

2024 ANNUAL REPORT



William Woodward

CONTENTS

- 03** — Mission
- 04** — Letter from Our CEO
- 05** — 10 Years of Conservation Powered by Outdoor Recreation
- 06** — 2024 at a Glance
- 07** — Protecting Places | Recreation & Conservation Policy
- 08** — Climate & Energy | Empowering Outdoor Advocacy
- 09** — Regional Networks
- 11** — Financials
- 12** — Corporate Partners & Donors
- 14** — Board of Directors & Staff



Chris Korbolic

**OUR MISSION IS TO UNITE THE VOICES OF OUTDOOR
ENTHUSIASTS TO PROTECT THE HUMAN-POWERED
OUTDOOR RECREATION EXPERIENCE AND
CONSERVE AMERICA'S PUBLIC LANDS.**

William Woodward

LETTER FROM OUTDOOR ALLIANCE CEO

In 2024, we celebrated ten years of Outdoor Alliance. What started as a bold idea—a coalition of outdoor recreation groups working together to protect public lands—has grown into one of the most effective conservation and recreation advocacy organizations in the country. Over the last decade, Outdoor Alliance has secured major conservation wins, protected millions of acres, evolved how public lands are managed for outdoor recreation, and built an engaged and powerful outdoor advocacy community. And 2024 was our biggest year yet.

In December, we helped pass the EXPLORE Act, the most significant outdoor recreation policy package in recent memory. This bipartisan bill will protect and improve outdoor access, expand recreation infrastructure, and help ensure that more people can experience the outdoors. Getting this across the finish line required years of effort, and is proof that it works to play the long game and bring the voices of outdoor enthusiasts to lawmakers.

In 2024, we also continued to build the power of the outdoor community. In September, we brought nearly 80 recreation advocates to Washington, D.C. for more than 80 meetings with lawmakers and agency decision makers to champion the EXPLORE Act, the BLM's Public Lands Rule, and other conservation priorities—our largest and most effective advocacy event to date. We were joined by the 20 members of our new Grasstops Collective, a leadership and advocacy program that trains and mobilizes local outdoor leaders to be more effective advocates for public lands.

These wins are possible because of you. From writing letters to Congress, to showing up for public meetings, to supporting our work, you are part of a growing and effective movement to protect outdoor recreation and the public lands and waters that make these experiences possible.

As we look ahead to the next decade, our mission is more urgent than ever. The outdoors are facing unprecedented challenges, but the outdoor community is stronger, savvier, and more engaged than ever before. Together, we will continue to defend the places we love and make sure public lands and waters remain protected for generations to come.

Thank you for being part of this work. Here's to the next ten years (and more).



Adam Cramer
CEO, Outdoor Alliance

10 YEARS OF CONSERVATION POWERED BY OUTDOOR RECREATION

In September, Outdoor Alliance gathered our closest partners for a week of advocacy on the Hill and a celebration of ten years of conservation powered by outdoor recreation.

Nearly 80 advocates held more than 80 meetings with lawmakers on the Hill, championing some of our biggest policy priorities for the end of the year, including the EXPLORE Act, which later passed unanimously through the Senate. We were joined by champions from American Whitewater, American Alpine Club, Access Fund, American Canoe Association, IMBA, The Mountaineers, Surfrider, Winter Wildlands Alliance, Runners for Public Lands, Bikepacking Roots, SORBA, CAMTB and Sage Trail Alliance, as well as by partners at REI, Patagonia, and professional climber Tommy Caldwell.

We also gathered with more than 250 leaders and partners in the outdoor recreation community to celebrate ten years of our collective work. Adam Cramer, CEO of Outdoor Alliance, shared his appreciation for the collective nature of Outdoor Alliance's work:

“Conservation wins are hard fought, many of our biggest accomplishments took years to cross the finish line, and they are only achieved through years of collaborative effort.”



