

## A Message from the Chairman and President

**F**riends are always important. But they are especially important during times of great challenge, and that is what 2001 was for those of us committed to conservation. Only days after the White House had changed hands, historic achievements in the protection of national forests, national monuments, and national parks were being pulled apart.

**Working with hundreds of other organizations in the Heritage Forests Campaign, we went back to the American people to mobilize opposition to the administration's efforts to undo the Roadless Area Conservation Rule.** This policy was adopted to prevent logging and road building in 58.5 million acres of national forest roadless areas. When the Justice Department refused to defend the rule in court, we joined hands with Earthjustice and the Natural Resources Defense Council to step into court in place of the government.

**To safeguard six million exceptional acres of public lands in the West that had been designated as national monuments, we teamed up with local, state, and national partners to make a convincing case that Americans wanted these places protected.** To counter the administration's argument that oil and gas development in these monuments made sense, we produced an analysis of the likely output that helped convince Congress to block drilling.

**Public education was the heart of our effort to save the National Park Service policy phasing out snowmobiles at Yellowstone and Grand Teton.** In concert with the National Parks Conservation Association, the Natural Trails and Waters Coalition, and the Greater Yellowstone Coalition, we put a spotlight on behind-the-scenes efforts to allow the snowmobile industry to eviscerate the Park Service's decision. The struggle is not over yet.

**Our most intense campaign in 2001 was devoted to keeping the oil rigs out of the Arctic National Wildlife Refuge.** The Alaska Wilderness League, Trustees For Alaska, and the Gwich'in Steering Committee were just three of the groups that we teamed up with to refute claims by the oil industry, the Teamsters, and the Bush administration.

**Though we have had to devote much of our energy to this defensive agenda, we have continued to lay the groundwork for increasing the acreage in the National Wilderness Preservation System.** We have played a leadership role in the California Wild Heritage Campaign, the Wild Washington Campaign, the Colorado Wilderness Network, and the Vermont Wilderness Association. In Pennsylvania, Nevada, and North Carolina, our Wilderness Support Center has shared its expertise with grassroots groups. We believe that these initiatives will bear fruit in the next year or two.

The traditional conservation community needs the strength of other voices, and we have made it a priority to build partnerships with labor unions, the faith community, people of color, and the outdoor recreation industry, to name a few of the most prominent. We thank them, as well as our core supporters, for enabling us to mount such a strong defense of policies that protect land and wildlife. We are more determined than ever to make sure that future generations inherit a national network of wildlands. ■



**Bert Fingerhut**  
Chairman, Governing Council



**William H. Meadows**  
President



**Founded in January 1935, The Wilderness Society works to protect America's wilderness and to develop a nationwide network of wildlands through public education, scientific analysis, and advocacy. Our goal is to ensure that future generations enjoy the clean air and water, beauty, wildlife, and opportunities for recreation and spiritual renewal provided by the nation's pristine forests, rivers, deserts, and mountains.**

The Wilderness Society is committed to protecting natural treasures, such as the John Muir Wilderness (left), so that future generations will receive the same benefits we do: clean air and water, healthy fish and wildlife populations, a sound economy, and world-class recreation opportunities.

## Notable Achievements Over The Past Year

**1** Millions of acres in Tongass National Forest will be considered for addition to the Wilderness System, thanks to a ruling in a lawsuit brought by The Wilderness Society, the Southeast Alaska Conservation Council, and allies.

**2** More than 5,000 threatened acres along the Cascade Crest now belong to the public, thanks to a multi-faceted fundraising initiative orchestrated by the Cascade Conservation Partnership. We are members of the steering committee.

**3** Years of effort with the Oregon Natural Resources Council, among others, finally convinced Jeld-Wen, Inc. to drop its plans to build a ski resort at Pelican Butte in a roadless portion of Oregon's Winema National Forest.

**4** We helped launch a creative program in Lakeview, Oregon, that is restoring an over-logged part of Fremont National Forest and, in the process, is creating jobs. Partners

