

Sierra Club Angeles Chapter

IMPACT SUMMARY

January 2023
through June 2024



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A STATEMENT ABOUT THIS IMPACT REPORT

The Angeles Chapter holds 113 years of history of enjoying, exploring, and protecting countless places in Los Angeles and Orange County. We are 33,000 members strong, serving together as highly trusted volunteers, staff, advocates, students, educators, stakeholders, donors, hikers, outings leaders, families, local governments, civic leaders, influencers, allies, and - most importantly - neighbors who give local power to the Sierra Club mission.

July 1, 2025 will mark the beginning of new fiscal year reporting for the Chapter. Going forward, the fiscal year will run July through June. To prepare for this transition, we evaluated every area of our work from January 1, 2023 through June 30, 2024 then prepared an impact summary for you. This report highlights key programs, outcomes, associated expenses, and sources of revenue. We hope this report will affirm the positive impact of your trust and support.

January 1, 2023 through June 30, 2024 represents a period of organizational growth and strategic development. During this timeframe we led thousands of people on soul-changing outings guided by hundreds of volunteers on trails we've built and huts we've constructed. We launched our first Activist Academy in 2023, followed by even more growth in the 2024 cohort. We fought hard against environmental adversaries and won big for our neighborhoods. We saw the expansion of a national monument and the development of more green spaces in the cities we live in. We endorsed candidates to public office who advocate for equitable solutions to climate change. We developed strong and creative communications and fundraising programs to engage more people in fighting against threats to the environment. We examined our governance practices to best reflect our commitment to the Sierra Club mission and Core Values.

Looking back at the past 18 months, we are reminded of the enduring trust that the Chapter is held to and continues to honor. Every aspect of our work intentionally infuses our core values of environmental justice, diversity, and inclusion, ensuring that the voices and needs of under-resourced and marginalized communities are supported.

The depth of support from volunteers, staff, and donors assures us that we can achieve - and grow - the strategic objectives of the Angeles Chapter. For this, we are incredibly grateful.

SIERRA CLUB MISSION STATEMENT

To practice and promote the responsible use of the earth's ecosystems and resources; to educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives.

ANGELES CHAPTER PURPOSE

- Advance the mission of the Sierra Club
- Promote equity, inclusion, anti-racism, balance, collaboration, justice, and transformation
- Lead soul-changing outings
- Uplift member engagement and leadership
- Educate the next generation of conservation activists
- Organize communities to protect their neighborhoods from environmental threats
- Conserve nature and expand access to outdoor spaces
- Support sustainable solutions for clean air, water, and energy.

As an organization, we are always asking: Where can we make the most significant impact in advancing the Sierra Club's mission locally? Where should we focus our limited resources? How can we achieve victories that also grow the power of our organization? And, how can we bring the community together through our work?

COMMUNITY

OUTINGS

We explored thousands of miles of nature's most inspiring spaces together. We hosted **1,354** outings for members and non-members. **310** trained volunteers safely guided **thousands** of people on soul-changing hikes, backpacking adventures, and other outings. While most outings are **free**, we also curated fundraising trips to places like Kenya, Katmai, Morocco, and to view the eclipse which raised **\$54,000** for the Chapter. Through our Inspiring Connections Outdoors program, volunteers promote wellness, connection & leadership during **75** free field trips for **1,895** school children who have had limited access to the outdoors through outings.

PROGRAM EXPENSES JAN 2023-JUNE 2024: \$57,181



DEVELOPMENT & TRAINING

We continue to create equity in leadership and support outdoors skill building. **74** people participated in first-aid training for hike leaders. We subsidized **16** leaders for Wilderness First Aid courses. Our Wilderness Training Course enrolled **220** people, including **10** participants who received full scholarships. This rigorous 10-week skills training typically boasted an 80% completion rate. Our **Military Outdoors** program continues to encourage restorative and transformative experiences for veterans and military families and now offers facilitator leadership through our **Sierra Thrives** series.

PROGRAM EXPENSES JAN 2023-JUNE 2024: \$91,633



ACTIVIST ACADEMY

We are invested in the next generation of conservation leaders. We launched the Activist Academy in 2023. Since then, **40** young activists mostly from BIPOC and LGBTQ+ communities have graduated. Students received **stipends** to help offset personal costs like child care and transportation. Participants have created action plans to support Chapter conservation campaigns. **Graduates** have helped with **Latino Conservation Week** and the 2024 cohort. Several now serve as **leaders** in conservation organizations including the Sierra Club, and many are building **careers** in activism. This program receives overwhelming encouragement from Chapter leadership and donors.

