IMPACT REPORT FOR FISCAL YEAR 2020
The Mountaineers Annual Report to the Community
MISSION
Helping people explore, conserve, learn about, and enjoy the lands and waters of the Pacific Northwest and beyond.

CORE VALUES
ADVENTURE | EDUCATION | COMMUNITY | VOLUNTEERISM | ADVOCACY
THE MOUNTAINEERS IS

A COMMUNITY

united by a passion for adventure and driven by a deep sense of purpose to give back. For more than 114 years we have redefined limits, set new standards in outdoor education through volunteer-led courses and award-winning books, and fiercely defended the outdoor experience.

Community is a feeling. It’s a place. It’s a bond forged between us. Whether you’re new to the outdoors or leading your 10th trip of the year, our community adventures with you.

Photos, clockwise from top left: Nathan Foster, Peter and Nancy Hendrickson, Satish Shanmugasudaram, Anne Harai, Carl Marrs, Katy Snyder, Tyler Dunning, Ananth Maniam, and Mountaineers Adventure Club
DEAR FRIENDS:

In times of crisis, it is important to return to the compass of our core values. Like the cairns that guided us for generations, our core values provide markers that keep us connected to our highest purpose and build the foundation for long-term success.

Over the course of the pandemic, we’ve returned to our core value of community over and over again. A connected and vibrant community provides resilience in the most challenging of times, and the strength of The Mountaineers community has made the difference between a challenging year and a devastating one.

The COVID-19 crisis created financial insecurity for many individuals and businesses across the globe, and The Mountaineers is no exception. Moving cautiously yet quickly, we decisively responded with significant cost-cutting efforts across the entire organization. Our community of volunteers responded creatively by developing online and hybrid courses and events, which offered learning experiences and unique opportunities to connect to the outdoors and one another. We also sought resources like the Small Business Administration’s Paycheck Protection Program, a forgivable loan made available as part of the CARES Act relief program. Our publishing division sold a record number of books here in the Pacific Northwest and around the world, a sure sign that outdoor publishing is playing a vital role in the health and wellness of all people.

Our focus throughout the pandemic has been to move forward in a way that keeps our community safe. Part of this means striving to provide accessible experiences to the diverse community we serve. We know the healthiest community is one where every person feels belonging, and we believe belonging plays a critical role in inspiring unity, respect, and a passion for the planet we call home.

We would be remiss not to highlight the critical role our donors have played over the course of the last two years, with more individuals making contributions than ever before. The financial impact of COVID-19 has been palpable, and our community has responded in big ways to help us to weather the storm.

We are not alone on this mountain. In true Mountaineers fashion, we lean in when the going gets tough, and we always find ways to learn and grow along the way. We are in this together, and it is through the support of our community that we will make it to the other side stronger than when we started.

Thank you.

Tom Vogl
Chief Executive Officer

Vik Sahney
Board President
COMMUNITY IN ACTION
The Mountaineers 2020 Impact

14,453 members
11% people of color
47% female or non-binary

climbed 19,206,276+ feet and traveled 77,040+ miles

2,784 volunteers provided 2,126 outdoor experiences

2,998 donors provided resources to educate and engage the next generation
2,139 made a charitable donation for the very first time

396,854 books sold worldwide
$68,036 in scholarships awarded to 140 individuals
38,090 subscribers to Conservation Currents
12,265 copies sold of Freedom of the Hills
10,341 outdoor youth experiences
4,673 individual advocacy actions to protect public lands
1,800 Gear Library items
100% new titles printed on FSC® certified or recycled paper
“My favorite trips are led like a family or friend outing, unlike a guided group. Where leaders take several steps back at the trailhead, this allows people to discuss things – they’re open, they make friends, and they stay in contact. I also want to encourage more volunteers to come in, and one way to do that is to create a sense of family. Not just a sense of teaching a course, but a sense of being part of a community.”

— Ananth Maniam (Ananth Maniam), 4-Year Member, Super Volunteer and Key Leader, 2019 Volunteer of the Year
Environmental justice incorporated into Mountaineers new statement on climate change

Sally Jewell presents Lifetime Achievement Award to Governor Dan Evans and $457,000 raised at our first virtual Gala

