



AWE

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 7,150 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.

Tom Vogl
Chief Executive Officer

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Cover Photographer: Andy Porter; Additional photography: Jesse Bengtsson, Irene Farnsworth, Daniel Hale, Mary Hsue, Karen Kirsch, Leone Kraus, Michelle Miller, Andy Porter, John Porter, Don Rice, Ida Vincent, Mike Warren, Gavin Woody

CORE VALUES

ADVOCACY

We protect the outdoor experience—wild places depend on our powerful voice for conservation and responsible access.

EDUCATION

We share knowledge—empowering others to safely and responsibly pursue outdoor activities.

ADVENTURE

We are bold explorers—driven by imagination, outdoor challenge, and the spirit of discovery.

VOLUNTEERISM

We foster connections—developing leaders who continue our legacy of outdoor education, integrity, and action.

COMMUNITY

We provide opportunities for all—a diverse and inclusive outdoors inspires unity, respect, and passion for the places we love.

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EMPOWER

Volunteer ranks continue to grow

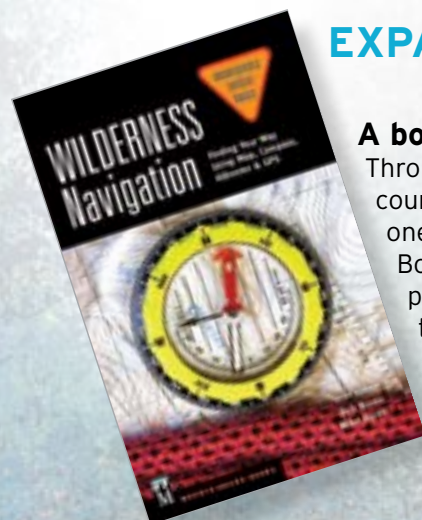
Volunteering is an essential part of our vision to build a community committed to protecting the outdoor experience. Our volunteers, the lifeblood of our organization, serve in so many ways—as activity leaders and course instructors, as support staff for events and youth programs, as committee chairs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



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.

Opposite page: Rena Chinn, Ida Vincent and Patty Cokus on the summit of Unicorn Peak

Extending my reach

“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.”



