



Annual Impact Report

ACCOMPLISHMENTS, FINANCIALS + PARTNERSHIPS

23



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A LETTER FROM THE EXECUTIVE DIRECTOR

Dear Leave No Trace Community,

As we embark on another year of conservation and advocacy, I reflect with great pride and gratitude on our remarkable journey. Our accomplishments in 2023 are a testament to the unwavering dedication of our team, partners, and supporters in advancing our mission of preserving the outdoors for future generations.

One of the most remarkable achievements of 2023 was the extensive reach of our Subaru/Leave No Trace Traveling Teams. The Teams traversed 31 states, leaving a lasting positive impact on diverse landscapes nationwide.

In addition to our on-the-ground efforts, 2023 marked the launch of our groundbreaking training course, Training For All. This innovative program aimed to educate and empower outdoor enthusiasts of all backgrounds, equipping them with the knowledge and tools to practice Leave No Trace principles in their outdoor pursuits. Since its inception, I am thrilled to announce that Training For All has provided more than 1 million online lessons, furthering our mission of promoting responsible outdoor ethics and environmental conservation.

In a testament to the profound impact of Leave No Trace's partnerships within the tourism industry, several of Leave No Trace's tourism partners were honored with prestigious awards for their commitment to sustainability and responsible travel practices. Through collaborative efforts and steadfast dedication, these partners have exemplified the principles of Leave No Trace, setting a benchmark for excellence in environmental stewardship within the tourism sector. These accolades not only celebrate their achievements but also serve as a testament to the power of collective action in fostering a culture of conservation and sustainability in the travel industry.

Furthermore, in 2023, our Spotlight Program, supported by over 600 dedicated volunteers, led to the cleanup and revitalization of over 2.1 million acres of land. This remarkable achievement underscores the impact of community-driven conservation efforts in safeguarding our outdoor spaces for generations to come.

As we embark on a new year, let us carry forward the lessons learned and accomplishments achieved in 2023.

With renewed passion and dedication, let us continue to be stewards of the outdoors, leaving a lasting legacy of sustainability and stewardship.

Thank you for your unwavering support and dedication to Leave No Trace.

