



2014 ANNUAL REPORT





“To Gwich’in communities, this is not merely an environmental or conservation issue. Protecting the coastal plain of the refuge is about upholding our rights to continue our Native ways of life. ... Do we not have a moral obligation to future generations to do all we can to work toward leaving behind a more vibrant, thriving planet that will sustain human life?”

— Princess Daazhrai Johnson, Former Executive Director of the Gwich’in Steering Committee
Alaska Dispatch News, 1/31/15

In January 2015, President Obama recommended designating more than 12 million acres of Alaska’s Arctic National Wildlife Refuge as wilderness, joining The Wilderness Society and a chorus of voices working to permanently protect this beautiful but fragile ecosystem.



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COVER PHOTO
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“With these important victories, we’re not just passing on wild places to future generations—we’re building a wilderness movement that can carry our mission well beyond tomorrow.”

— Jamie Williams, President

Wilderness: Our Timeless Legacy

Fifty years after the passage of the Wilderness Act, our nation has changed significantly—but our wild places play as vital and powerful a role as ever.

As Americans find less space for reflection in their busy, digitally connected day-to-day lives, getting into wilderness is more important than ever before. We need wild places to help us unplug from the stress of daily life and reconnect with ourselves. America's spectacular landscapes, from a remote mountain peak to a wild stretch of California coastline, link us to our collective history, to some of our most cherished memories and to critical ecosystems that need protection in the face of a changing climate.

Yet these places only exist for us today because generations of Americans like you stepped forward to advocate on their behalf—and here at The Wilderness Society, that's the legacy we are proud to carry forward every day. This year, as we marked the 50th anniversary of the Wilderness Act, we had



Jamie Williams
Jamie Williams | President

a landmark year for conservation and public lands, protecting nearly two million acres of public land, including stunning landscapes in places like Colorado, California, Montana, New Mexico, Washington, Michigan, Nevada and many other states.

With these important victories, we're not just passing on wild places to future generations—we're building a wilderness movement that can carry our mission well beyond tomorrow, working on the ground to bring diverse stakeholders and communities together around the places we all love. Those diverse communities were behind some of our most important victories this year, including spectacular new monuments in southern New Mexico and in the San Gabriel Mountains outside of Los Angeles.

Thank you for your outstanding commitment to The Wilderness Society and conservation. We've achieved incredible victories together—and your support makes it all possible. Let's continue carrying this legacy forward for generations to come.



Doug Walker
Doug Walker | Chair, Governing Council



BY THE NUMBERS



Established:
1935



Employees:
137



Wilderness Supporters:
700,000



Wilderness Protected:
109 million acres



4 Coyote Gulch, Grand Staircase Escalante National Monument, Utah



David Bonderman

A passion for the
American Southwest

“For me, the most iconic American landscape—the one that got me interested in The Wilderness Society in particular and wilderness in general—is the Escalante Region of Southern Utah. I first became acquainted with Southern Utah when I was working for the UCLA Archaeological Survey in 1961 and the Museum of Northern Arizona in 1962 doing salvage archaeology behind the then-proposed Glen Canyon Dam. During summers, I had time to explore the area with friends in an old ’57 Chevy. I just fell in love with the landscape.”

As a lawyer in Washington, DC, more than 20 years ago, David discovered The Wilderness Society by accident when he was asked to represent the organization in renegotiating the lease terms for its former headquarters office. He became an enthusiastic supporter and joined the Governing Council in 1993. Today he leads a major private equity firm and is involved with anti-poaching efforts in Africa. But protecting the remarkable landscape of the Colorado Plateau will always be his first passion.

50 YEARS OF THE WILDERNESS ACT

“A wilderness, in contrast with those areas where man and his own works dominate the landscape, is hereby recognized as an area where the earth and its community of life are untrammelled by man, where man himself is a visitor who does not remain.”

—The Wilderness Act, PL 88-577, section 2(c), 1964



1980: The Alaska National Interest Lands Conservation Act protects more than 100 million acres of

federal lands (including 56 million acres of new wilderness), doubling the size of the country’s national park and refuge systems and tripling the amount of land designated as wilderness.



1972: The first two wilderness areas proposed by citizens are designated: Scapegoat Wilderness in Montana and an addition to the Eagle Cap Wilderness in Oregon.



1968: Great Swamp Wilderness in New Jersey, the first U.S. Fish and Wildlife wilderness area, is designated.



1964: After eight years and 66 revisions, President Lyndon B. Johnson signs the Wilderness Act into law, creating the National Wilderness Preservation System and immediately protecting 9.1 million acres.

1970: Craters of the Moon National Monument in Idaho and Petrified Forest National Park in Arizona, the first wilderness areas within National Park Service sites, are designated.

1975: Sixteen national forest wilderness areas in 13 states are designated under the Eastern Wilderness Areas Act, before which the vast majority of wilderness areas were in the West.

1956: Former Wilderness Society Executive Director Howard Zahniser drafts the first version of the Wilderness Act.

1976: The Federal Land Policy and Management Act directs the Bureau of Land Management to study their lands for wilderness qualities and determine which ones should be included in the National Wilderness Preservation System.

1964-1974

1975-1984

109 MILLION ACRES PROTECTED AS WILDERNESS

120

100

80

60

40

20

0

NUMBER OF ACRES SAVED (MILLIONS)

1994: The California Desert Protection Act designates 7.7 million acres of new wilderness areas.



1984: The California Wilderness Act of 1984 adds more than three million acres to the National Wilderness Preservation System. This was just one of numerous statewide bills passed between 1982 and 1989 that added more than 12 million acres to the National Wilderness Preservation System.



1983: The Bear Trap Canyon unit of the Lee Metcalf Wilderness in Montana becomes the first wilderness on Bureau of Land Management lands.



2001: The U.S. Forest Service adopts the national Roadless Rule, protecting 58 million acres of unspoiled forests from road building and commercial logging.



2005: The El Toro Wilderness in Puerto Rico becomes the first wilderness area in a U.S. territory.



2009: The Omnibus Public Land Management Act designates 2.1 million acres of wilderness in nine states, four national conservation areas and a national monument, while also protecting 1.2 million acres of the Wyoming Range from future oil and gas development and establishing the National Landscape Conservation System.

2014: As the 50th anniversary of the Wilderness Act draws to a close, Congress passes a suite of wilderness and public lands bills, protecting more than one million acres nationwide.

