Wild Lands.
Shared Values.
Our Fight.
Together, we’re working to save the places we love.

Together, we’re defending the lands and values we share.

Together, we’re fighting for a clean energy future.
In 2018, your dedication to protecting our public lands and the values they represent was truly inspiring. Thanks to you, we were able to prevent major anti-public lands legislation from passing in Congress and mount vigorous legal challenges to the Trump administration’s reckless attacks on our shared lands. We’ll continue this strategy to delay and ultimately reverse the worst of these attacks.

We were also thrilled that the Land and Water Conservation Fund was permanently reauthorized by Congress in February 2019. We worked with a broad coalition from across the country to secure the future of the nation’s most important conservation program. This critical milestone has been our focus for a decade, and its success reflects your commitment to this work and the countless Americans who support protecting our rich natural heritage.

But our challenges remain significant. The country is experiencing the growing impacts of climate change, and we all now know that our time to solve this urgent crisis is limited. We must work to transition to clean, renewable energy and protect large resilient landscapes, yet we still face an administration that is recklessly ignoring reality with its “drill everywhere” agenda.

We are heartened that a new pro-conservation majority in the House of Representatives strengthens our ability to champion our nation’s wild places and the climate imperative. We will continue to block anti-environmental legislation and will advance policies to set our country on a sustainable path.

We have been so encouraged to see communities all across the land join you in the fight to protect clean air, clean water and our wild, public lands.

Thank you for your tremendous support and partnership.

Jamie Williams
President

David Churchill
Chair, Governing Council

Letter from the President and Governing Council Chair
Together, we protected the lands and values we share from destructive legislation.

This year, communities across the nation—in red, blue and purple states; rural, suburban and urban areas—stood up for the lands we share and love. As hundreds of anti-conservation measures were proposed in Congress, you reached out to elected officials, participated in rallies and worked with The Wilderness Society to fight back. With your support bolstering our strong, strategic advocacy, we prevented any legislation posing a serious threat to our public lands from passing in Congress in 2018.

"I was represented in Congress for four years by an anti-conservationist until he was defeated in 2018. I called his office whenever there was important legislation moving. We need to keep pressing Congress to save all the wilderness we can before it is gone."

— Frank Discenza, Jr., Forked River, New Jersey, Robert Marshall Council member and contributor since 1986
Together, we fought in the nation’s courts to defend America’s lands for the future.

Everywhere the Trump administration turned its illegal assault on our public lands, we were there, ready to push back. That’s because you helped power a coalition of partners, on-the-ground activists, and legal experts from our staff who worked to counter executive overreach in court, where many battles are still ongoing. You supported years of effort, building local partnerships and establishing our legal standing. In 2018, your philanthropy enabled us to step forward and fight back in more than 60 separate lawsuits—putting the brakes on the Trump administration’s most radical attacks on our public lands.

You powered legal efforts to:

**Defend National Monuments**, including Grand Staircase-Escalante and Bears Ears, and fight to ensure no president has the power to destroy our monuments—no matter where.

**Uphold America’s Largest Land Conservation Plan** working to protect 67 million acres of sage-grouse habitat across 10 states, while also fighting new oil and gas leasing that violates the existing plan.

**Keep Wild Places Wild** wherever they are threatened with drilling and mining, including Montana’s Badger-Two Medicine, Minnesota’s Boundary Waters, and the National Petroleum Reserve-Alaska.

**Protect the Arctic National Wildlife Refuge** by preparing for court challenges to oil and gas development, including damaging seismic exploration.

Jessie Harris and Woody Cunningham

Jessie Harris knows that when the integrity of big, connected landscapes is threatened, the ripple effect can be felt on the smallest of levels. In the 1970s, she left her job as a Washington lawyer and embarked on a 30-year endeavor to photograph some of North America’s rarest wildflowers. Though the West Virginia native successfully catalogued more than 6,000 unique plants, she discovered that habitat for many species was shrinking and others had disappeared from their native ranges altogether.

“Our natural systems are greatly challenged by climate change and other threats, so it’s very important that we do everything we can to keep these places intact.”

Jessie and her husband, Woody Cunningham, made their first gift to The Wilderness Society in 1979. They give to a wide range of causes that they care about, but they have a particular focus on speaking up for wild places and plant and animal communities that cannot speak for themselves. As Advocates for Wilderness since 1991 and Robert Marshall Council members since 2002, they know this includes public lands, which rely on dedicated supporters to ensure they are protected well into the future.