Warm Regards,

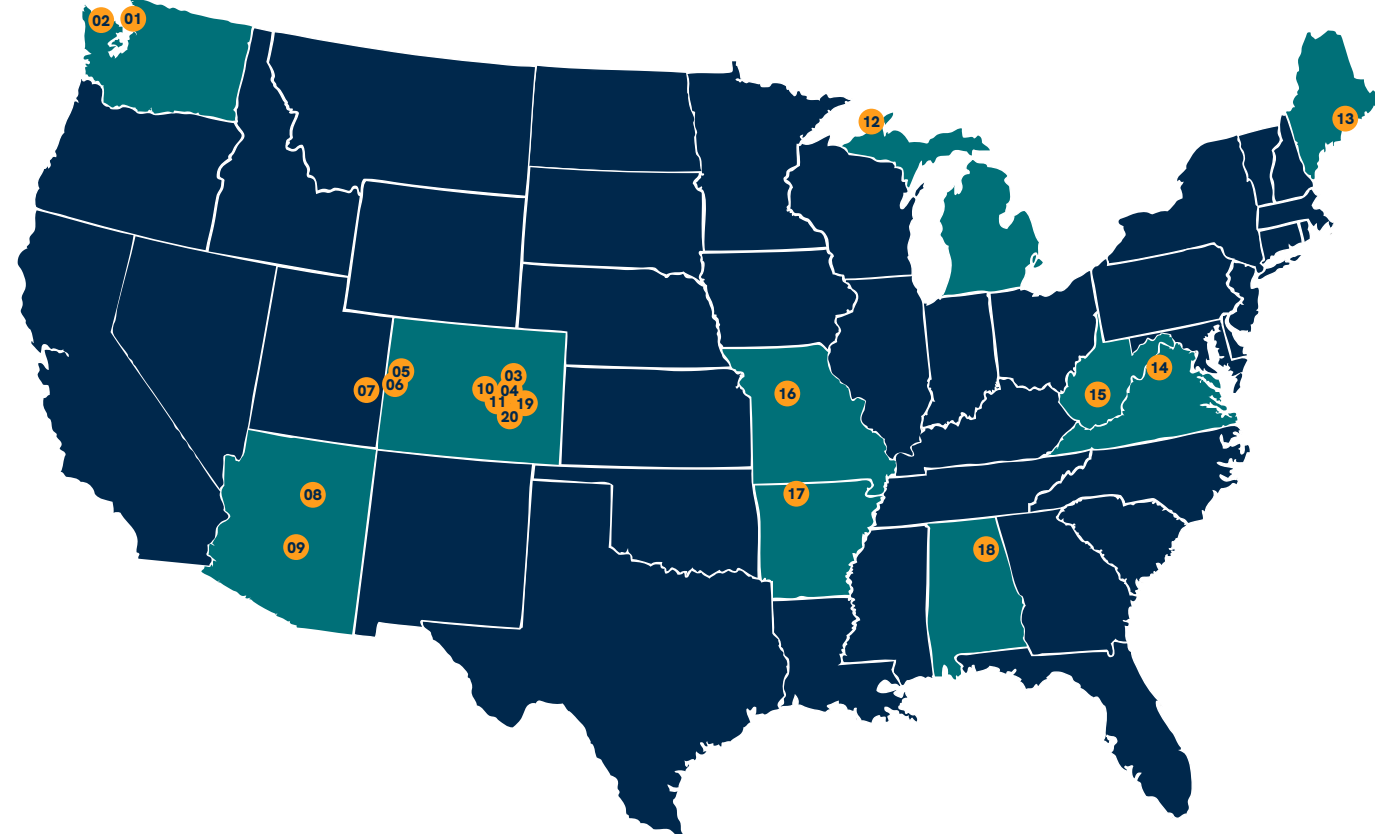


Dana Watts

Dana Watts
Executive Director, Leave No Trace

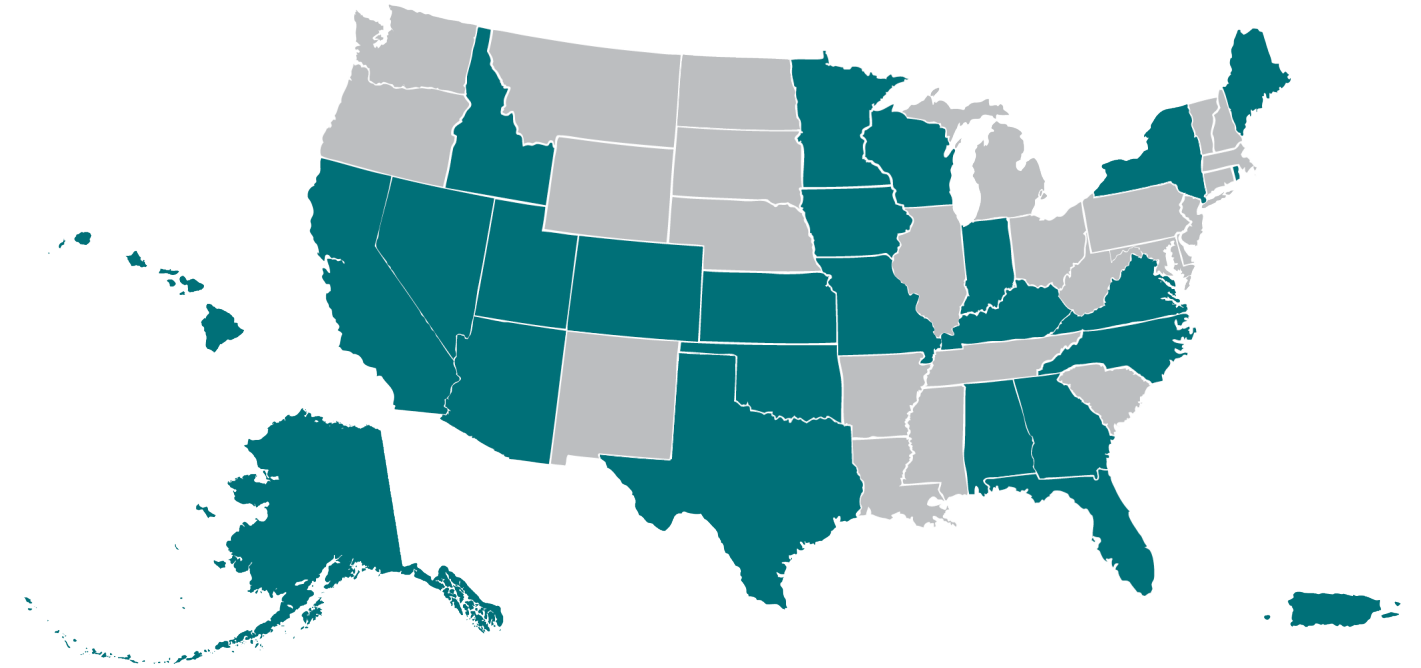
Where We Worked in 2023

Gold Standard Sites

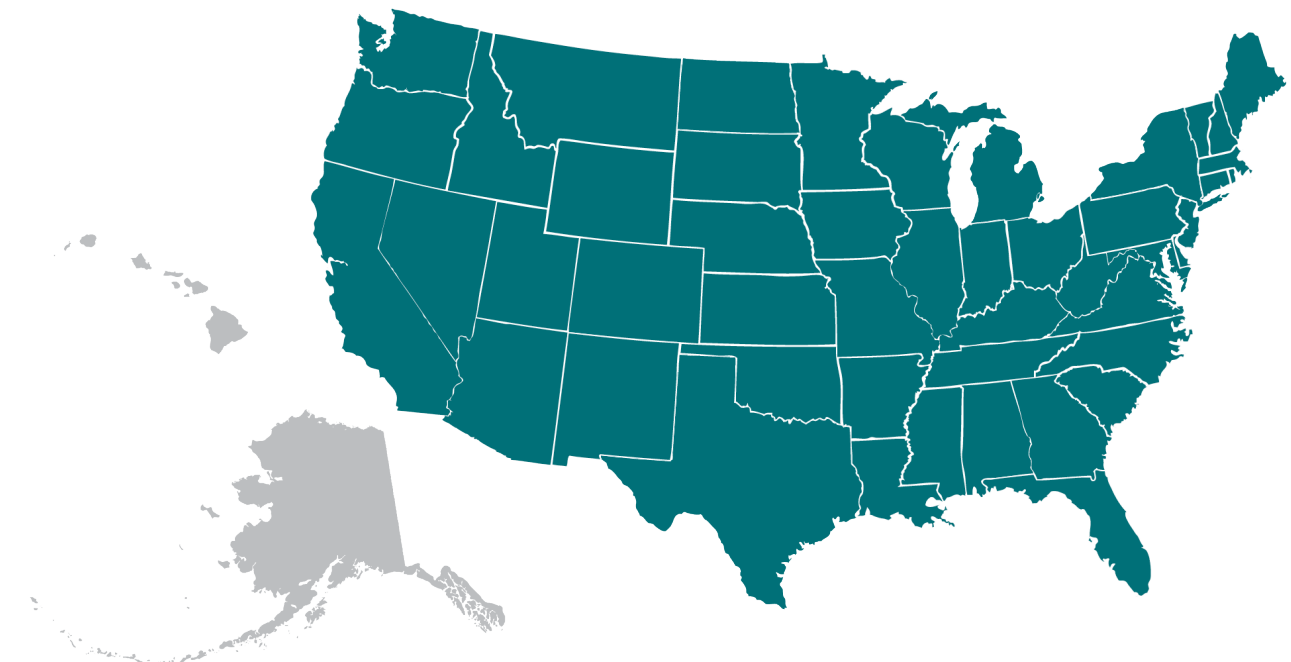


- | | | |
|--|---|--|
| <ol style="list-style-type: none"> 1. San Juan Islands
Lopez Island, WA 2. Olympic Ntl. Park
Port Angeles, WA 3. Barr Lake State Park
Brighton, CO 4. Waterton Canyon
Littleton, CO 5. Highline Lake
CO 6. McInnis Canyons and Dominguez-Escalante National Conservation Areas
CO 7. Grand County Trail Ambassador Program | <ol style="list-style-type: none"> 8. Coconino Ntl. Forest
Flagstaff, AZ 9. Desert Mountain
Scottsdale, AZ 10. Jefferson County Open Space
Golden, CO 11. Roxborough State Park
Littleton, CO 12. Isle Royale Ntl. Park
Houghton, MI 13. Acadia Ntl. Park
Bar Harbor, ME 14. Shenandoah Ntl. Park
Luray, VA | <ol style="list-style-type: none"> 15. New River Gorge Ntl. River
Glen Jean, WV 16. Knob Noster State Park
Knob Noster, MO 17. Buffalo National River
Harrison, AR 18. Cheaha State Park
Delta, AL 19. Castlewood Canyon State Park
Franktown, CO 20. Colorado Springs Regional Parks, Trails and Open Spaces
Colorado Springs, CO |
|--|---|--|

State Advocates 2023

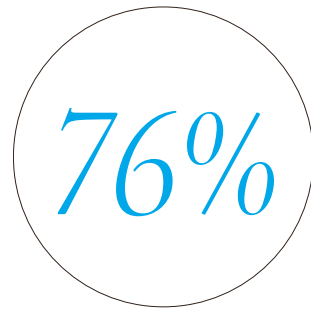


Team Events 2023





Sustainable Tourism Partners Earned Awards in 2023



76% OF TRAVELERS ARE INTERESTED IN LEARNING ABOUT SUSTAINABLE TRAVEL PRACTICES

According to a recent report by Booking.com, an astounding 76% of travelers are interested in learning about sustainable travel practices. The tourism industry has noticed, and many state and regional tourism offices have partnered with Leave No Trace to develop stewardship-focused education and messaging campaigns.