1985-1994

1995-2004

2005-2014

CELEBRATING 50 YEARS OF THE WILDERNESS ACT

At events across the country and in personal stories shared online, through major media outlets and social media channels, millions of Americans came together in 2014 to celebrate the 50th anniversary of the Wilderness Act.

 ↑20,342
Members added in 2014

 ↑600%
Facebook: 359,000 fans

 ↑51%
Twitter: 57,500 followers,
70,000 daily impressions

 ↑15%
Wilderness.org:
1.4 million unique visitors

 5,570
Instagram: gained 5,570
followers in the first six months

"The 500-mile Colorado Trail from Denver to Durango passes through some of the most beautiful mountains Colorado has to offer. But none is more spectacular and beautiful than the San Juan Mountains and the Weminuche Wilderness. As we passed through in August of 2014, the monsoon winds were still bringing a great deal of moisture into Colorado, so we started walking at first light to avoid the afternoon thunderstorms. This day was particularly inspiring. Shortly after this picture was taken we came upon a herd of 50 to 60 elk and we stopped to listen to them bugle to one another as the sun came up the valley." — David W. Fanning

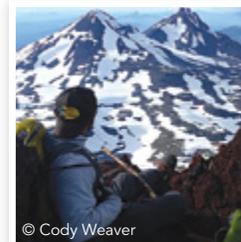
WE ARE THE WILD

Thousands of Americans shared their wilderness experiences through our “We Are The Wild” campaign, including World Series MVP Madison Bumgarner; actors Robert Redford, Laura Dern, William H. Macy and Felicity Huffman; musicians Lance Bass and DJ Spooky; and author Cheryl Strayed.



“In the wilderness, what I found is my strength again. I don’t think my life would be what it is today if it weren’t for the wild. That’s why it’s so important that we support organizations like The Wilderness Society—so we have those places to enjoy.”

— Cheryl Strayed, Author (*Wild*)



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2014 A YEAR OF GREAT PROGRESS

2014 marked more than the 50th anniversary of the Wilderness Act—it marked major victories all across the nation. With new conservation bills and wilderness designations, new national monuments, and important decisions that both protect critical landscapes and promote renewable energy, we saw more than 14 million acres receive new protections, thousands of citizens engaged and the next phase of our wilderness movement taking shape—one that can achieve new victories for our diverse, urbanizing nation.

2014 VICTORIES BY THE NUMBERS



669,500
acres designated
as wilderness and
conservation areas



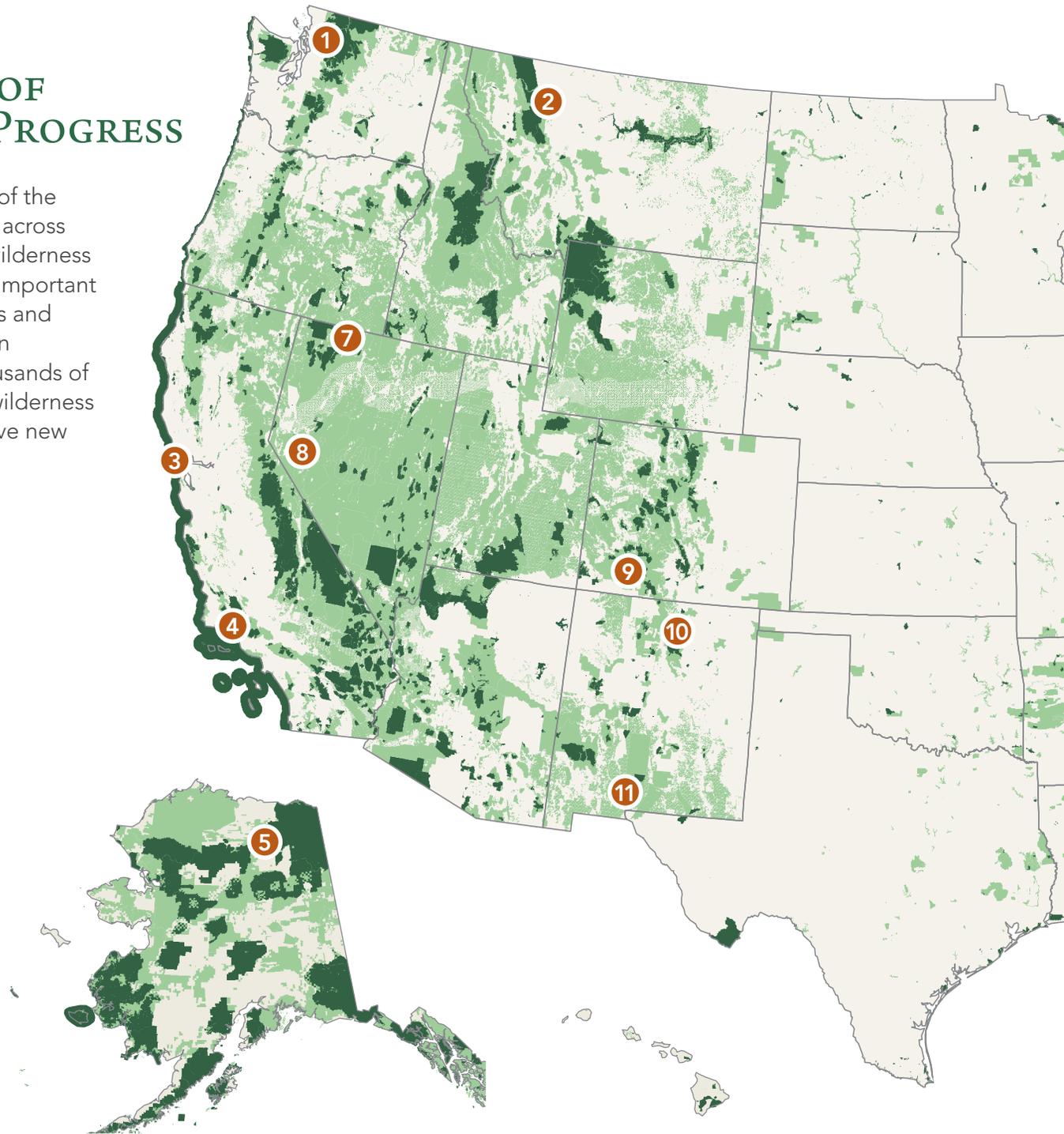
12,280,000
acres recommended
to be designated as
wilderness in Alaska

