




Adventure with Purpose

THE MOUNTAINEERS 2017 ANNUAL REPORT



Photo: Nate Brown

A hiker wearing a red helmet and a green shirt is seen from the side, looking out over a rocky mountain landscape. The hiker's helmet has a sticker that says "#OPT OUTSIDE". The background features a large, snow-capped mountain peak under a blue sky with light clouds. The foreground is a rocky, rocky slope with some sparse vegetation.

The Mountaineers is a
community of passionate
outdoor enthusiasts who
welcome all people to share
deep connections to the
outdoors.



Photo: Mountaineers Youth Education



ADVENTURE WITH PURPOSE

Outdoor experiences with The Mountaineers are transformative. We are explorers who seek adventure and challenge. We teach skills and inspire new generations of adventurers, building community and creating lifelong memories. New leaders are forged on windswept ridges and in deep forested valleys. We come home with a passion to share and a resolution to protect wild places - the places we love. Our outdoor experiences are imbued with commitment and conviction. We adventure with purpose.



Photo: Nate Brown

DEAR FRIENDS:

If you look at a Mountaineers calendar, you'll find it crowded with activity: skills-building courses, outdoor adventure, youth classes and camps, and a full line-up of speakers, films, and special events. In 2017, The Mountaineers touched more than 400,000 lives, connecting people to the outdoors and fueling a passion for conservation.

While creating these connections, The Mountaineers also worked on a roadmap for the future. With the final year of a groundbreaking strategic plan drawing to a close, we needed to think long and hard about how to accelerate and expand our impact. Many of our best courses continue to have waitlists, and our existing footprint cannot cover demand for our programs.

This year's Vision 2022 planning process included deep conversations with our members and volunteers in town halls, workshops, focus groups, and surveys. We talked about our hopes and dreams and took an honest look at the things that challenge us. And, in looking at our strengths and accomplishments, we found opportunity.

The result is a renewed focus: **Adventure with Purpose**. It is accompanied by a set of strategic priorities that give us room to build upon our best assets: leadership in outdoor education, engaging future Mountaineers, and advocating for wild places.

Member and donor engagement in The Mountaineers is at an all-time high. In 2017 alone, we offered more than 3,000 courses and activities. Many of our participants were new to The Mountaineers. Many were new to the outdoors. With the support of members and donors like you, we were able to welcome them into The Mountaineers.

Thank you.



Tom Vogl
CEO



Geoff Lawrence
President



“What we know, do, and teach is not a monolithic thing. We as The Mountaineers are open to new ideas that make us better and safer climbers.”

- Vision 2022 participant

LEADERS IN OUTDOOR EDUCATION

For more than 100 years, The Mountaineers have been experts in outdoor education. In 2017, we changed the way we teach. A new generation of climbers has learned how to climb in gyms or other urban learning spaces. They come to The Mountaineers looking for deeper challenges but with varied skill sets already in place. They often find classes with waitlists and volunteer leaders strained under the weight of year-long courses and overwhelming demand.

Progressive Climbing Education (PCE) changes this. The Mountaineers' education programs are being reshaped and redesigned to offer increased modularization and equivalency opportunities. Curriculum and technical advisory committees will bring consistency across different courses with the ultimate goal of shaping national standards. The Forefront Climbing Expo, our annual Leadership Conference, and ongoing branch and activity summits provide opportunities for volunteers to learn from experts, share ideas, and innovate together.

To better support our volunteer leaders, a new eLearning program at The Mountaineers will make basic coursework more convenient, while also providing greater consistency across the organization. Best of all, when incorporated into a traditional class, eLearning better prepares our students for field experiences.

Appropriately, the year ended where our story begins: with a group of volunteers celebrating the release of *Freedom of the Hills, Ninth Edition* from Mountaineers Books. This book, originally published in 1960, is the definitive guide to climbing. For more than 50 years, volunteers have curated its content and set the standard. As with many of our best accomplishments at The Mountaineers, volunteers lead the way.



