

**SIERRA NEVADA**  
— ALLIANCE —

# Annual Report

2022 - 2023

# Letter from the Executive Director

## Who We Are

**Mission:** To unite people and organizations to protect Sierra Nevada ecosystems and communities.

**Vision:** Every Sierra ecosystem and community is healthy, resilient, and collectively cared for through thriving partnerships, as a legacy for future generations.

## Board of Directors

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Lis Olaerts, *Sierra Nevada 30x30 Coordinator*  
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Annika Artle, *Education and Outreach Coordinator*  
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Nicole Laubach Feretti, *Sierra Nevada AmeriCorps Partnership Program Associate*  
Grace Smith, *Sierra Nevada AmeriCorps Program Assistant*  
Natasha Stott, *Sierra Nevada Alliance and Sierra Club Education & Outreach Coordinator*

Cover photo: Abraham Saikley - [abrahamsaikley.com](http://abrahamsaikley.com)



Dear friends and partners,

Wow, what a year for mother nature!

The Sierra Nevada received record setting snowpack this year, a welcome relief from the persistent drought and wildfires of years past. Although the extreme winter weather brought challenges and signs of climate change, the resulting abundance of wildflowers, water, and wildlife brought hope to all that live in and visit the region.

This abundance reminds me of what we are working toward together - a healthy, resilient Sierra! Together, we did great things this year. We worked with partners across the state to secure over \$150 billion in state and federal funds to support California's bold plan to reverse climate change and implement 30x30. The Forestry Fellows program worked with state and federal agencies to grow over 4 million seedling trees and lead reforestation efforts, we had over 1,900 volunteers involved in cleanup efforts at riverbanks and beaches to help promote sustainable recreation, and our work to elevate and support disadvantaged communities and tribes was interwoven across all that we do. In addition, the Sierra Nevada AmeriCorps Partnership Program, amongst many things, monitored and helped restore meadows affected by wildfire across the region, and we were also FINALLY able to convene an in-person conference with the conservation community for the first time since Covid! It felt great to be back together making a collective impact.

In this year's report, we're proud to share stories of the progress made through our programs, but want to stress the importance of all the collaborations that helped us get there. Under the supportive umbrella of partnerships like our member groups, partnering host sites, business and partner agencies, we have been able to perform more on-the-ground conservation work than ever. Through this partnering support for our SNAP, SierraCorps, and Ambassador programs for example, we've been able to station people on the ground in a variety of roles from watershed and forest restoration to environmental education. I'm excited to tell you more about our conservation work as you read on.

Thank you so much for your generosity and continued support of a healthy Sierra Nevada region.

With gratitude,

A handwritten signature in cursive script that reads "Jenny Hatch".

Jenny Hatch  
Executive Director



# How We Serve “The Range Of Light”

## The Sierra Nevada

- Runs roughly 400 miles long
- Spans 24 counties and contains the headwaters of 24 river basins
- Formed around 40 - 100 million years ago
- Generates 60% of California's water supply
- Hosts 3,500 plant, 572 animal, and 321 aquatic species
- Produces nearly 50% of California's forest carbon

## Our Strategies

- Create stewards who take action
- Restore, protect, and connect crucial landscape habitats
- Develop a climate resilient Sierra
- Provide capacity and technical assistance
- Develop conservation leaders through workforce development
- Advance conservation equity
- Enhance policy and funding for the Sierra
- Develop a culture of sustainable recreation
- Incorporate traditional ecological knowledge

## Sierra Corps Forestry Fellowship Program

*to build and restore healthy forests*

"I've been impressed with the ambition and creativity of our team. The fact that our Fellows are thinking so creatively is a sign that they've got their head in the game and are thinking about the Sierra's forests in new and novel ways."



