



Annual Report

OCT. 2024 - SEPT. 2025

Connect • Strengthen • Represent

Since 1977, Public Lands Alliance has been the national voice for the nonprofit partners of America's public lands. We CONNECT public lands partners to agency leaders, socially conscious corporations, and to one another in a nationwide peer network. We STRENGTHEN our community through targeted education and training, and we REPRESENT our members' interests by directly engaging with land management agencies, elected officials, and policymakers. Below is a brief list of impacts from fiscal year 2025.



Growing Our Community

Our community gained twelve new members, with partnerships across all five federal land management agencies. A few of these members include American Hiking Society, Friends of Raystown Lake, Oregon-California Trails Association, and Friends of the Mount Vernon Trail.

Capacity-building Trainings

Hundreds of members participated in live webinars covering a variety of topics, including Advocacy 101, Major Donor Fundraising, Eco-conscious Retail, Implementing AI for Marketing, and Exploring Creative Partnerships.



Meeting with Elected Officials

In May, PLA's leadership team and Board of Directors convened in Washington, DC, to hold meetings with federal officials, including members of Congress and acting Directors of the public land agencies.

Connecting Our Community

The 2025 Convention and Trade Show brought together more than 440 attendees and 120 exhibitors in Las Vegas for a week of connection, collaboration, and knowledge sharing to strengthen our public lands.



PLA 2025

Las Vegas, Nevada

While the official theme for PLA 2025 was “Adapting for Tomorrow,” the unofficial theme became the resilient power of community after a travel halt for all federal employees went into effect just 48 hours before the convention’s start, preventing the participation of nearly 50 attendees, speakers, and panelists.

Despite deeply missing our agency partners, everyone from PLA staff and volunteers to presenters jumped into action; we were in Las Vegas, after all — the show must go on!

The week included more than 35 concurrent sessions featuring a variety of topics, including strategies to engage tribal communities, implementing new technologies, adapting virtual learning to reach new audiences, and leveraging creativity to launch new partnerships.

The week culminated with an engaging closing session by adventurer and record-breaking athlete Quinn Brett.



Sticker Pack Donates \$20,000

Trade Show exhibitor Sticker Pack generously donated \$20,000 across five nonprofit partners. To tap into the Vegas spirit, poker chips, rather than raffle tickets, were issued to all attendees. Prizes ranged from \$500 to \$10,000.



Partnership Awards

These awards honor individuals, organizations, publications, products, programs and services that embody leading-edge achievements in the preservation of public lands and the enrichment the visitor experience. The 2025 award winners were announced across two special sessions at the annual Public Lands Alliance Convention and Annual Trade Show. The 2025 Partnership Awards were sponsored in part by Impact Photographics.

A total of 13 awards were presented to individuals, organizations, and companies in six categories:

Public Lands Partner

Appalachian Trail Conservancy and Appalachian National Scenic Trail
 Friends of Red Rock Canyon and Red Rock Canyon National Conservation Area
 Friends of Willamette Valley National Wildlife Refuge, Salem Audubon Society, and Ankeny National Wildlife Refuge
 Grand Staircase Escalante Partners, U.S. Forest Service, and The Hopi Tribe
 Parks California and California State Parks
 Upper Cumberland Southern Off Road Bicycle Association, U.S. Army Corp Engineers, and Cordell Hull Lake

Corporate Stewardship

All Trails
 Wild Tribute

Agency Leadership

Brian DiLenge, East Idaho Trails Specialist, Idaho Department of Parks and Recreation
 Jan Balsom, Chief, Communications, Partnerships and External Affairs, Grand Canyon National Park

Innovative Product

Hawai'i Pacific Parks Association for their 3D Kits of 10 Hawai'i Native Species and a Polynesian Voyaging Canoe in partnership with Little and Wood

Outstanding Public Engagement

Blue Ridge Parkway Foundation for "Blue Ridge Rising"