Mountaineering: Freedom of the Hills

The all-new 9th Edition, published by Mountaineers Books, is written by volunteer instructors at The Mountaineers, in consultation with the American Alpine Club (AAC), the American Institute for Avalanche Research and Education (AIARE), and professional members of the American Mountain Guides Association (AMGA). *Freedom* continues to be the definitive text on current best practices for both alpine and rock climbing instruction.

“When you learn how to belay, you’re taking someone’s life into your own hands. That’s a big responsibility.”

- Margaux Gottlieb, Associate Youth Education Manager



ENGAGING FUTURE MOUNTAINEERS

Outdoor adventure offers young people the chance to explore new places and discover new things about themselves. Our experience at The Mountaineers, gleaned over generations, is that the best connections between kids and the outdoors happen over the space of months, even years. A single field trip can pique a child's interest, but a full and transformative experience of the outdoors happens in the context of a child's community, peers, and support networks. Outdoor education is social learning.

That's why The Mountaineers is committed to long-term partnerships with schools and youth organizations through our Mountain Workshops program. Working closely with agencies serving low-income and at-risk youth, we design curriculum tailored to the age, background, and needs of each group. We meet each group of kids where they're at, working on basic skills and introductory experiences. Together, we build up to adventures they might never have dreamed of having.

Through our partnership with Young Women Empowered, our most recent cohort of girls included immigrants to the United States and children who had never been to a National Park. The Mountaineers took these girls climbing and snowshoeing and taught them Wilderness First Aid and low-impact camping skills. The season culminated with a multi-day backpacking trip in the North Cascades. Over the summer, we watched the group come together as stories and experiences were shared among students, mentors, and volunteer instructors. Several of these girls have returned for another year, where they'll provide leadership and support to new students.

Across all of our programs, The Mountaineers introduces hundreds of youth to the outdoors each year. These young people become leaders in their classrooms and in their communities. They become volunteers and instructors for younger students. And, when they become adults, they'll carry a piece of wilderness in their hearts.



Discovering Seattle Parks

Mountaineers Books author Linnea Westerlind has carefully inventoried each and every Seattle park and provided a blueprint for exploration. Within Seattle city limits, the intrepid can find tidepools, climbing walls, old-growth forest and historic landscapes designed by the Olmsted Brothers. Westerlind's guidebook provides an introduction to the outdoors for urban residents of all ages.

"We are defining the modern conservation movement. And influencers, lawmakers, and land managers are listening."

- Katherine Hollis, Conservation Director

ADVOCATING FOR WILD PLACES

The Mountaineers are on the leading edge of a national coalition fighting to protect the outdoor experience on public lands across the country. As the first regional member of the Outdoor Alliance, we collaborate to share resources and shape public policy with conservation and recreation partners on a daily basis. The Mountaineers' own activist network is 30,000 members strong – loud enough to be heard when speaking out on behalf of wild places.

When the Department of Interior announced a review of national monuments in early 2017, thousands of Mountaineers joined the chorus of millions around the country who called for continued, strong protection. To raise awareness and understanding, The Mountaineers created a short instructional video, shared online with our activist network and adapted by our partners around the country to mobilize public response.


The dramatic photographs of our Braided River titles continue to inspire activists and legislators to protect the Arctic, keep wildlife corridors intact and fend off mining proposals that would destroy Bristol Bay. Inspired by online media content, Mountaineers Books and by their own experiences in the outdoors, Mountaineers members and volunteers took over 9,400 individual actions last year to protect our public lands.

Around the state, The Mountaineers have helped our partners to improve sanitation at the Vantage climbing area and protect private land along the Lake Serene trail from being logged. Mountaineers have contributed 7,500 hours of time to stewardship projects ranging from historic lookout preservation and wilderness trail maintenance to urban habitat restoration.



Yellowstone Migrations

The Greater Yellowstone Ecosystem – a dozen times the size of Yellowstone National Park – harbors the last great populations of elk, pronghorn antelope, and mule deer. Joe Riis' exquisite photography captures the movement of these animals across of a varied and rugged landscape. *Yellowstone Migrations* is the latest release from Braided River, an imprint of Mountaineers Books. Its compelling images present an artfully rendered case for protecting the Crown of the Continent.



"It is hard to describe the excitement and sense of achievement I get to experience when a student summits their first peak or resolves a complicated rescue scenario."

