



THE MOUNTAINEERS 2011 ANNUAL REPORT

Inspiring conservation and stewardship
through outdoor adventure

Exploration. Challenge. Adventure.

Words often associated with the outdoors and with The Mountaineers. We're dedicated to the outdoors and getting people outside.

The Mountaineers outdoor recreation programs and books inspire members and the greater community to connect with the natural world.

The beauty of the Pacific Northwest landscape lures all of us outside.

And for many, The Mountaineers is the most influential and trusted pathway to getting there.

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**MESSAGE FROM MARTINIQUE GRIGG
EXECUTIVE DIRECTOR**



Getting people outside is fundamental to advancing the mission of The Mountaineers: *to enrich the lives of the community by helping people explore, conserve, learn about and enjoy the lands and waters of the Pacific Northwest.* Our courses and activities connect people with nature and help create a lasting appreciation for the natural landscape. This is important because people will protect what they know and value.

2010 marked the beginning of a turnaround for The Mountaineers. Recognizing that our organization's mission and vision are of importance to the greater outdoor community, we developed programs that would leverage our core strengths of outdoor recreation, volunteer-led education and public lands conservation

In 2011, I was pleased to see The Mountaineers achieve 501(c)(3) status, experience the rapid growth of newly launched youth and adult outdoor education programs, increase membership and course participation, restored financial stability, recruit board members and staff with enhanced expertise, and reinvigorate our public lands conservation and stewardship program.

Realizing 501(c)(3) status has enabled us to expand our base of support to ensure The Mountaineers impact on the community well into the future. While we have relied on membership and course participation to sustain our efforts, we require donor support to help us strengthen existing programs and respond to opportunities that support The Mountaineers mission and advance our vision.

To engage more young people in the outdoors we launched the Mountaineers Access Program (MAP) Scholarship Fund to provide scholarships for individual youth and partner organizations. Private support has also helped us to re-launch Leave No Trace programs and take active steps to engage and educate our members on critical conservation issues. It has also given us the capacity to research and respond to key advocacy issues, as well as define a conservation agenda that was unanimously approved by our Board of Directors.

In this report we highlight the progression of an innovative youth engagement strategy, a growing volunteer tradition, and a reinvigorated public lands conservation initiative; all of which have been fueled by generous support.

Members like you play a critical role in making this community the best that it can be. Thank you for your membership and generous support of The Mountaineers.

A handwritten signature in black ink that reads "Martinique Grigg". The signature is written in a cursive, flowing style.

YOUTH EDUCATION

In Fall 2010, The Mountaineers launched its Youth and Family Initiative, an effort to engage more young people in the outdoors and develop sustainable programs for youth and families. Many of us enjoyed our first outdoor experience during childhood, ensuring a lifelong appreciation for the outdoors.

Independent research confirms that 90% of adult outdoor participants were introduced to outdoor activities between the ages of 5 and 18. Regrettably, outdoor participation is declining among kids. In an effort to combat this trend, The Mountaineers leveraged core strengths in outdoor education and volunteer-led instruction to launch youth education and outreach programs in early 2011.

Youth programs encompass a suite of opportunities which aim to inspire a love of the outdoors in young people by providing fun, meaningful outdoor experiences coupled with skills that participants will take with them long after the programs end.

Mountain Workshops — our largest youth outreach program — is delivered in partnership with community youth-serving organizations such as foster care and sheltering agencies, elementary schools, YMCAs, and Boys and Girls Clubs.

More in-depth programs include a teen Venturing program, a teen Leave No Trace course, and week-long Junior Mountaineers Day Camps.



The Mountaineers Access Program (MAP) scholarship fund provides financial assistance to help community youth organizations and individuals overcome a common barrier to participation. In 2011 almost 50 percent of Mountain Workshop participants qualified for MAP assistance.



The Mountaineers recognizes that connecting young people with the outdoors is critical not only to their health, but also to the health of our natural landscapes.

Youth need the benefit of a healthy, active outdoor lifestyle, and our landscapes need the protection of individuals with a strong connection to the outdoors.

Your continued support will allow The Mountaineers to build these strong connections.




