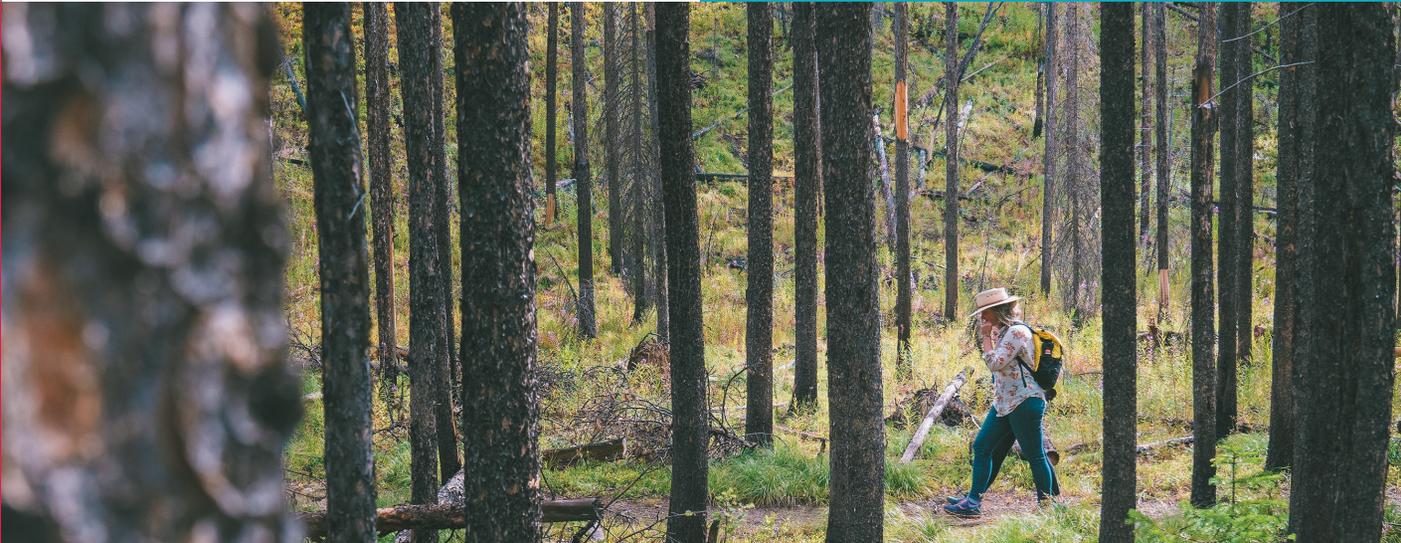




**2020
Annual
Report**



Message from the Mamas



We made it through 2020 - together. Thanks to each of you reading this, we launched a national organization dedicated to climate justice, clean air, and public lands to protect the next generation and beyond. All while providing support to one another during the COVID-19 pandemic and leading our families through uncertainty.

The Mountain Mamas emerged from established groups - Colorado Moms Know Best and Montana Mountain Mamas. With your support, we are growing into our power as Mamas to inspire, educate, and advocate for issues dear to our families across the Rocky Mountains.



Thank you to all who have donated your time, experience, money, and passion. All of our individual actions add up to big, positive change for our climate, air, and public lands. And we're just getting started.

As we look ahead to all that is to come in 2021, we can't help but be darn proud of what we accomplished - despite a global pandemic. Our successes are proof of that wise Eleanor Roosevelt quote, "A woman is like a tea bag. You'll never know how strong she is until she's in hot water."

In gratitude,
The Mountain Mamas staff + board

“ Supporting the Mountain Mamas is important to me because the organization is literally in the trenches advocating for not only the outdoors, but to get and keep families outdoors.”

—Bobbie D.,
Founding Donor, Montana



Mission, Vision, Values



Mission

The Mountain Mamas protect our air, water, climate and public lands for future generations.

Vision

Mamas envision a future with clean air and water for our families, climate justice for all communities, and protected public lands that allow our children to enjoy our outdoor quality of life for generations to come. Every day we get closer to making that vision a reality by organizing Mamas across the Rocky Mountains and ensuring we are at the table where decisions are being made.

Values

The Mountain Mamas' work will be guided by our beliefs and commitment to organize, inspire, and activate Mamas across the Rocky Mountains to advocate for our climate, clean air and water, and public lands. These core values include:

- Elevate and amplify voices who identify themselves as "Mountain Mamas".
- Mountain Mamas represent all who find commonality in our mission and goals. Through the diversity of our membership comes power and ability to enact positive change.
- Support individual communities in identifying barriers and encourage solutions that fit their unique situation. One size does not fit all.
- Utilize direct language that does not pander to patriarchal perspectives or aged norms.
- Organize, mobilize, and encourage action at a grassroots level.
- Support science-based information, decisions, and advocacy.
- Practice diversity, equity, and justice. Not just in language but in our actions, programs, and goals.
- Work to elevate and build awareness of intersectionality between people and our planet, and protect vulnerable communities along with the environment.
- Unabashedly demand Mamas are at the table where decisions about climate, clean air/water, and public lands are being made.