Climbers of Color announces fiscal partnership with The Mountaineers to support their mission to create more leaders of color in mountaineering
Emerging out of our Progressive Climbing Education Program, Leadership Development has become a critical focus area to better support our highly-skilled volunteers and students. Today, we invest over $350,000 of philanthropic funds each year into training and recognition. We expanded the Leadership Development Series in 2019 to offer critical training to help volunteer instructors strengthen their core competencies in equity and inclusion, risk management, group facilitation and instruction, administrative and organizational skills, and conservation and advocacy. Seminars such as “Building Our Understanding and Application of Diversity, Equity, and Inclusion” and “Understanding Treaty Rights in Today’s Landscape: A Tulalip Perspective” offered continuing education pathways to reduce systematic barriers and elevate individuals who have been historically excluded from the outdoors. With the flexibility to expand virtually, these opportunities allowed us to reach a broader audience and engage volunteers during the most restrictive phases of the pandemic. This training has helped to develop leaders thoughtfully and intentionally, cultivate stronger relationships across branches, and elevate teaching standards and consistency across courses. These efforts also lead to higher volunteer satisfaction, retention, and recruitment outcomes, which directly translates into outstanding outdoor experiences for our ever-growing community.
"The classes, field trips, and people at The Mountaineers helped me stay motivated through a very difficult time in my life. Pursuing mountaineering has brought a new sense of purpose to my life, helped me cope with stress, and built my confidence. I also can’t thank the volunteers enough, they are so kind, knowledgeable, and caring. They are truly inspiring. Snow is not part of my life or culture, so at times I was afraid, and they kindly helped me overcome my fears without judgement. I never thought a Brazilian/Indian lady would enjoy snowy mountains so much, and I look forward to learning and exploring more.”

— Mumtaz Mesania | 3-Year Member

Mountain Education Alliance: A Nationwide Partnership in Climbing Education

Nearly a decade ago, staff and volunteer leaders from The Mountaineers, Appalachian Mountain Club, American Alpine Club, Colorado Mountain Club, and the Mazamas identified the need to approach common challenges, best practices, and emerging trends in climbing education. Together, we’ve been working to develop national standards for volunteer-led climbing education that will also meet UIAA international standards. In September 2020, this partnership formally became the Mountain Education Alliance (MEA).

MEA’s purpose is to provide a unifying force in American recreational climbing, build a stronger community of world-class volunteer leaders, and reduce hidden barriers by improving transparent pathways to leadership. Long term, MEA will create new and exciting training opportunities by establishing a set of volunteer climbing certifications through the Leadership Education and Development (LEAD) Program. Designed to acknowledge our top volunteers for their excellence in leadership and education, these certifications are nationally recognized. To date, volunteers from MEA organizations have received LEAD certifications in Top-Rope Climbing, Single Pitch Sport Climbing, and Single Pitch Traditional Climbing. These skilled educators are now connected to a national community of volunteer climbing instructors, which will surely lead to a greater consistency across the country. As we continue to develop MEA and deepen ties between member organizations, we expect to collaborate in ways that will benefit outdoor organizations beyond climbing.
ENGAGE FUTURE MOUNTAINEERS

Our community is where you take new courses to help you learn, then take trips to help you grow.

Honoring One Another As Human Beings Equips Us To Better Act On Our Mission

We are committed to building a culture where all people feel emotionally and physically safe. In January 2019, the Board of Directors chartered an Equity and Inclusion (E&I) Committee to oversee our focus to remove barriers within The Mountaineers and to cultivate a community where all people feel a sense of belonging. Since its inception, the committee and its affiliated 155-person working group have taken steps to ensure members and volunteers have equitable access to our courses and programs. We’ve offered ongoing E&I-focused training and are developing a culture-focused leader toolkit. We also issued an equitable climate change statement, refined our strategies for recruiting staff, Board, and volunteer leaders, and invested in website improvements so members can share pronouns and update their demographic information.

To help reduce financial barriers to outdoor recreation, we further invested in our Gear Library, expanding inventory in inclusive sizes and increasing staff support. Gear and apparel are now available for all individuals, families, and organizations to borrow. Moving ahead, we will continue to prioritize opportunities to reduce barriers, improve transparency, and increase efforts to make The Mountaineers a place where everyone feels connection and belonging.
Embracing Virtual Teaching and Gathering Places and Redefining Member Engagement

As in-person programming shut down across our programs, volunteers and staff rose to the challenge of creating innovative ways for people to stay connected to each other and the outdoors. We launched the Virtual Education Center and Virtual Events & Activities Calendar, where people could participate in Backpackers Pajama Parties, backyard workouts, and learn about birds in their neighborhoods from the comfort of their homes. Staff, Board, and volunteers launched a first-ever Wellness Call Campaign, with friendly calls reaching over 1,000 of our senior members to offer support with trips to the grocery store, pharmacy runs, and yard work. Our community also dove headfirst into Mountaineers Books titles and flooded our new Bookstore Curbside Pick-Up with book orders to experience incredible adventures from their armchairs.

As programming slowly reopens, it’s clear that the creative virtual resources offered during the pandemic will continue to add value for our community. Embracing the digital classroom reinforced the importance of online meeting spaces as a way to reduce our collective carbon footprint. As we look ahead to the future, we will continue to utilize digital classrooms as a way to bring communities together from near and far and to identify new and innovative ways to foster connections with the natural world.