Torch Pictures

2024 AT A GLANCE

By the Numbers

119,615 ACRES

protected with the expansion of
Berryessa Snow Mountain and
San Gabriel National Monuments

**EXPLORE ACT
BECOMES LAW**

Historic legislation to improve and
enhance outdoor experiences

\$10 BILLION

Secured for public lands in
disaster funding supplemental

39,000

letters to legislators

**20 OUTDOOR
RECREATION
LEADERS**

Trained in advocacy and leadership
to influence national policy

426

meetings with lawmakers—
more than 8 every week

562

datasets shared with
the public

36

policy letters

William Woodward

PROTECTING PLACES | RECREATION & CONSERVATION POLICY

Two New California Monuments

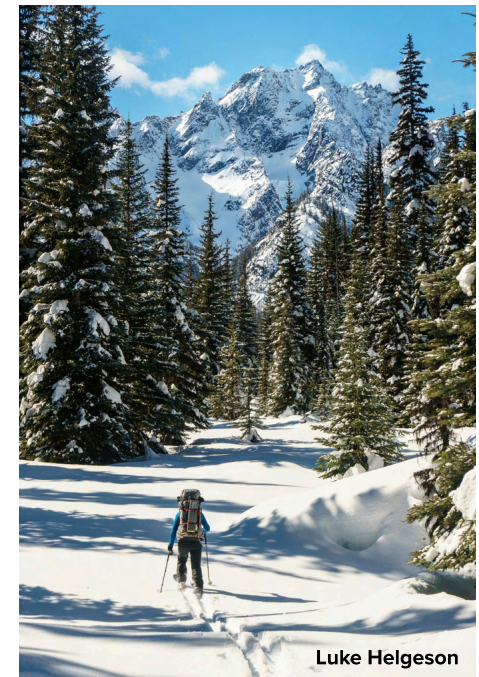
Outdoor Alliance supported the designation of two new national monuments in California, Chuckwalla National Monument and S  t  tla National Monument. These designations protect nearly 850,000 acres of public lands, including areas sacred to Native American tribes. The two California monuments were the result of strong local organizing, including through our Outdoor Alliance California network.

Protecting Coastal Waters

In a historic action, President Biden also withdrew more than 625 million acres of U.S. waters from oil and gas leasing, including the entire U.S. East Coast, the eastern Gulf of Mexico, the Pacific off the coasts of Washington, Oregon, and California, and additional portions of the Northern Bering Sea in Alaska. Surfrider Foundation, an Outdoor Alliance member, was instrumental in advocating for these protections, which will safeguard coastal recreation opportunities and local economies along America's coasts and shorelines.

EXPLORE Act

The EXPLORE Act passed through Congress and was signed into law at the end of 2024. The EXPLORE Act was the result of a decade of effort from Outdoor Alliance, the outdoor community, and other key partners. The final bill, which passed with bipartisan support through both the House and Senate, codifies the Outdoor Recreation Legacy Partnership, the Federal Interagency Council on Outdoor Recreation, will help create new long-distance bike trails, clarifies protections for rock climbing in Wilderness, and will improve how land management agencies manage and protect outdoor recreation experiences.



CLIMATE & ENERGY | EMPOWERING OUTDOOR ADVOCACY

Reducing Conflict Between Development and Outdoor Recreation

In 2024, Outdoor Alliance saw many long-standing efforts to advocate for balancing recreation and conservation with development cross the finish line. With our analysis, insight, and feedback, the Biden administration finalized new oil and gas leasing rules that specifically screen for conflicts like recreation. They also finalized the BLM's Public Lands Rule, which will balance the need for recreation and conservation on 245 million acres of BLM lands.