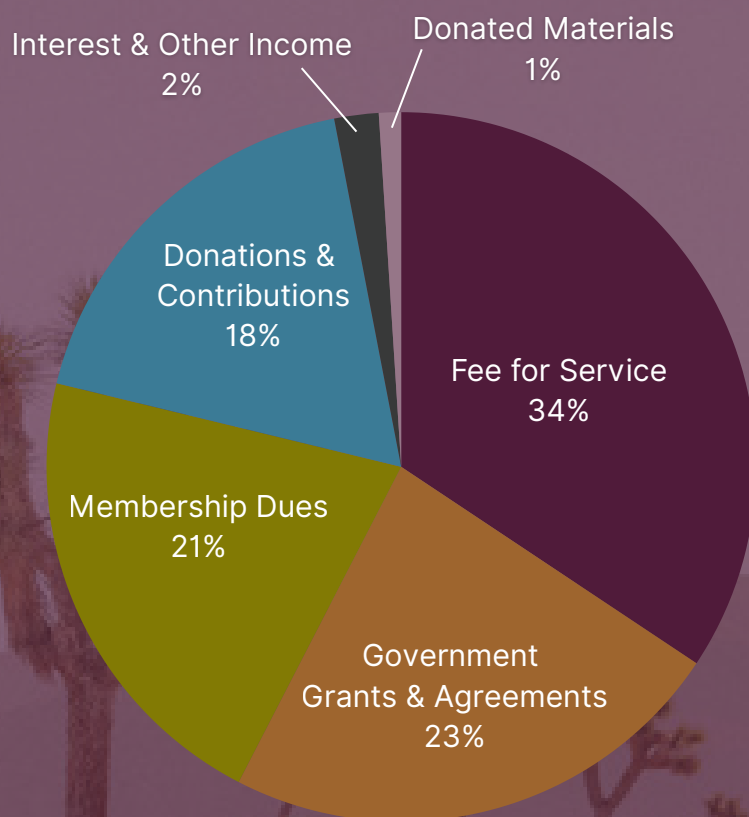
Publication of the Year

Smokies Life for "Letters From The Smokies"

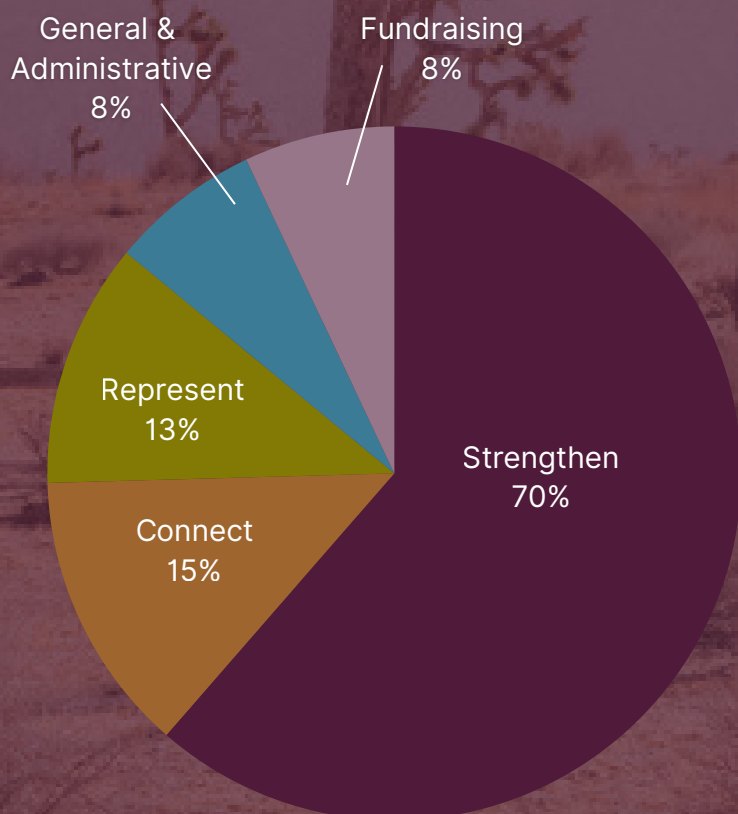


Financial Overview

Income



Expenses



Financial Details

Assets

	FY 2025	FY 2024
Cash and Cash Equivalents	\$763,432	\$556,273
Certificates of Deposit	\$362,802	\$369,143
Accounts Receivable	\$1,752	\$1,517
Promises Receivable	\$44,126	\$124,888
Prepaid Expenses and Deposits	\$35,482	\$31,957
Computer and Office Equipment	\$8,799	\$10,848
Total assets	\$1,216,393	\$1,094,626

Liabilities & Net Assets

Accounts Payable & Accrued Expenses	\$51,546	\$62,716
Accrued Wages & Taxes	\$5,864	
Accrued Leave	\$17,242	\$20,888
Deferred Revenue	\$160,965	\$130,721
Total liabilities	\$235,617	\$214,325

Net Assts

Without Donor Restrictions	\$431,571	\$401,556
Without Donor Restrictions	\$431,164	\$408,462
With Donor Restrictions	\$118,005	\$70,283
Total net assets	\$980,740	\$880,301

Total Liabilities and Net Assets	\$1,216,357	\$1,094,626
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