Education Programs Provide Youth with Safe Experiences Outside During Shutdowns

Our youth community consists of hundreds of families and kids taught by over 200 volunteers and supported by nearly a dozen staff. Every year, we offer thousands of opportunities for kids to get outside, including year-round after-school clubs, community outreach programs, and summer and adventure camps. By January 2020, we had facilitated over 3,000 youth experiences and were on track to get more kids outside than ever before. When the pandemic hit and in-person programs stopped, we worked tirelessly to provide high quality educational experiences that were safe and fun. We created new virtual resources and activities, including a 10-week “Youth: Stuck Inside” blog series that provided dozens of activities for families to do in their neighborhoods.

Once it was safe to offer limited in-person outdoor programming, we nimbly recalibrated our programs for smaller group activities to support physical, social, and emotional health. Focused on COVID-19 safety, clubs programs were divided into pods, activities were revamped to include a mix of zoom and in-person offerings, and Mountain Workshops were creatively redesigned to meet the changing needs of our program partners. By the end of September, youth programs served hundreds of additional participants across Puget Sound and facilitated more than 5,200 outdoor experiences.
ADVOCATE FOR WILD PLACES
When our community invests in conservation, we invest in our future.

Reducing Our Organizational Impact Through Carbon Footprint Reduction
As part of our Vision 2022 strategic plan, we addressed the climate crisis by focusing on reducing our organization’s carbon footprint. We established the Carbon Footprint Reduction (CFR) Committee, which has made great progress towards reducing our organizational footprint and on educating members of our community on how to reduce their individual carbon footprint. First focusing on buildings and program centers, volunteers helped to reduce our environmental impact by installing solar panels and replacing over 500 light bulbs with LED retrofits.

Since switching on the Seattle Program Center’s solar panel array in January 2019, we’ve saved over 360,280 pounds of CO2 emissions — the equivalent of planting more than 2,500 trees. We’ve also been able to cover all of our electrical energy costs for the building, reinvesting those saved funds into mission-driving efforts to offer more education programs to cultivate fierce advocates of our public lands. Buildings are just one of the many ways we’ve focused our efforts on carbon footprint reduction over the last 18 months, and our CFR committee continues to develop education opportunities for our more than 38,000-person conservation community through topics such as food choice, transportation, electric vehicles, and more.

Leveraging Our Unique Voice in Advocacy to Focus on Conservation Outcomes
The Mountaineers have advocated on behalf of wild places throughout our 114-year history, and we continue to influence significant outcomes to protect public lands. In 2019, with over 5,000 community voices, The Mountaineers joined partners to protect the Methow Valley from industrial-scale mining, designate the Mountains to Sound Greenway a National Heritage Area, and permanently reauthorize the Land and Water Conservation Fund. We also launched We Are Puget Sound, a Braided River book and impact campaign focused on strengthening awareness of how everyday decisions impact the health of Puget Sound, the Salish Sea, and the communities who depend on them.

The last 18 months have also brought us several rewarding conservation partnerships including with the American Bird Conservancy to publish Bringing Back the Birds, and a collaboration with Woods Hole Research Center to publish The Big Thaw, a significant look at climate research and the “carbon bomb.” We have demonstrated an outsized ability to affect policy to protect public lands compared to similarly-sized organizations across the country. We offer a comprehensive advocacy and engagement program that deepens community education, centers our advocacy efforts through the lens of equity and inclusion, and capitalizes on this unique moment in history to invest in outdoor policy.

Thank You From Washington’s Outdoor Community
Great American Outdoors Act

2020 BY THE NUMBERS
3,791 people engaged in Great American Outdoors Act
3,536 conservation books sold
2,415 hours of environmental stewardship
“What drew me to The Mountaineers is its long history of conservation, education, and stewardship around public lands in the region. I can’t think of a better organization that connects to the importance of these places by recognizing that conservation is equally important as educating people on how to enjoy places safely and sustainably. I thought that if I’m going to live here in this region and these places are special to me, then I should join an organization that’s both working to care for these places and educating people on how to use them safely and sustainably. That’s something I want to support.”

— Tom O’Keefe | 17-Year Member
American Whitewater Pacific Northwest Stewardship Director
Mountaineers Advisory Council Member

ADVOCATE

Defining Commitment with an Official Statement on Climate Change

Conservation has been part of The Mountaineers ethos from the very beginning. Today, many of our past conservation wins are in jeopardy due to what is arguably the greatest threat to our natural world as we know it: climate change. Tasked with helping ensure The Mountaineers is doing our part to address the global climate crisis, in May 2020 The Carbon Footprint Reduction Committee formally announced our organizational statement on climate change to help our community understand why addressing the crisis is integral to our work and mission.