Investments in the Outdoors

Outdoor Alliance advocates for better funding for our public lands and waters, which is becoming increasingly important as outdoor recreation participation grows. In 2024, Outdoor Alliance led an effort with 34 partners to advocate for fully funding the recreation budgets of the Forest Service and BLM. We also worked to address the Forest Service's seasonal hiring freeze, and advocated for appropriations that specifically cover seasonal workers. Finally, Outdoor Alliance's advocated helped secured nearly \$10 billion in disaster funding to include public lands and waters when they are affected by wildfire, floods, hurricanes, and other natural disasters.

Grasstops Collective

In 2024, Outdoor Alliance launched its Grasstops Collective, a leadership training program for grasstops advocates to build relationships with their lawmakers, understand policy and advocacy more deeply, and drive conservation efforts forward nationally. Over the course of the year, these advocates were trained on how to form relationships with their lawmakers, and how to build power in their local communities to influence national conservation policy.

20 grasstops recreation leaders graduated from the program in 2024 and will be joined by 20 more leaders in 2025, building the recreation community's collective influence to protect public lands and waters.



Greg Rosenke

REGIONAL NETWORKS

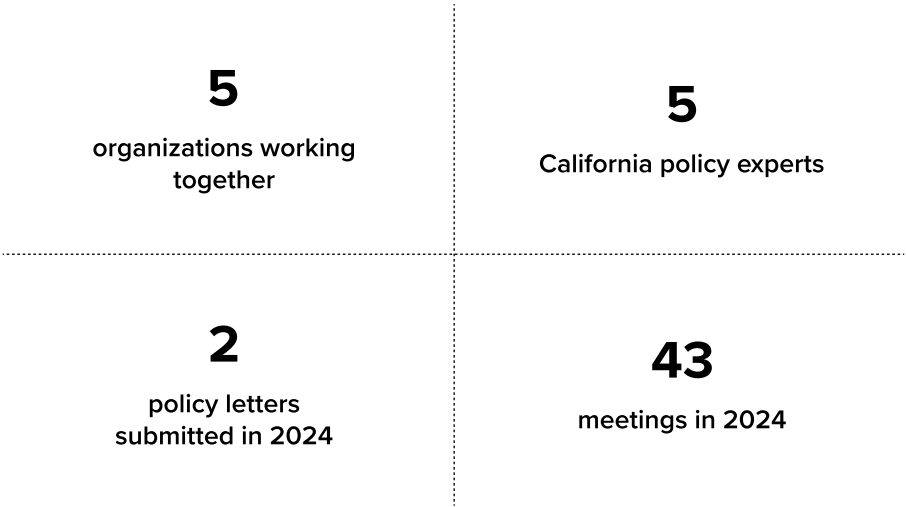


Congressman Kevin Kiley with Outdoor Alliance California and Tahoe Backcountry Alliance at Donner Lake.

Outdoor Alliance California

In 2024, Outdoor Alliance California met and collaborated with key decision makers throughout the state. This year proved to be a watershed moment for the regional network with the passing of the EXPLORE Act and the expansion of two national monuments: Molok Luyuk, which expands Berryessa Snow Mountain National Monument, and the San Gabriel Mountains National Monument—totaling 119,615 acres protected.

Our California Program Director, Katie Hawkins, was reappointed by Governor Newsom to his outdoor recreation commission for boating and waterways, serves on the state’s leadership committee to advance the global initiative 30x30, and was accepted into the 2024 - 2025 Obama Foundation USA Leaders program.



REGIONAL NETWORKS



Outdoor Alliance Washington partners with Rep. Kim Schrier at Denny Creek in the Mount Baker-Snoqualmie National Forest.

Outdoor Alliance Washington

In 2024, Outdoor Alliance Washington met with lawmakers from across the state to successfully advocate for passage of the EXPLORE Act and celebrate projects funded by the Great American Outdoors Act. Through her role on the Northwest Forest Plan Federal Advisory Committee, Outdoor Alliance Washington Program Manager, Betsy Robblee, helped influence the draft plan to modernize landscape management across 19 million acres of federally managed land and ensure that national forests are adapted to climate change and resilient to wildfire. Outdoor Alliance Washington developed meaningful relationships with several Washington State Tribal Nations, with a goal of advancing mutual conservation priorities.

