



'24

# Annual Impact Report

ACCOMPLISHMENTS, FINANCIALS + PARTNERSHIPS



GLOBAL SUMMIT 2024  
POWERING THE NEXT 30 YEARS

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*Dana Watts introduces Dr. Jeff Marion at the 2024 Global Summit.*

## A MESSAGE FROM THE EXECUTIVE DIRECTOR

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For Leave No Trace, 2024 will always stand out as a milestone year—a bold marker on our organizational timeline. We celebrated our 30th anniversary not just with reflection, but with real momentum. The highlight? Our first-ever **Global Summit** in Boulder, Colorado, was a historic and unforgettable gathering that brought our mission to life in vibrant, tangible ways.

More than 300 passionate participants from **14 countries** came together to share ideas, ignite collaboration, and celebrate the global movement of Leave No Trace. From powerful keynote addresses to science-led sessions and community-driven conversations, the energy in the room was electric. People are still talking about it, and for good reason—it was unlike anything we've done before, and it elevated our work to new heights. (If you haven't seen the photos yet, take a look on Pages 8-9—they say it all.)


But the Global Summit was just one part of an extraordinary year. Across every corner of our work, 2024 delivered impact, scale, and growth. Here are just a few numbers that tell the story:

- **1 MILLION** online lessons delivered through [learn.LNT.org](https://learn.LNT.org), our ever-expanding learning platform. These lessons—free or low-cost, multilingual, and always accessible—are equipping a global audience with the knowledge to protect nature.
- **40 TONS** of trash removed from natural areas during cleanup events powered by our incredible volunteers, with many timed to our most ambitious Earth Month celebration yet.
- **40 GOLD STANDARD SITES** earned our highest designation for implementing Leave No Trace with excellence—each evaluated using a rigorous, staff-reviewed scoring matrix.
- **25 TRIBAL LEADERS** co-created guidance for respectful visits to Native Lands through our partnership with the American Indian Alaska Native Tourism Association, deepening the integration of cultural respect and stewardship.
- **100s OF PARTNERSHIPS** with federal, state, and local land management agencies ensured Leave No Trace principles remained front and center for millions of visitors across the country.

If you joined us in Boulder last fall, you already know: the Global Summit was an inspiring, energizing glimpse of what's possible when this community comes together. But I'm just as proud—and in many ways even more so—of what we've achieved far beyond that room. The reach and resonance of Leave No Trace continues to expand across the globe, driven by partners, volunteers, and advocates like you.

Thank you for being part of this journey—and here's to everything that lies ahead.

See You Out There,



**Dana Watts**  
*Executive Director*



## Our Finances

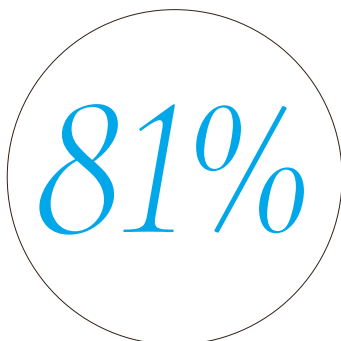
### Summary for the Fiscal Year Ending Dec. 31, 2024

In 2024, total revenue reached nearly \$2.9 million, driven primarily by Partnerships & Grants, which continued to be the organization’s largest funding source at 56% of total income. Program Services accounted for 23%, reflecting our continued success in delivering mission-aligned education and consulting initiatives. Individual giving grew slightly to 11% of total revenue, signaling strong and sustained support from our member and donor community.

While the organization experienced a net loss for the year, there were encouraging operational indicators. Program service spending held steady at 81% of total expenses, underscoring our commitment to directing resources toward mission impact. Importantly, year-end cash and receivables positions remained healthy, providing a solid foundation heading into 2025.

Looking forward, the combination of a loyal donor base, robust corporate and tourism partnerships, and disciplined spending will allow the organization to recover from the 2024 shortfall and sustain our long-term mission impact.

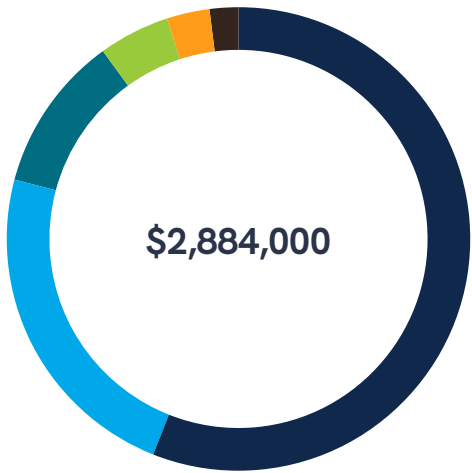
**Kurt Achtenhagen, CPA (inactive)**  
*Director of Finance and Operations*



