
COLORADO MOUNTAIN CLUB

2024

IMPACT
REPORT



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WHERE WE ARE NOW

2024: A Year of Transformation

Looking back on Fiscal Year 2024, it's clear that this was a defining chapter for the Colorado Mountain Club. What may read like a laundry list of changes was, in fact, a season of transformation—one that pushed us, strengthened us, and ultimately propelled us forward. It's truly remarkable what our community has accomplished together in the face of so much change.

In October 2023, CEO Keegan Young announced his departure after five impactful years with CMC. His leadership paved the way for the next phase of the Club's evolution. Stepping in with steady guidance, former board president Jeff Flax served as interim CEO for nearly five months. I continued my leadership journey as Chief Operations Officer and was honored to become CEO in February 2024.

One of the key moments of the year came in April, when our staff gathered for a retreat that shaped the Club's next era. Together, we refreshed our 112-year-old mission to make it more accessible and actionable for all CMC constituents. Our original mission remains on the books with the state, and we've added a clear, bold vision to carry us forward:

CMC envisions a Colorado inspired by place, grounded in inclusive outdoor experiences, and sustained by every generation. To achieve this, CMC fosters connections to Colorado landscapes through community, stewardship, and outdoor education and recreation.

In May, we saw the resolution of longstanding legal issues, closing the door on four years of complexity. After years of behind-the-scenes work, progress around the American Mountaineering Center finally came to life. In April, we signed a PSA with a viable buyer. By September 10, 2024, the AMC was officially sold, and just weeks later, on September 30, CMC finalized the purchase of our new basecamp at 15605 W. 32nd Ave. in Golden. With that, the Club's next chapter has a place to truly take root.

Through it all, what stands out most is the dedication and resilience of our staff, volunteers, and members. Your trust and hard work are the foundation of everything we do—and everything we aspire to become. Here's to the next great adventure with this incredible community. Onward and upward!

MADÉLINE BACHNER LANE



Chief
Executive
Officer



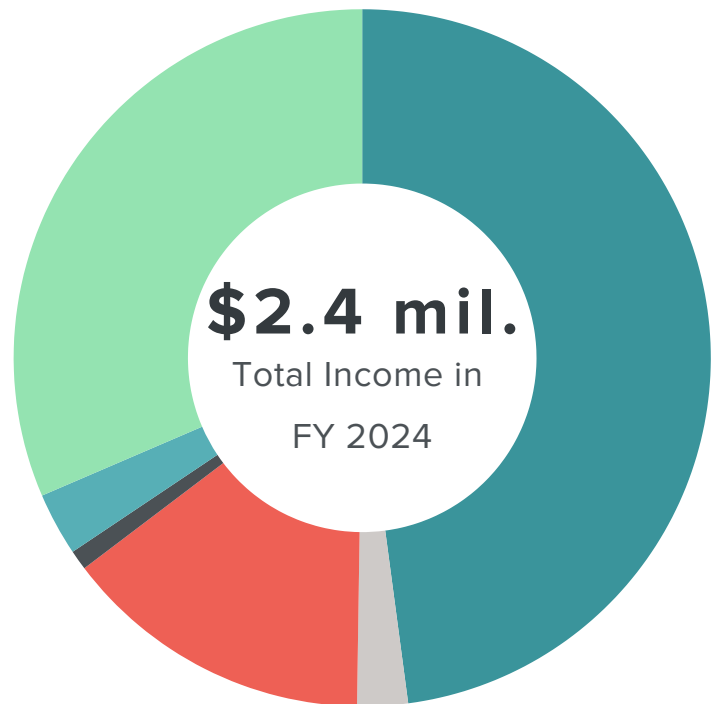
EXPLORE COLORADO. PROTECT COLORADO. BE COLORADO.



FINANCIALS

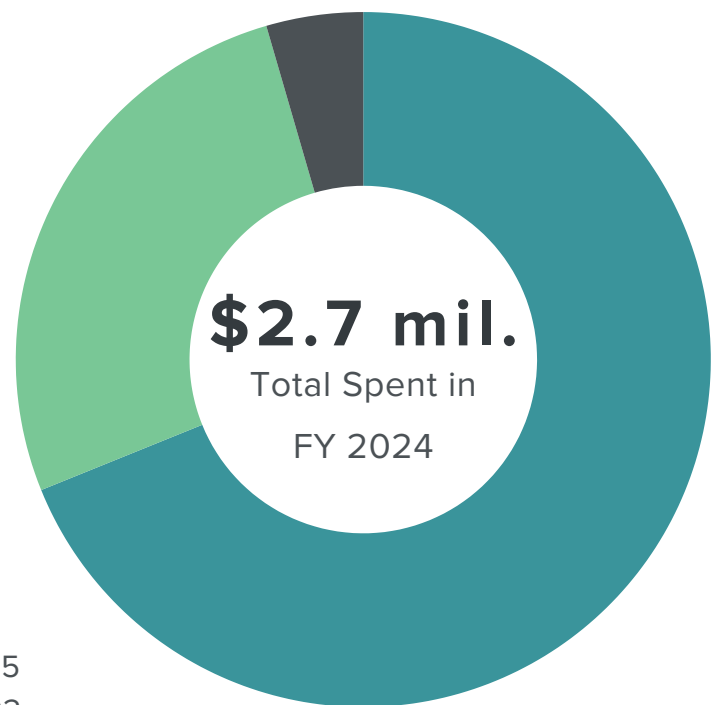
- Program Income
- Press and Merchandise
- Membership Dues
- Events
- Other
- Contributions