5

organizations working
together

8

Washington policy experts

3

policy letters
submitted in 2024

28

meetings in 2024

FINANCIALS

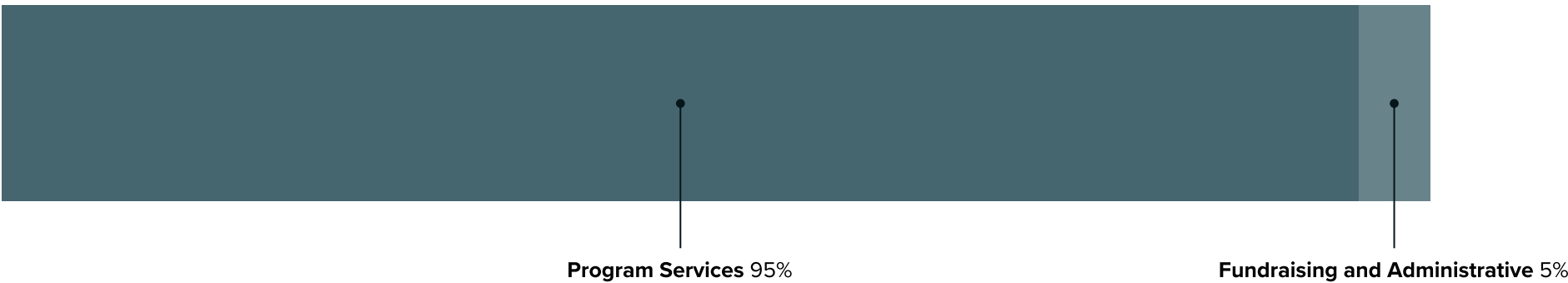
Total Revenue

\$1.4M



Total Expenses

\$1.6M



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:

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STRAVA™



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DONORS

Outdoor Alliance would like to thank the following individuals, foundations, corporations, and organizations for their generous support in 2024. 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.

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Adam Cramer and Jennifer McCadney
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Allen Sanderson
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American Canoe Association
American Whitewater
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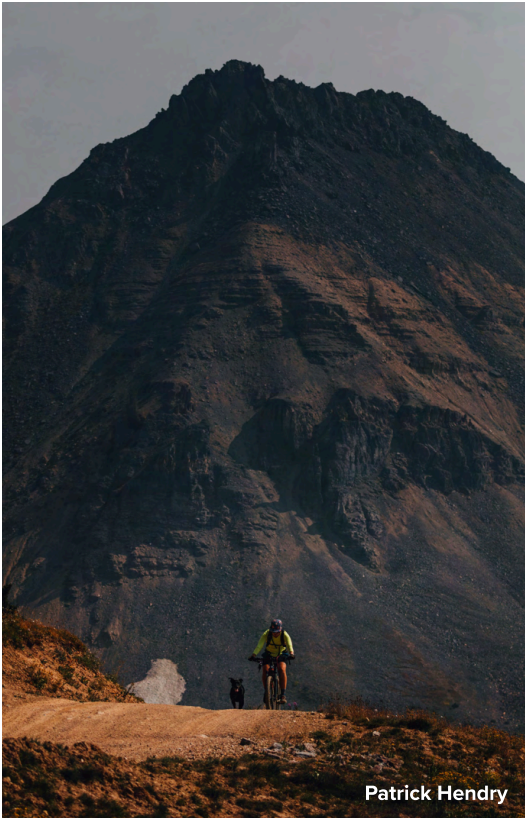
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PEOPLE WHO RECREATE OUTDOORS ARE DEEPLY CONNECTED TO THE SPECIAL PLACES THEY CLIMB, HIKE, BIKE, PADDLE, SKI, AND SURF.

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.

Join us to protect your outdoor adventures.

OUTDOOR  ALLIANCE

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