OF TOTAL EXPENSES SPENT ON  
PROGRAM SERVICES

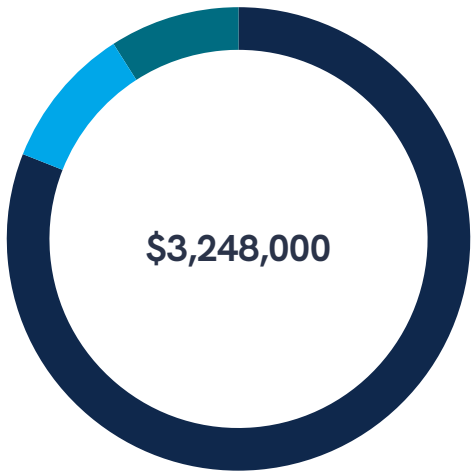
**LEAVE NO TRACE**  
**2024 UNAUDITED SUMMARY FINANCIAL INFORMATION**

*(amounts are rounded to the nearest thousand)*



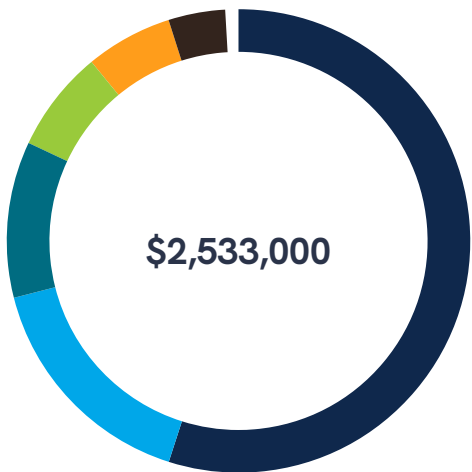
Sources of Support and Revenue (\$2,884,000)

- 56% Partnerships & Grants
- 23% Program Services
- 11% Individual Giving
- 5% In Kind Donations
- 3% Merchandise Sales
- 2% Interest & Other



Use of Funds (\$3,248,000)

- 81% Program Services
- 10% General & Administrative
- 9% Fundraising



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

- 55% Land
- 16% Building, Furniture & Equipment
- 11% Accounts & Grants Receivable
- 7% Cash & Equivalents
- 6% Investments
- 4% Inventory
- 1% Prepayments & Other Assets

# GLOBAL SUMMIT 2024

POWERING THE NEXT 30 YEARS

## Celebrating the Past While Looking Ahead

In the fall of 2024, Leave No Trace concluded a three-day Global Summit event that drew more than 300 attendees to Boulder, Colorado, for presentations, networking, and discussions about protecting natural resources through responsible outdoor recreation. The summit marked 30 years since the organization was first formed.

More than a dozen nations sent representatives to the event, which featured 28 education sessions and addresses from leaders in land management, outdoor gear companies, sustainable tourism, corporate responsibility, and many other fields.

The summit kicked off with a presentation by NASA Astronaut Dr. Kjell Lindgren, offering his unique perspective in "An Orbital Perspective of Our Home." Dr. Lindgren, who has since joined the organization's board of directors, discussed his love for teaching Leave No Trace and protecting the planet.

Sherry Rupert, CEO of the American Indian Alaska Native Tourism Association, also spoke movingly about the tradition of protecting natural resources that Indigenous people have long upheld despite the abuses and unjust land seizures that have been inflicted on them. Another address by Philip Henderson, a Leave No Trace ambassador, sponsored athlete, and passionate advocate, focused on the need for increased diversity in the outdoors.

Several leaders in the Leave No Trace movement received awards:

- **MISSION EXCELLENCE:** Charles Thomas Jr./Outward Bound Adventures
- **MISSION EXCELLENCE:** Haven Holsapple/National Outdoor Leadership School
- **CORPORATE EXCELLENCE:** Subaru of America
- **LIFETIME ACHIEVEMENT:** Dr. Jeff Marion

The event concluded with information about the Leave No Trace research agenda, which includes \$20,000 in annual grants for scientific proposals, as well as presentations by key partners, federal agencies, and international affiliates in the Leave No Trace network. Premier event sponsor Fjällräven, along with several other summit sponsors, generously supported the 2024 Leave No Trace Global Summit.



## Summit Research Update

The partnerships, networking, and knowledge featured at the 2024 summit created enduring benefits for the Leave No Trace community. For example, North Carolina University's team presented original findings at the summit Research Symposium—since introducing their work at the summit, the team has produced several new scientific papers on the effect of signage on recreational behaviors in frontcountry areas.

Visit [LNT.org/Research](https://lnt.org/research) for the latest developments about protecting natural areas with minimal-impact behaviors and the science behind them.