INSPIRE

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

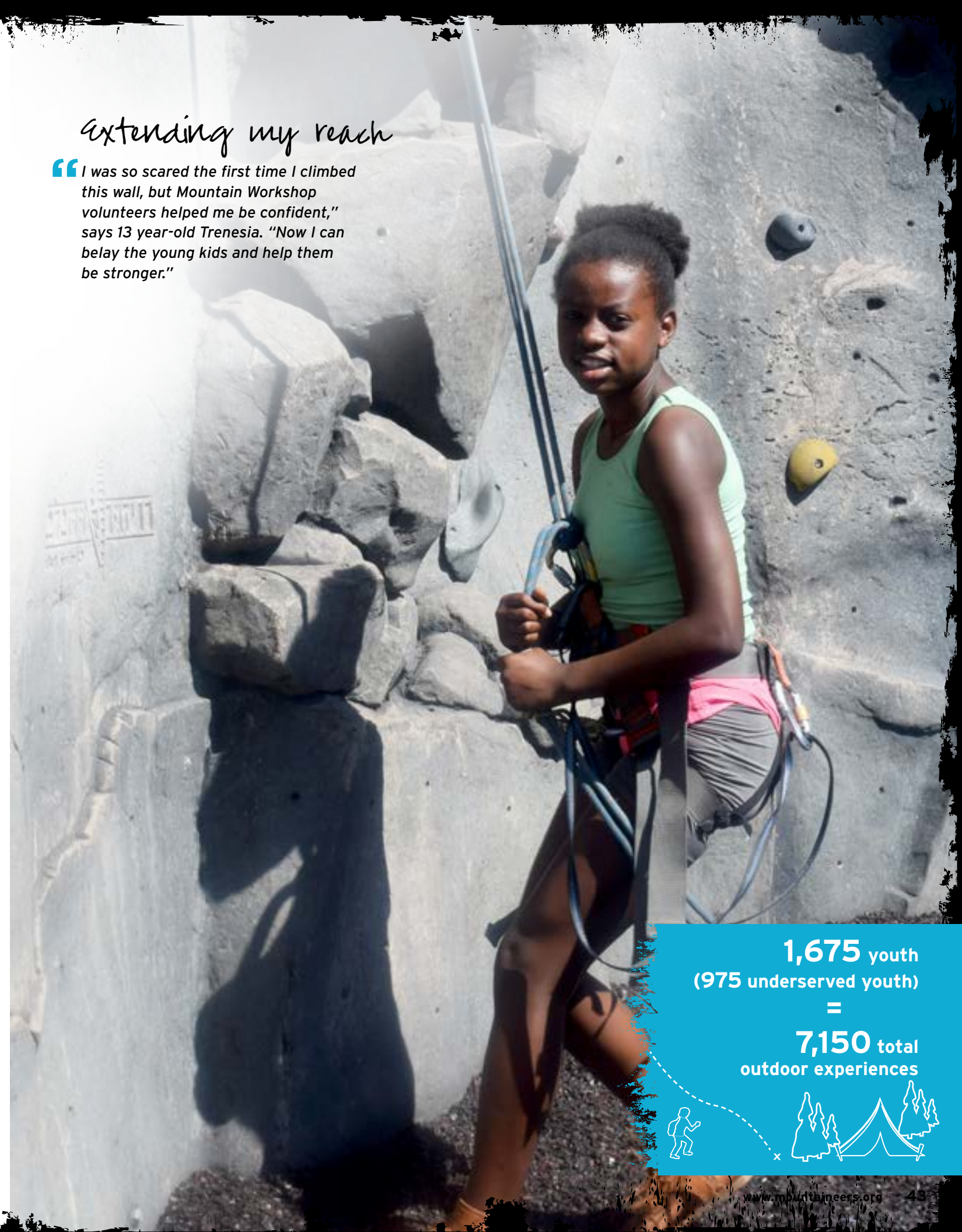
In *The Living Bird: 100 Years of Listening to Nature*, we teamed up with the prestigious Cornell Lab of Ornithology to celebrate our joyful yet complex relationship with birds from around the globe. More than 250 images by photographer Gerrit Vyn, and essays by leading naturalists and bird enthusiasts, 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.



Opposite page: Trenesia, a Mountaineers youth camp junior counselor, completing her first rappel

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.”



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



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.

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.



EXPANDING BEYOND OUR BACKYARD

– with Mountaineers Books

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.

Opposite page: Allison Swanson helping to build a new roof on the Mt. Pilchuck look-out tower

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.”



 **400+** members
earned stewardship badges

 **7,328**
stewardship hours

CONNECT

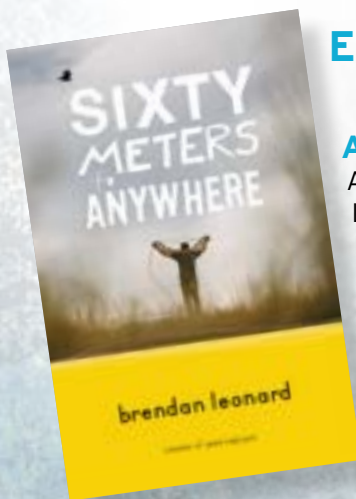
To sustain our operations, we rely on revenue from robust book sales, membership dues, course fees, lodges and program center rentals. Private support from donors, corporations and foundations enable us to grow our impact, helping us transform thousands of lives and protect our wild places for future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

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.

Opposite page: Patty Cokus, Sean Albert, and their dog Ava at the summit of Albernathy, Sean's 100th Bulger Peak

Extending my reach

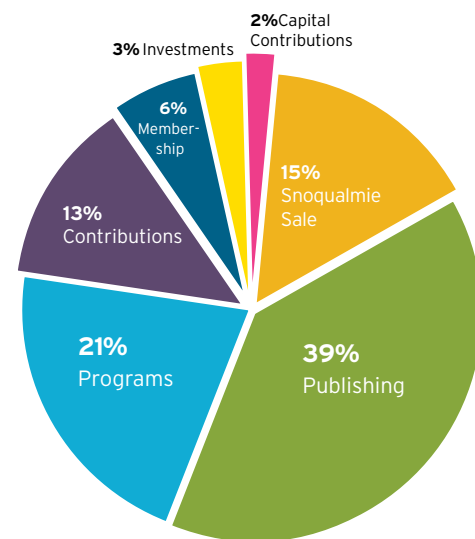
“The Mountaineers provides a supportive learning environment to challenge myself physically and mentally,” says Sean Albert. “These are the most satisfying life experiences. You can't buy them with all the money in the world, and they're even more precious when shared with friends.”