SOURCES OF REVENUE



USE OF FUNDS

- Program Services
- General & Administration
- Fundraising



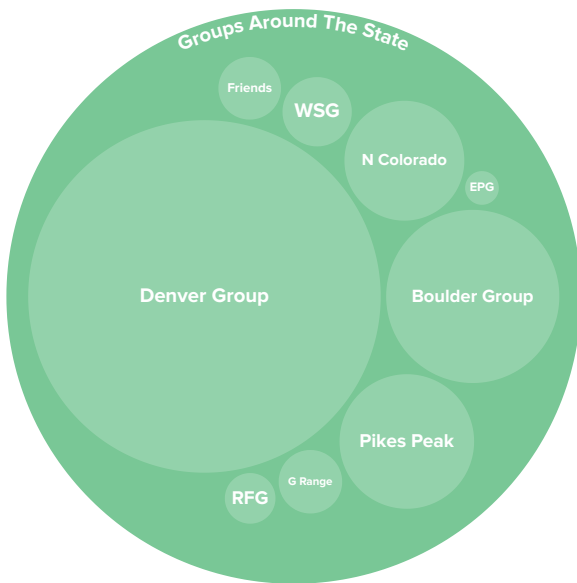
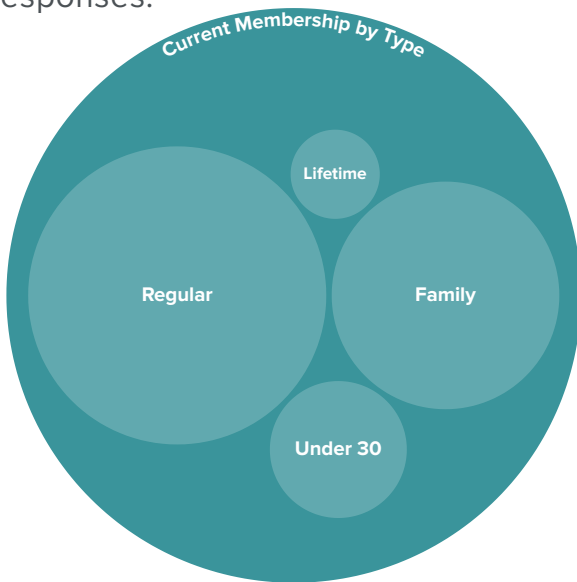
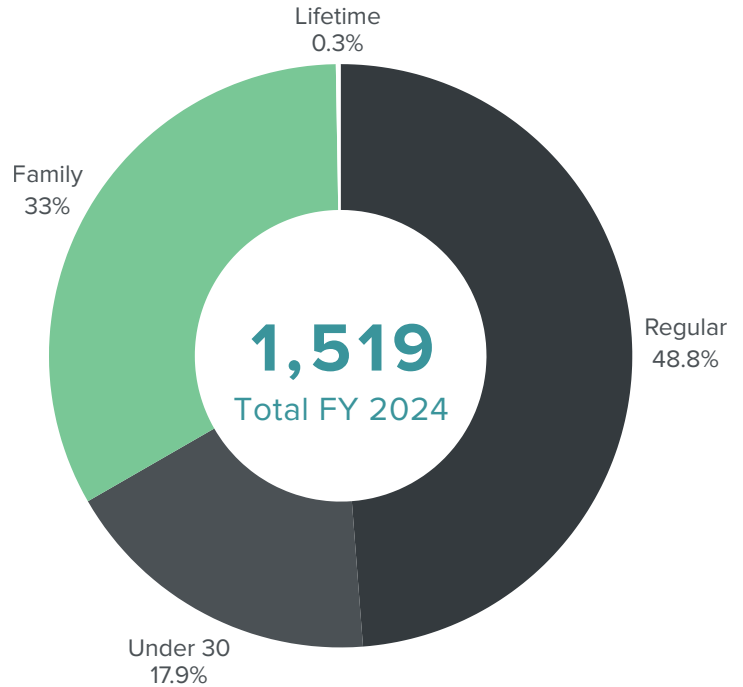
Financial Summary