“Our Mountaineers community is actively experiencing the impacts of the global climate crisis. From melting glaciers to intensifying wildfires, the places we hold most dear are changing, resulting in more perilous access, loss of biodiversity, and degradation of wilderness. We believe that the climate crisis is fundamentally one of equity, which impacts not just wild places, but also human health and communities, and that future generations of Mountaineers deserve an equal opportunity to be inspired by wilderness and outdoor spaces. We commit to do our part by educating the outdoor community, advocating for public lands protections, reducing our organizational carbon footprint, and publishing books and other content that focus on and promote climate solutions, sustainability, and stewardship.”

On September 24, 2020, over 300 attendees gathered virtually to join legendary alpinist, environmental activist, and longtime Mountaineers member Conrad Anker for a special presentation titled Mountaineering and the Climate Crisis. With a compelling graphic of shrinking glaciers and increasing wildfires, Conrad illustrated the existential threat of climate change to the wild places we love and to human health and communities.
CELEBRATING 60 YEARS OF MOUNTAINEERS BOOKS

In good times, books offer our community inspiration, empowerment, and a world beyond our own. In 2020, a year mired with new challenges and burdened with change, books offered us a haven, an escape, and hope for adventures ahead.

Over our impressive 60-year history, Mountaineers Books has introduced more people to the wonders of wild places near and far than any other outdoor publisher. Beginning with a single book, Mountaineering: The Freedom of the Hills, we have grown to inspire generations of adventurers around the world through more than 700 titles and nearly 17 million books sold. As a nonprofit publisher, our mission is to safely guide readers in outdoor pursuits and to foster an appreciation for wilderness through the rich and varied work of diverse outdoor voices. We believe that the stories, images, and ideas offered in a book can inspire stewardship and advocacy for the lands and waters where we recreate. Books also offer solace and comfort during trying times.

Mountaineers Books Celebrates 60 Years of Independent Nonprofit Publishing

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Books Preserve the History and Majesty of Our Wild Places for Generations to Come

Mountaineers Books serves as the preeminent nonprofit publisher of mountaineering skills and literature, conservation titles, adventure narratives, natural history, and outdoor guidebooks. In 2020, we published a wide array of titles that included Peak Nutrition, by award-winning authors Maria Hines and Mercedes Pollmeier; and Earth Almanac, by Ken Keffer with illustrations by Jeremy Collins; as well as a ground-breaking biography, Edge of the Map, by Johanna Garton; and an iconic natural history, Douglas Fir, by Stephen Arno and Carl Fiedler. Additionally, we shepherded a number of titles from our distribution partners and fellow members of the outdoor community: Colorado Mountain Club, Green Trails Maps, American Alpine Club, and Adventure Cycling Association.

As always, the core of our publishing program consisted of titles that empower each of us to be the author of our own adventures: guidebooks and instructional texts by experts that teach us skills and take us places we might not otherwise experience, from the trails of local mountains to photographing birds, and from hiking in urban areas to ambitious, high-altitude climbs. Through the dedication of our authors, readers, and staff, we continue to build and sustain a community of advocates that connect people to the transformative power of the outdoors.

Though 2020 wasn’t the 60th birthday year that we expected, we are proud of our tenure as the nation’s leading independent publisher of outdoor recreation, sustainable lifestyle, and conservation books. Mountaineers Books, including its imprints Skipstone and Braided River, played an important role in the health and wellness of our global outdoor community. More books made it into the hands and hearts of readers than nearly any other year in our history, inspiring people to explore nature and enjoy adventures - in the backcountry, in urban neighborhoods, and inside their homes.

2020 BY THE NUMBERS

31
Mountaineers Books titles published

700 titles in catalog

$1,855
raised through “1% for Trails” program, which donates royalties from the Day Hiking series to trail conservation nonprofits.

13 Mountaineers Books Titles Win Awards in 2020

Mountaineers Books: 60 Years of Independent Nonprofit Publishing
After 20 Years, Publisher Helen Cherullo Selects Tom Helleberg to Lead the Next Era of Mountaineers Books

“The milestone of reaching 20 years allowed me to reflect on the future of the press and colleagues I hold dear, as well as where my passions and skills were leading me. I am delighted to pass the reins to Tom Helleberg, a publishing veteran with 20 years’ experience in nonprofit and scholarly houses. He holds an MFA in fiction writing and an MBA in corporate finance and strategy. I cannot think of a more capable, talented, and empathetic leader to guide the next era of impact for Mountaineers Books. Thank you for 20 incredible years. I am honored to continue to play a role at Mountaineers Books and Braided River on conservation efforts that ‘begin with a book’.”

