



# ANNUAL REPORT

FISCAL YEAR 2021  
OCT. 2020 - SEPT. 2021

Photo: Bodie Hills, CA  
Credit: Benjamin Cossel/BLM



## FROM THE CHAIR

Dear Friends,

It is a distinct honor to share the Public Lands Alliance 2021 Annual Report with you today. The work expressed extends across our public land designations and their respective partners, and touches all aspects of the human experience and its connectivity to our natural and cultural resources.

By every measure, your efforts provided hope and resiliency through the pandemic as well as reminded us, time and time again, of how essential these places and the stories they hold are

to our health and well-being as a country. We are so grateful to all of our donors, members, corporate partners and land management agency staff whose support was invaluable in our 2021 fiscal year.

My youngest son, Finn at 14, imagines mapping global migration corridors for the animals to survive a changing climate.

Your resilience, innovation and commitment inspire his dreams. This is awesome work.

Thank you,

A blue ink signature of Mark Preiss, written in a cursive style.

**MARK PREISS**  
BOARD CHAIR



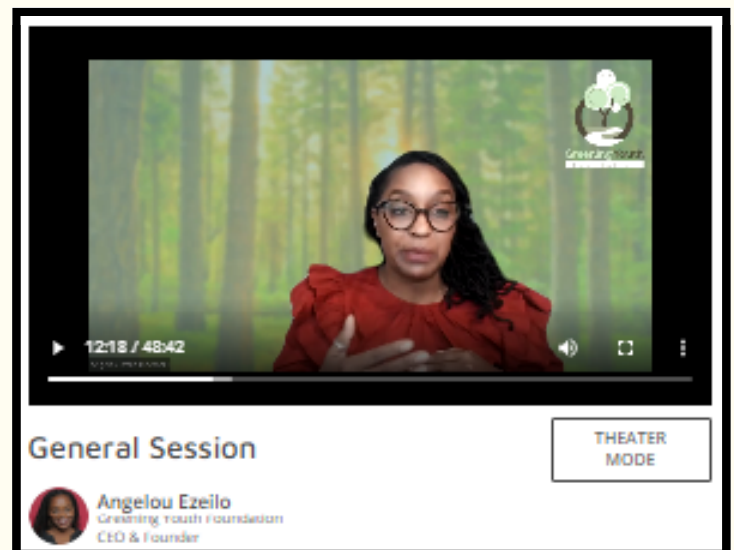


## A VIRTUAL SHIFT

Recognizing the great value of bringing public lands professionals together, PLA hosted its first-ever virtual convention and trade show in February 2021. Hundreds of nonprofit leaders, agency partners and corporate supporters convened to learn, network, and shop together, all from the safety and comfort of their own homes. We also took this opportunity to [highlight our members' resiliency](#) in the midst of the pandemic.

“My rating of [PLA 2021] on a scale of 1-10 with 10 being outstanding, my score is 100! The content was just what I needed as a board member. The sessions were engaging and thought provoking. I am leaving well equipped with new ideas and validation of our work at Zion.”

-Billie Rayford, Zion National Park  
Forever Project



The 2021 educational program focused on four critical areas: Justice, Equity, Diversity and Inclusion; Environmental Sustainability; Persevering Through a Pandemic; and Great American Outdoors Act implementation.



We were also able to recognize our nine 2022 Partnership Award winners in a [virtual celebration](#), which has since accumulated over 10,000 views.

"This year's submissions were diverse and extraordinary. Our community really does incredible things every single year, and especially this year during the COVID-19 pandemic and the challenges it has created."

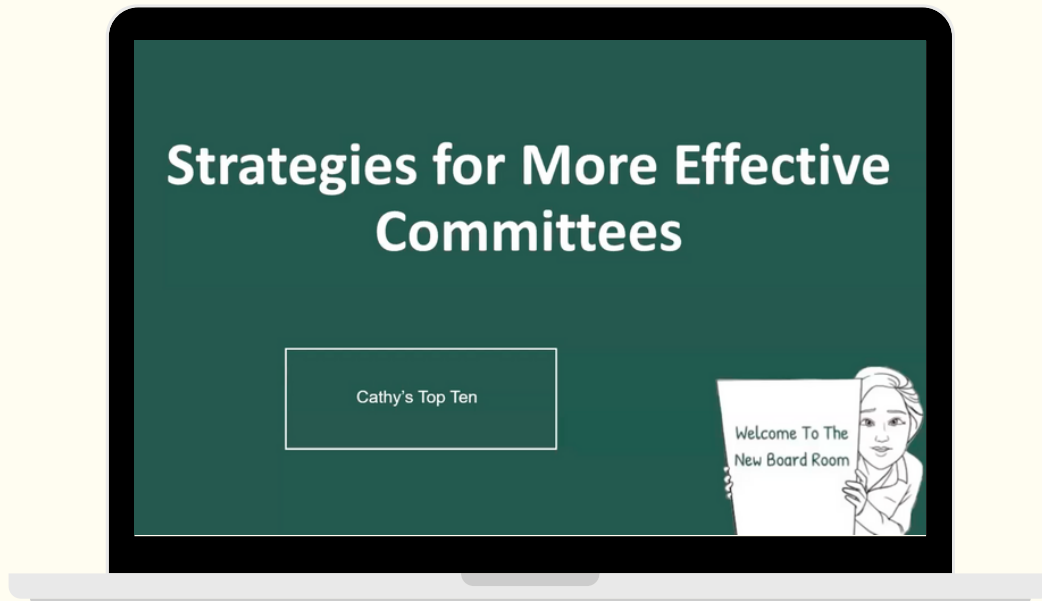
-Dan Puskar, PLA  
President and CEO



Friends of Ottawa National Wildlife Refuge's Youth Development Program (Public Lands Partner Award)



Great Smoky Mountains National Park  
Superintendent Cassius Cash: Hikes for Healing  
(Agency Leadership Award)



## ESSENTIAL SERVICES FOR OUR MEMBERS

PLA remained a provider of essential services to help members adapt to and succeed in a "new normal," despite continuing challenges as a result of the COVID pandemic.