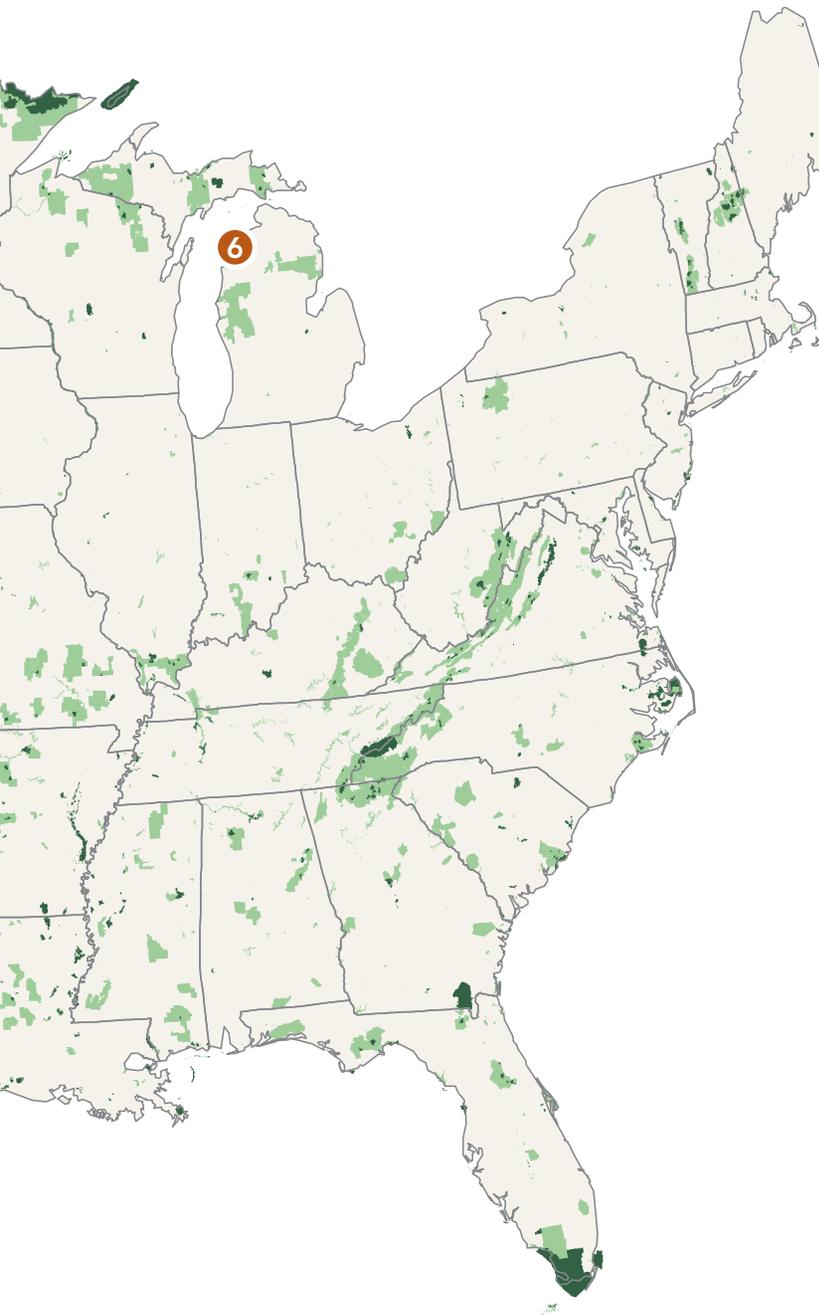


847,664
acres of land designated
as national monuments

MAP KEY

- Designated wilderness, national parks, monuments and refuges.
- Federal public land





1. Alpine Lakes, WA
see page 12



2. Rocky Mountain Front, MT
see page 20



3. California Coastal National Monument
see page 18



4. San Gabriel Mountains National Monument, CA
see page 14



5. Arctic National Wildlife Refuge, AK
see page 1



6. Sleeping Bear Dunes, MI
see page 40



7. Pine Forest Range, NV



8. Wovoka Wilderness, NV



9. Hermosa Creek, CO
see page 24



10. Columbine-Hondo Wilderness, NM



11. Organ Mountains-Desert Peaks National Monument, NM
see page 16

A Victory for Public Lands Nationwide

Despite five years of very little action on the part of Congress to protect public lands, the communities that care about our most precious places never stood still. All across America, people continued their tireless advocacy on behalf of the incredible places close to home. The Wilderness Society supported their work on the ground while amplifying their voices in Washington.

Finally, in December, Congress responded and left a new legacy of lands that spans the nation when they passed a landmark suite of wilderness and public lands bills. Together, the provisions cover 33 states and protect more than one million acres of public land, including historic sites, lands and rivers; remote regions and urban parks—all reminding us just how important wild places are and demonstrating what we can achieve together when we continue advocating until the opportunity for action arrives.

“You never know when that moment is going to come,” said Alan Rowsome, senior government relations director for wildlands designation. *“If you look back at the history of the wilderness movement—it’s never happened easily. It takes time, agility and dedication to take advantage of once-in-a-decade opportunities. You can’t ever take your foot off the gas. You can’t ever get complacent.”*



415,000

acres withdrawn from energy development

106

new miles of Wild and Scenic Rivers

245,000

acres of new wilderness designations

392,000

acres of special conservation areas

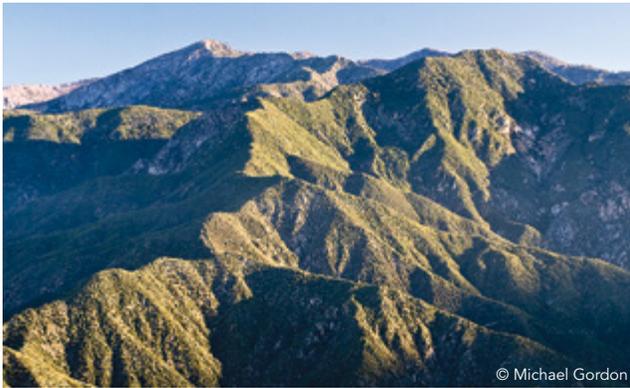


Mountain goats in the Alpine Lakes Wilderness, Washington



“The heart and history of the wilderness movement is about communities across America working tirelessly—sometimes for decades—to protect some of America’s most special places as wilderness. When communities come together, eventually Congress will respond, and that is just what happened in December.”