— Helen Cherullo | 27-Year Member
Executive Director of Conservation and Advancement
Executive Director of Braided River
Peak Society and Summit Society Member

“It is a great honor to be stepping into a leadership role during the 60th anniversary of Mountaineers Books, to help set the course into the next era, and continue to publish new and exciting titles that inspire our readers. Taking on the responsibility of Publisher at the start of a global pandemic has been unlike anything I’ve ever experienced. Mountaineers Books reflects the values of the overall organization—The Mountaineers and its mission remain our North Star and if our readers have taught me one thing this year, it’s that our independence and our nonprofit mission truly matters. I’m grateful for the opportunity to support our community through stories and titles that inspire, educate, and empower.”

— Tom Helleberg | 3-Year Member
Mountaineers Books Publisher

Mountaineers Books Received 26 Book Awards Recognizing 13 Different Titles

Though awards and accolades are not why we got into the nonprofit publishing business, it’s exciting to see our titles be recognized with national and international book awards year after year! While 2020 brought unprecedented challenges to our publishing business, it also offered a silver - and gold - lining: Mountaineers Books, including Skipstone and Braided River, received an astonishing 26 book awards recognizing 13 different titles. In fact, four Braided River titles (all published in the previous year) won Nautilus Awards: The Big Thaw won the Grand Award as well as Gold in Ecology and Environment; Bringing Back the Birds won Gold in Nature and Animals; The Salmon Way won Silver in Nature and Animals; and We Are Puget Sound won Silver in Ecology and Environment.

Raven’s Witness wowed the Banff Book Festival, winning both the Mountain Literature Award and the Grand Prize. Banff also recognized the guidebook Crack Climbing, and the narratives Journey’s North and Winter 8000. Additionally, we won six medals at the Independent Publisher Book Awards (IPPYs), notably the overall Most Outstanding Design award for Turn Around Time (published in 2019). Other titles recognized by award programs in 2020 included Hangdog Days (published in 2019), Dragons in the Snow, and Peak Nutrition. While awards are uplifting, it’s the ability of this diverse range of books to resonate with readers—before, during, and after a pandemic—that truly inspires us.
SUPER VOLUNTEERS

Super Volunteers are trip leaders, course instructors, committee members, event volunteers, lodge hosts, youth or stewardship volunteers, and more, who contributed 150+ hours or 15+ “instances” of volunteer time in the 2019-2020 fiscal year. They are essential to creating our community and building a positive and welcoming experience for our members, participants, and guests.
KEY LEADERS

Key Leaders are volunteers who led or co-led 10 or more trips, field trips, clinics, or online seminars or lectures in the 2019-2020 fiscal year. We expanded the definition of a Key Leader in 2020 to recognize the many ways our volunteers stepped up to lead activities and engage our community during the pandemic. This level of involvement indicates an incredible dedication to the mission of The Mountaineers.

Sally Anderson
Alina Badus
Douglas Berry
Turner Bluechel
Jennifer Brink
Dave Burdick
Andy Cahn
Brian Carpenter
Danny Casady
Rena Chinn
Nina Crampston
KD Dale
Alan Davey
Richard DuBois
Bruce Durham
Tom Eckhout
Tom Eng
Christopher Ensor
Rob Erickson
Barbara Folmer
Nathan Foster
Laurel Geibshub
John Gilbert
Tom Girard
Danielle Graham
Dan Greenfield
Megan Hartness
Dixie Havlak
Dick Hayek
Lisa Hayek
Peter Hendrickson
Will Hill
Stewart Hougren
Craig Illman
Rebecca Jacobsen
David Judish
Paul Kalimann
Mike Kretzler
Linda Kuramoto
Matt Kurjanowicz
Jon Larson
Ian Lauder
Steve LeBrun
Mija Lee
Jerrick Linde
Lara Linde
Carlianna Livingstone
Jerry Logan
Debbee Aquila Lynn
Ananth Maniam
Rodica Manole
Mandi Maycumber
Frank McCracken
Lisa McPeak
Charlie Michel
Dave Morgan
Richard Nicholson
Randy Oakley
Alyssa Opland
Gabrielle Orsi
Krzysztof Ostrowski
Jeff Patterson
Steven Payne
Barton Place
Patrick Podenski
Becca Polglase
Patti Polinsky
Travis Prescott
Chris Pribbernow
Mark Scheffer
Scott Schissel
Craig Schwartz
Natalya Semez
Rachel Shafer
Linda Shewey
Susan Shih
Cheri Solien
Joshua Stein
Bryan Sistenes
Louise Suhr
Cheryl Talbert
Nancy Temkin
Britt Tingum
Peter Tran
Tom Unger
Karen Wallace
Chuck Welter

Photo: Brian McNitt
Charitable contributions empower The Mountaineers to advance our mission in ways we cannot do with earned revenue alone. We are grateful for our Peak Society members who provide critical annual investments to elevate our volunteer-led outdoor education programs, internationally renowned publishing house, and advocacy efforts that unite us as a powerful voice for public land conservation. Their contributions are an essential part of how we expand and accelerate impact to touch more lives and create deeper, richer experiences in the outdoors. *denotes charter Peak Society membership