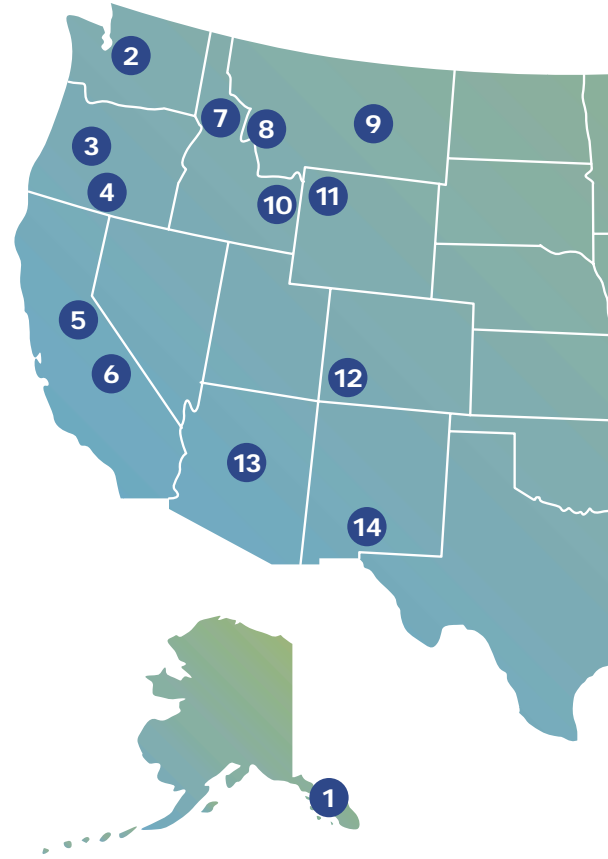
include timber companies and community leaders.

**5** We provided vital support in Trust for Public Lands' phased acquisition of some 30,000 acres in sensitive river corridors within the Sierra Nevada, owned by Sierra Pacific Industries, a major timber company.

**6** A federal judge upheld creation of Giant Sequoia National Monument in California, as we and other conservation groups urged in briefs.

**7** As part of a coalition with Conservation Geography and others, we prevented a plan to log hundreds of acres of old-growth forest and high-quality bull trout habitat in Idaho's Clearwater National Forest (page 2).

**8** Working in concert with Earthjustice and other partners, we won a two-thirds reduction in a proposed timber sale in Montana's Bitterroot National Forest (page 10).

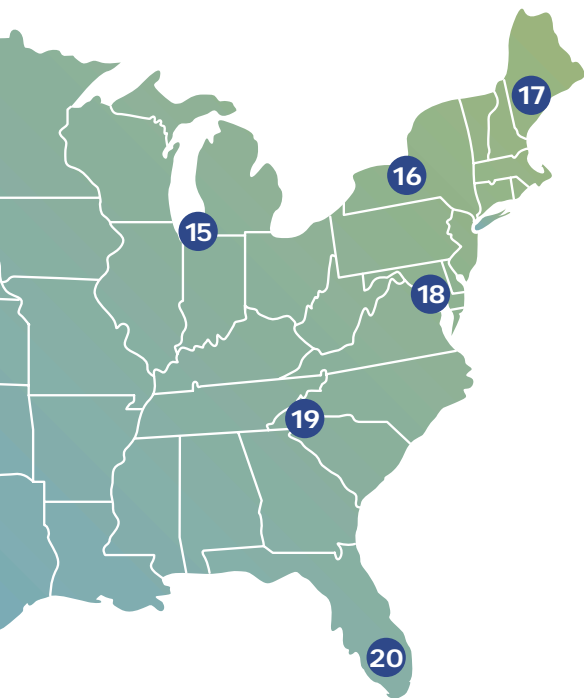


**9** We were involved in proceedings that led to a Ninth Circuit Court of Appeals decision upholding a

Tumbledown Mountain in Maine



Upper Missouri River Breaks National Monument in Montana



Indian paint brush in California

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no-drilling policy for the Rocky Mountain Front in Montana's Lewis and Clark National Forest.

**10** Our economic studies played a role in a court ruling that blocked a land swap that would have allowed Grand Targhee to expand its ski resort into an area vital to lynx, elk, and grizzlies.

**11** State agencies are not entitled to manage wildlife inside national wildlife refuges, a federal appeals court ruled in a case involving the National Elk Refuge in Wyoming. We took part in the case, along with the Greater Yellowstone Coalition, Earthjustice, and others.

**12** In partnership with the San Juan Citizens Alliance and others, we blocked drilling in the pristine HD Mountains Roadless Area in south-western Colorado, which features

old-growth ponderosa pine and pre-Puebloan cultural sites.

**13** We were part of a successful defense in a lawsuit challenging designation of three national monuments in Arizona (Grand Canyon-Parashant, Sonoran Desert, and Ironwood Forest), as well as three others in Colorado, Oregon, and Washington.

**14** Our New Mexico coalition won a Land and Water Conservation Fund appropriation to protect more than 1,400 acres in the Organ Mountains and the Rio Grande River Valley.

**15** Teaming up with several groups, including the American Canoe Association, we helped the National Park Service defend its policy against Jet ski use at Indiana Dunes National Lakeshore.

**16** A proposal to drill for gas at Finger Lakes National Forest in New York was derailed after our report "Too Wild to Drill" helped create a wave of public opposition.