- Taylor Parker, Forestry Program Director

This year in our Forestry work, the Sierra Corps program continued to blossom as it has since its inception in 2019. This is a program that places forest health practitioners with partner host sites throughout the Sierra Nevada range. We collaborate with our host sites on the implementation work and train the Fellows to be effective and successful project managers for these important initiatives. This year we placed 10 Fellows to lead fuel load reduction projects, forest stand and ecological assessments, manage cone collecting, and conduct reforestation efforts. One of the most inspiring activities our staff undertook was working with American Forests at nurseries in Placerville (USFS Placerville Nursery) and Davis (CAL FIRE Lewis A. Moran Nursery), together where we were responsible for growing and processing approximately 4 million seedling trees that are intended for reforestation throughout California.

Though Sierra Corps is a focus, we are also involved in other forestry policy and advocacy activities, including helping with the region's 30x30 initiative, advocating on behalf of forestry best practices, and collaborating with tribal representatives and rural communities. Looking into the future, the Forestry Program will continue finding alternative conservation projects and funding, strengthening and increasing our relationships with our tribal and rural partners, and supporting our Alliance membership with as many forest health resources as we can, in addition to growing our forestry fellowship workforce from 10 to 15 people this next year.

This year's host sites:

American Forests, Plumas Corporation, Yosemite Sequoia Resource Conservation and Development Council, California Association of Resource Conservation Districts

Funding for this project is provided by the California Department of Forestry and Fire Protection's Business and Workforce Development Grants and the Tahoe Truckee Community Foundation.



*Above: SierraCorps Forestry Fellows engage in reforestation efforts each year at a variety of sites across the region. This year over 4 million trees were grown for reforestation.*

# Sierra Nevada AmeriCorps Partnership

## *to prepare future leaders*

This year 30 SNAP Members continued to fill a crucial role in the conservation of the Sierra by inexhaustibly assessing meadows, burn scars and overall watershed health. As the need for rapid, large-scale responses to climate change increases, SNAPs are increasingly stepping in to support the monitoring of watershed health and the development of restoration plans. In the 2022-23 cohort, SNAPs enhanced or restored more than 1,000 acres, allowing host sites to move forward with meaningful mitigation efforts.

Beyond traditional conservation work, members fill other diverse roles in stewarding the Sierra, including ensuring that youth care about the health of our natural world by educating school children about their local watersheds, engaging them in personal growth via ropes course challenges, or teaching them fire science while away at camp. SNAP also hired its most diverse cohort of Members this year. This was also reflected in the work that they performed. One of our SNAP Members spearheaded a partnership with Latino Outdoors to bring the Hispanic population to preserves and

demonstrate that jobs in conservation are a pathway for the BIPOC community! Another Member single handedly facilitated a partnership with the Washoe Tribe to implement interpretive displays at the Tahoe Environmental Research Center. Several SNAPs also share critical conservation messages across social media campaigns (like the Wild and Scenic Film Festival and Take Care Sierra). While still, others certify native plant gardens of private landowners, facilitate the greening of the restaurant industry in Nevada, and raise awareness of cigarettes and tobacco products as a major environmental pollutant. The diverse SNAP workforce portfolio consistently drives positive change toward climate resilience while professionally developing future leaders in the conservation field. Special acknowledgements go out to California volunteers for support for this year's program.

This year's successes:

- More than 2,500 ecological sites monitored by SNAP members
- More than 16,500 service hours spent on environmental education and outreach
- SNAP members and volunteers helped to restore over 2,650 acres

This year's host sites:

American Forests, American Rivers, Bear Yuba Land Trust, Bishop Paiute Tribe, Camp Tawonga, Eastern Sierra Land Trust, greenUP! Nevada, Nevada Division of Forestry, Project Discovery, Sierra Club, Sierra Nevada Alliance, Sequoia Riverlands Trust, Sierra Streams Institute, South Yuba River Citizens League, Tahoe Resource Conservation District, Tuolumne River Trust, UC Davis Tahoe Environmental Research Center, Trout Unlimited - Truckee Chapter, Inyo County Water Department

This year's funding partners:

AmeriCorps/The Corporation for National and Community Service, California Volunteers, Office of the Governor, Nevada Division of Forestry Education and Outreach Grant



*Above: All SNAP members undergo a variety of workforce development outside of their focus area, including wildfire mitigation training.*

"SNAP's passionate team of early-stage professionals provides a multifaceted approach to positively impacting community and ecosystem resilience in the face of intensifying climate change."