PEAK SOCIETY

RAINIER

Steve & Colleen McClure*
Vineeth Madhusudanan &
Dee Ann Kline
Dan & Nancy Evans
Joan Burton
Fred & Anandhi Bumstead
Hien & Paul Brown
Eric & Katie Artz
Steffen Sikkeland

$10,000 - $24,999

WES & LINDA WITT

$5,000 - $7,499

JENNY & JONATHAN LIU

$2,500 - $4,999

MARTHA & RICHARD RHODT

$7,500 - $9,999

reflection of the [insert number] members who have contributed £1,000 to £2,499

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THE BABARE FAMILY

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ANDREW GERBER
CHRIS BURROWS &
HUGH CAMPELL &
DIANNE DALTON
COREY CARLSON &
RHODA ALTMAN

$10,000 - $24,999

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KOCH & KATIE KOCHEN
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CHRIS LAVALLE
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ANDREW PODESMER
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GINA FELTON
MAT & KRISTI HANSEN
CHRIS HARRIS &
HESS REBECK
MIKE HARLOW

$25,000 - $99,999

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MATTHIAS SCHRÖTER
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MIKE HARLOW

$1,000 - $2,499

ANN & MICHAEL KOSZAR
BRIDGET & TRENT KLEIN
REBECCA KOPPEL &
STEVE KOPPEL
MARGARET KOPPEL &
RICHARD KOPPEL
DANIEL & NADINE LAUEN*
RANDY M. LEE &
JOY HOOTEN LEE
MIKE GAUCHER
DON & NATA GARLANDA
DARRELL GRAHAM &
ANDREW PODESMER
DANIEL & COURTNEY GREENFIELD
DONNA HANNA IN MEMORY OF
ELO & EUGENE DAVIS
JAMIE HANCOCK &
GINA FELTON
MAT & KRISTI HANSEN
CHRIS HARRIS &
HESS REBECK
MIKE HARLOW

$7,500 - $9,999

JANICE ALVORD
DAVID HANSON &
GINA FELTON
DAVID HANSON &
GINA FELTON
Donations of all sizes add up to make a big difference for our people, places, programs and publishing. We are deeply grateful.
CORPORATE & FOUNDATION SUPPORT

$100,000+
Washington State Recreation and Conservation Office
$25,000 - $99,999
REI Foundation
$10,000 - $24,999
The Bradley Family Foundation
The Goldstein Foundation
TreeLine Foundation
$7,500 - $9,999
Hydro Flask
Petzl
Tittey Celars
United Airlines
$5,000 - $7,499
adidas TERREX
Forest Foundation
REI Co-op
Western Conservation Foundation
$2,500 - $4,999
Brown & Brown of Washington, Inc.
Cartier Subaru Shoreline
George & Dorothy Babare
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Good Nature Fund
The Walter Henry Freygang Foundation
Holly Hansen
Kaspers Catering
Lucky Seven Foundation
Ryan Swanston & Cleveland, PLLC
Steel Rives LLP
Vertical World, Inc.
Wapowet Outdoors
$1,000 - $2,499
Airgeal Alaska Airlines
Backcountry Access, Inc.
Cascade Designs
Fision
flatstick Pub
Gregory Mountain Products
The Lookout Foundation
Madison Mountaineering
Mountaineer
Newton Kight LLP
Ombraz Sunglasses
Outdoor Research, Inc.
Rotary Club of Seattle-International District
Tupala Tribes Charitable Funds
$500 - $999
Black Diamond Equipment
CAMP USA, Inc.
Coats Grav.
Heritage Distilling Company
Jimmy Chin Productions
R&d Construction LLC
Sea to Summit
Spy Optic, Inc.
Stevens Pass
$250 - $499
American Alpine Institute
Bancartor Shellfish
The Botanical Company
Discover Nature, LLC
Ghostbird Brewing Company
Goat's Steer
Honey Stinger
Jones Snowboards
K2 Sports
Marmot
Momentum Climbing
North Cascades Mountain Guide
The North Face
Ortlieb USA
Rainer Watch
Sharka Adventure Gear
Stanley PMI
Western River Anglers
YETI
$100 - $249
ATS Automation, Inc.
Banya S.
BioLite
Brooks Running
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Doe Bay Resort and Retreat
Dyno Climb
Edgeworks Climbing + Fitness
Event Photographers
Fremont Brewing
Fusion Hot Yoga
Galax GPS
Garmin
Great Eastern Giving
Guardian Cellars
The Herbfarm
Lagunitas Brewing Co.
Lantern Brewing
New Belgium Brewing & Quarter Lounge
Nanu
Outdoor Youth Connections
Patagonia Seattle Store
Prime Bellingham - Prime Sports Institute
Ravenina Brewing Co.
ROOT SPORTS
Seattle
Seattle Bouldering
Project
Select Physical Therapy
UNC Climbing
MATCHING GIFT SUPPORTERS

We appreciate the corporate partners who support their employees and their community by matching cash contributions, membership dues, and gifts of volunteer time, which resulted in an additional $159,856 for The Mountaineers in FY2020.