Total assets start of FY2024: \$ 4,045,415
 Total assets end of FY2024: \$ 6,194,492

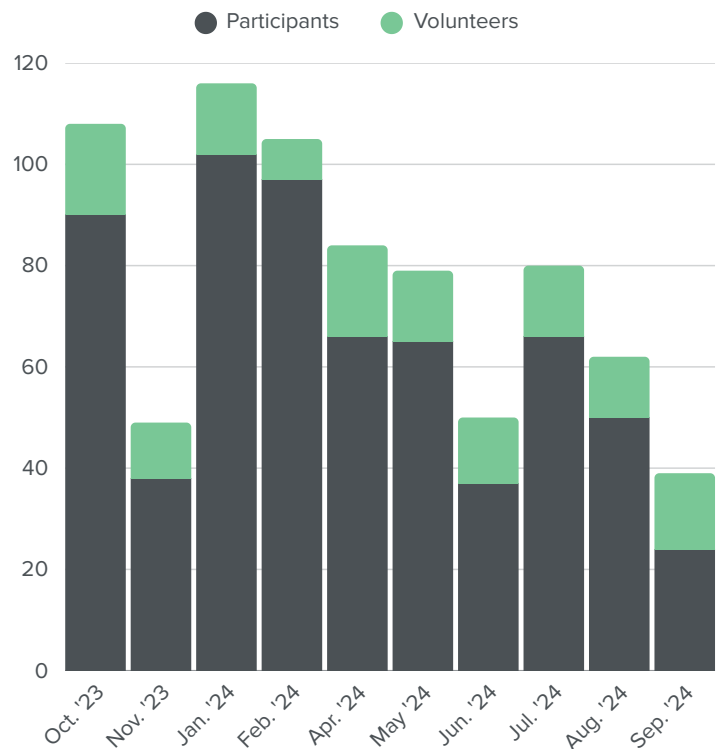
MEMBERSHIP

In FY24, we aimed to grow membership by 2,000 new members, and fell short. Regional groups successfully hosted their own new member meetings, a model we plan to expand in 2025. Our data shows 45% first-year retention and 94% for 2+ years, and we exceeded our Net Promoter Score goal, reaching 93% satisfaction from 2,132 responses.

New Members Stats



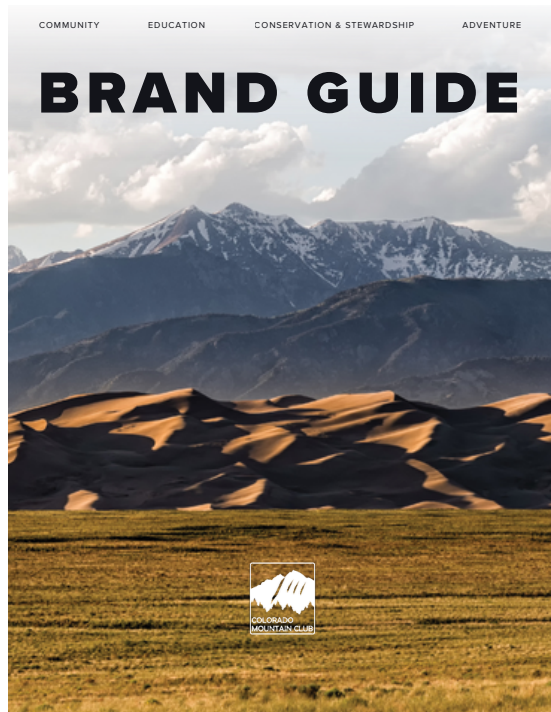
New & Prospective Member Night Stats



MARKETING

Marketing efforts for 2023/2024 were centered around creating universal tools that can help with marketing for the entire Colorado Mountain Club. We also placed focus on getting Colorado Mountain Club staff and volunteers to be cited in the media.