Inspiring the next generation of outdoor enthusiasts and conservationists

In its first full year of operation, The Mountaineers Youth Education Programs exceeded expectations by:

- Providing 600 young people with 1,255 youth outdoor experiences.
- Hosting 31 Mountain Workshops with the help of over 200 volunteer instructors to provide nearly 1,000 youth outdoor experiences.
- Launching our first week-long summer day camp.



Without your support, The Mountaineers would not have had the resources to pilot new programs in 2011 and launch an innovative suite of successive programs that offers young people multiple pathways for learning and engaging with the outdoors.



Creating a community of outdoor leaders and stewards

By connecting people with the outdoors through meaningful personal experiences and eye-opening images, we create caring for our natural landscapes.

Outdoor experiences and stories allow future advocates to know and value natural landscapes and to take action to protect them.

CONSERVATION

The majority of The Mountaineers outdoor recreation takes place on publicly-managed forests, mountains, and waterways. As citizens of the public lands system, we believe outdoor recreationists are not only qualified, but obligated to be involved in the conservation of our public lands for future generations.

The Mountaineers Conservation and Public Lands Program directs member engagement with a range of issues and opportunities to protect and enhance the integrity of Washington's natural and recreational resources.

The close of 2011 saw The Mountaineers leverage an opportunity to reinvent how we impact the environment and engage the community with a Board-adopted Conservation Agenda, defining our focus and priorities for stewardship and public lands planning and policy advocacy

STEWARDSHIP

The Mountaineers fills a unique niche in the stewardship and care of public lands by building stewardship requirements into outdoor recreation courses and providing opportunities for students and members to maintain hiking trails and historic fire lookouts and to steward rock and alpine climbing destinations.

- In 2011, 460 students contributed over 3,600 hours of volunteer labor on state and federal lands in Washington.

EDUCATION

The Mountaineers works to create informed outdoors people and engaged stewards through low-impact recreation skill classes, conservation lectures & courses and digital and print content.

- In 2011 our monthly *Currents* email newsletter grew 14% to 10,098 subscribers.
- We developed and implemented the country's first Leave No Trace Trainer Course for teens.
- 200 people attended a Mountaineers-hosted Earth Day Celebration.
- Our award-winning publications reach over 300,000 book buyers and online visitors.

ADVOCACY

We love wilderness and wild places. The Mountaineers is at the table for several important planning efforts, looking out for the interests of quiet, active recreation and the integrity of our wild and roadless areas.

- The Mountaineers led a letter-writing campaign that successfully added the Bachelor Creek Trail (famed access to the Ptarmigan Traverse) back to the Forest Service's official trail list.
- We coordinated a coalition of regional and national organizations for a recreation-specific comment letter and follow-up meeting with National Forest staff for the Okanogan-Wenatchee National Forest Management Plan revision.
- We coordinated a stakeholder planning meeting and comment letter with The Wilderness Society to provide recommendations for the Wild Sky Wilderness Trail Plan

Engaging the community and getting people outside

We get people outside to inspire them to care for our public lands. We keep a volunteer ethic alive in our community. We teach skills for a lifetime of outdoor pursuits. For over 100 years.

INSPIRING THE NEXT GENERATION

The tradition of volunteer-led education is something that has remained for over 100 years in our adult programs and something we sought to preserve in our new youth programs for two reasons: first, to fight the societal trend of declining volunteerism by actively engaging individuals to give back and mentor the next generation of volunteers and second, to achieve a higher impact at minimum cost. Volunteer commitment also enables a high instructor-to-youth ratio, which translates to a deeper and more personalized educational experience.

The Mountaineers tradition of encouraging people to make personal investments of time for the reward of seeing others progress has made a difference in our community. The dramatic results of youth programs launched in 2011 were largely due to the number of volunteers committed to delivering these programs.

Your continued support will enable The Mountaineers to nurture and grow volunteer participation and provide more outdoor experiences to more young people.

COMMUNITY

Each year, The Mountaineers provides thousands of outdoor courses and activities for our members and the broader community. Quite simply, we get people outside. Our efforts connect people to the outdoors and provide them with skills to recreate safely and responsibly and with opportunities to engage with a like-minded community.