- Adobe Systems, Inc.
- AirBnb
- Alaska Airlines
- Bank of America
- Chubb Charitable Foundation
- BECU
- Bill & Melinda Gates Foundation
- The Boeing Company
- BP Foundation, Inc.
- Carnacess & Hempelmann
- Chubu Charitable Foundation
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- Dell Technologies
- DocuSign
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- FS Networks, Inc.
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- Google, Inc.
- Great West Financial
- HarbourVest
- JM Smith Foundation
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- Marsh & McLennan Companies
- Microsoft
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- Nordstrom
- NVIDIA
- Patagonia Works
- Salesforce
- ServiceNow
- Starbucks
- Symetra
- Tableau Foundation
- T-Mobile
- Total Quality Logistics, LLC
- UnitedHealth Group
- Vertex Pharmaceuticals
- Weyerhauser
- Workday, Inc.
- Zillow
“Fiscal year 2020 is now in the rear-view mirror and I’m incredibly proud of how we’ve navigated the extraordinary challenges we faced and grateful for how our community worked together to ensure our survival. Our Board has been a terrific partner and I sincerely appreciate the encouragement and support so many of you have provided this year. We finished 2020 much better than we forecasted, providing a stronger foundation for the coming year than we would have otherwise had.”

— Tom Vogl, CEO | 5-Year Member
Peak Society and Summit Society Member
SUMMIT SOCIETY

We gratefully acknowledge the following individuals for their generosity and forethought, and for including The Mountaineers in their estate plans.

Barbara Allan
Thomas Allen
Diane Allen+ Richard C. Bemer*
Justin Blackbourn
Richard & Sheridan Botts
Colin Chapman
Helen & Arnie Cherullo
Su Jin Chen & Han So Peter Citherlow & Anvia Morris
Lorna Corrigan
Jim & Camelia Dobrick
Rich & Martha Draves
George Duncan*
Edward Earl*
Cathy Edelman
Robert & Nancy Eschrich
Dale Flynn & Jeanette Mills
Martinique & Elliot Grigg
John & Helen Hansen*
Drs. Peter Hendrickson & Nancy Tenmin
James Henriot*
Raymond Huey
Esther Johnson*
Suzanne Johnston
Stuart D. Jones*
Judy Knoll
Michael Kovacs
Dan & Nadine Lauren
Geoff & Peg Lawrence
James & Jane Lea*
Pam & Eric Linseweiler
Nancy Lloyd
Eve Macdonald*
John Moen*
Shirley Olson*
YSUNNE & John Paika
Nick Parish &
Sandra Bowman
Steve & Rhea Payne
Syliva Peckham*
Patti Polinsky*
& Dave Clarr
Travis Prescott
R.L. Puddicombe*
Jordan & Joyce Roderick
Eric & Susan Schmieman
In Memory of Sgt
Dietrich Schmieman,
USMC Rader
Sara Springate*
Judy Sterry
Paul Stevenson &
Megan Davis
Helen Storm*
Joanne Stroup*
Sherre Trecker
Brienne L. Vanderlinden
Tom Voyl
Marie Wells*
Hazel Wilcoson*
Tak& Anita’s Wikins
Paul Wiseman*
Brintside Wilcoxen
Shoko Yoshikawa
Patricia Young*
Anonymous (2)

*In memoriam

ADVISORY COUNCIL

We appreciate the time and talent provided by members of the Advisory Council, a group of experts from our community who share a passion for our mission.

Mary Hseu
Chlo Jenkins
Paul King
Martha Kongsgaard
Ricky Kosciusko
Leone Kraus
Elizabeth Luneys
Vinneoth Mathusudanan
Maja Maratit*
David Maltz
Hope Maltz
Joseph Manson
Aidan Marcus
Mamie Marcus
Christine Martin
Luc Marzoff
Heidi Mathisen
Craig McKibben
Rick Meade
Charlie Michel
Greg Moga
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Bruce Sanchez
Susan Sayers
Stefanie Schiller
Bob Sheruff
Chris Soverel
Nil Tilja
Tony Tudoo
Tom Uniac
Mark P. Walters
Mona West
Margaret Wheeler
Lef Whittaker
Peter Whittaker
Anita Wilkins
Rob Wills
LaVerne Woods
Gavin Woody
Andy Wyatt

BRANCH CHAIRS

The Mountaineers is composed of seven regional branches, along with the Global Adventures Committee, which offers trips abroad. Branches organize courses and activities and provide an important sense of local community. Each branch has its own volunteer structure, coordinating curriculum and standards across the organization while tailoring each offering to the needs and interests of its local community.