2016 FINANCIAL

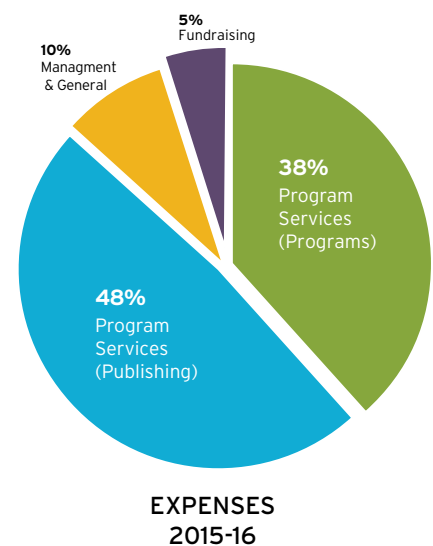
Condensed Statement of Financial Position

Assets	2015-2016	2014-2015
Current Assets	\$5,375,109	\$4,819,693
Long-term Investments	\$2,318,814	\$2,109,478
Snoqualmie Note Receivable (net of current portion)	\$1,040,000	
Fixed Assets		
(less accumulated depreciation)	\$5,229,460	\$5,458,817
Author advances	\$295,275	\$269,960
Total Assets	\$14,258,658	\$12,657,948
Liabilities & Net Assets		
Liabilities		
Current Liabilities	\$967,854	\$716,185
Long-term Liabilities	-	-
Total Liabilities	\$967,854	\$716,185
Net Assets		
Unrestricted	\$12,927,383	\$11,769,921
Temporarily Restricted	\$363,421	\$171,842
Total Net Assets	\$13,290,804	\$11,941,763
Total Liabilities & Net Assets	\$14,258,658	\$12,657,948



Condensed Statement of Activities

Revenues		2015-16		2014-15
Publishing	39%	\$3,314,500	49%	\$2,992,260
Programs	21%	\$1,771,404	28%	\$1,719,706
Contributions	13%	\$1,067,925	14%	\$841,198
Membership	6%	\$531,602	9%	\$522,972
Investments	3%	\$247,533	-1%	\$(77,135)
Capital Contributions	2%	\$203,555*	1%	\$61,843
Gain on Snoqualmie Sale	15%	\$1,292,800		
Other	0%	\$33,304	1%	\$48,197
Total	100%	\$8,462,623	100%	\$6,108,241
Expenses				
Program Services (Programs)	38%	\$2,735,338	47%	\$3,064,166
Program Services (Publishing)	48%	\$3,397,746	38%	\$2,463,139
Fundraising	5%	\$387,576	5%	\$328,110
Management & General	8%	\$592,922	10%	\$680,613
Total	100%	\$7,113,582**	100%	\$6,536,028**



* Figure includes a \$200,000 donor directed donation to support capital improvements for Kistap Forest Theatre.

**These figures reflect a Board of Directors and executive leadership decision to allocate a \$559,545 bequest booked in fiscal year ending Sept. 30, 2013, to subsequent fiscal years 2014, 2015 and 2016 to support website and technology upgrades, Tacoma Program Center climbing wall installation, a volunteer initiative and creation of a leadership development program, an e-learning pilot project, and capacity-building to advance mission-critical conservation and youth programs.

The audit of the consolidated Mountaineers entity, including Mountaineers Books, is available on request.