The goal is to ensure that outdoor visitors have opportunities to learn Leave No Trace, first while planning their visits and then at specific touch-points all throughout their travels. The campaigns are location-specific and tailored to provide tourists with information on protecting natural resources while creating positive interactions with residents.

In 2023, several of Leave No Trace's partners in the travel and tourism industry received national and regional awards. Some of the highlights included →



"It is a natural fit for the Arizona Office of Tourism to partner with a premier responsible tourism organization like Leave No Trace. We're both dedicated to ensuring the health and longevity of all the destinations and natural features that make our state spectacular and attract millions of visitors annually."

—Debbie Johnson, formerly the Director of the Arizona Office of Tourism



PARTNER: Sonoma County Tourism

PRESENTER: CalTravel

AWARD: Sustainability Advocate Award

CAMPAIGN: Leave No Trace Toolkit



PARTNER: Travel Marquette

PRESENTER: Michigan Governor's Conference

AWARD: Innovative Tourism Collaboration

CAMPAIGN: Respect Marquette



PARTNER: Arizona Department of Environmental Quality

PRESENTER: National Association of Environmental Professionals

AWARD: Environmental Management, Stewardship, Conservation, and Protection Award

CAMPAIGN: Sustainable Partnerships and Protection of Oak Creek



PARTNER: Martin County, Florida, Office of Tourism and Marketing

PRESENTER: U.S. Travel Association

AWARD: 2023 Destiny Award, Destination Stewardship

CAMPAIGN: Explore Natural Martin



Visit Bend Named 2023 Leave No Trace Destination of the Year

Committed to educating visitors and residents by making Leave No Trace practices a through-line in its content marketing strategies, Visit Bend is a shining example of a Destination Marketing Organization (DMO) that embodies the Leave No Trace mission. Visit Bend's role as a leader is further demonstrated through an innovative collaboration with Visit Central Oregon that welcomes all nine affiliate DMOs that share the messaging through the Central Oregon region's estimated 4.5 million annual visitors. Visit Bend weaves Leave No Trace ethics throughout its marketing efforts, ensuring every photo and video shoot follows the Leave No Trace principles.



Our Finances

Financial Summary for the Fiscal Year Ending December 31, 2023

Leave No Trace celebrates another successful and stable financial year. We are pleased to share that partnerships in the tourism sector grew significantly, reaching millions of new outdoor enthusiasts. Additionally, direct program spending increased by approximately 20% over the prior year.

The organization remains committed to fiscal responsibility, enabling us to be strategic with our core programs while exploring new opportunities to expand Leave No Trace education and messaging. By strengthening key partnerships, we are building a solid foundation for long-term growth and impact.

The accompanying summary financial information is derived from Leave No Trace's audited financial statements. The complete audited financial statements and annual tax return are available for download on our website.

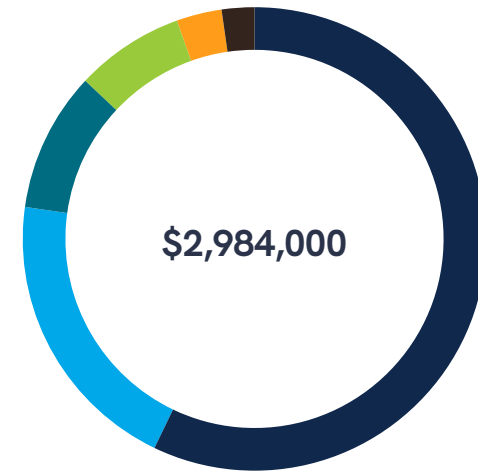
Kurt Achtenhagen, CPA (inactive)
 Director of Finance and Operations



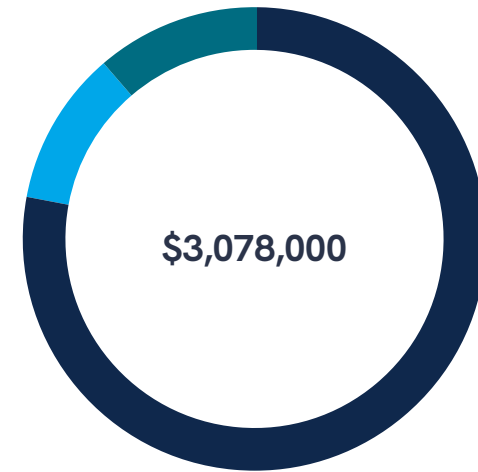
DIRECT PROGRAM SPENDING INCREASED BY APPROXIMATELY 20% OVER THE PRIOR YEAR.