PROGRAM EXPENSES JAN 2023-JUNE 2024: \$90,844

CONSERVATION

LAND PROTECTION & ACCESS

We persisted in preserving wild spaces for all to enjoy. Key achievements include establishing the western half of the **San Gabriels Mountains monument**, advising the **Shadowbox Studios** development in stormwater capture and invasive plant remediation, creating and funding the **LA Kite Festival**, opposing proposed **Dodger Stadium tram** and **LA Zoo expansion**, advocating with **Living Schoolyard Coalition** to replace blacktop with green space, pushing **Montebello Hills city council** to create and preserve more parkland spaces and convert 2/3 of the city into a U.S. Dept. of Fish and Wildlife supervised **Gnatcatcher Reserve**.

PROGRAM EXPENSES JAN 2023-JUNE 2024: \$63,918



CLIMATE, ENERGY, AIR, WATER

We fought, and won big for the environment. Our ability to organize and gain trust in the community resulted in victories including pushing **Big Oil** to drop **SB1137** from the 2024 ballot and winning a major rule at the **South Coast Air Quality Management District** requiring zero-emission industrial ovens. We're holding the **Port of Los Angeles** accountable for switching to clean electric equipment. We're helping **Pasadena 100** move clean energy initiatives forward, and we're pursuing legal strategies against polluter **Grayson Power Plant**. Our fight for clean water included educating the public about polluting rocket launches, salmon habitat dewatering, agriculture's footprint, the color of water, delta tunnels, hydrogen issues, and water district politics.

PROGRAM EXPENSES JAN 2023-JUNE 2024: \$111,753

POLITICS

We enlisted the community to support environmental champions and policies. Building up to the 2024 election, we prioritized environmental issues that we pushed to get on the ballot and then helped to get them passed - for example, the resounding passing of the **Healthy Streets LA** ballot initiative. We meet with candidates and elected officials, and made **49** political endorsements. We hosted **29** volunteer days to mobilized support, canvass, and write letters. Our annual **Political Leadership Awards** celebrated local environmental champions while raising tens of thousands of dollars for the **Sierra Club PAC**.

PROGRAM EXPENSES JAN 2023-JUNE 2024: \$50,507



GROWTH

MEMBERSHIP & FUNDRAISING

We recruit, retain, and upgrade members through meaningful experiences. In 2023/24, members accounted for **90%** of the volunteer base and **86%** of the donor base. The Chapter added **13** member events to the calendar, retained **33,000 members**, and connected with **100,000+** unique household through appeals, meetings, events, newsletters, and social media. Volunteer leaders welcomed new members and thanked hundreds of donors. Staff developed stronger major gift, planned giving, and grant writing programs. In 2023, the Angeles Chapter library re-opened, displaying the 2nd largest collection of books and archives in the organization. This setting provides a space for members to meet and was the site of a fundraising workshop.



PROGRAM EXPENSES JAN 2023-JUNE 2024: \$211,693

GOVERNANCE

We leaned into building an executive committee that reflects diversity, accountability, creativity, and responsiveness. The all-volunteer Executive Committee (“ExCom”) of the Angeles Chapter is elected by and accountable to Chapter membership for governance of all Chapter bodies. In 2023, ExCom agreed to hire a consultant to guide the Chapter through governance principles and processes, help define accountability, and reinforce standards of conduct for all volunteers. In an effort to be more responsive to the needs of the community, ExCom welcomed the highest participation of young leaders into decision-making roles than ever before and continues to develop leadership that is reflective of the diverse communities we serve.