- Rodica Manole, Super Volunteer



SUPER VOLUNTEERS

Super Volunteers contributed their time during fifteen or more “instances” in the 2016-2017 fiscal year. They serve as trip leaders, course instructors, committee members, event volunteers, lodge hosts, youth or stewardship volunteers and more. Super Volunteers are essential to creating a positive and welcoming experience for our members, participants and guests.

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“Mountain Workshops aren’t just some other extracurricular you go to have fun and be outdoors... It’s healing, it’s empowerment.”

- Lauren, Mountain Workshop participant





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The Mountaineers is grateful to our Peak Society members who provide vital annual support for current programs and emerging initiatives. Their contributions are an essential part of how we expand and accelerate impact, touching more lives and creating deeper, richer experiences in the outdoors.

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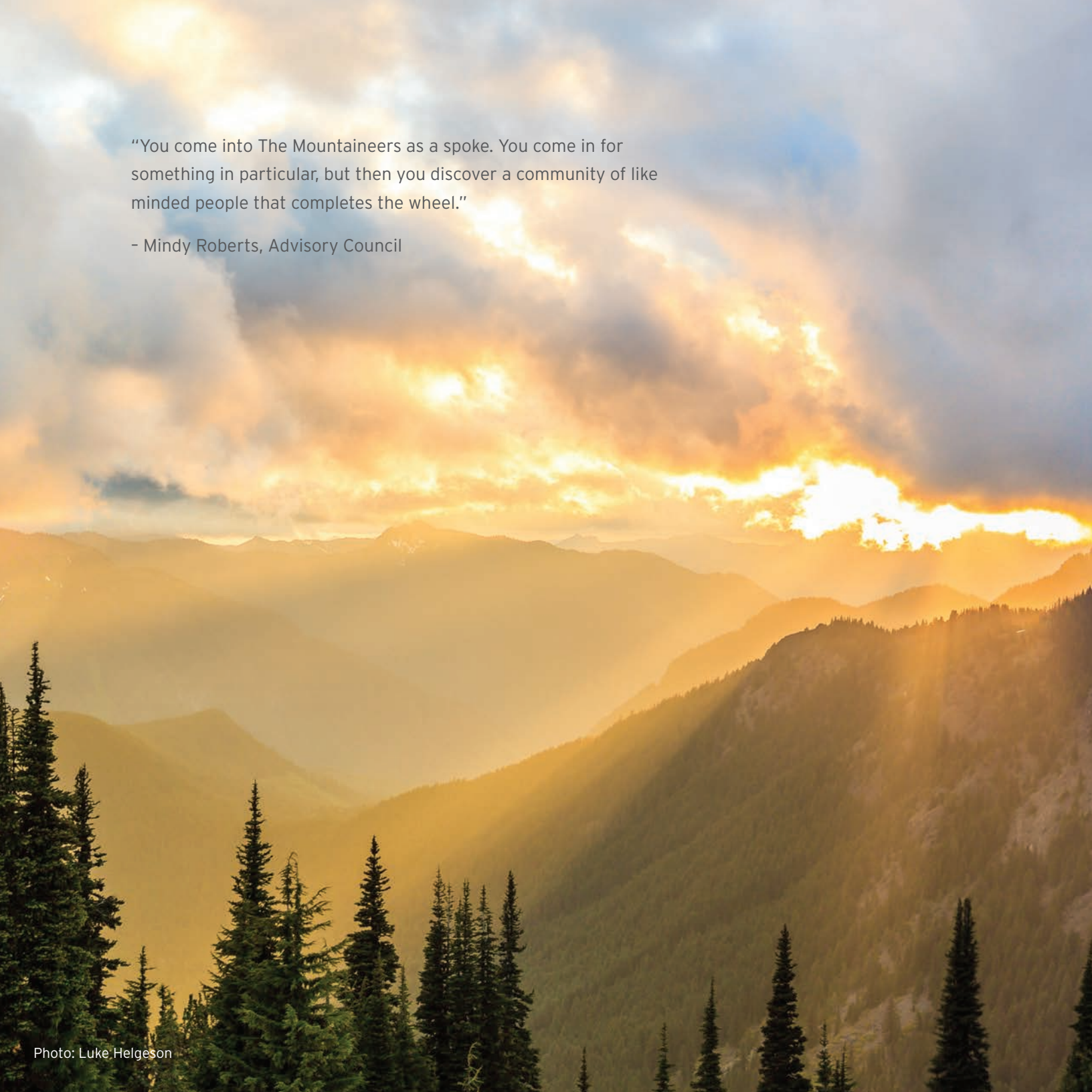
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Thomas & Kathy Hornbein	Leone Kraus & Dr. Rebecca Hopkinson	Rick & Barb Meade	Jeff Renner	Frank W. Gibson	Edward Vervoort
Lawrence Kuracina & Heidi Houghton	Jon Kretzler	Steve Measelle	Heidi Renz in Honor of Frank W. Gibson	Retired Rovers	Leeza & Ken Visconti
Gwen Howard	Elliott Krivenko	Geoffrey Melrose	Barbara & Gerald Retzlaff	Barbara & Gerald Retzlaff	John Vogel
Kristian & Jennifer	Mark Kroese	Joanna Mendelsohn	Nick Reynolds	Nick Reynolds	Kaitlin Vogelpohl
Howard-Kicinski	Cindy Krueger	Marshall Merriam	Sheila Reynolds	Sheila Reynolds	Martin Volken
Bridget Howe	Jon Krug	Charlot Mills	Tom Richards	Tom Richards	Walter Von Der Linden
Ellen Hui	David Kruse	Arbresha Miraj	Sarah Richey	Sarah Richey	Cebe Wallace
Marlynn Hungate	Akshay Kulkarni	Joel Mitchell	Mathias Ricken	Mathias Ricken	Mary Wallon
Alan Hunt	Deepak Kumar	Claire Mitchell	Darren Ritchie	Darren Ritchie	Kevin Wang
Doug Hutchinson	Matt Kurjanowicz	Alexandre Moura	Dan Ritzman	Dan Ritzman	Joan Watson
Nick Huzar	Viki Kychakoff	Maria Mudd Ruth	Mindy Roberts & Jim Gawel	Mindy Roberts & Jim Gawel	Susan Way
Charlie Hyde	David Lahaie	Patrick Mullaney & Amara Santos	David & Janet Robertson	David & Janet Robertson	Rogers Weed