Brand Guide (2024 Update)



Fall/Winter 2024 Course Catalog



Media Mentions Include


OutThere  General CMC Highlight
October 2023

 General CMC Highlight
April 2024

OutThere  CMC SAR Awards
September 2024


 DeCaLiBron Loop Article
December 2023

GOLDEN TRANSCRIPT  Golden Civic Foundation Grant
May 2024

5280  Best Hikes in CO
September 2024

 Volunteer Highlight & Gear Recommendation
February 2024

5280  Hiking 14ers with Kids
July 2024

 Belonging Grant Announcement
September 2024

NEWSBREAK  CPW Wintering Wildlife Partnership
February 2024

 Volunteer Highlight
August 2024

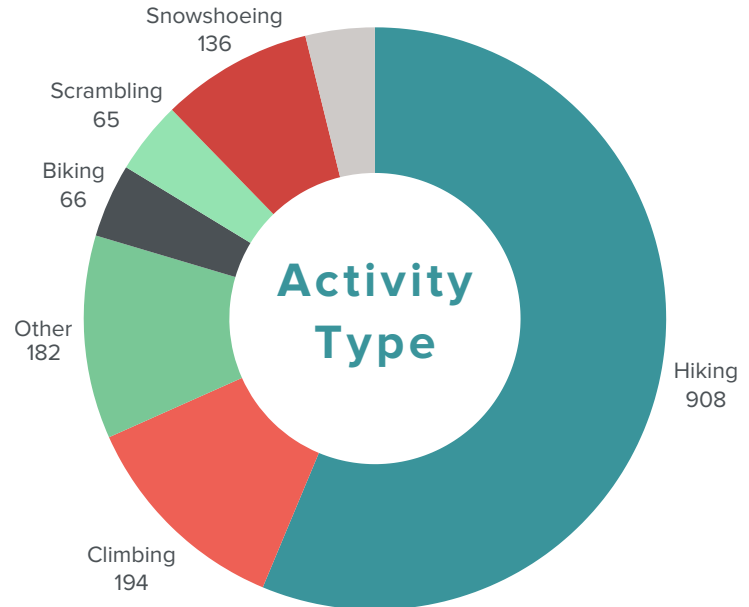
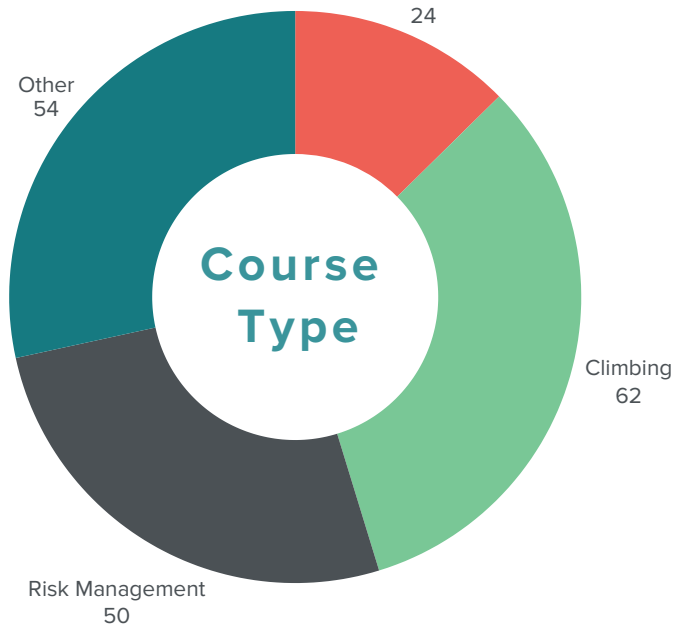
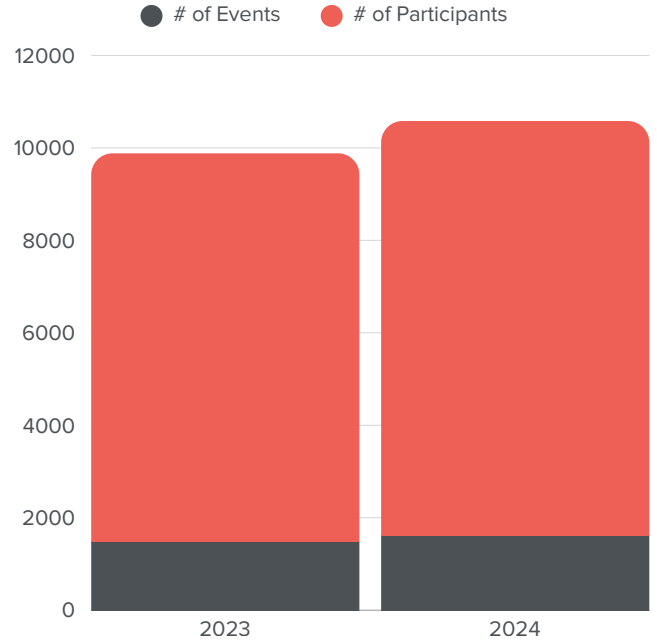
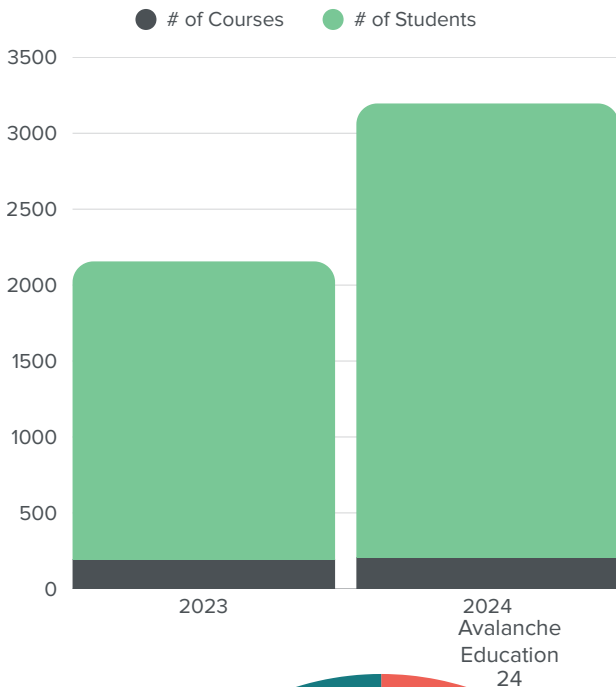
Outside  General CMC Highlight
September 2024

