land protected

\$5.1 BILLION
in funding for lands and waters

100,000+
outdoor enthusiasts empowered to advocate
for the outdoors

\$814 THOUSAND
to outdoor recreation advocacy organizations

284
formal statements on policy issues



OUTDOOR ALLIANCE'S HISTORY OF PROTECTING PUBLIC LAND AND WATER

10 YEARS OF CONSERVATION POWERED BY OUTDOOR RECREATION

2014

The Articles of Incorporation are filed in Washington D.C., signed by Brady Robinson as the first Board President.

2015

Outdoor Alliance advocates for the Land and Water Conservation Fund, which Congress reauthorizes for three years.

[Read More Here](#)

2017

The outdoor community mounts a year-long defense of national monuments around the country, including of Bears Ears National Monument, submitting more than 20,000 comments during the monument review.

[Read More Here](#)

2014

National Defense Authorization Act passes, protecting 847,702 acres across five states where Outdoor Alliance has advocated for protections.

2016

Bears Ears National Monument designated after substantial outreach from Tribes as well as climbers and the outdoor recreation community.

[Read More Here](#)

2019

Conceived of and advocated for a historic public lands package, the John D. Dingell, Jr. Conservation, Management, and Recreation Act. The bill passes through the Senate 92-8 and protects more than 14 million acres of public land and permanently reauthorizes the Land and Water Conservation Fund.

[Read More Here](#)

OUTDOOR ALLIANCE'S HISTORY OF PROTECTING PUBLIC LAND AND WATER

10 YEARS OF CONSERVATION POWERED BY OUTDOOR RECREATION

2020

Secure \$1.9 billion for public lands through the Great American Outdoors Act, and successfully advocate for the Forest Service and other agencies to receive funding for deferred maintenance.

[Read More Here](#)

2021

After years of advocacy, the U.S. announces its Conserving and Restoring America the Beautiful program, which commits to protecting 30 percent of our land and water by 2030 to address climate change.

[Read More Here](#)

2023

Launch of Protecting America's Outdoors coalition, a joint effort between Outdoor Alliance, Outdoor Industry Association, and The Conservation Alliance to bring together outdoor business, outdoor recreation advocates, and conservation-oriented businesses to protect the outdoors.

[Read More Here](#)

2020

Co-found and launch the Recreate Responsibly campaign, which reaches billions of people with guidelines for safe and sustainable access to the outdoors.

[Read More Here](#)

2022

Passage of the Inflation Reduction Act, the country's largest-ever climate bill, which provides \$369 billion in funding to address the climate crisis, including billions for wildfire mitigation, forest management, and conservation. Outdoor Alliance worked with congressional leadership, generated thousands of letters from recreationists, and built a West Virginia recreation coalition to advocate for the successful passage of this climate package.

[Read More Here](#)

Learn more at www.outdooralliance.org/history



10 YEARS OF CONSERVATION POWERED
BY OUTDOOR RECREATION

BUILDING A NEW CONSERVATION MOVEMENT

It's not just protecting land and water, passing recreation legislation, or funding the outdoors. Outdoor Alliance has built a modern conservation movement that channels love of the outdoors into meaningful, effective advocacy. Along the way, we have transformed how lawmakers and land managers approach recreation, conservation, and protecting the outdoors.

BUILDING A NEW CONSERVATION MOVEMENT

Building a Distinctive Voice to Represent the Outdoor Community

With our partners in the outdoor industry and business community, as well as our ten member organizations, we developed a powerful voice in Washington, D.C. We've testified on the Hill, met at the White House, and worked closely with land management agencies. Our voices carry weight with decision makers.

Empowering a New Generation of Advocates

No other organization informs and empowers the outdoor recreation community the way Outdoor Alliance does. We break down what's happening in Washington D.C. and make it easy for people to get involved in advocacy that is truly meaningful. Civic engagement is powerful and Outdoor Alliance makes it accessible.



Photo credit: Chris Korbolic



BUILDING A NEW CONSERVATION MOVEMENT

Putting Public Lands on the Map

Our Protect Public Lands campaign, which defended public lands from being transferred and sold off, helped to define “public lands” and catalyze a new generation of outdoor advocacy. It also ushered in a new generation of bipartisan collaboration to protect public lands and waters.

Evolving the Conservation Movement

Together with our partners in the outdoor business community, we have evolved how conservation happens in the U.S. We harness a love of the outdoors to power big conservation wins that benefit the climate, environment, and people across the country with access to the outdoors. We think about not just what we are protecting, but for whom we are protecting it.