Mitsu Iwasaki	Chris Lalonde	Kevin Murphy	Pam Robertson	Pam Robertson	Stephen Weller
Jeff Jackson	Michael Lawrence	Chris Mutzel	Chris Roderick	Chris Roderick	Arthur Wendel
Trudi Jackson	Audrey Lawrence	Ramaswamy Narayana	Michael & Neda Roessler	Michael & Neda Roessler	Bill Whitfield
Amy Jacobsen	Martin LeBlanc	Kelly Neel	Chris Roff	Chris Roff	Dianne Roberts & Jim Whittaker
Lisa Jaguzny	Joyce LeBrun	Lee Nelson	John Rollins	John Rollins	Troy Wichterman & Jen Wichterman
Mary Jane Steele	Rich Leggett	Eric Ness	Craig Romano	Craig Romano	John & Roberta Williams
Martha Jean	Nick Leung	Jeanette Ng	Henry & Leslie Romer	Henry & Leslie Romer	Nick Wilson
Ronald & Amy Johnson	Doug Levy	Xudong Ni & Junjun Ren	Catherine Roosevelt	Catherine Roosevelt	Shelby Wilson
Leigh Johnson	Rayburn Lewis	Elizabeth Noll	Audrey Royston	Audrey Royston	Greg Winterstein
Richard Johnson & May Reed	Gregory Lewis	Steven Ohmert	Mary Ruckelhaus	Mary Ruckelhaus	Andrew Wood
Milton & Ardis Johnson in Memory of Bob Kastama	James Lieberman	Tania Olson	Steve Russo	Steve Russo	Ted Yackulic
Sally Johnson	Gala & Brian Lindvall	Jennifer Olson	Jeff Ryder	Jeff Ryder	Anil Kumar Yadav
Jean Johnson	Jennifer Lindwall	Michele & William Orr	Joe Sambataro	Joe Sambataro	Michelle Yao
Joanna Johnson	Ross Bleakney & Hillary Lippe	Aaron Ostrovsky	Burt & Ginger Sarver	Burt & Ginger Sarver	Richard Yarger
Jill Jones	Jessi Loerch	Colleen Pakkianathan	Clark Satter	Clark Satter	Grace Yong
Beth Jusino	Glenn Lux	Jedediah Paulson	Mountaineers Sing-A-Long Group	Mountaineers Sing-A-Long Group	Gene Yore
Stuart & Maria Kahn	William M. Campbell Jr.	Jon Pearsa	Julia & Greg Schechter	Julia & Greg Schechter	Renzin Yuthok
Stephanie Kang & David Cohen	Ross Macfarlane	Jared Pearce	Irena Scheer	Irena Scheer	Janet Primomo & Gary Zarker
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	Lance Mansfield	Gary Peters	Todd Scheuer & Luciana Simoncini	Todd Scheuer & Luciana Simoncini	
	Joseph Manson	Fitz Peters	Jack A. Schneider	Jack A. Schneider	
	Nicholas Maquillan	Adriana Moscatelli & Leaf Petersen	Lyn Schnug & Robin Williams	Lyn Schnug & Robin Williams	
	Nicholas Maquillan	Jill & Jeff Peterson			
	Carolyn Marquardt	Alex Phillips			
	John & Marilee Marshall	Amanda Piro			