THE DENVER POST  14er Elevation Changes
April 2024

ADULT PROGRAMS

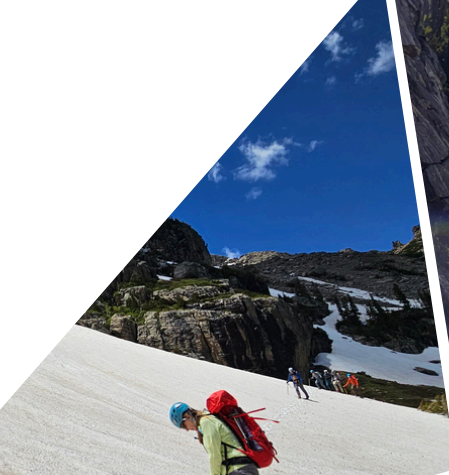
206 UNIQUE ADULT COURSES

1,613 VOLUNTEER LED TRIPS



"This was my first rock climbing class so I did not know what to expect. But i really enjoyed the class. The layout, the amount of knowledge shared, the rock wall, the atmosphere really made for an enjoyable class."
-CMC Course Participant, 2024

"This trip was exactly what I needed to become more skilled and comfortable with more advanced terrain, especially the knife edge and the tougher moves on all three peaks."
-CMC Trip Participant, 2024



YOUTH PROGRAMS

611 UNIQUE YOUTH PARTICIPANTS

in Adventure Camps & Courses



141 Program Days



36 Unique Camps and Courses



27 Scholarship Campers

\$12,527 in scholarship dollars awarded to 27 youth campers.



1 in 10 participants received scholarship money.

4,172 UNIQUE STUDENTS

in Afterschool & School Programs



179 Program Days



68 Unique School Programs



27 Scholarship Schools

\$17,812 in scholarship dollars awarded to 1,000 students.



4 in 10 schools received scholarship money for programs.

Over the years 88% of programs reported that their students demonstrated increased confidence in their abilities for outdoor recreation. 74% of programs reported that their students demonstrate a strong connection to nature, sense of place, and stewardship of their environment.

"I am floored by the generosity of the organization that allows access to this quality camp to all children regardless of socioeconomic level"

-CMC Camp Parent, Summer 2024

"Activities were awesome - very age appropriate. I was also jealous I couldn't attend. It would have taken months for me to get all those activities and trips done - to have them all in a week is incredible."

-CMC Camp Parent, Summer 2024



CONSERVATION

Over the course of the summer our teams provided support to 2 national forests areas, [Medicine Bow-Routt National Forest](#) and [Gunnison National Forest](#), as well as 8 wilderness areas, [La Garita](#), [Encampment](#), [Savage Run](#), [Platte River](#), [Huston Park](#), [Flat Tops](#), [Mt. Zirkel](#), and [West Elk](#).

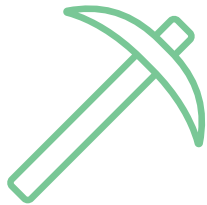


2,600 Hours of Work



Campsites Assessed

- 544 Campsite Inventoried
- 26 Campsites Decommissioned



Trail Construction

- 5 Miles of the Continental Divide Trail / Colorado Trail
- 7 Miles of the Curecanti Trail



Trail Support

- 68 Drainage Structures
- 123 Signs Maintained
- 24 Gallons of Trash Collected
- 274 Downed Trees Cut