LEAVE NO TRACE 2023 SUMMARY FINANCIAL INFORMATION

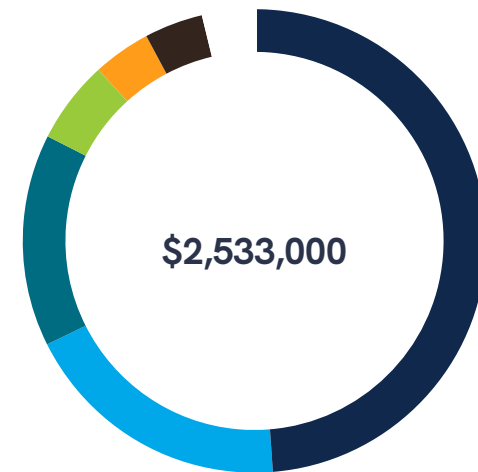
Based on annual audited financial statements.
 (amounts are rounded to the nearest thousand)



Sources of Support and Revenue (\$2,984,000)



Use of Funds (\$3,078,000)



Total Assets at 12/31/23 (\$2,533,000)



INDIVIDUAL GIVING

2023 Major Donors

Thank you to everyone who donated to Leave No Trace in 2023. These contributions directly impact the research, conservation, and educational efforts the organization offers to protect the natural world.

Adam and Kathryn Frazer
(Adventures of A+K)
Anna Zawisza
Beth Glostén
Catherine Hartshorn
Chris Baumgartner
Chris Desforges
Christopher & Annalee Power
Curtis B. Overall
Dan Slack
Dana Watts
Daniel & Karen Weber
Daniel Segersin
David Allen
David O'Leary
Ed Cutter
Erin Carroll
Evan Gartley
Huang Weiru
James E Dillon
James Hall
Jeff Neitzel
Jeff Trujillo
John Lemire
Jon Grinsell
Julie Klein
Kim Slack

Kimi Nash
Klari Hixenbaugh
Kris Tapias
Kyle Byerly
Margaret Moloney
Mark Hammer
Michelle Cutter
Mitchell and Cecilia Lasky-
Barajas
Nathan Dopp
Neil Jeffries
Patrick Connelly
Richard & Rebecca Crosson
Richard Jindrich
Rick and Barb Swanson
Robert Crawford
Ryan Callaghan
Ryan Penny
Sara Crawley
Scott Anderson
Scott Gurr
Teresa Martinez
Thomas J. Harrington
Tim Mertz
Timothy Havens
Walter Kivett
Zhichong Liu



A Special Thanks to Our Corporate Supporters

A huge thank you to our corporate partners! With their support, Leave No Trace can conduct programs and events throughout the country to teach everyone who loves the outdoors how to be the solution to conservation needs.

Interested in aligning your business with Leave No Trace?
Learn more by visiting: LNT.org/partnerships.

Patron Partners



Platinum Partners



Gold Partners

BearVault	L.L. Bean	The North Face
Eagle Nest Outfitters	Mountain Hardware	Tincup
EcoVessel	Osprey	Upslope
Hoka	Startpage	
Landmark Project	Tec Laboratories	

Silver Partners

Adventure Instead Academy	Forsake/Boggs	onX Backcountry
Cabot Creamery	Klean Kanteen	Primus
Camjigi	LOWA Boots	RightOnTrek
Cleanwaste/American Innotek	Macs Adventure	Sawyer
CoolWorks	Mast General Store	Sunday Afternoon
Eureka!	Mountain House	Wholesome Spirits
Field Station	OK4WD/Wrappon	Yeti

Bronze Partners

American Backcountry	GU Energy Labs	Trango
Avid4 Adventure	Hilleberg The Tentmaker	Transrockies
Big Agnes	Kind Coffee	Ultra Music Festival
Cheley Colorado Camps	Kobayshi Consumer Products	Vacation Races
Crazy Creek Products, Inc.	La Sportiva	Voss Signs
Mission Mountain	Leki USA	Wild Tribute
Escapees RV Club	Planet Bluegrass	Zero Gram
Falcon Guides	Ramble	
GSI Outdoors	Sea to Summit	



Join the Movement or Renew Your Support

The fate of the outdoors lies in your hands. Leave No Trace is urgently working every day to protect vulnerable species and habitats.

But we need your support!

By joining the movement or renewing your membership today, you can protect nature for future generations. Together, we can create a greener, more sustainable future for all.

[LNT.org/give](https://lnt.org/give)