- Nicole Laubach Ferretti,  
SNAP Program Associate



# Ambassadors

## *to educate the public*

Through their 18 host sites across the Tahoe Basin, the Lake Tahoe Ambassadors put over 3,000 hours into protecting our region by spreading messages of sustainable recreation, performing service projects, and assisting in daily operations. At Tallac Historic site, for example, duties included leading interpretative nature walks, grounds work such as weeding and gardening, and working at the docent desk. At other sites like Sand Harbor, the Ambassadors helped provide much needed capacity for the understaffed popular state park. This looked like trash education and management and providing much needed guidance to visitors.

We found that by becoming immersed in direct interactions with community members and visitors, this created increased confidence and care in their work. In the age range of 14 - 22 years old, program participants are at the beginning of their educational and career path, and we hope to see them inspired to pursue careers that lead them back to the environmental professions. In that vein, participants also took part in professional development and a variety of community events including a Birding Tour with Tahoe Institute for Natural Science, a Trail Survey day with Tahoe Rim Trail Association, Traditional Ecological Knowledge training with the Washoe Tribe, trail building, and beach trash pick up post - July 4th with the League to Save Lake Tahoe, to name a few projects.



This year's host sites:

South Lake: Tallac Historic Site, Taylor Creek Visitor Center, Kiva Beach, Explore Tahoe, Van Sickle Bi-State Park, Spooner Lake; North Lake: Tahoe City Commons Beach Concerts/ Farmers Market, GateKeepers Museum and Watson Cabin, Eagle Rock, Tahoe XC, Skylandia, Moon Dunes, Kings Beach/ Moon Dune Beach, Incline Visitors Center, East Shore Bike Path, Sand Harbor

This year's funding partners:

Tahoe Fund, Nevada Division of State Lands-Nevada License Plate Grant, Lake Tahoe Basin Management Unit, North Tahoe Community Alliance, Lake Tahoe Visitors Authority, North Lake Tahoe Resort Association

"I thoroughly enjoyed my job, particularly the interactions with the public and the opportunity to engage with people from all over the world."

- 2023 Ambassador participant

*Top left: Throughout their term, the Ambassadors gather to work on spreading messages of sustainable recreation to the public, as well as performing service projects and professional development. Bottom left: At the Tahoe Summit, an annual gathering of lawmakers and environmental organizations.*

# Advocacy

## *to protect our resources*

For the last year, we have primarily focused on building momentum for the California 30x30 and Nature-Based Solutions initiatives. California 30x30 is Governor Newsom's bold vision to protect 30 percent of California's lands and coastal waters by 2030 and is critical to addressing the climate and biodiversity crisis. 30x30 positions conserved areas at the forefront of biodiversity and climate policy deliberations and it recognizes the critical role that healthy ecosystems play in safeguarding water sources, protecting food supply, preventing catastrophic wildfires, achieving carbon neutrality, and mitigating drought impacts. The 30x30 initiative goes a step further and prioritizes conservation in a way that integrates traditional knowledge of indigenous people and advances equity.

"We elevate the issues that impact our communities and ensure the region's value is recognized in legislative outcomes by working with local, regional, and statewide partners.



Together, we advocate for policies that enhance the environment, communities, and economy of the Sierra."

- Lis Olaerts, Sierra Nevada 30x30 Coordinator

By supporting regional coordination, we are urging legislative leaders of California to allocate and sustain investments in natural resources, conservation, water protection, and climate and wildfire resilience. One of the powers of working together regionally is partnering with conservation advocates to achieve our goals. This year we hosted both Sierra Day at the Capitol in partnership with Sierra Business Council, The Sierra Fund, and The League to Save Lake Tahoe and hosted Protect California Day at the Capitol in partnership with the Power in Nature coalition. Combined, the two events at the Capitol had approximately 100 attendees and over 50 legislative meetings.