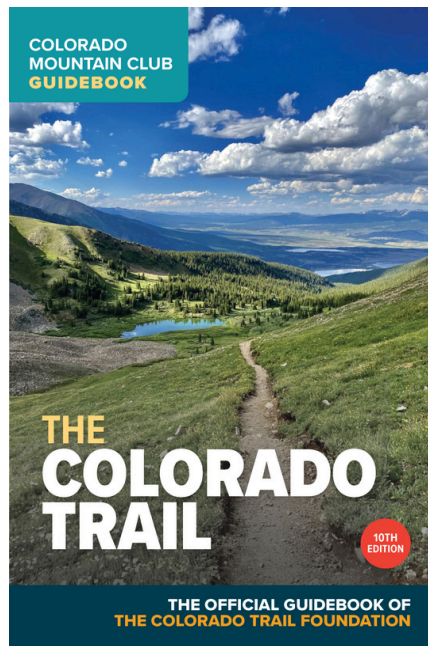
In the winter the Snow Rangers, divided into two crews, worked in [Grand Mesa and Uncompahgre National Forests](#). In the Grand Valley Ranger District, they cleared snow from 10 pit toilets, operated a snowblower for over 40 days, and patrolled 406 miles on skis and 462 miles on snowmobiles. They conducted 251 visitor assessments, engaged with 1,879 visitors, and surveyed 2,092 vehicles. In the Ouray Ranger District, they monitored snowmobile boundaries, a timber sale permit, installed three avalanche transceivers and wilderness signs, and patrolled over 50 miles on skis and 1,000+ miles on snowmobiles.



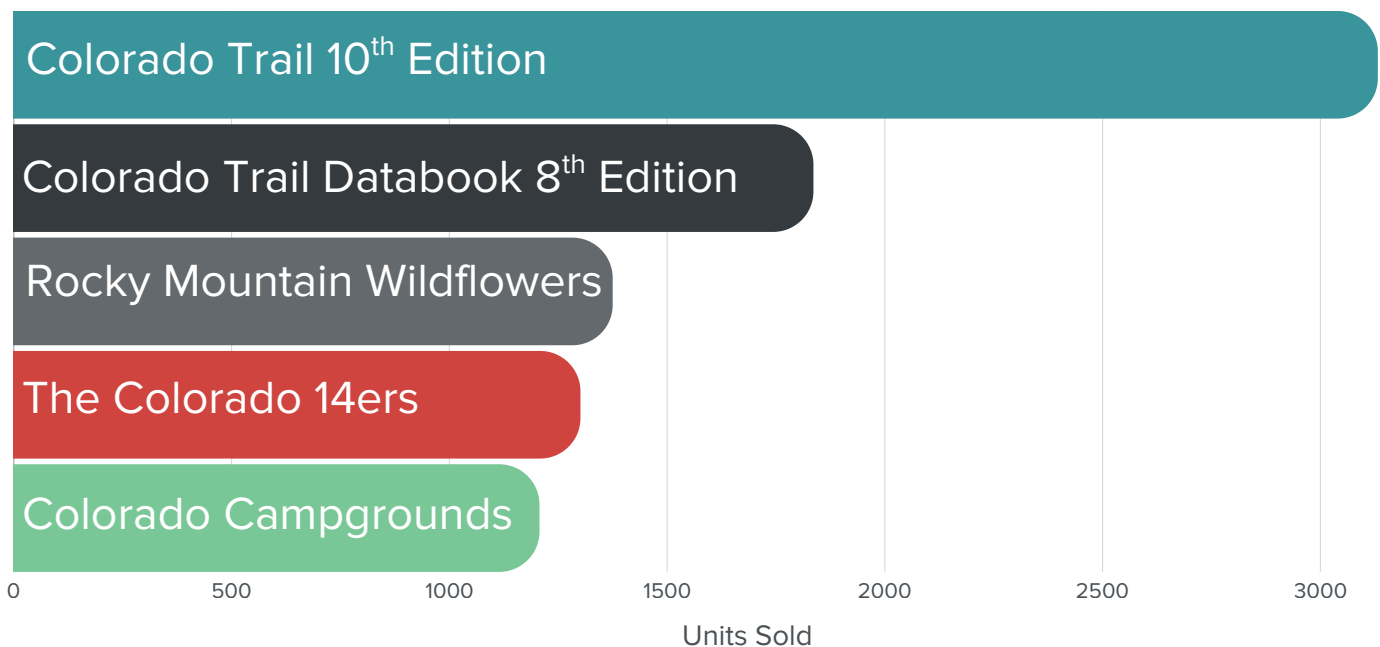
PRESS

In fiscal year 2023/2024, CMC Press supported the club through the sale of 25,963 books. Our last new title was published in January 2024: Colorado Trail 10th edition. The Colorado Trail guidebook has consistently been our top-selling title, and we have already sold through our first printing.