# Recognition for Our Leadership Circle and Notable Supporters

## LEADERSHIP CIRCLE

Beth Connelly	Huang Weiru	Mark Walter	Ryan Callaghan
Charles Thompson	James Fuller	Matt & Laura Hanson-	Sara Crawley
Christopher & Annalee	Jeff Neitzel	Marchiando	Shawn Turner
Power	Jim & Jennifer Seale	Michelle Cutter	Skip Clemmons
Dan Slack	Julie Klein	Mike Thomas	Steven Fraim
Daniel & Karen Weber	Kim Slack	Neil Jeffries	Teresa Martinez
Daniel Segersin	Margaret Matera	Patrick Connelly	Timothy Havens
David Allen	Margaret Moloney	Peter & Daniel Symonds	William Lardie
Doug & Karen Angevine	Mark Hammer	Richard & Rebecca Crosson	
Frances Perry	Mark Tanenbaum	Richard Jindrich	

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## NOTABLE SUPPORTERS

Alex Hixenbaugh	Erin Carroll	Kyle Byerly	Reed Waite
Alita Burmeister	Evan Gartley	Laura Loomis	Rhonda Mickelson
Al Kane	Ewan Smith	Lawrence & Ellen Floyd	Richard More
Amy Boebel	Frank Wortner	Lindsey Foree	Richard Sienkiewich
Andrea Burns	Gabrielle Miles	Lisa Koehn	Rick and Barb Swanson
Andre Houser	Gary and Christina	Liz Williams	Robert Branan
Anna Zawisza	Seldomridge	Lynda Cook	Robert Crawford
Anthony Bonilla	Gary Candy	Lynn Yonge	Robert C Wuerdeman
Asha Demarsh	Gerald Vukman	Mack Pearsall	Robert Hoffmann
Barbara Benson	Gloria Enger	Marc Miller	Robert Kuhl
Barbara Straka	H.W. Cyphers III	Mark Miranda	Robert Ronzoni
Beth Glostén	Hannah Lovejoy	Mark Moody	Robin Fong
Brad Daniel	Holly Moynahan	Marshall Berger	Rosemary Capuano
Brian Swanson	Hop Tarrant	Mary Franey	Ryan Penny
Calvin Wein	James Green	Matt Kaspari	Ryan Yeh
Carolyn Widman	James Hall	Micah Loeb	Sallie & Gannon Kashiwa
Catherine Scheder	Jane Strong	Michael Arquilla	Sara Kirof
Cheryl Baylor	Jared Matts	Michael Cutter	Scott Anderson
Chris Desforges	Jay Dement	Michele Cook	Scott Gurr
Chuck Jordal	Jay Malmstrom	Miranda Kalish	Shawn Dietrich
Connor Martin	Jeffery Davis	Nadia Padzensky	Shelby Martin
D. Valentine	Jeff McDivitt	Natalie & Jack Blumenthal	Shirley Meurer
Dan and Liz Murray	Jennifer Broom	Nicholas & Faith Batta	Stephanie Pirtle
Dana Watts	John Burr	Onda Maughan	Stephen Deatherage
Daniel Volkens	John Hamilton	Patrick Phalen	Steven & Kristina Robertson
Danny Bottoms	John Lemire	Patti Sura	Steve Robinson
David Adamski	John Murry	Paula A. Boothe	Susan Alkaitis
Davis Wright	Jorge Faz	Paula Church	Talia Salem
Debbie Brown	Joyce D. N. Jones	Paula Mahan	Terri Janison
Douglas & Denise Wahl	Julie England	Paul Schimke	Thomas Campanile
Doug Pedersen	Kelly Smith	Peter Murry	Thomas J. Harrington
Drew Martin	Kent Allen	Peter Newman	Thomas Roberts
Ed Cutter	Kerrie Tehan	Randall Nelson	Tom Timmer
Elizabeth Hamrick	Kevin Weiler	Randolph Stadler	Tristan Linck
Emily Kjos	Kristi Alexander	Rebecca Bennett	William Nay
Eric Bloch	Kurt Achtenhagen	Rebecca Daniels	William Straka III

# A Special Thanks to Our Corporate Supporters

Hearty thanks 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](https://LNT.org/partnerships).