PROGRAM EXPENSES JAN 2023-JUNE 2024: \$69,001

OPERATIONS

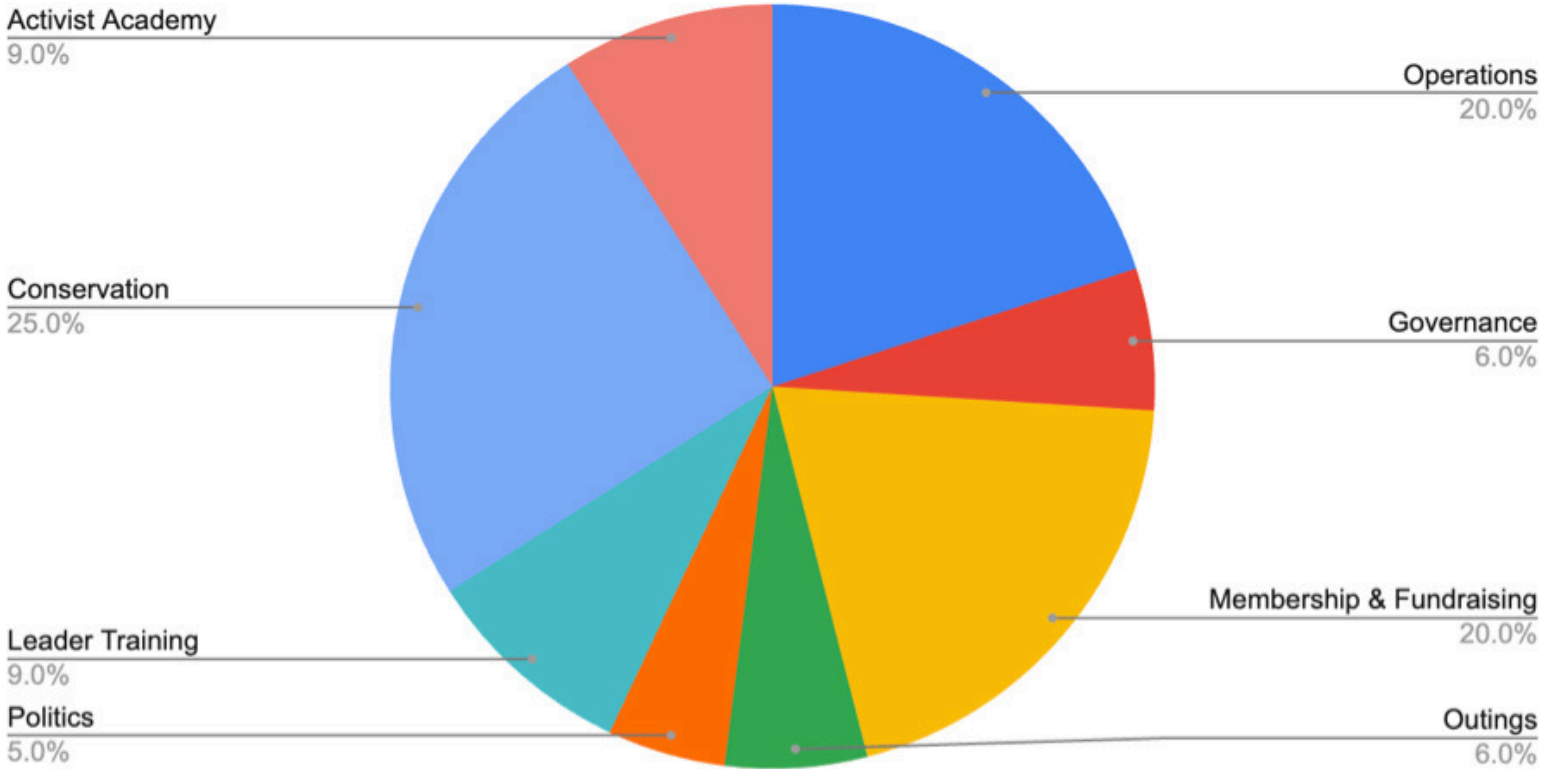
We refined internal systems to effectively develop strategic plans, support fiscal health, sustain and grow programs, and cultivate powerful relationships in the community. The Chapter aligned behind a **fiscally responsible budget** and ambitious yet **attainable goals** set by staff and volunteer leadership. Staff roles were clearly defined and guided by the Chapter Sr. Director. Staff worked in concert with volunteers to ensure operations ran smoothly. **Internal systems** for planning, managing, and evaluating progress were put into in place to provide transparency and accountability. Staff provided support to **13 local groups**, and more than **30 activity sections and committees** within the Chapter. In 2023, the Angeles Chapter moved offices to a new location where space is shared with National staff. The new space also boasts the 2nd largest collection of books and archives in the entire Sierra Club.