— Melyssa Watson, Vice President for Conservation



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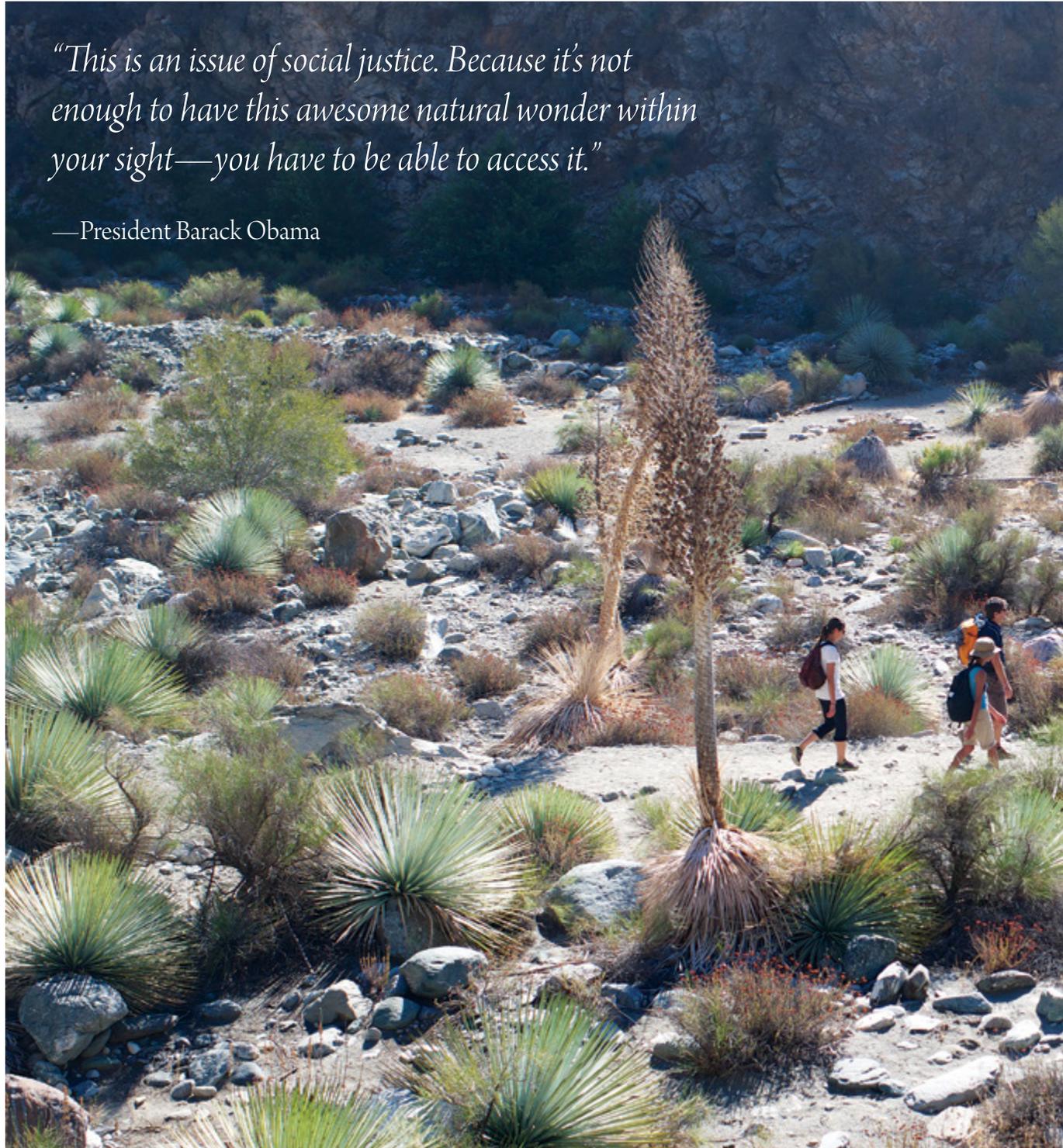


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The Wilderness Society works to give Los Angeles residents opportunities to experience the mountains in their backyard and advocate for their protection.



“This is an issue of social justice. Because it’s not enough to have this awesome natural wonder within your sight—you have to be able to access it.”

—President Barack Obama



© The City Project

San Gabriel Mountains National Monument: Los Angeles' Backyard Protected

As Jose Felix listened to a lecture on the many uses of the yucca plant—cleaning, medicine, food—during a hiking trip with the San Gabriel Mountains Forever Leadership Academy, he recognized the plant immediately—and quickly rattled off 15 new uses his guide had failed to mention. An Angeleno originally from Central Mexico, Jose had felt distanced from the region in which he'd grown up. But hiking in the San Gabriel Mountains, surrounded by landscapes and plants that seemed familiar to him, it felt a little like going home.

For many of Los Angeles' diverse urban communities, the San Gabriel Mountains offer a unique source of inspiration and connection. These majestic mountains are a shared backyard only an hour from the traffic, noise and lights of L.A., as well as the source of 70 percent of L.A. County's open space and one-third of its clean water supply.

As chair of the San Gabriel Mountains Forever Coalition, The Wilderness Society worked with local residents and organizations to give people like Jose Felix a chance to not only experience the mountains, but advocate on their behalf.

This October, after years of growing local support, President Obama heard their voices—and designated the San Gabriel Mountains National Monument. *"Too many children in L.A. County, especially children of color, don't have access to parks where they can run free and breathe fresh air, experience nature and learn about their own environment,"* the President said in announcing the designation, adding, *"This is an issue of social justice. Because it's not enough to have this awesome natural wonder within your sight—you have to be able to access it."*



70%
of Los Angeles
County's open space

15 million
people within a 90-minute drive

1/3
of Los Angeles County's
drinking water

Organ Mountains- Desert Peaks National Monument

“For too long, the 400-year legacy of Hispanics and Latinos in the United States has been underrepresented in the telling of the American story,” Paul “Pablo” Martinez, the former New Mexico state director for the League of United Latin American Citizens, wrote in the Las Cruces Sun-News this May. *“But it looks like that is finally changing.”*

The Wilderness Society, with the help of our donors, consistently supported local business owners, ranchers, Latino and Native American leaders, and conservationists in an 11-year effort to protect this place that means so much to so many. New Mexico’s Organ Mountains-Desert Peaks region is home to rock carvings and paintings from 10,000 years of human occupation; the historic Butterfield Stagecoach Route; and majestic peaks like Sierra de las Uvas and Doña Ana, where, according to Martinez, “our parents took us to learn about the outdoors and our heritage, and where we take our children and grandchildren today.”