In addition we co-hosted the Sierra Nevada 30x30 in person meeting in partnership with Sierra Business Council, Outdoor Alliance and Power in Nature coalition. California's Natural Resources Secretary Wade Crowfoot alongside State leaders joined over 50 local and regional representatives for a productive conversation on the opportunities, challenges, and needs we face in the Sierra Nevada.

This year's successes:

- California Bills AB30, AB2278, and AB377 signed into law to support 30x30.
- In partnership with the Power in Nature coalition, nearly 100 potential 30x30 projects were identified throughout the state.
- Collaborated with Tribes to support their grant application for land back projects and nature-based solutions such as meadow restoration.



Above: Staff members Jenny Hatch, E.D. (second from right, first row), and Lis Olaerts (far right, first row) with our conservation partners during Sierra Day At The Capitol.



Above: From workforce development to community outreach, we create a variety of on-the-ground work. Pictured here are some examples.



# How our programs protect the Sierra Nevada



## Building capacity + creating partnerships through:

*Member Group Program, host site partnerships, private/public collaborations*



Coordinated  
advocacy and  
policy work

Workforce  
development

Convening the  
conservation  
community

Leading  
important  
initiatives



## Collaborative on-the-ground conservation work through:

*Sierra Nevada AmeriCorps Partnership, SierraCorps Forestry Fellows, Community Engagement Program, Lake Tahoe Ambassador Program, Take Care Sierra Program, 30x30 leadership*

SNAP  
Member term  
projects at 30  
conservation  
sites

Forestry  
Fellows  
monitoring &  
leading  
reforestation  
efforts

Engaging  
community in  
pubic cleanup  
events

Bringing  
disadvantaged  
communities  
into nature

Legislative  
meetings at the  
Capitol

Promoting  
traditional  
ecological  
knowledge for  
restoration  
work

Ambassadors  
sharing  
sustainable  
recreation  
messages with  
public

# Engaging the Community in the Conservation Story

Protecting and preserving the vital natural resources of the Sierra Nevada is at the forefront of all of our work at the Alliance. Keeping eyes on all communities across the 400 miles of mountain range isn't easy but it can be done with a collective effort. That's why our approach to collaboration for conservation solutions is so important. We have focused on creating pathways between our individual programs to see them function better as a whole and help maximize each other's individual efforts.

Engaging the people of the Sierra Nevada in the conservation story is a vital way to mobilize efforts throughout the Sierra. This year through digital outreach, we garnered over 84,000 website visits and engaged over 3,000 people through resources like scientific reports and guides posted on our website, and webinars. Presenters spoke on a wide variety of topics such as nature photography, women in science, native plant identification, and the geography of California, to name a few. Our Community Outreach and Events Programming is a way to connect face-to-face sharing conservation and stewardship messaging so that all of us can take better care of the Sierra. Examples of community outreach work include: convening member groups in strategic collaborative work, leading Sierra-wide river cleanups, facilitating public engagement in policy work and advocacy, and naturalist events

to help us share our passion and learn together. As far as programs go, this year through the Take Care Sierra Program, we have mobilized a working group of organizations across the Sierra to create a standardized branded set of messages to promote sustainable recreation and the Sierra Nevada as a whole to residents and travelers alike. To launch the campaign we established a new website, printed collateral for partners to use, had paid radio PSA ads, and installed Take Care billboards as people enter Yosemite and the Eastern Sierra.

Another backbone is our Member Group Program, within which we facilitated bimonthly meetings designed for a wide variety of incredible organizations working throughout the region who may not otherwise connect so easily to share their programming, work updates, and network with one another. Our strong backbone of Member Groups have provided invaluable support for one another and the Alliance through the sharing of resources, becoming host sites, partnering on funding proposals, and sharing action alerts to help mobilize more support on important sign on letters.