“What impresses us the most about The Wilderness Society’s staff is their passion for and perseverance in defending the environmental laws and policies that protect wildlands and the rich biodiversity that they support. We’re glad they’re fighting on our behalf to prevent boundary changes to national monuments and reverse attempts to lift restrictions to allow oil companies to access federal lands.”
Together, we rallied communities to save America’s most important conservation program.

Land and Water Conservation Fund by the Numbers

Established in 1964
41,000+ state and local projects supported
98% of counties have parks or projects supported by the Fund
$350M-$450M invested in conservation each year
363-62 bipartisan win in the House
92-8 bipartisan win in the Senate

“Impressive！”

In every county, in every state, people love their public lands—from the city park just down the street to the rugged wilderness promising the adventure of a lifetime. Few programs better reflect the core commitment to our shared need for open lands, fresh air and clean water than the Land and Water Conservation Fund.

Since 1964, this landmark program has touched communities across the country, protecting iconic landscapes in all 50 states and investing in more than 41,000 state and local projects like parks, hiking trails and ball fields. Funded entirely by revenues from offshore oil and gas drilling, the program pays for itself—and has always enjoyed broad, bipartisan support. Yet, on September 30, Congress allowed it to expire.

But you never gave up. By investing in local action and collaborative leadership, you set the stage for the Fund’s permanent reauthorization. Thanks to your support in 2018, The Wilderness Society worked both on the ground and as the co-leader of a national coalition to bring people of all political beliefs together to make their voices heard. Because of you, in the early days of 2019, the Fund was permanently reauthorized as part of the largest conservation bill passed by Congress in a decade. The legislation, which passed both chambers with overwhelming bipartisan support, also designated 1.2 million acres of new wilderness and protected an additional 1.1 million acres from development.
Together, we led the fight to protect our lands from drilling and promote a clean energy future.

Did you know?

Public lands host approximately 25% of this country’s oil production and 40% of our coal production.

Emissions from oil, gas and coal development on public lands are more than 20% of all U.S. greenhouse gas emissions.

Our vast public lands are intended to benefit all people, not just oil and gas companies. People around the country and across the political spectrum support both bold conservation efforts and widespread clean energy development—and with your help, The Wilderness Society is leading the way in bringing these issues together.

As new reports brought home the urgency of the climate crisis in 2018, you stepped up—and together we fought to make public lands part of the climate solution rather than a source of the problem.

Unknown to most people, these lands we share host approximately a quarter of this country’s oil production and 40 percent of our coal production. As a result, they represent more than 20 percent of our national greenhouse gas emissions.

Our public lands also have the potential to be an essential safeguard against the worst impacts of climate change. Large, interconnected wildlands can be places of refuge where plants and animals can migrate and adapt to a warming world and unpredictable weather. They can, and must, be places for innovation, where balanced clean energy solutions to replace fossil fuels take shape.

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Making Public Lands Part of the Climate Solution

As we continued efforts in 2018 to protect places that are Too Wild to Drill, we developed new digital tools to monitor greenhouse gas emissions from fossil fuel energy development on our public lands. Your support allowed us to bring new initiatives to the fight to hold this administration accountable and to make our public lands part of the climate solution.

Involving Communities in the Fight for Our Climate

Two-thirds of registered voters believe we should prioritize protecting lands over oil and gas development, and 80 percent of voters in the American West support increased wind and solar development on public lands. Throughout 2018, you helped us harness this groundswell of local support and advocate for protecting public lands while promoting renewable energy.

Laying the Groundwork for Our Clean Energy Future

Together, we helped ensure that renewable energy projects were positioned to protect sensitive public lands. In southern Wyoming, we worked with local partners to ensure that the Bureau of Land Management maintained a wildlife corridor around the 700-acre Sweetwater Solar Project. Sweetwater will generate enough electricity to power 17,000 homes.
Since 1998, Hansjörg Wyss has served as chairman of the Wyss Foundation, whose investments have helped protect nearly 40 million acres of lands and waters across the globe. Motivated by the impact of those remarkable gains and informed by his 26 years on The Wilderness Society's Governing Council, he is now making a bold move to address the planetary environmental crisis through an extraordinary philanthropic commitment to global conservation.