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## Patron Partner



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## Platinum Partners



## Gold Partners

Arc'teryx	Mountain Hardwear	Upslope
EcoVessel	Osprey Packs	Workday
L.L.Bean	Tec Laboratories	
Montucky Cold Snacks	Tincup	

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## Silver Partners

Adventure Instead Academy	Eureka!	Primus-Silva
BearVault	GU Energy Labs	Ramble
Bold Rock Hard Cider	La Sportiva	Sawyer
Cleanwaste/American Innotek	Landmark Project	Sea to Summit
Colorado Parks and Wildlife	Little Kamper	Travel John Products
CoolWorks	Macs Adventure	Yeti
Eagles Nest Outfitters	Mountain House	
El Pomar	OK4WD/Wrappon	

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## Bronze Partners

American Backcountry	Fleet Feet Colorado	Oregon View
Avid4 Adventure	GearTips	Planet Bluegrass
Big Agnes	Gossamer Gear	RightOnTrek
BlueHour Photo Ventures	Grabber Warmers	Trango
Burning Man	GSI Outdoors	Transrockies
Cabot Creamery	Hilleberg The Tentmaker	Ultra Music Festival
Cheley Colorado Camps	Leki USA	Voss Signs
Falcon Guides	Marble Canyon Lodge	
FKT Gear	Mast General Store	



## Tourism Partnerships Cultivating Stewardship with Destinations

As travelers increasingly seek meaningful and responsible experiences, the importance of minimum impact education has never been greater. A 2024 survey from Booking.com found that **81% of global travelers** want to make more sustainable travel choices. This is an encouraging trend that underscores the need for practical, accessible tools to guide their behavior.

In response, tourism offices across the country are working with Leave No Trace to integrate stewardship-focused messaging into the travel experience. These collaborative campaigns are tailored to specific destinations and designed to reach visitors at critical points: while planning their trip, en route, and on-site. Through consistent and visible guidance, visitors learn how to protect natural and cultural resources while fostering respect for local communities.

In 2024, Leave No Trace partnered with 51 state, regional, and municipal tourism agencies, reaching **millions of travelers** through educational signage, digital content, and hospitality training. Together, we're not just welcoming visitors, we're helping create sustainable visitors who leave destinations better than they found them.

"Leave No Trace has long set the standard for global sustainable tourism initiatives, so we knew it was the perfect organization to help us develop our ecotourism program, Explore Natural Martin. Together, we inspire people to explore our slice of paradise mindfully while teaching visitors and residents just how special our destination truly is - and how we can all better protect it."

— EMILY DARK, ENVIRONMENTAL RESOURCE & ECOTOURISM COORDINATOR, EXPLORE NATURAL MARTIN

### PARTNERS ACTIVELY DEVELOPING STEWARDSHIP CAMPAIGNS:

- New Smyrna Beach Area, Florida
- Door County, Wisconsin
- Utah Office of Tourism
- Rapid City, South Dakota
- Tillamook Coast Visitors Association, Oregon
- Visit Central Oregon
- Maine Office of Tourism
- Travel Nevada
- Cleaner California Coast
- Visit Boulder, Colorado
- Colorado Tourism Office
- Arizona Department of Environmental Quality
- Visit North Carolina/ Outdoor NC
- Michigan National Forests

# Partnership Highlights



## NEW SMYRNA BEACH

This Florida destination is committed to successfully engaging with guides, outfitters, and short-term rental operators as part of their ongoing destination stewardship efforts. Leave No Trace worked with the New Smyrna Beach Area's staff and their agency of record to develop custom messaging, print assets, and industry eLearning courses. Additionally, interested short-term rental operators were directly connected with the Gold Standard Hospitality program.



## VISIT CENTRAL OREGON

Most visitors typically travel through more than one market in their journeys. That's where regional partnerships play a critical role. By sharing resources and messaging consistently across the region, visitors see new information about an ecosystem presented with consistent framing. Visit Central Oregon has exemplified this and provided training opportunities for all stakeholders in the region.



## TILLAMOOK COAST VISITORS ASSOCIATION

Small communities with big outdoor recreation draws face special challenges. The Tillamook Coast Visitors Association is addressing issues like overcrowding, erosion, wildlife impacts, and visitor conflict by bringing together stakeholders at every step of the visitor experience to share a unified, Tillamook coast-specific Leave No Trace message with visitors and locals alike. Strategic partnerships with parks, outdoor education nonprofits, and local vacation rentals, are building momentum around a culture of environmental stewardship in the region.



## ARIZONA DEPT. OF ENVIRONMENTAL QUALITY

What does it look like when a whole community comes together to support minimum impact education? In this partnership, it yielded a reduction of E. Coli levels in Oak Creek by over 50%. This ecosystem improvement was so drastic, the Leave No Trace and ADEQ created applicable social media guidance for the entire state. Arizona Water Keepers work to ensure our recreation areas and drinking water are clean from pollutants.

## 2024 Tourism Partner of the Year

Congratulations to Martin County, Florida, for being named 2024's Leave No Trace Tourism Partner of the Year! This well-deserved recognition highlights their amazing work to promote sustainable tourism and protect their beautiful natural areas. By weaving Leave No Trace principles into their community initiatives, Martin County has created a strong foundation for expanding their ecotourism program well into the future and engraining the Leave No Trace ethic upon visitors. Their efforts this year showcase how thoughtful stewardship can go hand in hand with building a thriving and sustainable destination.





## 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)