And as far as events, we had a year packed full of successful gatherings. In September we held our first in-person Conservation Conference since Covid. We came



Above: Friends of Plumas Wilderness presenting during our Member Group Annual Meeting at our Conference in 2022. Right: Part of our community outreach includes hosting info booths at various events, including this one manned by staff member Natasha Stott.

close to canceling due to wildfire smoke in the area, but luckily we were still able to gather safely. The event was such a productive gathering of over 200 individuals, five representative tribes, our Member Groups, and private and agency partners. We were also very fortunate to have Jessica Morse's leadership in attendance as a special keynote speaker. We are taking the ideas generated from this event and helping it continue to guide our priorities and work.

As you read earlier, in Spring of 2023 we were extremely proud to see all aspects of our programming come together when we joined forces for Sierra Day and

Protect California Day at The Capitol with partnering organizations, which resulted in over 50 Legislative meetings. Connecting face-to-face with our region's leaders is an inspiring, uplifting feeling of hope for positive change. In addition, we also hosted the California Natural Resource Agency leadership team to the Sierra to learn from our conservation community on how to best implement 30x30 here.

During Earth month we attended Sacramento and South Lake Earth Day celebrations, led Sierra Day at the Capitol, as mentioned earlier, and hosted the Wild and Scenic Film Festival on Tour. Wild and Scenic is an opportunity to gather and support conservation in a fun setting that's inspiring and uplifting. We got to hear the community's reaction to an artistic film-based approach to stewarding our region firsthand. In May, we gathered the public for a beautiful wildflower walk that instructed on native plants and flowers, encouraging all to appreciate the beauty in the foothills of our region.

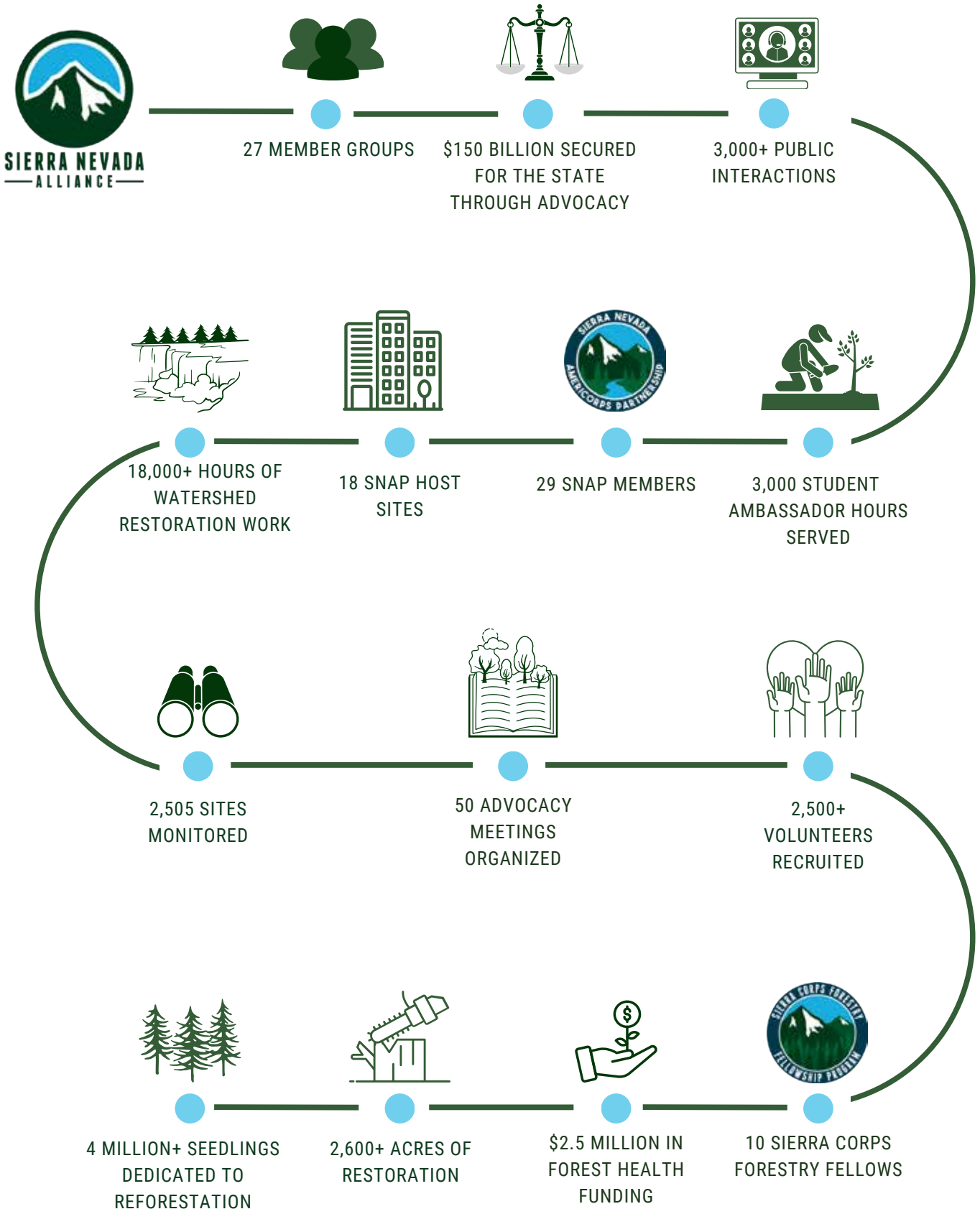
Outside of our advocacy and policy work and events, we also regularly come together as a united front to perform restoration and conservation service projects. On-the-ground conservation work drives our purpose at the Alliance through events like the Great Sierra River Cleanup where hundreds of volunteers at over 20 sites throughout the Sierra worked on trash removal and restoration of our watersheds. Each part of this story, from our staff to volunteers to host sites, play an integral part in our capacity to do the work of protecting this region.