In a powerful call to action in The New York Times on October 31, 2018, Hansjörg declared his intent to donate $1 billion over the next decade to help accelerate land and ocean conservation efforts around the world. His gift advances the effort to protect 30 percent of the planet's surface by 2030 and “before our human footprint consumes the earth's remaining wild places.”

A native of Switzerland who now lives in Wyoming, Hansjörg formed an attachment to the wild, vast expanses of the American West as a young man. In the decades since, he has developed a deep appreciation for the conservation tradition that led to the establishment of our public land system. “We need to embrace the radical, time-tested and profoundly democratic idea of public-land protection that was invented in the United States, tested in Yellowstone and Yosemite, and now proven the world over.”

Hansjörg’s strong declaration not only inspires us, but also reinforces the long-term view that we have always been working toward. Hansjörg says, “As part of my commitment, I will continue to support The Wilderness Society in its goal to protect our lands and waters in public trust.” The time to accelerate these efforts is now, he insists. “For the sake of all living things, let’s see to it that far more of our planet is protected by the people, for the people and for all time.”

Beyond his conservation leadership, Hansjörg’s philanthropy is encouraging breakthroughs in medicine and science, helping protect and empower the most vulnerable in society, and supporting the arts and education in the United States and around the world.

“Each investment we make in conservation is an enduring investment in democracy.”

— Hansjörg Wyss
Together, we’re working with communities to save the places they love—so everyone can benefit from nature.

The lands we share are for all of us—regardless of race, ethnicity, income or zip code. And we must all work together to make sure every community can benefit from being outside, to experience the wild and join us in protecting the places they love. That’s why we launched our Urban to Wild program in 2011—and why, thanks to your support, we’re expanding it now.

Through seven years of activism, organizing and partnership with communities across greater Los Angeles, we’ve made it easier for people to enjoy the San Gabriel Mountains National Monument and neighborhood parks. Working with many local partners, we’ve linked public transit to trailheads and parks, secured millions to fund parks in park-poor areas, and empowered young conservation champions who will define the next generation of wilderness activism.

We’re now making that same deep commitment to two new areas—Albuquerque and Seattle’s Puget Sound region—both of which are surrounded by spectacular public lands that are only accessible to and benefit some. And it’s all possible because of you. Together, we’ll continue fighting alongside urban communities for fair and equitable access to parks and wildlands—galvanizing a broader, stronger and more inclusive movement to protect public lands.

We believe that wilderness and all public lands can bring people and communities together and that everyone should share equitably in their benefits. That’s why we are working in cities like Seattle, Los Angeles and Albuquerque to create transit routes between urban centers and trailheads.

“Environmental stewardship starts in your backyard, so it’s important to advocate for people to be able to enjoy nature, wherever they live.”
— Yvette Lopez-Ledesma, Urban to Wild Assistant Director

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Investing in the Next Generation of Conservationists

Currie and Tom Barron and Judy and Carl Ferenbach

In early 2018, Currie and Tom Barron made a generous multi-year gift to launch our Youth in Wilderness program, which brings immersive, transformational wilderness experiences and advocacy training to thousands of young people. Inspired by their commitment, Judy and Carl Ferenbach stepped forward to contribute additional long-term support to this innovative effort. Though they reside in different parts of the country—the Barrons in Colorado and the Ferenbachs in Vermont—Tom and Carl’s connection through The Wilderness Society evolved into a philanthropic partnership that is helping to cultivate tomorrow’s conservation leaders. Reflecting on the program’s positive impacts in its inaugural year, the four friends discuss why they chose to support Youth in Wilderness.

Currie and Tom: There is enormous power in introducing kids to wilderness—power that can change their lives and brighten their days forever. It’s also a power that The Wilderness Society can, and should, harness if we are to be truly effective in protecting America’s most remarkable places.

Judy and Carl: We couldn’t agree more. By investing in the Youth in Wilderness program, we are fostering the conservation leaders of the future. Our goal is to provide youth with the opportunity to create emotional connections with wild places, an understanding of the history and importance of public lands, and the inspiration to seek out further opportunities to experience wilderness and become champions for our public lands.

Currie and Tom: We are greatly impressed by the program’s success in getting young people into the wild. As you said, it’s key to helping them create those emotional connections. In its first year, The Wilderness Society supported 1,458 young people in over 39,000 program hours through relationships with youth-serving organizations across the country, including the YMCA and the Appalachian Mountain Club.