**17** As part of the Northern Forest Alliance, we helped secure appropriations from the Forest Legacy program that will protect important lands in Maine at Mount Blue, Tumbledown Mountain, and along the West Branch of the Penobscot River.

**18** We played a leading role in mobilizing support for a congressional vote that blocked oil and gas development in the new national monuments (page 12).

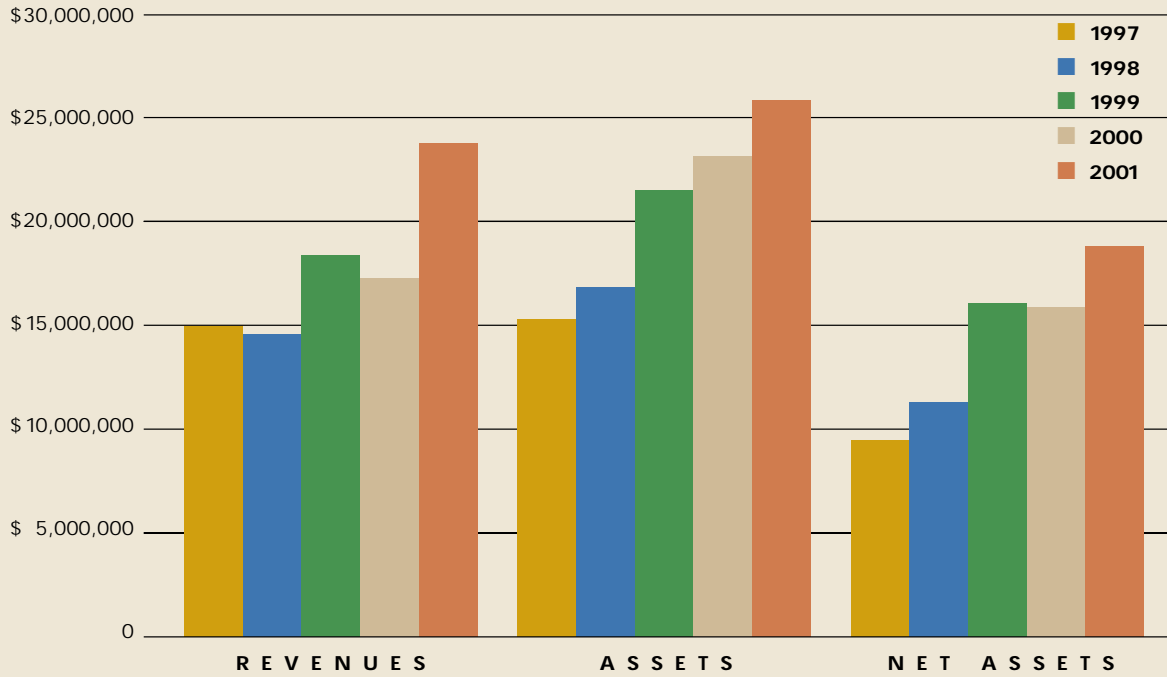
**19** Joining with the Trust for Public Lands and other partners, we persuaded Congress to tap the Land and Water Conservation Fund to acquire natural areas along the Chattooga River and elsewhere in North and South Carolina before they could be developed.

**20** Our coalition won funding to protect land in the Everglades and at three of Florida's national wildlife refuges, including Ding Darling.

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# Financial Summary of The Wilderness Society

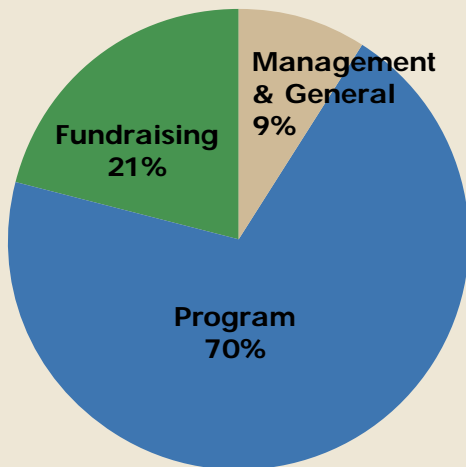
**Chart A Growth During Fiscal Years 1997-2001**



Fiscal year 2001 was a record-breaking year for The Wilderness Society. Thanks to our many members and donors, total revenues grew 38 percent over fiscal year 2000, approaching \$24 million. Our increased support has allowed us to continue to expand our investment in a variety of environmental programs and to strengthen our long-term financial position.

The generosity of our donors enabled us to increase net assets by 18 percent to \$18.9 million. Chart A (above) highlights the growth in financial resources since 1997, showing an expansion of our revenue base from \$15 million to almost \$24 million. This growth has not only strengthened our own programs but has increased our capacity to support other organizations committed to our mission. Approximately 70 percent of our total expenses, a \$2 million increase over 2000, directly support the delivery of our environmental programs (Chart B).