Now, it is protected for generations to come.

“With the Organ Mountains-Desert Peaks National Monument protected,” Martinez said, *“it is clear our parks, monuments and public lands are beginning to reflect the full diversity of the American story.”*



496,000
acres protected

83%
of polled county residents
supported proposed monument

Organ Mountains-Desert Peaks National Monument, New Mexico





Rebecca Bear

of REI, Inc.

Connecting people
to wild places

“The fewer opportunities there are for people to experience and recreate on public lands, the less likely there will be support for them in the future. For us to be successful, and for our public lands to be valued, we must ensure that we are doing everything we can now to connect people to the outdoors in whatever way is best for them. The Wilderness Society is playing a critical role in this effort by turning the lens to focus not only on protecting the land but also on promoting the land for our mutual enjoyment.”

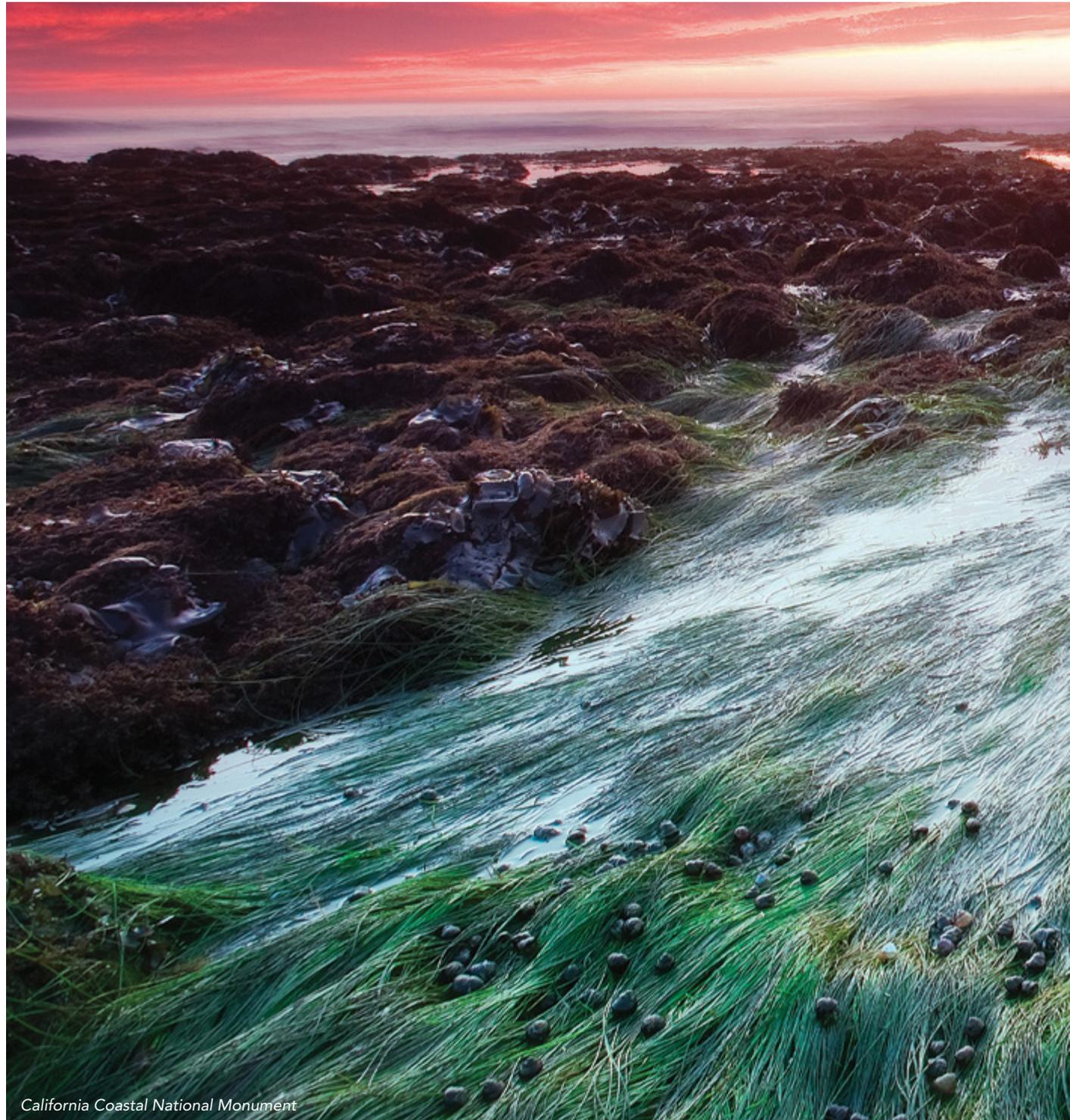
As REI’s Manager of Outdoor Programs and Outreach, Rebecca has experienced a number of America’s most beautiful places from coast to coast, including her favorite landscape, the North Cascades of Washington state. In 2014, REI awarded a generous grant to The Wilderness Society to support joint efforts to build the constituency for wildland protection by bringing about greater awareness of our nation’s public lands and creating better access to outdoor recreation opportunities.

California Coastal National Monument

With its jagged cliffs and crashing surf, reefs and rocks, and islands stretching more than 1,100 miles, the California Coastal National Monument is breathtaking. Now, millions of visitors each year will be able to do more than witness its beauty—they have an opportunity to explore it.

Last year, President Obama added the Point Arena-Stornetta Public Lands to this 15-year-old national monument. Much of the existing monument included offshore islands and reef structures—stunning to view, but more difficult to visit. This land-based expansion—more than 1,000 acres in all—will give visitors unprecedented access to the California coast. And with our members' support and advocacy, The Wilderness Society worked to help make it possible.

