expanding our reach
THE MOUNTAINEERS ANNUAL REPORT 2016
ACHIEVE

Think about a time when you’ve experienced awe—gazing at the Milky Way, watching an eagle swooping down to nab its prey, or catching a glimpse of a perfect pyramid-shadow cast by a mountain at sunrise. The moment takes your breath away, and you feel humbled by the vastness of the universe and your tiny part in it.

Psychologists consider awe a form of “self-transcendence”—a temporary blurring at the edges where you feel a deep connection to something greater than yourself. Upon further study, scientists have concluded that awe-inducing events may be one of the fastest and most powerful methods of personal change and growth.

But I don’t have to tell you that! As a Mountaineers supporter, you’ve experienced this phenomenon yourself. And you continue to give to The Mountaineers to ensure we provide more awe-inspiring experiences that connect all people to the outdoors in ways that are truly transformative. For this we are truly grateful.

Because of your support last year, we expanded training opportunities to grow our volunteer ranks by 7 percent; deepened connections to the outdoors with 7150 youth outdoor experiences (an increase of 10 percent); extended our conservation ethic and low-impact recreation skills worldwide through new digital media; and published award-winning books that serve as a catalyst for exploration and a strong lifelong bond to nature. These achievements and others described on the following pages would not have been possible without your generous support. Thank you.

Our current strategic plan wraps up this year and we are turning more attention to creating Vision 2022. The Mountaineers Core Values presented on the facing page, along with our mission statement, are the foundation upon which we’ll build. Our long-term aspiration is to be thriving another 110 years so that future generations of Mountaineers have the same outdoor experiences that we hold dear. I have confidence that our recent accomplishments and the groundwork we’ll be laying in the coming year will move us toward that goal.

It’s been thrilling to lead this organization and shepherd its growth over the past year. But our work is not complete. Our adventure is not over. We need your continued investment and commitment to ensure our success. We couldn’t have made it this far without you and together, we have new summits to reach.
Volunteers lead over 2,000 outdoor experiences

EXPANDING BEYOND OUR BACKYARD – with Mountaineers Books

A bold digital initiative

Through donor support, this year we piloted our first online course developed with volunteer input and using content from one of our best-selling books, *Wilderness Navigation*, by Bob Burns and Mike Burns. The inaugural class of students performed above average in the field-trip portion of the training and gave their online experience a resounding two-thumbs up. We’ll expand this format to other courses over time as a cost-effective way to support volunteer leaders and bring in-depth training to more members as well as the greater outdoor community nationwide.

EMPOWER

Volunteer ranks continue to grow

Volunteering is an essential part of our vision to build a community committed to protecting the outdoor experience. Our volunteers, the lifeblood of our organization, serve in so many ways—as activity leaders and course instructors, as support staff for events and youth programs, as committee chairs and branch administrators. This important group increased by 7 percent in 2016.

We’re expanding training opportunities to enable volunteers to improve their skills and share what they’ve learned with others. It’s empowerment at its finest. Key volunteer leaders attended the Wilderness Risk Management conference in Portland, and others earned certification through the American Mountain Guides Association. Although we recognize our volunteers with badges, awards and an annual dinner, most tell us the best pay-back is seeing the impact they’ve made and the friendships they’ve built with students and program participants.

Summits leverage volunteer expertise

Brainstorming ideas and sharing best practices across the branches help us achieve success organization-wide. Our summits are a case in point. We held five activity-specific summits in 2016, where committee leaders from each branch met to share challenges, establish program standards, design course curriculum to gain efficiencies, and set goals. Volunteers are actively working to improve a Mountaineers tradition that fosters member initiative and innovation across the organization.

This year for the first time, a volunteer committee set the agenda for the annual fall Leadership Conference, inviting speakers and identifying conference themes focused on what it takes to be a successful leader. The event included first-ever sessions on racial and gender diversity and inclusion and the challenges diverse populations face in the outdoors. The discussions will help inform future member outreach and leadership development opportunities for volunteers.

This year I led a women's intermediate mentor group and was inspired by the energy and enthusiasm of these new climbers,” says volunteer Rena Chinn. “I value the friendships I have built over the years, and I work hard to help others be included.”

“Extending my reach"
YOUTH

Transforming young lives

Over the past six years, we’ve seen the transformative power of the outdoors on youth, helping them grow into productive members of their communities. We wanted to provide a venue for them to come together, meet adults who can serve as mentors, and learn more about the outdoor topics that interest them. The first Northwest Youth Leadership Summit, held in October, attracted 120 youth, ages 14 to 22, from Astoria to Bellingham. The free event included breakout sessions, job fair, student success panel and a surprise visit by then-Interior Secretary Sally Jewell.