**Chart B Fiscal Year 2001 Expenses**



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

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 Attn: Membership Services  
 1615 M Street, NW  
 Washington, DC 20036-3209  
 E-mail: [membership@twc.org](mailto:membership@twc.org)

## STATEMENTS OF FINANCIAL POSITION

(Fiscal years ended September 30)

	2001	2000	1999	1998	1997
<b>Assets</b>					
Cash and cash equivalents	\$ 1,100,216	\$ 409,857	\$ 769,553	\$ 1,183,551	\$ 1,979,512
Investments	1,515,750	3,589,089	5,453,981	2,293,766	793,591
Accounts and contributions receivable	3,054,482	986,752	807,317	646,320	832,364
Prepaid and other assets	493,451	618,549	363,264	399,216	323,660
Long-term receivables	955,106	361,869	326,427	316,132	258,849
Furniture, equipment and leasehold improvements (net)	3,226,763	2,892,088	619,372	301,530	255,745
Investments for restricted activities	9,365,930	8,447,092	7,186,330	5,852,129	5,051,320
Planned giving investments	6,212,795	5,870,572	5,744,576	5,752,896	5,533,037
<b>Total assets</b>	<b>\$25,924,493</b>	<b>\$23,175,868</b>	<b>\$21,270,820</b>	<b>\$16,745,540</b>	<b>\$15,028,078</b>
<b>Liabilities</b>					
Accounts payable and accrued expenses	\$ 2,695,375	\$ 2,982,944	\$ 2,124,703	\$ 1,560,042	\$ 1,445,161
Planned giving liabilities	2,975,925	2,859,402	2,854,955	2,956,097	2,668,953
Deferred rent	1,205,719	1,235,356	191,829	686,643	1,142,341
Custodial funds	130,020	126,446	47,201	296,703	212,375
	7,007,039	7,204,148	5,218,688	5,499,485	5,468,830
<b>Net Assets</b>					
Unrestricted	6,353,453	4,629,226	6,302,758	3,162,069	2,053,323
Temporarily restricted	5,861,455	4,125,333	3,178,151	2,482,158	1,964,594
Permanently restricted	6,702,546	7,217,161	6,571,223	5,601,828	5,541,331
	18,917,454	15,971,720	16,052,132	11,246,055	9,559,248
<b>Total liabilities and net assets</b>	<b>\$25,924,493</b>	<b>\$23,175,868</b>	<b>\$21,270,820</b>	<b>\$16,745,540</b>	<b>\$15,028,078</b>

## STATEMENTS OF ACTIVITIES

<b>Revenues</b>					
Individuals	\$17,222,856	\$12,776,259	\$14,833,953	\$11,803,402	\$12,483,500
Foundations	5,410,413	3,207,695	2,464,480	1,702,617	1,277,740
Corporations	219,613	356,161	264,954	256,064	313,136
Government grants	-	-	-	11,000	-
Total Contributions	22,852,882	16,340,115	17,563,387	13,773,083	14,074,376
Investment income	574,708	379,509	495,597	354,793	344,628
Other	407,894	482,115	421,662	535,961	579,917
<b>Total revenues</b>	<b>23,835,484</b>	<b>17,201,739</b>	<b>18,480,646</b>	<b>14,663,837</b>	<b>14,998,921</b>
<b>Expenses</b>					
Program Services					
Conservation projects	9,689,776	7,665,618	5,973,280	5,636,030	4,891,709
Public education	4,621,675	4,681,458	5,286,670	5,039,036	5,322,797
	14,311,451	12,347,076	11,259,950	10,675,066	10,214,506
Support services					
Fundraising	4,437,313	3,650,337	1,720,204	1,544,715	1,866,795
Management and general	1,937,885	1,579,584	1,355,952	789,719	685,212
	6,375,198	5,229,921	3,076,156	2,334,434	2,552,007
<b>Total expenses</b>	<b>20,686,649</b>	<b>17,576,997</b>	<b>14,336,106</b>	<b>13,009,500</b>	<b>12,766,513</b>
<b>Change in net assets from operations</b>	<b>3,148,835</b>	<b>(375,258)</b>	<b>4,144,540</b>	<b>1,654,337</b>	<b>2,232,408</b>
Gains (losses) from investments and other changes	(203,101)	294,846	661,537	32,470	1,252,719
Beginning net assets	15,971,720	16,052,132	11,246,055	9,559,248	6,074,121
<b>Ending net assets</b>	<b>\$18,917,454</b>	<b>\$15,971,720</b>	<b>\$16,052,132</b>	<b>\$11,246,055</b>	<b>\$9,559,248</b>