New CMC Press Title



Best Selling Books 2023/2024



THANK YOU

As we reflect on the 2023/2024 fiscal year, we want to extend our deepest gratitude to you—our members, volunteers, and supporters. Your patience and dedication have been invaluable as we transitioned into our new building, marking an exciting new chapter for Colorado Mountain Club. Thanks to you, our community remains strong, and our mission to explore, educate, and conserve continues to thrive.

To our 500 volunteer trip leaders and instructors—you are the backbone of our trips and courses. Your dedication, expertise, and countless hours of planning and guiding make outdoor adventures possible for so many. We are deeply grateful for the time and energy you give to sharing your love for the mountains.

To our youth program mentors, thank you for inspiring the next generation. Whether teaching outdoor skills, leading hikes, or simply fostering curiosity and confidence, your impact on young adventurers will last a lifetime.

To our conservation volunteers and advocates, your efforts are shaping the future of Colorado's wild spaces. From trail work to policy advocacy, you ensure that our mountains, rivers, and forests remain protected and accessible for years to come. We couldn't be prouder of the work you do.

And to our members, whether you joined us for a trip, attended an event, volunteered, or simply continued to support our mission—thank you. Your passion for adventure and stewardship fuels everything we do.

This year has been particularly special as we transitioned into our new building, an exciting step forward for CMC. We know this change required patience and flexibility, and we truly appreciate your support through it all. Now, as we settle into our new home, we look forward to offering even more opportunities to learn, explore, and connect. Thank you for being part of this journey with us. We can't wait to see where the next year takes us—on the trails, at the crag, on the slopes, and beyond!