Judy and Carl: Not only that, but more than 60 percent of the participants are youth of color. This is encouraging because we need to build a conservation constituency that is more reflective of America in all of its diversity.

Currie and Tom: Absolutely. It is really important that The Wilderness Society has structured this program to include kids from many diverse backgrounds. The beauty, wonder and adventure of wilderness will touch lots of different lives all around our country, improving health and giving balance.

Judy and Carl: It becomes clearer with each passing day that we are leaving the next generations too many complex problems to deal with, including warming temperatures, sea level rise, changing ecosystems, species loss, depleted oceans and unanticipated problems of human and animal health. By passing on an appreciation of our natural world, we can help them prepare to confront the challenging needs and decisions they will face, while also giving them hope for the future.

Currie and Tom: This really is an opportunity not just for them, but for our future. We are very excited to be able to join forces with Carl and Judy to help make this important work possible. We hope others will do the same, allowing this program to reach many more young people across the country.

Judy and Carl: Yes, partnering with good friends to support a cause has more than doubled the impact, and we hope it encourages others to come along.

Currie and Tom: The time to support this work is now! The Youth in Wilderness program is planting the seeds of passion to protect these wondrous places—so that our country’s youth will become strong advocates for wilderness in their communities and throughout the world.

Judy and Carl: The truth is, to save our wonderful natural environment, it’s going to require commitment and collaboration from all of us on innovative programs like this one.

Currie and Tom: The Youth in Wilderness program is planting the seeds of passion to protect these wondrous places.” — Currie and Tom Barron

“...we need to build a conservation constituency that is more reflective of America in all of its diversity.” — Judy and Carl Ferenbach
The Wilderness Society extends our deepest gratitude to all of our contributors who supported our work with gifts under $1,000. Not listed here due to space limitations.

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The Wilderness Society extends our deep gratitude to all of our donors. Together, we will help preserve and defend the wilderness of Alaska’s Arctic to the serene lakes and rivers of Maine’s north country.
Tim Fullman has always been fascinated with animals.

He showed his inclination for science early on. As a third-grader, he could be found perching in a tree in his Orange County, California neighborhood, notebook in hand, recording observations of the passing animals.

Today, Tim studies the impacts of oil development on caribou in the National Petroleum Reserve—Alaska (NPR-A). Tim identifies key habitat for the caribou, helping managers determine which areas are most vital to protect. His data allows us to reliably predict the likely impacts of destructive drilling in the NPR-A, and his contributions can bring people together around managing the herd.

“Because they are so highly mobile, caribou rely on large areas, but to prioritize what to protect, what to restore and lessening protections, science has always guided our conservation work; four areas, but to prioritize what to protect, what to restore and lessening protections.

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Bound by their shared commitment to The Wilderness Society, our President’s Circle members represent the organization’s most generous philanthropists and ambassadors. Together, they support our mission to protect wilderness and inspire Americans to care for our wild places through substantial annual gifts and engagement.

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CONTENTS
We Depend Upon Each Other to Win in Court: A conversation between Nada Culver and Heidi McIntosh

Nada: We are fighting in court to protect public lands and bedrock conservation laws from unprecedented assaults by the Trump administration. We need expert litigators to represent us in court and win our cases.

Heidi: Likewise, Earthjustice needs clients who have established the legal standing to bring a lawsuit when environmental or conservation laws are violated. The Wilderness Society is a great partner because they also have the foresight to build a record of facts that supports a winning argument and is admissible in court.

Nada: Ours is a long-term, strategic partnership. We work together to identify emerging threats to places that will need protection or to policies that we rely on to safeguard our public lands. The earlier we do that, the better we can set up cases and establish important precedents, thereby making a lasting difference for public lands. Essentially, we try to figure out what it will take to win in court—often years before we actually get there.

Heidi: Then, Nada and her team at The Wilderness Society start the intricate work of making sure that all of the facts we will need in court get entered into the public record. They are brilliant at it.

Nada: And together, we’ve developed a strong blueprint to defend our public lands. The experience we gained developing and executing a winning legal strategy to save the Roan Plateau in western Colorado is directly applicable to our current fight to protect the Bears Ears and Grand Staircase-Escalante National Monuments.

Heidi: Both involved engaging several local, regional and national organizations that could demonstrate that they and their members would be hurt by the activity proposed by the administration. Keeping large groups of organizations informed and aligned on a legal strategy is a challenge, but one with which we have a great deal of experience.