THE POWER OF OUTDOOR RECREATION VOICES

10 YEARS OF CONSERVATION POWERED
BY OUTDOOR RECREATION



Thomas O'Keefe

Pacific Northwest Stewardship Director

American Whitewater

[Watch Video](#)



Gabe Vasquez

U.S. Representative

New Mexico's 2nd congressional district

[Watch Video](#)

2023 AT A GLANCE

3 policy reports

- A Vision for Protecting Nature: How Natural Climate Solutions Can Benefit the Climate and Outdoor Access

[Read Here](#)

- Wildfire and Outdoor Recreation in the West

[Read Here](#)

- Outdoor Recreation and Oil & Gas Leasing Reform

[Read Here](#)

1 million acres protected

In the new Baaj Nwaavjo I'tah Kukveni—Ancestral Footprints of the Grand Canyon National Monument

[Read More Here](#)

40 meetings

Advocated for recreation policy and land protections at our D.C. fly in with our coalition and partners

[Read More Here](#)

5 natural climate solutions

The Biden administration is advancing key natural climate solutions that also have benefits for outdoor recreation, as recommended by Outdoor Alliance

[Read More Here](#)

How we get it done

213 meetings with policymakers

40 comments + policy letters to policymakers

40,000 letters to decisionmakers from our action alerts

OUTDOOR ALLIANCE REGIONAL NETWORKS



Outdoor Alliance California

- 5** organizations working together
- 7** California policy experts
- 2** of policy letters submitted in 2023
- 23** meetings in 2023

In 2023, Outdoor Alliance California hosted lawmakers from every corner of the state to advocate for outdoor recreation, conservation, access, and climate. We were instrumental in the reintroduction and advancement of the PUBLIC Lands Act, which would protect 1 million acres of California public lands. Our California Program Director, Katie Hawkins, continues to serve on the California 30x30 Partnership Coordinating Committee and is the Chair of the California Boating and Waterways Commission. California outdoor enthusiasts sent more than 5,000 messages to lawmakers on conservation, climate, and recreation policy in 2023.

OUTDOOR ALLIANCE REGIONAL NETWORKS



Outdoor Alliance Washington

- 7** organizations working together
- 10** Washington policy experts
- 3** of policy letters submitted in 2023
- 20** meetings in 2023

In 2023, the U.S. Forest Service announced plans to amend the Northwest Forest Plan, the guiding framework for old growth forest preservation in the Pacific Northwest. Outdoor Alliance Washington will have a seat at the table during this high-profile management process: The Mountaineers Conservation & Advocacy Director Betsy Robblee was appointed to Federal Advisory Committee that will provide recommendations on how to modernize landscape management across 19 million acres of federally-managed land. This is a once in a generation opportunity to ensure that national forests are adapted to climate change and resilient to wildfire to help provide high quality outdoor experiences for future generations.

PROTECTING PLACES | RECREATION & CONSERVATION POLICY



Baaj Nwaavjo I'tah Kukveni—Ancestral Footprints of the Grand Canyon National Monument

The Grand Canyon is one of the best known and most cherished landscapes in the West, home to spectacular outdoor recreation opportunities, including hiking and camping, rafting, mountain biking, climbing, and trail running. In 2023, after outreach from the Tribes, many conservation organizations, and the outdoor community, the administration designated the Baaj Nwaavjo I'tah Kukveni—Ancestral Footprints of the Grand Canyon National Monument, protecting about 1 million acres in the greater Grand Canyon region.

Photo Credit: Amy S. Martin

A Recreation Package Makes Progress

A recreation package, the culmination of years of effort from Outdoor Alliance and the wider outdoor community, made substantial progress in 2023. Both the House and Senate advanced complementary bipartisan recreation packages (EXPLORE in the House, AORA in the Senate). These packages contain provisions that would identify and create long-distance bike trails, safeguard rock climbing, improve recreational permitting for facilitated outdoor experiences, and make the Outdoor Recreation Legacy Partnership, which provides grants for green space in urban areas, permanent.

CLIMATE & ENERGY | EMPOWERING OUTDOOR ADVOCACY

Advocating for Oil & Gas Reform

Outdoor Alliance was a critical voice in advocating for climate reforms, including updating our country's oil and gas leasing processes. Oil and gas leasing on public lands has a sizeable effect on outdoor recreation. In recent years, high profile conflicts between proposed development and outdoor recreation, such as a proposed lease sale on the famed Slickrock mountain bike trail in Utah, have made it even more clear that the BLM needs to reform its oil and gas leasing processes. In 2023, Outdoor Alliance released a policy report on oil and gas reform and worked closely with the administration on proposed reforms.