VOLUNTEER-LED, PASSION DRIVEN

One of The Mountaineers' core values is volunteerism. Unlike most outdoor education programs that are run with paid staff, our programs are taught by highly-trained volunteer leaders who possess years of outdoor experience, a passion for the outdoors, and an enthusiasm for teaching outdoor skills and mentoring students.

The Mountaineers adult education program relies on the dedication of our instructors and leaders for top-notch, safe instruction and activities. Leaders develop curriculum, administer courses, and train other volunteer leaders.

In 2011 1,000 volunteers led or instructed more than 3,200 trips and courses. We are dedicated to cultivating a volunteer tradition and to supporting our volunteers' efforts to enable more people to get outside.



ENGAGING COMMUNITY

MEMBERS

The Mountaineers saw its membership increase in 2011 thanks to an uptick in family and senior memberships to just shy of 10,000 members. We also experience growth in our guest category which allowed us to take an additional 3,000 people through our programs.

GATHERING PLACE

Our community also extends to those that attend public events or practice climbing skills at our facility located in Seattle's Magnuson Park. As a unique facility designed specifically for teaching outdoor skills, The Mountaineers Program Center offers one of the best venues for climbing instruction in the nation. With the installation of the basalt columns and dry-tooling wall, new instructional tools, the program center now supports advanced ice and rock climbing courses. The Program Center has also become a gathering spot for the outdoor community hosting public events such as the Banff Mountain Film Festival and Radical Reels, backcountry ski films, an annual foraging festival, and OutdoorsFEST. We drew over 50,000 visitors to the program center in 2011.



COMMUNICATIONS

In 2011 we further engaged the outdoor community with improved communication tools including a redesigned magazine and a new look to The Mountaineers website. The year ended with the launch of a feasibility project plan for Phase two of a web technology update.

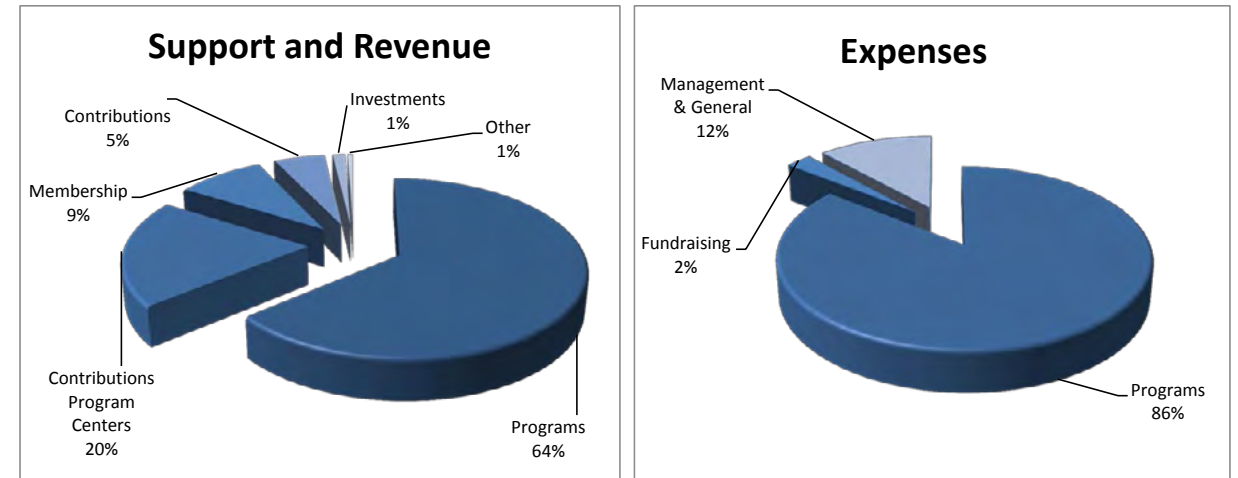
THANK YOU

PRIVATE CONTRIBUTIONS FISCAL YEAR 2011

The Mountaineers relies on private contributions to pilot new initiatives, expand innovative programs and make outdoor experiences accessible to all. This crucial support aids in The Mountaineers efforts to develop outdoor education for the next generation, cultivate a tradition of volunteer-led education, and grow a community of engaged outdoor citizens. We are grateful to each of the 390 donors who provided \$331,617 in contributions and in-kind gifts between October 1, 2010 and September 30, 2011. Each of the individuals, corporations, foundations and organizations below contributed within fiscal year 2011.