Nada: Our deep connection to the Roan Plateau is what kept us going. We prevailed because of sound arguments and sheer doggedness. Our Governing Council and all our members were relentless in their support, as was Earthjustice in their advocacy.

Heidi: The same dynamics apply to our cases to defend the Bears Ears and Grand Staircase-Escalante National Monuments against dismemberment and destruction by the Trump administration.

Nada: Other lawyers represent us in three or four cases over the course of a year. In 2018, Earthjustice was representing us in 25 of our 60 active cases, so I think it is fair to say they are our favorite lawyers.

Heidi McIntosh is Managing Attorney of the Rocky Mountain regional office of Earthjustice, the country’s largest nonprofit environmental law firm. She directs a team of 16, including 10 attorneys, who provide pro bono counsel to dozens of nonprofit organizations defending conservation and environmental laws.

Nada Culver is Senior Counsel and Senior Director, Agency Policy and Planning for The Wilderness Society, where she directs a staff of 12 who defend public lands against all manner of assaults and identify emerging opportunities to build a pattern of facts to support critical arguments in the future.

The Roan Plateau is home to tens of thousands of acres of wilderness-quality land, crucial fish and wildlife habitat, and some of North America’s rarest plants. It also sits atop abundant oil and gas reserves, in the heart of one of western Colorado’s most heavily-drilled regions.

In 2008, the Bush administration proposed to open the entire Roan Plateau to oil and gas drilling. The Wilderness Society came together with nine other organizations, filed suit, and retained Earthjustice to represent us. We won in court in 2012 and ultimately secured a management plan from the federal government for the Roan Plateau in 2016 that protects its unique conservation values.

“Together, we’ve developed a strong blueprint to defend our public lands.”
Financials

We are grateful for our committed supporters who have stood together with us against the greatest assaults ever on America’s public lands. Your generosity gives us the ability to respond to the continued threats to our mission.

While mounting a fierce defense of our shared public lands, we have held our management and fundraising costs stable, so that 80 percent of our spending went to our programs.

The increase in revenue in 2018 was fueled by exceptional gifts and new multi-year pledges made during extraordinary times. While generally accepted accounting principles require that the full amount of such commitments be shown as revenue in the year the pledges are made, we also track our spending on a cash basis, to ensure our financial stability and sound stewardship of your support.

Thank you for sustaining our shared fight to protect our wildlands.

If you would like a copy of our audited financial statements or have any questions, please contact us at:
The Wilderness Society
Attn: Donor Relations
1615 M Street, NW
Washington, DC 20036
Email: member@tws.org
Visit: www.wilderness.org/our-accountability

Organizational Growth

Efficiency

Revenue Sources

Introducing New Governing Council Members

Rue Mapp

Rue Mapp, founder and CEO of Outdoor Afro, is a leader in connecting people to nature and championing the benefits of spending more time outdoors, especially among African Americans. Begun as a blog in 2009, Outdoor Afro has captured the attention and imagination of millions through a multi-media approach, grounded in personal connections and community organizing.

After participating in the America’s Great Outdoors Conference at The White House in 2010, Rue took part in developing First Lady Michelle Obama’s “Let’s Move” initiative to combat childhood obesity. She now serves on the California State Parks Commission.

Her work has been reported in The Wall Street Journal, Backpacker, Ebony and Sunset magazines, and many others. Rue has also been recognized by The Root as one of the most influential African Americans in the country and by Family Circle magazine as one of America’s 20 Most Influential Moms.

Jacqueline Mars

As the former Vice President of Mars, Inc., Jacquie was responsible for developing new food products and marketing strategies, while also serving on the company’s board. Today, she focuses her attention on her working farm in Northern Virginia, which specializes in organic farming and equine training and breeding. A dedicated member of the Piedmont Environmental Council, she supports many other conservation groups concerned with land use and the environment, as well as historic preservation efforts through the Colonial Williamsburg Foundation, the Civil War Trust, the Thomas Jefferson Foundation, the Montpelier Foundation and others. In addition, she is a strong champion and supporter of women’s education and leadership in the business community.

Jacque serves on the governing boards of the American Prairie Reserve; Bryn Mather College (Trustee Emeritus); the National Archives Foundation; the National Sporting Library and Museums (Vice Chairman); the Smithsonian National Board; the U.S. Equestrian Foundation and Team Federation; and the Washington National Opera (Emeritus Chairman), among others.

1. Taken from audited financial statements