Empowering Outdoor Advocacy

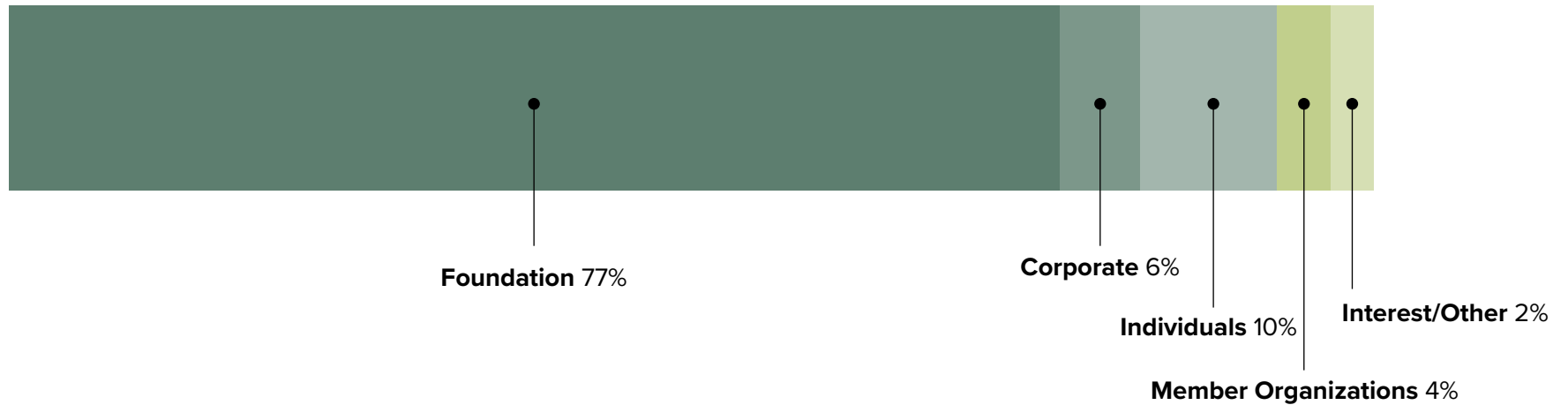
At the heart of Outdoor Alliance's success is a community of people whose love of the outdoors has inspired them to get involved in conservation. This fall, we brought two dozen partners and advocates to Washington D.C. to advocate for a recreation policy package, better protected public lands and waters, and support for the administration's agenda on conservation, outdoor recreation, and climate change. We met with the White House, the Forest Service, the Bureau of Land Management, and dozens of members of Congress and their staff to share the stories of the outdoor recreation community and advocate for bipartisan legislation and administrative action on key outdoor issues.



FINANCIALS

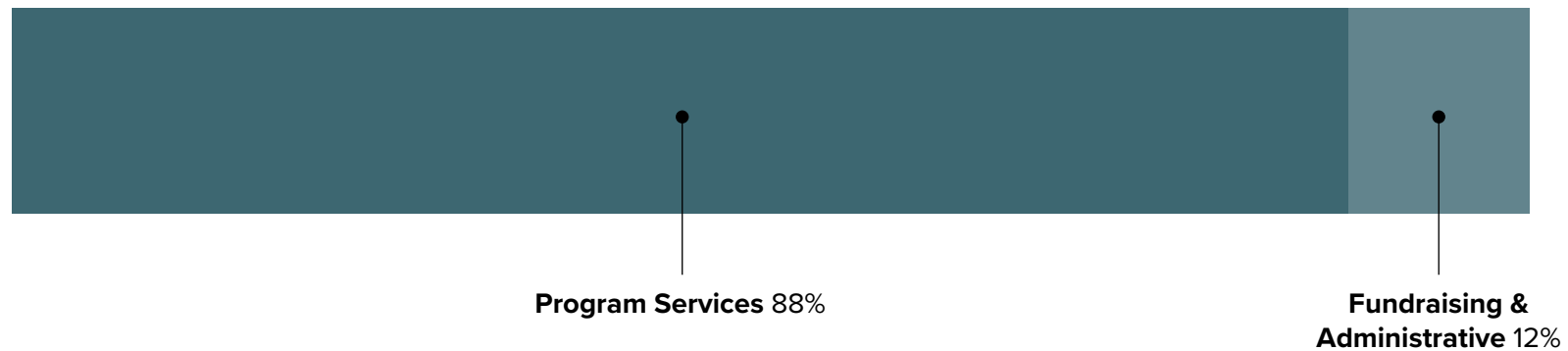
Total Revenue

\$1.4M



Total Expenses

\$1.3M



THANKS FOR YOUR SUPPORT

Corporate 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 2023. 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.