2020 Program Wins



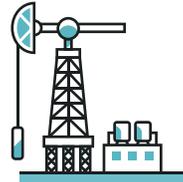
Passage of the Great American Outdoors Act

After seven years of Mamas advocating for our parks, trails, ball fields, and generational ranches - full, permanent funding of the Land and Water Conservation Fund was passed by Congress and signed into law in the summer of 2020!



Advancement of the Colorado Climate Action Plan

We're working with decision makers at every level to ensure that Colorado creates an effective plan to reach our greenhouse gas emissions reduction targets required by recent legislation.



Colorado Mamas worked together to push the Colorado Oil and Gas Conservation Commission

to reduce methane emissions from oil and gas operations. Our efforts helped create a new ban on routine venting and flaring, as well as additional monitoring to catch methane leaks sooner.



CORE Act

Mamas joined a majority of Coloradans who support the CORE Act, which would protect 400,000 acres of public lands and ensure a healthy recreational economy for our kids, and theirs. The legislation passed the House of Representatives—twice! We'll continue to advocate for it until it's over the finish line!



Protecting Montana's backyard through advocacy and advancement of the Blackfoot Clearwater Stewardship Act

Montana families have long supported the conservation, recreational, and economic benefits of the BCSA. The Mamas' work resulted in a Senate Energy and Natural Resources Committee hearing in September 2020!

“Scientists tell us if we don't take extraordinary action in the next 10 years, Adelaide's life is going to be a very hard one. I'm grateful to be part of the Mountain Mamas who have the guts to lead in this fight, for a better future for all families.”

—Jessica H.,
Colorado



2020 Organization Wins



Merger of Colorado Moms Know Best and Montana Mountain Mamas to a NEW organization focused on growing and using the power of Rocky Mountain Mamas.



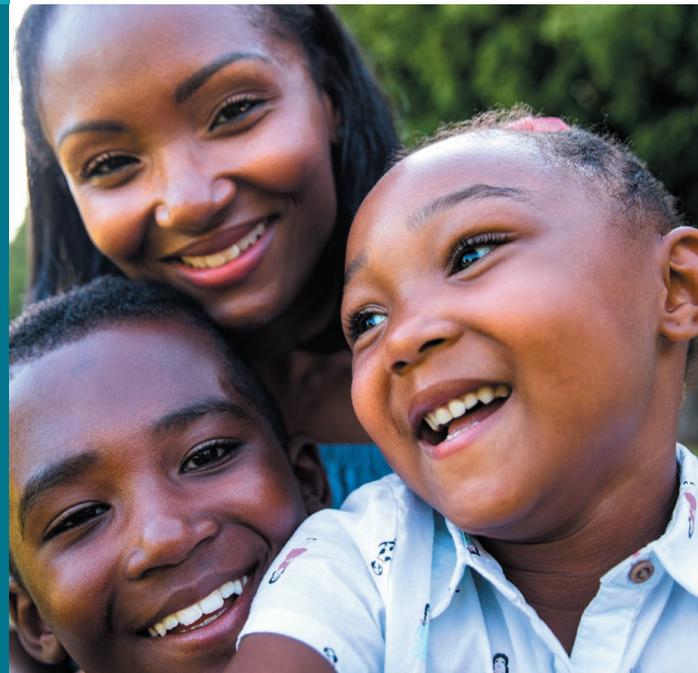
In 2020 we launched a membership model for our new organization, and 146 "Mamas" joined as founding donors.



**New logo.
New website.
New blog!**
**Take a look at:
www.mtnmamas.org**



Expanded our Board of Directors to include new voices helping to guide our organization to success.



**COVID pivot + support:
From article sharing on Facebook and Instagram to the lifesaver of 2020—memes—we knew support for each other was just as important as our mission work.**

2020 Mountain Mamas By the Numbers



1 VIRTUAL FILM FESTIVAL
The No Man's Land Film Festival
on December 30



1 in-person
campfire listening session
(6' apart, with masks, thx 2020)



11,456
Members



741 HOURS
of
phone calls



8 SLACK CHANNELS
including one dedicated to
sharing photos of our kids



146
Founding
Donors
Yahoo!



500 MAMAS VOTE STICKERS
sent to Mamas committing to
vote for their outdoor values



13 BOARD MEMBERS AND STAFF
launched a new organization, navigated
a global pandemic, worked from home,
homeschooled, survived



1,679
Instagram
followers



1 passage of the
Great American
Outdoors Act!



1,726,042 HOURS
of Zoom meetings
(give or take!)

f 7,409 Followers
on Facebook



\$50.08
Average contribution to the
Mountain Mamas in 2020

2020 Our People



Staff



Becky Edwards,
Executive Director



Jen Clanahan,
Colorado State Director



Sara Busse,
Communications Director

Board



Nici Holt Cline



Alison James



MacKenzie
Roebuck-Walsh



Amy Coseo



Stacy Jayawardene



Erin Schattauer



Jenn Doherty



Paola Ramirez



Shauna Stephenson

“As an expectant Mountain Mama, I’m concerned now more than ever about the opportunities and the climate we’re handing the next generation.”

—Laura F.,
Founding Donor, Montana

Join us

Stand with us for climate justice, clean air, and our cherished public lands. Become a member and founding donor today, and ensure Mamas are at the table where decisions are being made for the next generation. Visit www.mtnmamas.org or email mamas@mtnmamas.org.