"It's a spiritual place," said Matt Keller, national monuments campaign director. *"A place of solitude. It's really moving."*



California Coastal National Monument



Tom and Currie Barron

Wild places
enrich our lives

“Connecting large, wild places is the best way to allow Mother Nature to adapt to a changing, global climate. Wilderness is crucial to saving species—including humans. That’s why we need The Wilderness Society—to stand up for our remaining wildlands, to be their voices, to protect them for all time.” — Tom

*“Wilderness nourishes our souls. It welcomes us. We are part of it. We belong to it. I support The Wilderness Society because I benefit from wilderness, and I want to give back to it.”
— Currie*

From their home in Boulder, Tom and Currie enjoy hiking and camping with their family in the majestic Colorado wilderness. A prolific writer (as T. A. Barron), Tom has served on the Governing Council since 1984. The couple established the Gloria Barron Wilderness Society Scholarship in honor of Tom’s mother, a dedicated educator and wilderness supporter. The scholarship is awarded annually to a graduate student who shows exceptional promise as a scholar and advocate for wilderness protection.

The last place in the lower 48 states where grizzly bears still roam freely between mountains and prairie.

The Crown of the Continent, straddling the Continental Divide, with diverse habitats ranging from dry prairie to lush, wet old growth.

Big, wild country—rich with life and with history.





Rocky Mountain Front

“My family has been ranching here for 133 years and the Heritage Act will help protect the Front’s wildlands and working landscapes for generations to come.”

—Karl Rappold, Rancher

Passed in December, the Rocky Mountain Front Heritage Act signifies so much more than protection from development. By safeguarding the federal public lands that lie between the working prairies—protected by conservation easements—and the iconic mountains of the Bob Marshall Wilderness Complex, the Heritage Act completes the picture of conservation for this vital landscape. Future generations will now enjoy a landscape that allows native species to roam free and adapt to climate change across a range of prairie, foothill and mountain habitats.

As a result of efforts to protect these lands and the donor support that made them possible, 275,000 acres of the Rocky Mountain Front were protected. Included in this was Montana’s first wilderness designation in more than 30 years, adding 67,000 acres to the eastern fringe of the Bob Marshall and Scapegoat wilderness areas.

“I’ve worked in conservation for 20 years—and I’ve spent the last 10 years working with the ranchers, hunters, Blackfeet tribal members and Montanans from all walks of life who love the Front,” said Jennifer Ferenstein, Montana senior representative. *“There’s nothing I’ve done where I’ve learned as much and felt as rewarded as I have in working with this coalition. Opening eyes, learning the power of bringing people together, breaking through—this will influence how I see conservation for the rest of my life.”*



Dry Lake Solar Energy Zone

For decades, we've seen reminders that just because our most cherished lands are "public," they aren't necessarily "protected." Time and again, the federal government has approved fossil fuel production on sensitive public lands—which can not only damage the wild places we value, but create pollution and greenhouse gases that endanger our future.

But the page is now turning on that chapter in our history—and an early success story can be found in Nevada's Dry Lake Solar Energy Zone. This 3,000-acre area, about 20 miles northeast of Las Vegas, was identified in 2012 as one of the best places to develop solar energy in the West. As of June 2014, new solar development projects in the Dry Lake zone are now moving forward with the opportunity to power over 100,000 homes with clean energy.

Set in motion by the Bureau of Land Management's Western Solar Plan (see sidebar), the Dry Lake Zone represents not only a better way to develop energy on these lands, but also an important step toward a sustainable future. The plan advances our nation closer to the president's climate goals—which call for 20,000 megawatts of renewable energy, enough to power six million homes, to be permitted on public lands by 2020—while securing millions of dollars to aid conservation work throughout the region, including for the soaring red cliffs of Nevada's pristine Gold Butte area. And it's only the beginning.



“Development in the Dry Lake Solar Energy Zone is the first step in a more strategic approach to how our nation produces energy. This brings us closer to achieving America’s climate goals while securing funding to preserve beautiful landscapes like Nevada’s Gold Butte area.”

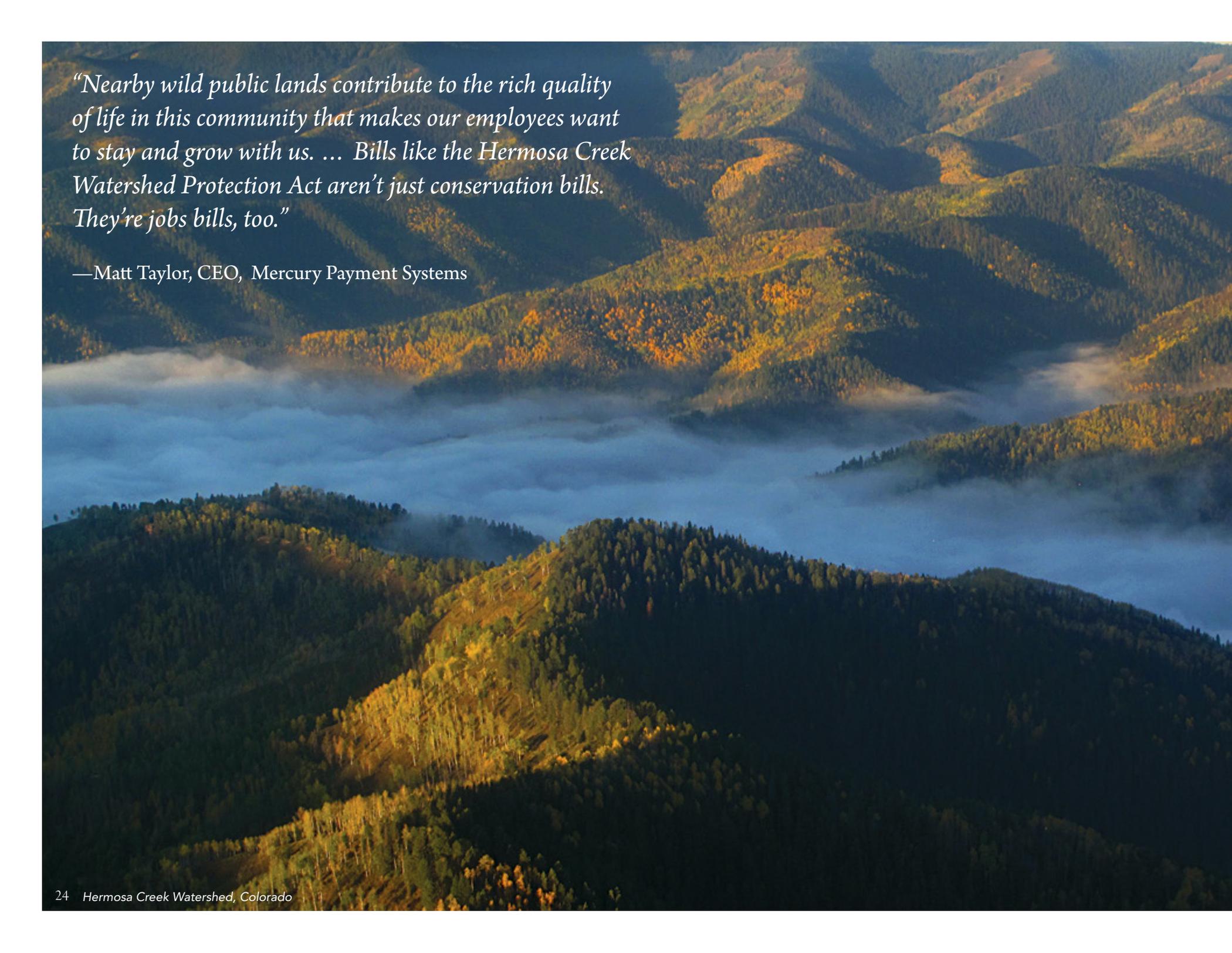
— Alex Daue, Assistant Director for Renewable Energy