The summit was held in partnership with the North Cascades Institute, which had pioneered the concept, and was hosted at our program center, allowing us to expand the event and make it easier for young attendees and more than 30 partner organizations to convene. Our goal is to grow the event next year and inspire more youth to learn about conservation, leadership, diversity and inclusion, job opportunities and, of course, ways to enjoy the outdoors.

Partnerships extend reach

Bolstered by an enthusiastic cadre of volunteers, our outdoor programs educate and inspire area youth. This year, we reached 1,675 young people through 7,150 outdoor experiences, up 10 percent over 2015. Three new partnerships expanded youth programs in Tacoma and to Olympia. Already immersed in a program that teaches leadership skills through art, public speaking and writing, minority and immigrant women from Young Women Empowered learned outdoor technical skills like climbing and hiking in their first year with Mountain Workshops.

Wild Skills Day, a free day camp for girls ages 6 to 12 developed with SheJumps, saw participation skyrocket by 40 percent and a second site added in Tacoma. And a new partnership with the Hands-on Children’s Museum in Olympia gives visitors a monthly opportunity to learn outdoor skills from Mountaineers volunteers. All our youth programming is geared to boost confidence, develop leadership skills, and instill a life-long love for the outdoors.

EXPANDING BEYOND OUR BACKYARD

— with Mountaineers Books

Finding inspiration in our everyday world

In The Living Bird: 100 Years of Listening to Nature, we teamed up with the prestigious Cornell Lab of Ornithology to celebrate our joyful yet complex relationship with birds from around the globe. More than 250 images by photographer Gerrit Vyn, and essays by leading naturalists and bird enthusiasts, take readers on a remarkable journey of discovery. A first-ever New York Times best seller for Mountaineers Books and winner of the 2016 National Outdoor Book Award.

“Extending my reach

“I was so scared the first time I climbed this wall, but Mountain Workshop volunteers helped me be confident,” says 13 year-old Trenesia. “Now I can belay the young kids and help them be stronger.”
CONSERVATION

Successful campaign to preserve the Arctic
Braided River, our conservation imprint, played a major role in galvanizing a national campaign to protect the Arctic National Wildlife Refuge. Donor support enabled us to distribute 40,000 copies of *We Are the Arctic*, showcasing the vast beauty of this remarkable untouched wilderness. The book’s poignant images and diverse voices were instrumental in the U.S. and Canada’s signing of the Joint Arctic Leaders Statement to protect 115 million acres of Arctic Ocean.

EXPANDING BEYOND OUR BACKYARD  
— with Mountaineers Books

**Outdoor Ambassador videos go round-the-world**

Low-impact recreation, our take on a skills-based approach to Leave No Trace, is one of our top conservation priorities and a concept we are sharing well beyond our membership. To reach a broad audience, we created four short inspirational videos that encourage all of us to be “outdoor ambassadors.”

The online videos, funded by KEEN, Mountaineers Foundation and Lucky Seven Foundation, had tremendous impact, receiving more than 6,500 unique views in the first two weeks and seen as far away as New Zealand. To further extend reach, we created online curriculum for instructors to use in their courses and in our new e-learning program.

VALUE

Connecting conservation and recreation

We’re Washington’s leading voice for protecting the outdoor experience, bringing conservation and recreation groups together and working closely with land managers and lawmakers at the local, state and federal level. As a founding member of the Outdoor Access Working Group, we advocated to improve our access to federal lands. As a result, the U.S. Forest Service is working to streamline the permitting process, and the Interior Department launched a youth initiative to engage the next generation of outdoor stewards.

Three public land campaigns we supported received first-time hearings: Wild Olympics, Mountains to Sound Greenway and the Methow Headwaters. We organized four site visits for legislators and shared more than a dozen direct advocacy opportunities with our members.

**Extending my reach**

“It was the best day and I’m proud of what we accomplished. I’m inspired to see skilled, patient, and enthusiastic Everett Mountaineers volunteer to maintain the trail and historic lookout on Mt. Pilchuck as they have for so many years.”

Opposite page: Allison Seawor donning to build a new roof on the Mt. Pilchuck lookout tower.
A life changed by climbing

After a youth punctuated by substance abuse, 23-year-old Brendan Leonard realized he needed to change his life. That's when his brother gave him a climbing rope. The 60-meter lifeline helped Leonard find his place in the world. Leonard's memoir, Sixty Meters to Anywhere, is painfully honest yet uplifting as it recounts the sometimes nerve-wracking, often awkward, first years of recovery and a life changed forever by the mountains. We've heard from readers nationwide that this book touched a chord, inspiring them or their loved ones to make positive changes in their lives.