Our SNAP program leads also organized vital service projects with staff and volunteers, such as Martin Luther King and Cesar Chavez Day, where our SNAP members led cleanup efforts in multiple locations including Washoe Meadows and Visalia. Our work in the region this year- from gathering at our Conference, to sharing quality time through recreational activities, bringing our staff, board, and member groups together, and sharing media and resources with the public- has allowed us to see the importance of networking, connecting, and partnering with one another to work towards our goal of bettering the Sierra Nevada.



# Path to Resilience

Alliance programs, member groups, and community partners all help us walk this path together.



## Revenue & Expenses

*for the year ending June 30, 2023*

### REVENUE

Individual Donations	\$62,050.42
Conference & Events	\$15,907.50
Foundations	\$59,119.76
Government Loans	\$0.00
Grants	\$1,637,370.31
In-Kind	\$82,622.21
Member Group Fees	\$10,826.18
Sales/Miscellaneous	\$10,803.86
<b>Total</b>	<b>\$1,878,700.24</b>

### EXPENSES

Alliance personnel & Benefits	\$833,805.89
Conference & Events	\$28,933.84
Consulting	\$60,914.43
In-Kind	\$82,622.21
Operating	\$99,209.16
SNAP (all)	\$860,626.70
Travel & Training	\$18,197.11
<b>Total</b>	<b>\$1,984,309.34</b>



### Revenue

90%	Grants & Foundations
3%	Donations
2%	Member Groups & Events
5%	Other



### Expenses

43%	SNAP
45%	Personnel & Consultants
5%	Operating
7%	Other

## A message from Jodi Schmitz, Finance & Human Resource Director



The Alliance is pleased to share these financial reports to provide an honest and transparent picture of our financial health. To manage funds responsibly and effectively, short- and long-term revenue goals were set and expenses are closely monitored. Programs are fully funded, have an adequate cash reserve, and can provide competitive salaries for the valued team. This is possible thanks to generous supporters like you.