Krissie Faqra, Bellingham
Elaina Jorgenson, Everett
Cheryl Talbert, Foothills
Andy Hoover & Cheryl Talbert,
Global Adventures

BOARD OF DIRECTORS

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Kara Stone
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Stephanie Wong
Dan Langis
UW Board Fellow
Randall Stacy,
UW Board Fellow
Kaelen Moos, Youth Representative

Photo: Brendan Moore-Penaskovic
2020 FINANCIALS

CONDENSED STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>Assets</th>
<th>September 30, 2020</th>
<th>September 30, 2019</th>
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</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$5,767,569</td>
<td>$5,219,168</td>
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<tr>
<td>Long-term Investments</td>
<td>$3,269,047</td>
<td>$2,958,486</td>
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<tr>
<td>Intangible Assets</td>
<td>$653,605</td>
<td>$614,564</td>
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<tr>
<td>Author Advances</td>
<td>$229,558</td>
<td>$246,129</td>
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<tr>
<td>Property and Equipment</td>
<td>$4,729,42</td>
<td>$4,888,259</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$14,649,200</strong></td>
<td><strong>$13,826,606</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities &amp; Net Assets</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td></td>
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<tr>
<td>Current Liabilities</td>
<td>$1,631,678</td>
<td>$885,845</td>
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<tr>
<td>Contingent Contribution</td>
<td>$800,000</td>
<td>$600,000</td>
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<td><strong>Total Liabilities</strong></td>
<td><strong>$2,431,678</strong></td>
<td><strong>$1,485,845</strong></td>
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<tr>
<td>Net Assets</td>
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<tr>
<td>Unrestricted</td>
<td>$11,719,540</td>
<td>$11,896,158</td>
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<tr>
<td>Temporarily Restricted</td>
<td>$497,982</td>
<td>$444,603</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$12,217,522</strong></td>
<td><strong>$12,340,761</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$14,649,200</strong></td>
<td><strong>$13,826,606</strong></td>
</tr>
</tbody>
</table>

CONDENSED STATEMENT OF ACTIVITIES

<table>
<thead>
<tr>
<th>Revenues</th>
<th>FY 2020</th>
<th>FY 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing</td>
<td>$3,746,342</td>
<td>$3,529,158</td>
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<tr>
<td>Programs</td>
<td>$1,532,242</td>
<td>$2,597,962</td>
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<tr>
<td>Contributions</td>
<td>$1,267,140</td>
<td>$1,441,942</td>
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<tr>
<td>Membership</td>
<td>$639,777</td>
<td>$630,719</td>
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<tr>
<td>Investments</td>
<td>$314,805</td>
<td>$119,067</td>
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<tr>
<td>Book Royalties</td>
<td>$39,412</td>
<td>$22,481</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,539,718</strong></td>
<td><strong>$8,341,329</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>FY 2020</th>
<th>FY 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services (Programs)</td>
<td>$2,420,498</td>
<td>$4,003,266</td>
</tr>
<tr>
<td>Program Services (Publishing)</td>
<td>$3,941,712</td>
<td>$3,961,228</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$872,941</td>
<td>$528,741</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$427,806</td>
<td>$470,761</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,662,957</strong></td>
<td><strong>$8,963,996</strong></td>
</tr>
</tbody>
</table>

FY 2020 SUPPORT & REVENUE

- Publishing - 50%
- Programs - 20%
- Contributions - 17%
- Membership - 8%
- Investment - 4%
- Book Royalties - 1%

FY 2020 EXPENSES

- Program Services (Publishing) - 51%
- Program Services (Programs) - 32%
- Management & General - 11%
- Fundraising - 6%
“Our involvement in the community at The Mountaineers has brought so much joy to our life. A lot has changed due to the pandemic but what hasn’t changed is our organization’s commitment to making the outdoors accessible through scholarships for youth programs and courses, conservation and advocacy efforts, and helping people to connect with the outdoors safely and responsibly. As Mountaineers, we connect people to place and foster lifelong connections to the outdoors. Love is at the heart of why we’re motivated to protect wild places, and we believe that members and donors like us will be the solution to challenges ahead.”

— Peter Hendrickson | 15-Year Member
Mountaineers Board of Directors
Peak Society and Summit Society Member
Super Volunteer and Key Leader

GET INVOLVED
Join or renew as a member | mountaineers.org/join
Donate time and talent as a volunteer | mountaineers.org/volunteer
Enroll in the Public Lands 101 Conservation course | mountaineers.org/publiclands101
Visit a new place with Mountaineers Books | mountaineers.org/books
Consider a charitable contribution | mountaineers.org/donate

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