Thank you, from the bottom of our hearts,
Your Colorado Mountain Club

THANK YOU

CMC VOLUNTEER LEADERSHIP

Aaron Sallade	Christie Lee	Elliott Forcier	Jeffrey Speake	Laurence Hoess	NATHAN BURKS	Scott Kime
Aaron Dunigan AtLee	Christine Eidmann	Emily Kachergis	Jennifer Bealer	Lee Janssen	Neil Butterfield	Scott Farquhar
Abbie Gentry	Christopher Murphy	Emily Sanders	Jennifer Rhamy	Linda Lawson	Nicholas Ibarluzea	Scott Baugher
Adam Lawson	Christopher Haugen	Emma Moore	Jeremy Boydston	Linda Jagger	Nicholas Curtis	Scott Messina
Adele Lonas	Christopher Larson	Eric Esswein	Jerry Rowe	Linda LaRocque	Nicky Rucker	Sean Allison
Adrienne Ross	Christopher Kaplan	Eric Gerber	Jill Yarger	Lisa Barkley	Norm Arlt	Sean O'Connell
Aimee Hunt	Claire McCullough	Eric Butler	Jill Mattoon	Lisa Paige	Pat Kelly	Sean Starkey
Alan Bridges	Clare Reda	Eric Koop	Jillian Ardrey	Lisa Orme	Patricia Leslie	Shane Burns
Albert Plawinski	Claude Neumann	Erika May	Jim Guerra	Lisa Shroyer	Patrick McKinley	Shane Kramer
Alyssa Burgess	Connor Jacobs	Eve Mills	JoAnn Herkenhoff	Louise Campbell-Blair	Patrick Thornley	Shannon Bruns
Amy Parker	Connor McCarroll	Frank Burzynski	Joanne Stanton	Lynn Clay	Paul Wefald	Sharon Dawson
Andrew MacGregor	Craig Townsend	Fred Ecks	Joanne Young	Mack Goodstein	Paul Attridge	Sharon Margraf
Andy Lyon	Craig Lewis	Fred Singer	Jocelyne Morris	Madison Brunk	Paul Sheya	Sheryl Lampert
Angela DeSantis	Curtis Audin	Gail Wells	Jodi Vanden Eng	Maggie Henderson	Paulette Arns	Stan Moore
Anita Wright	Dale Pfaff	Garrett Pettingell	Joe Kelly	Mara Saunders	Pete Spandau	Stephanie Scheinman
Anna Liao	Dania Spohn	Gary Luttman	Joe Carbone	Marianne Curtis	Pryce Hadley	Stephen Frank
Anna Keeton	Daniel Schweissing	Genna Morton	Joe Aldridge	Marilyn Choske	Rachel Dobrotin	Stephen Askew
Anna Gallogly	Daniel Glatter	George Vandyke	Joel Gibson	Mark Frymier	Rachel Miedema	Stephen Soich
Anna Eaton	Danielle Jacobson	Glenn Barr	Johanna Hunter	Mark Wolf	Ralph Shroba	Stephen Thompson
Annamari Dietrichson	Danielle Piscatelli	Gordon Eaton	John Lindner	Mark Yeadon	Randall Blosser	Steve Bonowski
Anne Keil	Danny King	Greg Long	John McMullen	Marsha Littau	Raquel Sapp	Steve Billig
Art Hogling	Darrin Sharp	Gregory McVie	John Broadbooks	Marsha Pritchard	Rebecca Faust	Steve Norman
Audrey Burkart	Dave Molyneaux	Gwyneth Gerber	John Mill	Martha Mustard	Renee Howbert	Steven Dielman
Barb Edwards	David Wasson	Gyorgy Kereszti	John O'Leary	Martin OGrady	Rich McAdams	Susan Quechenberger
Barbara Audin	David Anderson	Hatteras Dunton	John Gode	Marty Hudson	Richard Joy	Susan Greer
Barbara Dey	David Weinstein	Heather Chatigny	John Gray	Maryann Gaug	Richard Schiebel	Susanne Spandau
Ben Bradfield	David Miller	Herman Schumacher	Jonathan Hieb	MaryAnn Panarelli	Rick Casey	Suzanne McClung
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Bogie Dumitrescu	David Brush	Jack Melim	Joseph Carberry	Matt Von Thun	Rob Hammond	Thomas Jagger
Brad Warren	Davis Woodward	Jacqueline Hooper	Joseph Petsche	Matthew Gloe	Rob Kapner	Thomas Mulcahy
Brandon Briscoe	Dean Allison	James Kelly	Judy Mayne	Matthew Biscan	Robbie Monsma	Tim Lane
Brenda Leach	Dean Waits	James Borgel	Julie Jacobsen	Meggan Barcan	Robert Walker	Tim Dodge
Brian Le Blanc	Dean Cates	James Bradley	Julie Smith	Melanie Levin	Robert Barday	Timothy Musil
Brian Brooks	Debbie Sheinman	Jamie Simpson	Julie Kiley	Mercedes Aponte	Robert Gelcius	Tom Waymire
Brian Kelleher	Deborah English	Jan Dudley	Jupiter Jeff Stevens	Michael Henrick	Robert Dawson	Tom Chapel
Brian Burd	Denise Snow	Jan Ripplinger	Kahle Toothill	Michael O'Connor	Robert Koche	Tom Trout
Britt Jones	Dennis Baumfalk	Jan Brady	Karen Baldwin	Michael McMahon	Robert Scheinman	Tom Kurt
Bruce Badger	Diana Tsen	Jane McManus	Karen Guerra	Michael Simon	Robert Armbrester	Touqeer Ahmad
Bruce Miskulin	Diane Quinn	Jason Kintzel	Karl Ford	Michael Ciavatta	Roger Leikas	Tucker Post
Bud Tasch	Dimitri Poppeliers	Jason Gross	Kathy Crawford	Michael Burke	Roger Kilcoyne	Urszula Tyl
Candace Winkle	Dominick Ruggieri	Jason Orr	Kayla Curtis	michael brooks	Russell Peterson	Uwe Sartori
Carl Benvenga	Don Carpenter	Jason Barker	Keith Stinebaugh	Michael Rees	Russell Cass	Valerie Garrison
Carol Munch	Doris Wright	Jay Fell	Ken Yaphe	Michael Zyzda	Ryan Dong	Victor Ketellapper
Carol Bennett	Dorothea Frohner	Jay Johnson	Ken Ruiz	Michael Margraf	Ryan Connell	Wayne Howell
Carol Kurt	Dorothy Kucar	Jean Hart	Kevin Schaal	Michael Teger	Ryan Quinn	Wendy Phillips
Caroline Schmiedt	Doug Werner	Jean Peccoud	Kevin Galliers	Michele Walter	Samuel Wasserman	William Broderick
Carolyn Hammond	Durham Monsma	Jeanne Eiss	Kimberly Thornberry	Mike McGurkin	Sandy Heise	
Carroll Steger	Ed Anderson	Jeff Flax	Kirsten Polley	Mike Cromwell	Sara Gordon	
Chad Quillen	Ed Cotgageorge	Jeff Roberts	Kirsten Tollefsen	Mike Moerk	Sarah Thompson	
Charlie Winger	Eileen O'Leary	Jeff Schreier	Kristen Buckland	Nancy Ruiz	Sarah Wilson	
Cheryl Harmel	Elaine Kallos	Jeff Lickenbrock	Kristen Paris	Nate Earle	Sarah Menassian	
Chip Furlong	Elaine Shirley	Jeff Adamson	Kristi Brackett	Nathan Neff	Sarah Hettenbach	
Chris Nation	Elizabeth Katondo	Jeff Hogan	Kurt Sunderland	Nathan Laye	Scott Kramer	

THANK YOU

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