“You come into The Mountaineers as a spoke. You come in for something in particular, but then you discover a community of like minded people that completes the wheel.”

- Mindy Roberts, Advisory Council



SUMMIT SOCIETY

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

Thomas Allen
SuJ'n Chon
Rich and Martha Draves
Cathy Edelman
Martinique and Eliot Grigg
John and Helen Hansen
Christine Hoffman
Michael Kovacs
Geoff and Peg Lawrence
Pam and Eric Linxweiler
Patti Polinsky and Dave Claar
R.L. Puddicombe
Jordan Roderick
Judy Sterry

IN MEMORIAM

Diane Altwein
George Duncan
Edward Earl
James Henriot
Esther Johnson
Stuart D. Jones
James and Jane Lea
Evie MacDonald
Sylvia Peckham
Helen Strom
Marie Wells
Paul Wiseman
Brunhilde Wislicenus



BOARD OF DIRECTORS

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Sue Labrie, **Kitsap**
Henry Romer, **Olympia**
Patrick Mullaney, **Seattle**
Jim Feltus, **Tacoma**

Anna Daron Bacheller, **UW Board Fellow**
Andrew Rieck, **UW Board Fellow**
Sarah Anderson, **Youth Representative**



ADVISORY COUNCIL

The Mountaineers appreciates the careful thought and time given by members of the Advisory Council, a group of experts from our community who share a passion for our mission.

Gabe Aeschliman
Chris Agnew
Brent Bishop
Josh Chaitin
Mike Curry
Joe Dennis
Rich Draves
Steve Dubiel
Kristen Elliott
Mike Gauthier
Dave Goldberg
Liza Green
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Tom Uniack
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Mona West
Margaret Wheeler
Leif Whittaker
Peter Whittaker
Natalie Wieder
Rob Willis
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.

Vacant, **Bellingham**
Elaina Jorgenson, **Everett**
Steve LeBrun, **Foothills**
Cindy Hoover, **Global Adventures**
Jeff Schreppe, **Kitsap**
Andy Weber, **Olympia**
Peter Hendrickson, **Seattle**
Jim Paxinos, **Tacoma**

2017 FINANCIALS

CONDENSED STATEMENT OF FINANCIAL POSITION

Assets	2016 - 2017	2015 - 2016
Current Assets	\$5,657,525	\$5,694,380
Long-term Investments	\$2,608,446	\$2,318,814
Snoqualmie Note Receivable (net of current portion)	\$493,983	\$845,820
Fixed Assets (less accumulated depreciation)	\$5,040,023	\$5,229,460
Author Advances	\$303,389	\$295,275
Total Assets	\$14,103,366	\$14,383,749