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 Lea

MT. RAINIER \$20,000 and Up
Rich and Martha Draves*

MT. ADAMS \$10,000 - \$19,999
Paul L. King
Vineeth Madhusudanan and Manisha Powar

GLACIER PK \$5,000 - \$7,499
Peter Hendrickson and Nancy Temkin
Jerry and Edith Stritzke
Vilma Vojta
The Walter Henry Freygang Foundation
Tab and Anita Wilkins*
Ann Wyckoff

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Jim Dobrick*
Jennifer Fortin and Tony Santolla
Martinique and Eliot Grigg*
William Hecker
Martha Kongsgaard and Peter Goldman
Takeo Kuraishi
Jeff Larsson
Dan and Nadine Lauren
Peter Leonard and Beth Fishman
Richard and Leslie Levenson
Dave and Hope Maltz
Steve and Colleen McClure
John Ohlson*
Sherrie Trecker and Rob Busack
Vik and Jessica Sahney
David Shema and Virginia Tripp
Tom Varga* and Christine Martin
Tom Vogl and Mariana Buceag

MT. SHUKSAN \$1,000 - \$2,499
Thomas Allen
Barrett Amos
Michael Arriaga
Mearl Bergeson* and Caroline Mueller
Brian Berggren
Anne and Bruce Blume
Alex and Wendi Bogaard
David Bradley
Harlan Brown and Kathleen Dowd
Tina Bullitt*
Fred Bumstead
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(\$1,000 - \$2,499 continued)
Hugh Campbell and Clara Veniard
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Rena and Victor Chinn
Rajib Choudhury
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Adam and Laura Clark
Lorna Corrigan and Ken Christiansen
Thomas Davis and Lisa Grayson
Andy and Ann Devereaux*
Glenn and Bertha Eades*
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David and Brita Enfield
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Chloe Harford and Henry Rebbeck
Chris Harries
Jonathan Hawkins
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Peter and Liz Heinz
Petra Hilleberg and Stuart Craig
David and Christina Holmes
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Geoff and Peg Lawrence
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Steve LeBrun
Gretchen Lentz*

(\$1,000 - \$2,499 continued)
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Lookout Foundation
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Craig McKibben and Sarah Merner
Joe Mentor
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Linda and Wesley Witt
Gavin and Sara Woody*
Kelvin Xia
Steven Yi
Brian and Amy Young

Includes four anonymous benefactors

* denotes charter membership



TRANSFORM

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 provided generous contributions. Thank you.

\$250,000 and above

Jim and Jane Lea

\$100,000 – \$249,999

Braided River

\$20,000 – \$49,999

Boeing Matching Gifts Program
The Champion Advocacy Fund
Rich and Martha Draves
Microsoft Matching Gifts Program
The REI Foundation

\$10,000 – \$19,999

Paul L. King
Vineeth Madhusudanan and
Manisha Powar
Thomas Howard Tarantino
The North Face Explore Fund Grant
Treeline Foundation

\$5,000 – \$9,999

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Cascade Designs
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Jennifer Fortin and Tony Santolla
Google Matching Gifts Program
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William Hecker
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George Reynya
Vik and Jessica Sahney

Scan Design Foundation
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Greg Smith and Karen Deyerle
Sherrie Trecker and Rob Busack
Tom Varga and Christine Martin
Tom Vogl and Mariana Burceag
Chuck and Joan Welter
Jim Whittaker and Dianne Roberts

\$1,000 – \$2,499

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Barrett Amos
Michael Arriaga
Mearl Bergeson*
and Caroline Mueller
Brian Berggren
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Cory Carlson
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Rajib Choudhury
Laura and Adam Clark
Kevin Cochrane
Lorna Corrigan
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Wesley Witt
Jacob Wolniewicz
Gavin and Sara Woody
Kelvin Xia
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Brian and Amy Young
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\$500 – \$999

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Tod Harrick
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David Kruse
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Dan and Amy Nordstrom
Perkins Cole
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Donald Pingrey
Rojesh Punnath
Doug Sikora
Michael J. Smith
Rhonda Stickley
The Seattle Foundation
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WFFE
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and Mickey Eisenberg
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\$250 – \$499

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Alex Bertulis
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Bill Borom
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Jim Burke and April Gerlock
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and Kim Mebust
David Dugdale

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Jonathan Fox
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Gareth Green
Jim Gross
Shuko Hashimoto
Adam Hitch
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James M. Lea (1920-2016)

A life, a legacy, an inspiration

Our friend, member and donor Jim Lea passed away at the age of 96 on Dec. 20, 2016. His 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.

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 well. He believed in the important work we do and he wanted his gift to live on long 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 maryh@mountaineers.org.



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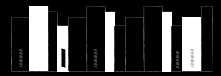
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