By increasing the frequency of online trainings and initiating a dependable Town Hall format for member leaders to network and ask questions, PLA maintained a sense of community and purpose within our membership, which continues to grow and flourish.

PLA ACHIEVED A  
MEMBERSHIP  
RETENTION RATE  
OF OVER 90% IN  
FY 2021

In fiscal year 2021, PLA provided education to over 160 organizations and companies through numerous webinars, covering topics including board committees, communications strategies, and strategic partnerships. Over 15 webinar recordings were added to our growing [Resource Library](#), which members can access on-demand for free.



NATIONAL  
**WILDLIFE**  
REFUGE SYSTEM



PUBLIC  
LANDS  
ALLIANCE

## A NEW PARTNERSHIP

In 2020, the US Fish and Wildlife Service selected PLA through a competitive public process as the national fundraising and marketing partner of the National Wildlife Refuge System in a campaign to rebrand the largest and most diverse network of conservation lands in the world.

Our partnership aims to inspire, facilitate, and empower wildlife and people to thrive. Through new national events like Walk for the Wild, PLA will help invite new

generations and diverse communities to experience some of America's best places for wildlife conservation, recreation, and nearby nature: national wildlife refuges. PLA and the Service are excited to collaborate with friends groups and nonprofit partners of wildlife refuges on many programs and fundraising efforts in this rebranding campaign.

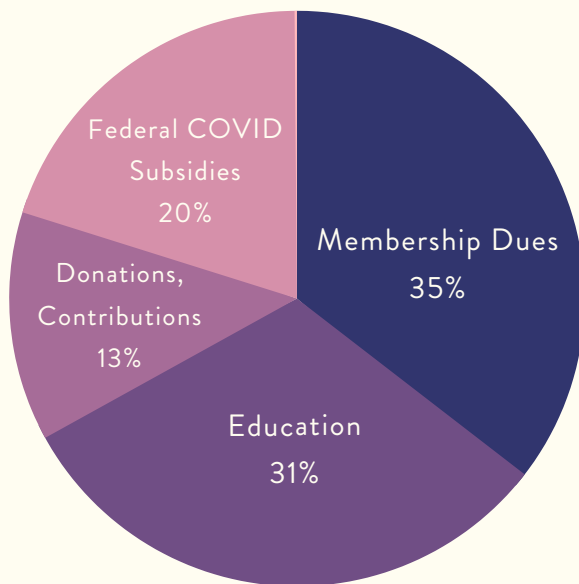
[Learn More](#)



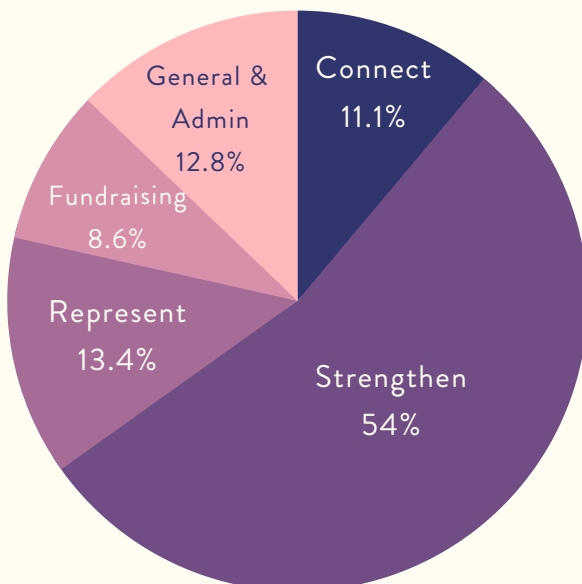
# FINANCIAL OVERVIEW

Thanks to dedicated membership, donor and foundations support, access to Federal COVID subsidies, transitioning to a virtual workspace and oversight of expenses, PLA was able to provide valuable services, maintain its full staff, and build up reserves for the uncertain times ahead.

## INCOME



## EXPENSES



## ASSETS

	FY2021	FY2020
Cash & Cash Equivalents	\$884,698	\$492,033
Certificates of Deposit	\$75,672	\$115,259
Receivables	\$78,637	\$54,281
Prepaid Expenses	\$8,736	\$19,089
Computer and Office Equip.	\$0	\$154
<b>Total Assets</b>	<b>\$1,047,743</b>	<b>\$654,287</b>

## LIABILITIES & NET ASSETS

	FY2021	FY2020
Accounts Payable & Accrued Expenses	\$35,738	\$32,571
Accrued Leave	\$22,385	\$25,698
Refundable Advances	\$235,531	\$0
Deferred Revenue	\$89,724	\$82,228
<b>Total Liabilities</b>	<b>\$383,378</b>	<b>\$140,497</b>
Unrestricted Net Assets	\$344,106	\$170,183
Unrestricted Board Designated Assets	\$251,220	\$255,320
Restricted Assets	\$69,039	\$114,816
<b>Total Net Assets</b>	<b>\$664,365</b>	<b>\$540,319</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$1,047,743</b>	<b>\$680,816</b>