Liabilities & Net Assets

Liabilities	2016 - 2017	2015 - 2016
Current Liabilities	\$1,092,087	\$787,854
Long-term Liabilities	-	-
Total Liabilities	\$1,092,087	\$787,854
Net Assets		
Unrestricted	\$12,534,201	\$12,945,259
Temporarily Restricted	\$477,078	\$650,636
Total Net Assets	\$13,011,279	\$13,595,895
Total Liabilities & Net Assets	\$14,103,366	\$14,383,749

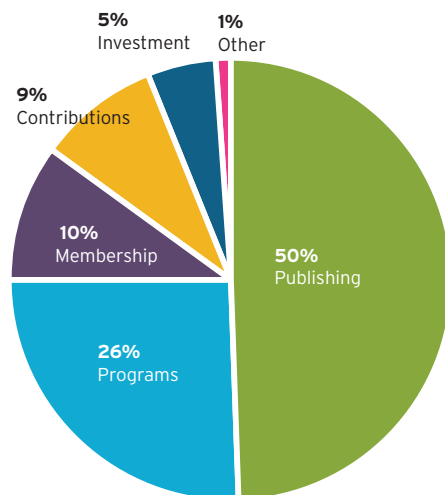
CONDENSED STATEMENT OF ACTIVITIES

Revenues	2016 - 2017		2015 - 2016	
Publishing	50%	\$3,679,539	39%	\$3,314,500
Programs	26%	\$1,902,296	21%	\$1,771,404
Contributions	9%	\$653,405	13%	\$1,067,925
Membership	10%	\$717,193	6%	\$531,602
Investments	5%	\$353,561	3%	\$247,533
Capital Contributions	0%	\$9,250	2%	\$203,555
Gain on Snoqualmie Sale	0%		15%	\$1,292,800
Other	1%	\$57,843	0%	\$33,304
Total	100%	\$7,373,087	100%	\$8,462,623

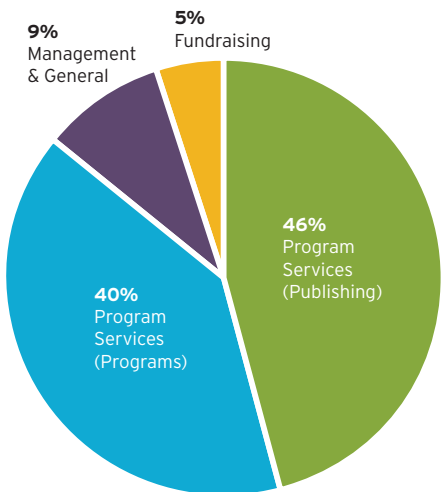
Expenses

Program Services (Programs)	40%	\$3,146,585	38%	\$2,735,338
Program Services (Publishing)	46%	\$3,571,141	48%	\$3,397,746
Fundraising	5%	\$419,600	5%	\$387,576
Management & General	9%	\$687,584	8%	\$592,922
Total	100%	\$7,824,910*	100%	\$7,113,582

SUPPORT & REVENUE 2016 - 2017



EXPENSES 2016-2017



* These figures reflect expenditures from bequests received in FY13 and FY16. The Board of Directors authorized strategic investments in FY17 for volunteer leadership, youth programs and eLearning to increase capacity in volunteer outdoor education.

THE MOUNTAINEERS 2017 ACCOMPLISHMENTS



Mountaineers participants climbed a combined

40 MILLION FEET

and traveled more than

150,000 MILES



12,427

members



2,666

volunteers



390,777

books sold worldwide



33

courses and clinics devoted to
outdoor leadership development



295

new leader badges
awarded



9,400

individual actions to
protect public lands

4,496 individuals
participated in a course,
seminar, lecture, or clinic.

40 public comment letters
submitted providing detailed expert
analysis on public lands issues

455 people trained in
low-impact backcountry skills
through eLearning course



10,156

youth experiences



1,562

individual youth
engaged in the outdoors



\$1,500,000

in-kind labor from volunteer
leaders and instructors



**THE
MOUNTAINEERS**

7700 Sand Point Way NE
Seattle, Washington 98115

mountaineers.org

Photo: Ida Vincent

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