CONNECT

To sustain our operations, we rely on revenue from robust book sales, membership dues, course fees, lodges and program center rentals. Private support from donors, corporations and foundations enable us to grow our impact, helping us transform thousands of lives and protect our wild places for future generations.

Mountaineers Books expands our reach beyond the Northwest

Mountaineers Books, the national leader in mountaineering history, biography and adventure publishing, is our gateway to the world. Last year, we published a record 30 new titles, ranging from how-to guides to lifestyle resources to award-winning adventure narratives. We connected with more than 50,000 people through author presentations, exhibits and special events nationwide and sold 360,000 books around the world. Our focus on excellence in mountaineering literature earned prestigious international awards: two from Banff Mountain Books along with the coveted Boardman Tasker award.

Membership hits 17-year high

In 2016, our membership reached 11,590, a 16 percent increase over last year. Through member surveys, we found that most people join The Mountaineers to take a course or learn a skill but after experiencing the value of our community, they renew their memberships year after year to maintain the relationships they've formed. In fact, the average length of a membership is more than 11 years. We're also seeing these relationships translate into more robust online engagement. There's been a bump-up in website and social media use, with nearly 28,000 collective followers on Facebook, Instagram and Twitter, and an 83 percent increase in blog page views.

EXPANDING BEYOND OUR BACKYARD

— with Mountaineers Books

"The Mountaineers provides a supportive learning environment to challenge myself physically and mentally," says Sean Albert. "These are the most satisfying life experiences. You can’t buy them with all the money in the world, and they’re even more precious when shared with friends.”

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2016 FINANCIAL

Condensed Statement of Financial Position

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<tr>
<td>Current Assets</td>
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<td>Long-term Investments</td>
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<td>$2,109,478</td>
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<td>Total Assets</td>
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<td>Author advances</td>
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<td>Current Assets</td>
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<td>Total Liabilities &amp; Net Assets</td>
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Condensed Statement of Activities

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<td>Contributions</td>
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<td>Gain on Nonsale Quale</td>
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<td>Other</td>
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<th>Expenses</th>
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<tr>
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<td>Management &amp; General</td>
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<tr>
<td>Total</td>
<td>$7,113,582</td>
<td>$6,536,028</td>
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Leadership Giving

Peak Society members provide critical, aggregate funding to grow programs and support emerging initiatives vital to our vision. Launched in 2011, Peak Society has grown from a community of 35 members to 142 members at the end of fiscal year 2016, each giving a minimum annual unrestricted donation of $1,000 to an extraordinary $400,000.

Although all of our supporters play an important role in getting thousands of kids outside to explore nature, giving voice to our wild places, and enabling volunteers to transform lives, these programs would not exist today without the leadership and bold investment of Peak Society members.

Thank you for your visionary support.

The Mountaineers Peak Society Members (as of September 30, 2016)

DENALI $100,000 and Up
Jim and Jane Lee

MT. RAINFOREST $20,000 and Up
Rich and Martha Graves
Cory Carlson
Craig and Char Char and Mark Davis
Pati and Randy Chaplin
Bill and Nancy Cogheh
Steve and Lillian Cook
Ralph and Patricia D’Amico
Patricia and Mark Delaney
John and Susan DiCarlo
Michael and Lisa Dettmer
Susan and Tom Dettmer
Steve and Ann Detrick
Joseph and Carol DeWitt
Mark and Mary DeWitt
Carol and Bob DeWitt
Greg and Advance
Aaron and Malia Minkens
Ruth Nielsen and Chris Moore
Karen Nelson and George Rhodes
Jared Pliton
Patti Pliton
Alexander Polsky
Gary Porter and Nicholas Brown
Matthew Owsorth
Michael and Jamie Readling
Michael Riley
Craig and Whitney Sloan
Chris and Kathy Robertson
Joshua Rocker
Travis Ruff
George and Brian Russell
Peter and Ann Rosenthal
Bruce and Jill Sanchez
Cathy and Susan Scott
Steve and Tania Scott
Kristiann Schoening and Peter Davis
Ted and Karen Schultz
Leah Schulz and Meredith Conley
Stephan Steckel
Kenneth Seamon and Jane Biddle
Galludet Society
Susan and Mark Esseff
Chris Stanbrough
Curtis Stabler and Pam Thomas
Robert and Jennifer Stephenson
Jim and Sheila Stelzner
Huston Stewart
Katie and Jeff Stone
Steve Swenson and Ann Dalton
Elizabeth and Alan Lewis
Jeff Wieland and Beth Galetti
Mike and Karen Wieland
Darin and Deb Wick
Tracie Winfield
Linda and William Witt
Gavin and Sarah Woody
Kevin Xie
Steven Yi
Bridgette Young
Includes four anonymous benefactors