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FINANCIAL SUMMARY



STATEMENT OF FINANCIAL POSITION as of SEPTEMBER 30, 2011

ASSETS	
Cash and cash equivalents	\$ 336,548
Investments	\$ 2,203,749
Receivables, net	\$ 1,922,254
Inventories	\$ 2,387,131
Other current assets	\$ 147,962
Property and equipment, net	\$ 4,505,147
Total Assets	\$ 11,502,791
LIABILITIES	
Accounts payable	\$ 269,271
Deferred revenue	\$ 128,535
Accrued liabilities	\$ 131,758
Total Liabilities	\$ 529,564
NET ASSETS	
Unrestricted	
Undesignated	\$ 3,359,049
Board designated reserves	\$ 1,854,566
Net assets invested in property and equipment	\$ 4,505,147
Temporarily restricted	\$ 1,254,465
Total net assets	\$ 10,973,227
TOTAL LIABILITIES AND NET ASSETS	\$ 11,502,791

STATEMENT OF ACTIVITIES as of SEPTEMBER 30, 2011

SUPPORT AND REVENUE	
Book sales	\$ 3,035,615
Membership dues and fees	\$ 571,398
Course fees	\$ 505,116
Outdoor & program centers	\$ 418,640
Contributions	\$ 107,735
Capital contributions	\$ 1,252,038
Corporate sponsorship	\$ 18,300
In-kind contributions	\$ 89,349
Foundation grants	\$ 116,233
Investment Income	\$ 18,328
Other	\$ 186,663
Total support and revenues	\$ 6,319,415
EXPENSES	
Programs	\$ 4,426,273
Management and general	\$ 604,327
Fundraising	\$ 136,388
Total expenses	\$ 5,166,988
CHANGE IN NET ASSETS	\$ 1,152,427

LEADERSHIP

MESSAGE FROM TAB WILKINS, PRESIDENT, BOARD OF DIRECTORS

This was an exciting year of transformation for The Mountaineers. We experienced growth and support for youth outreach programs, an evolution in our leadership and engagement in public lands conservation, and an expanded tradition of volunteer-led education.

Each year, support from membership dues, course participation, and our outdoor centers help The Mountaineers provide outdoor education, activities, program support, and a community gathering place that together inspire responsible enjoyment and protection of our public lands.

Private support like yours has been integral to The Mountaineers' success in getting more people outside, connecting children with the outdoors, protecting recreation access and promoting sustainable recreation practices. Our future growth and impact will be dependent on your continued support.

Thank you for taking the time to read this report and to learn more about what The Mountaineers does to make a difference in our community. We appreciate your trust and support. You help us make a difference.



BOARD OF DIRECTORS

Officers:

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THE MOUNTAINEERS LEADERSHIP

Martinique Grigg	Helen Cherullo
<i>Executive Director</i>	<i>Executive Publisher</i>

PHOTO CREDITS

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THE MOUNTAINEERS
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Climbing, hiking, and paddling don't simply serve as means to an end.

We move toward a destination, but our goal is to find challenge, adventure, beauty and fun along the way.

And our journey is as much mental as physical.



It's clear that, for all the successful objectives reached, the experience for each of us is even more about the process of getting there because you are who you are in the outdoors.

THE MOUNTAINEERS

For over 100 years The Mountaineers has served as the foremost outdoor recreation organization of the Pacific Northwest, dedicated to educating and inspiring people to explore the outdoors and conserve and steward public lands and waterways. The Mountaineers offers courses and outdoor activities led by trained and experienced volunteer instructors who are dedicated to promoting safe and responsible enjoyment of the outdoors.

The Mountaineers advocates for access and protection of recreational lands and waterways and promotes minimal impact recreation practices. Mountaineers Books, the publishing arm of The Mountaineers, produces guidebooks, outdoor instructional texts, natural history guides, and environmental conservation works that further The Mountaineers' mission.