Access Fund	Brian Rugroden	Eileen Conboy	Jeff Anderson	Lindsay VanDellen	New Belgium Brewing	Rob Pettersen	The Conservation Alliance
Adam Cramer and Jennifer McCadney	Bruce Torrey	Emily Taylor	Jeff Dence	Lindsey Davis	Nicholas Paine	Robert Akins	The Mountaineers
Adriana Jemison	Cameron Atwood	Eric Chandler	Jenni Henry	Lisa Grayson	Norris Fox	Robert And Tracey Williams	The North Face
Alexander Aldrich	Cameron Fulton	Eric Keefer	Jennifer Eleazar	Logan Smith	OnX	Robert Pedigo	Theresa Hennesy
Alexander Macdonald	Caroline Joyce	Eugene Nickason	Jennifer Mechem	Madelyn Moulden	Pacific Edge Climbing Gym	Rodney Ley	Thomas Brown
Allen and Becky Sanderson	Charlie Walbridge	Evan Rogers	Jerry Dischler	Mark and Dana Menlove	Patagonia	Roger Mellem	Thomas Niznik
American Alpine Club	Chris Estrem	Field Station	Jody Jett	Mark Andreasen	Patrick Murray	Ronald Rogers	Thomas O'Keefe
American Canoe Association	Chris Shinn	Frank Kolodziej	Joel Ryken	Mark Kaye	Patrick Paulett	Ryan Danell	TJ Cycyota
American Whitewater	Chris Valasek	Frank Lorch	John Cunningham	Mark Singleton	Paul Fish	Ryan Delaney	Toby Sinton
Andrew Davis	Christopher Hest	Geoffrey Steeves	John Doherty	Martina Johnson	Paul Heffernan	Ryan Stevenson	Tom Timmer
Anne Lown and Rick Hecht	Christopher Upton	George B. Storer Foundation	John Jakimiak	Martin Schroedter	Paul Reschke	Sandra Walters	Toni Voorhies
Annelies Paine	Claire Lukens	Glenn Randall	John Keller	Mary Silverman	Paul Sanford	Sara Adland and Kiran Bhatraju	Travis Miller
Anneliese Steel	Clark and Karen Bunting	Greg Lesoine	John Weld	Marybeth Morrice	Paul Shanahan	Sarah Jennings	Trond Skramstad
Annika Swenson	Collin and Jayna Swan	Greg Timm	Jonah Chu	Matthew Perkins	Paulsen Family Foundation	Scott Eisenberg	VF Foundation
Anonymous	Colorado Mountain Club	Hadden Goodman	Jonathan Chu	Maude Hecht	Peak Design	Seamus Kelly	Wana Foundation
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Ashley Morgan	Dan and Amy Nordstrom	Harrison Whitten	Jonathan Speak	Meghann McKale	Peter and Kathleen Metcalf	Sierra Nevada Brewing	Wesley Allred
Barbara Nelson	Daniel Mick	Harry Mahler	Jonathan Stack	Melody Burdette	Peter Scanlon	Sierra Nevada Brewing	Wilburforce Foundation
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Benjamin O'Connor	Dashiell Bodington	Holly and Bob Baly	Judith Kahle	Michael Collins	Pruzan Foundation	SRAM	Winter Wildlands Alliance
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SPECIAL THANKS

to the following individuals for supporting or being a part of Outdoor Alliance over the last ten years

Aaron Bannon	Brennan Lagasse	Dana Villeneuve	Hansi Johnson	Judy Adler	Lisa Rispler	Nicole Budine	Scott Miller
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Bob Nasdor	Craig McKibben	Haley Caruso	Jordana Barrack	Lindsay Knight	Nancy Geltman	Sam Mix	
Bobby Voit	Cyndi Harris	Hannah Abuzaineh	Jorge Diaz	Lindsey Davis	Nat Klipper	Sara Tucker	
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Brady Robinson	Dan Walker	Hannah Wintucky	Josh Koster	Lisa Myers	Nathan Fey	Scott Ammon	
Brayden Stephenson	Dan West	Hans Cole	Josie Norris	Lisa Pike	Nathaniel Rees	Scott Eisenberg	

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.



OUTDOOR  **ALLIANCE**

10 YEARS OF CONSERVATION POWERED
BY OUTDOOR RECREATION

Join us to protect your outdoor adventures.

Outdoor Alliance
1602 L St NW
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