*donates charter membership

the mountaineers annual report 2016
CONTRIBUTIONS OCTOBER 1, 2015 — SEPTEMBER 30, 2016

The Mountaineers relies on private contributions to pilot new initiatives and expand mission-critical programs to create a community dedicated to conserving our wild places. We are grateful to the individuals, corporations, foundations and organizations below that have provided generous contributions. Thank you.

$250,000 and above

Debra Frisch
Brandon Frisch
Becky Thompson

$100,000 — $249,999

Bret Wirta
Clara Veniard and Hugh Campbell

$50,000 — $99,999

Jon Hoekstra
Adam Hitch
Shuko Hashimoto
Jim Gross

$20,000 — $49,999

Jim Berry
Jim Bennett
Lynly Beard

$10,000 — $19,999

Don Sanderson
Gareth Green
Heidi Gross

$5,000 — $9,999

Nancy and Gordon Duncan
Linda Anderson and Dawn Parker

$1,000 — $2,499

Megsin Roessler
Brian Bowie
Bill Horder

$250 — $499

Christel Cone
Alexi Arwen Chou
Linda Chambers

Matching Gifts Program

Oracle Corporation -

$250,000 and above

Sanjay Desai
Steve Shih and Mark Eiselt

$100,000 — $249,999

Brett Shales
Bill King

$50,000 — $99,999

Sara McFarlane
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Ron Nolz
Eric Ness

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Sarah McFarlane
Jon Key

$5,000 — $9,999

Steve and Miriam McCarthy
Randy Spitz

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Tom Shimko
Randy Spitz

$250 — $499

Tina Hinder
Patricia Luke

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Tom Shimko
Randy Spitz

$250 — $499

Tina Hinder
Patricia Luke

Matching Gifts Program

Matching Gifts Program
Our friend, member and donor Jim Lea passed away at the age of 96 on Dec. 20, 2016. He was a life well-lived, filled with love, friendship, fun, discovery and gratitude.

Jim had been a member of The Mountaineers for 66 years and believed wholeheartedly in the mission and spirit of our organization, or as he put it, “The Mountaineers is good people.” He and his wife Jane were two of our most generous supporters.

Jim epitomized the resourcefulness and determination of his era. Trained as a mechanical engineer, he worked for Boeing for 30 years. When, like so many others, he lost his job in 1971 as part of the largest lay-off in Boeing history, he chose to put his talents to good use. Drawing on his love of the outdoors, his backcountry experience and his mechanical know-how, he invented the Therm-a-Rest air mattress, beloved today by backpackers, campers and climbers. He later co-founded one of the region’s premiere recreation brands, Cascade Designs, Inc.

Jim loved the Northwest and its great wild places. He grew up in Tacoma, graduated from Stadium High School, and earned an engineering degree at the University of Puget Sound. His parents often took the family hiking and camping so his appreciation for the outdoors was established early on. He learned to climb with The Mountaineers in 1950 and, through the organization, developed lifelong friendships. He and his wife Jane, who died in 2015, were particularly fond of The Mountaineers Players and its unique outdoor theater.

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In addition to the generous donations the couple made during their lifetime to The Mountaineers, Jim chose to leave a bequest to our organization, as he believed in the important work we do and he wanted his gift to live on after he did. Strengthening our volunteer culture, encouraging youth to get outside, and protecting our wild places. We are thankful for the many contributions Jim made to the outdoor recreation industry, and we are humbled to know that, through his bequest, he considered The Mountaineers his family.

During his 96 years, Jim Lea touched and changed many lives. His legacy to The Mountaineers will live on to inspire future generations of outdoor enthusiasts and conservationists.

To discuss your donation or legacy gift, please contact Mary Hsue, Director of Development, at 206-521-6004 or mary@mountaineers.org.
110 YEARS OF unexpected

2,000+ volunteers leading
20,000+ outdoor experiences

1,675 youth (975 underserved youth) = 7,150 total outdoor experiences

400+ members earned stewardship badges
7,328 stewardship hours

2,000+ members
11,590 total members
360,000 books sold worldwide

7,150 total outdoor experiences

into the next century