Conservation offset funds from solar development in the Dry Lake solar zone will aid conservation work throughout the region, including Nevada’s Gold Butte area.



The Western Solar Plan

- ☀️ Crafted in 2012 with input from The Wilderness Society and aided by the scientific studies and community advocacy our supporters made possible
- ☀️ Identifies 17 priority areas in six states for solar development (including Dry Lake)
- ☀️ Steers development to areas with low wildlands conflicts, promising solar resources and proximity to power lines
- ☀️ Sets aside ecologically and culturally significant landscapes for protection from the large footprint that even renewable energy brings
- ☀️ Requires conservation offsets to accompany development in solar energy zones

An aerial photograph of a mountain range in Colorado. The mountains are covered in dense forests, with some areas showing autumn-colored trees in shades of yellow and orange. A thick layer of mist or fog fills the valleys between the mountains, creating a soft, ethereal atmosphere. The lighting suggests early morning or late afternoon, with long shadows and warm tones.

“Nearby wild public lands contribute to the rich quality of life in this community that makes our employees want to stay and grow with us. ... Bills like the Hermosa Creek Watershed Protection Act aren’t just conservation bills. They’re jobs bills, too.”

—Matt Taylor, CEO, Mercury Payment Systems



Jeff Widen: Community-Led Conservation at Hermosa Creek

“Early in the morning, where the east fork of Hermosa meets the river, mists rise off the surface of the water in the alpine glow of the peaks above. Looking north, long forested slopes stretch seemingly endlessly into the distance. To the south, a long, rugged canyon gashes down thousands of feet. It’s a warm, welcoming landscape. I never get tired of going up there.”

—Jeff Widen

As a technical climber and mountaineer, a river runner and conservationist, Senior Southwest Regional Conservation Representative Jeff Widen has spent his whole life in—and in service of—the outdoors. Yet he’s never been more proud or more humbled by his work than he was after the success of the Hermosa Creek Watershed Protection Act. The bill designates 37,000 acres as federally protected wilderness and another 70,000 acres as a special management area.

The effort started simply, as a community discussing how best to protect and manage the rivers and watersheds in the San Juan National Forest—one of Colorado’s largest, most biologically diverse forests, composed of a wide range of ecosystems. From there, the River Protection Workgroup was formed, and in 2008, its members set their sights on the Hermosa Creek Watershed.

In partnership with the River Protection Workgroup and with the support of our

members and donors, The Wilderness Society helped facilitate an open community dialogue in the region, inviting everyone who had an interest in the protection of Hermosa Creek. Over the next four years, ranchers, business leaders, outfitters, mountain and dirt bikers, conservationists and community officials crafted a balanced, locally grown bill. It took constant creativity and a willingness to listen and collaborate with everyone at the table to reach an outcome that works for everyone.

“This victory is the culmination of why I do this work,” Widen said. “Together, we did the right thing, and I now have friendships with people I never would have known before—people who are ideologically total opposites. I’m not only proud of the outcome—I’m proud of the way we got there.”



Thank you to our supporters

Founded 80 years ago, The Wilderness Society has been called “an organization of spirited people.” Today our members continue to exhibit that spirit of support. More than 700,000 citizens, committed to preserving the finest lands left in America, support The Wilderness Society financially or through their actions: making calls, attending hearings, sending letters and email messages, and engaging with The Wilderness Society through social media. We thank each and every one of you for your dedication to our mission of creating a wilderness legacy for future generations.

SPECIAL THANKS TO OUR CONTRIBUTORS

The donors listed on the following pages generously contributed \$1,000 or more in fiscal year 2014 (October 1, 2013-September 30, 2014). The Wilderness Society gratefully acknowledges their commitment to protecting wilderness and caring for our wild places.

INDIVIDUALS

\$100,000 OR MORE

Anonymous (6)
Tom and Currie Barron
Richard Blum
Crandall and Erskine Bowles
Barbara and Bertram Cohn
Judy and Carl Ferenbach
Sarah Merner and Craig McKibben
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Greg Avis

The wonder
of wild places

“There is something about wilderness that is unifying. No matter what background you come from, being out there puts each of us on a level playing field. And in this time of increasing polarization and inequality, I think there is something magical that happens there. It’s very important that we work to provide greater access to wilderness, particularly for a more diverse group of Americans. In doing so, we are not only creating the future environmentalists of tomorrow, but we are also giving people an experience they cannot get in front of their iPhones and TVs, and it’s really sacred.”

Greg first discovered his true passion for wilderness during a four-week backpacking trip into the Absaroka-Beartooth Wilderness in south central Montana 15 years ago. It was an unforgettable opportunity that he is eager to pass on to the next generation, both within his own family and in the diverse student community of East Palo Alto, CA, where he teaches school. Greg joined The Wilderness Society’s President’s Council in 2014.

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Nancy Plaxico

Leaving a legacy

“My husband and I are members of the Robert Marshall Council and have designated The Wilderness Society in our estate plan. It is deeply gratifying to know that our support for wilderness, which we cherish, will live on. For me, wilderness is a life force. It invigorates, renews and inspires me. I am honored to work with and support The Wilderness Society in its important mission to protect treasured wildlands for us all.”