The information presented above is drawn from Sierra Nevada Alliance's financial statements audited by Schettler Macy & Associates. They are available at [sierranevadaalliance.org/financials](http://sierranevadaalliance.org/financials).



# Friends of the Alliance

All of these accomplishments were made possible because of the support from caring conservation lovers like you. Your contributions support critical capacity building to do everything it is that we do. From keeping the lights on in the office to on-the-ground restoration that keeps our rivers, mountains, and waterways healthy, none of this would be possible without you. Thank you to every individual donor, business, foundation, sponsor, and partner who contributed to supporting our mission to protect and serve the Sierra from 2022-2023.

To join our Alliance of like-minded individuals dedicated to building a resilient Sierra Nevada region, please visit [sierranevadaalliance.org/donate](https://sierranevadaalliance.org/donate) today.

## Grants

Anonymous Grant Funder  
Arntz Family Foundation  
CAL FIRE Business and Workforce Development Grants  
Latrobe Fund  
Nevada Division of Forestry  
Nevada Division of State Lands  
State of California Resources Agency  
CalVolunteers  
Tahoe Truckee Community Foundation

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 Terry Guess  
 Terry Maul  
 Theresa May Duggan  
 Thomas Artle and Donna Fung  
 Thomas Sawyer  
 Tim and Vicky Gaylord  
 Tim Stott  
 Tim Suglian  
 Tom Schwartz  
 Trish Rowe  
 Ursula Brower  
 Virginia Maier  
 Will Peshall  
 William and Diane Nico  
 William Chadwick  
 William Joyce  
 William Noble  
 Ziggy and Jesse Bregman  
 Zoey Glastetter  
 Shelly Thomsen  
 Sherry Medders  
 Sierra Smith

Skyline Lau  
 Sondra Putnam  
 Stefan Graf  
 Stephen Lyon  
 Stephni Hill  
 Susan Chandler  
 Susan Coryell  
 Susan Dika  
 Susan Kim  
 Susan Norman  
 Susanne McCarthy  
 Terry DeStefano  
 Terry Guess  
 Terry Maul  
 Theresa May Duggan  
 Thomas Artle and Donna Fung  
 Thomas Sawyer  
 Tim and Vicky Gaylord  
 Tim Stott  
 Tim Suglian  
 Tom Schwartz  
 Ursula Brower  
 Vanessa Stevens  
 Virginia Maier  
 Wayne Spencer  
 William and Diane Nico  
 William Chadwick  
 William Joyce  
 William Noble  
 Ziggy and Jesse Bregman  
 Zoey Glastetter

### In-Kind

Beach Hut Deli  
 Blue Granite Climbing Gym  
 Botanical Arts Company  
 Divided Sky  
 Edgewood Tahoe  
 Elevate Wellness Center  
 Enchanted Florist Lake Tahoe  
 Flatstick Pub  
 GaiaLicious Boutique  
 Hard Rock Hotel & Casino Lake Tahoe  
 Lake Tahoe Community College  
 Lake Tahoe Golf Course  
 League to Save Lake Tahoe  
 Marcus Ashley Gallery  
 Patagonia Outlet Reno  
 Range of Light Media, dba Tahoe Weekly  
 Rush Creek Lodge and Spa at Yosemite  
 South Shore Bikes  
 Tahoe Sportfishing  
 Tahoe Tot Spot  
 Tahoe Water Suppliers Association  
 The Heartbeat Brand  
 The Lemon Drop  
 Watta Bike  
 Wildwood Makers Market



**SIERRA NEVADA**  
— ALLIANCE —

“Where we live, we work and we play.  
And we want to be stewards of it.”

- Katie Craven, Stio South Lake Store Manager,  
sponsor of Sierra Nevada Alliance programs

*Photo: Abraham Saikley - abrahamsaikley.com*

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To learn more about the issues impacting the Sierra Nevada, Alliance programs to protect this magnificent region, and how to get involved, visit [sierranevadaalliance.org](http://sierranevadaalliance.org).

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