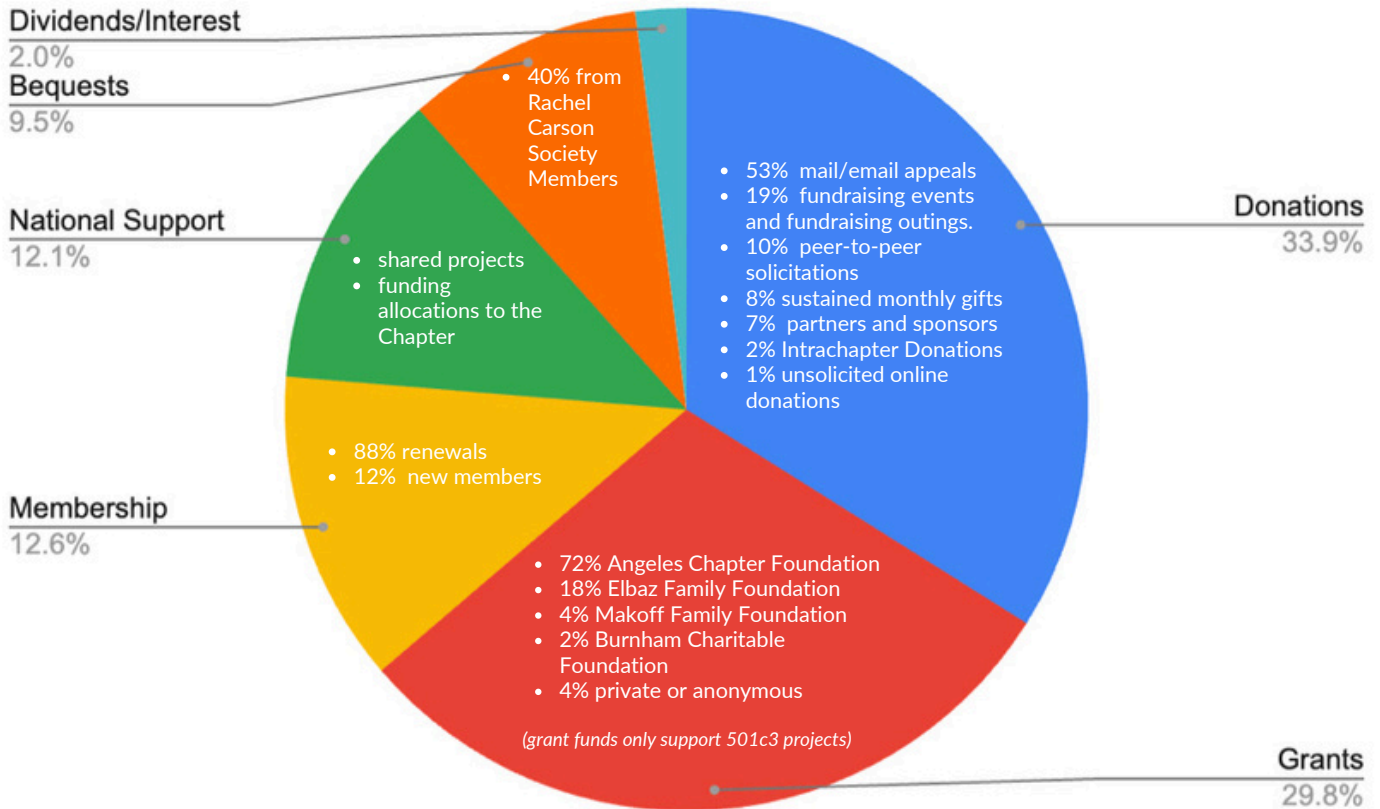
PROGRAM EXPENSES JAN 2023-JUNE 2024: \$227,827

INVESTMENT

Budget Allocation by Program



Financial Support January 1, 2023 - June 30, 20234



STRATEGIC PLAN 2024-2026

The impacts measured in this report inform the Chapter's strategic plans and budgetary process going forward, adding specificity and prioritization to the conservation outcomes of the Sierra Club in LA and Orange Counties.

Over the next three years, the Angeles Chapter will continue to support the existing programs that members care the most about. Below is a list that highlights additional objectives in our strategic plan.

- End the use of dirty fossil fuels and accelerate the transition to clean electricity.
- Encourage agencies and institutions to support clean transportation and transition to zero-emission vehicle fleets.
- Advocate for better management of California's water resources
- Implement Orange County conservation priorities
- Collaborate with allied organizations to support the acquisition, maintenance, and protection of open space and land-back
- Revitalize the forest committee
- Secure a commitment from the federal administration to expand the Northern Angeles Forest National Monument.
- Urge the Watershed Conservation Authority to invest in much-needed resources and improvements to the Northern Angeles National Forest, such as Forest Service staff, multilingual signage, and more trash cans, to manage the area's litter and pollution problems.
- Secure funding for East Fork River Project Revitalization, increasing access to nature for the San Gabriel Valley.
- Add Transit-to-trails routes to the Angeles National Forest by working with local transit agencies.
- Create more safe spaces within the Club for young and BIPOC people
- Provide more leadership development tools especially for our Conservation Committee, Outings Leaders and Executive Committee members
- Further develop the Activist Academy to engage more young people in local conservation work

Budget: The Executive Committee approved a 10.2% increase in annual operating budget, beginning in 2024, to accommodate for the necessary - if not critical - objectives listed above. The sustainability plan for fundraising includes increasing the number of new donors and the number of monthly donors, enlisting greater collaborative support from major donors and sponsors, securing grants, and offering an exciting array of fundraising outings for more people to enjoy while also supporting our work.

Support: The Angeles Chapter is a 501(c)4 non profit organization. Programs that do not include political work maybe supported by 501(c)3 gifts made to the Sierra Club Foundation. For more information about how to support the work of the Angeles Chapter, please contact Morgan Goodwin, Sr. Chapter Director, at morgan.goodwin@sierraclub.org