Nancy Plaxico of Annapolis, MD, has been a Wilderness Society supporter for more than 25 years and a member of its legacy society, the Robert Marshall Council, since 2001. In addition, in 2009, her Vanderbilt University classmate, the former president of The Wilderness Society Bill Meadows, asked her to serve on the President's Council—an opportunity that has allowed her to further engage in the organization's vital work. Avid hikers, Nancy and her husband Bob enjoyed traveling to wilderness areas with their three kids as they grew up, and they are now carrying forward that tradition with their seven grandchildren.

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Gregg Sherrill

Leading with balance

“As a businessman with a deep interest in conservation, I was impressed by the guided protection and guided development strategy that The Wilderness Society employed in 2009 to help protect 1.2 million acres of the Wyoming Range from future oil and gas leasing. We need to develop energy resources where appropriate, but it’s also true that our wilderness areas are an equally valuable resource. The organization’s vision is one of balance, and my wife and I really believe that is the smart way to go. By taking a cooperative approach, we wind up protecting far more of our special wild places.”

Gregg’s interest in wilderness was seared into his mind at age 12 during a family vacation to Grand Teton National Park. Years later, he returned to Wyoming to settle on a ranch in the Upper Hoback, intending to carve out a place for his five children and nine grandchildren to foster their own passion for wilderness. A business leader in the automotive industry, he and his wife Sabine are passionate about giving back to the environment by supporting The Wilderness Society.

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FINANCIALS

Today, The Wilderness Society has the financial strength to meet our conservation goals while inspiring more Americans to care about the wild places we protect. Thanks to the strong and steadfast support of our members, advocates, major donors, foundations and corporations, we have been able to move forward confidently with a nationwide team approach aligned with our strategic conservation framework.

Fiscal year 2014 saw continued moderation of expenses and growth in revenue—including a doubling of major gift revenue over the past two years—allowing us to run an operating surplus for the first time in recent history. Just as importantly, our financial stability has enabled greater balance in our operations, provided sufficient resources to achieve our baseline campaign goals, and enabled us to secure added support for our greater-reach goals. Investment in our conservation programs now stands at a multi-year high.

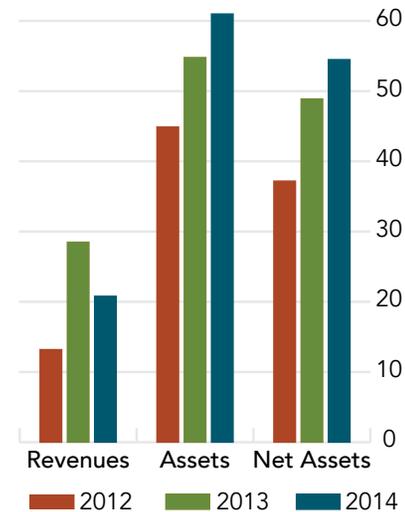
In addition to achieving important conservation goals nationwide, we are in a financially strong and secure place to continue protecting America’s treasured wild places and responding to new opportunities ahead.

If you would like to receive a copy of our audited financial statements, or if you have any questions about this overview or The Wilderness Society, please contact us at:

The Wilderness Society
 Attn: Membership Services
 1615 M Street, NW, Washington, DC 20036-3209
 E-mail: member@tw.s.org or visit:
<http://wilderness.org/about-us/annual-report>



FISCAL YEAR 2014 EXPENSES



CHANGES IN KEY BALANCES (in millions)

Statements of Financial Position		2014	2013	2012	2011	2010
Assets	Cash and cash equivalents	3.4	2.5	-	-	0.6
	Accounts and contributions receivable	6.6	4.7	2.7	4.9	10.5
	Investments	32.1	25.0	24.6	23.2	25.6
	Planned giving investments	4.8	5.3	5.6	5.4	5.7
	Beneficial interest in assets held by others	6.8	7.8	9.0	8.7	7.2
	Other assets	7.3	9.5	3.0	3.6	3.6
	Total assets	61.0	54.8	44.9	45.8	53.2
Liabilities	Accounts payable and accrued expenses	2.0	1.5	2.6	2.4	3.4
	Deferred rent	2.1	1.3	1.8	0.3	0.1
	Planned giving liabilities	2.5	3.1	3.3	3.3	3.2
	Total liabilities	6.6	5.9	7.7	6.0	6.7
Net Assets	Unrestricted	8.9	2.9	3.5	8.4	8.1
	Temporarily restricted	33.5	34.5	22.3	20.1	27.1
	Permanently restricted	12.0	11.5	11.4	11.3	11.3
	Total net assets	54.4	48.9	37.2	39.8	46.5
	Total liabilities and net assets	61.0	54.8	44.9	45.8	53.2

Statements of Activities

Revenues	Individuals	20.8	28.5	13.2	14.0	11.9
	Foundations	7.1	5.9	7.2	6.5	7.8
	Corporations	0.1	0.2	0.4	0.5	0.6
	Total contributions	28.0	34.7	20.8	21.0	20.3
	Other	1.7	1.5	1.7	2.0	2.3
	Total revenues	29.7	36.2	22.5	23.0	22.6
Expenses	Program Services					
	Wilderness and wildlands conservation	15.7	17.5	19.5	21.1	18.9
	Outreach and public education	5.2	4.0	5.7	5.7	5.5
		20.9	21.5	25.2	26.8	24.4
	Support services					
	Fundraising	4.3	4.3	3.8	4.1	4.0
	Management and general	1.3	1.9	2.1	2.1	1.6
		5.6	6.2	6.0	6.2	5.6
	Total expenses	26.5	27.7	31.2	33.0	30.0
	Change in net assets from operations	3.2	8.5	(8.8)	(10.0)	(7.4)
Gains from investments and other changes	2.3	3.2	6.2	3.3	5.1	
Change in net assets	5.5	11.7	(2.6)	(6.7)	(2.3)	
Beginning net assets	48.9	37.2	39.8	46.5	48.8	
Ending net assets	54.4	48.9	37.2	39.8	46.5	

All figures reported in \$ millions. Fiscal years ended September 30



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In March 2014, as we began the 50th anniversary year of the Wilderness Act, Congress officially designated more than 32,500 acres of Michigan's Sleeping Bear Dunes as wilderness. Now, the serene islands and lush forests, the miles of soft beach and rolling, stunning sand dunes stretching high above Lake Michigan—all that makes this what "Good Morning America" called "the most beautiful place in America"—will be protected forever.





The Wilderness Society's mission is to protect wilderness and inspire Americans to care for our wild places. We contribute to better protection, stewardship and restoration of our public lands, preserving our rich natural legacy for current and future generations.



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