

AMERICAN MOUNTAIN GUIDES ASSOCIATION

END OF YEAR REPORT 2022



EDDIE NEGRETE



THE AMERICAN MOUNTAIN GUIDES ASSOCIATION (AMGA)

Our Mission

*To be the leader in education, standards, and advocacy
for professional guides and climbing instructors.*

We support our members in providing the public with exceptional climbing and skiing experiences and instruction by:

- Advancing membership support, unity, and career sustainability.
- Building a diverse and inclusive professional culture.
- Protecting the public interest by advocating for high standards of risk management.
- Serving as the American member of the International Federation of Mountain Guides (IFMGA).
- Advocating for facilitated access to public lands.
- Promoting strong stewardship of our natural resources.
- Providing internationally recognized certification and training.
- Supporting our network of accredited business partners.
- Upholding our Scope of Practice and Code of Conduct and Ethics.

We've run another successful year.

We invite you too look over this summary of our accomplishments in this year, 2022.



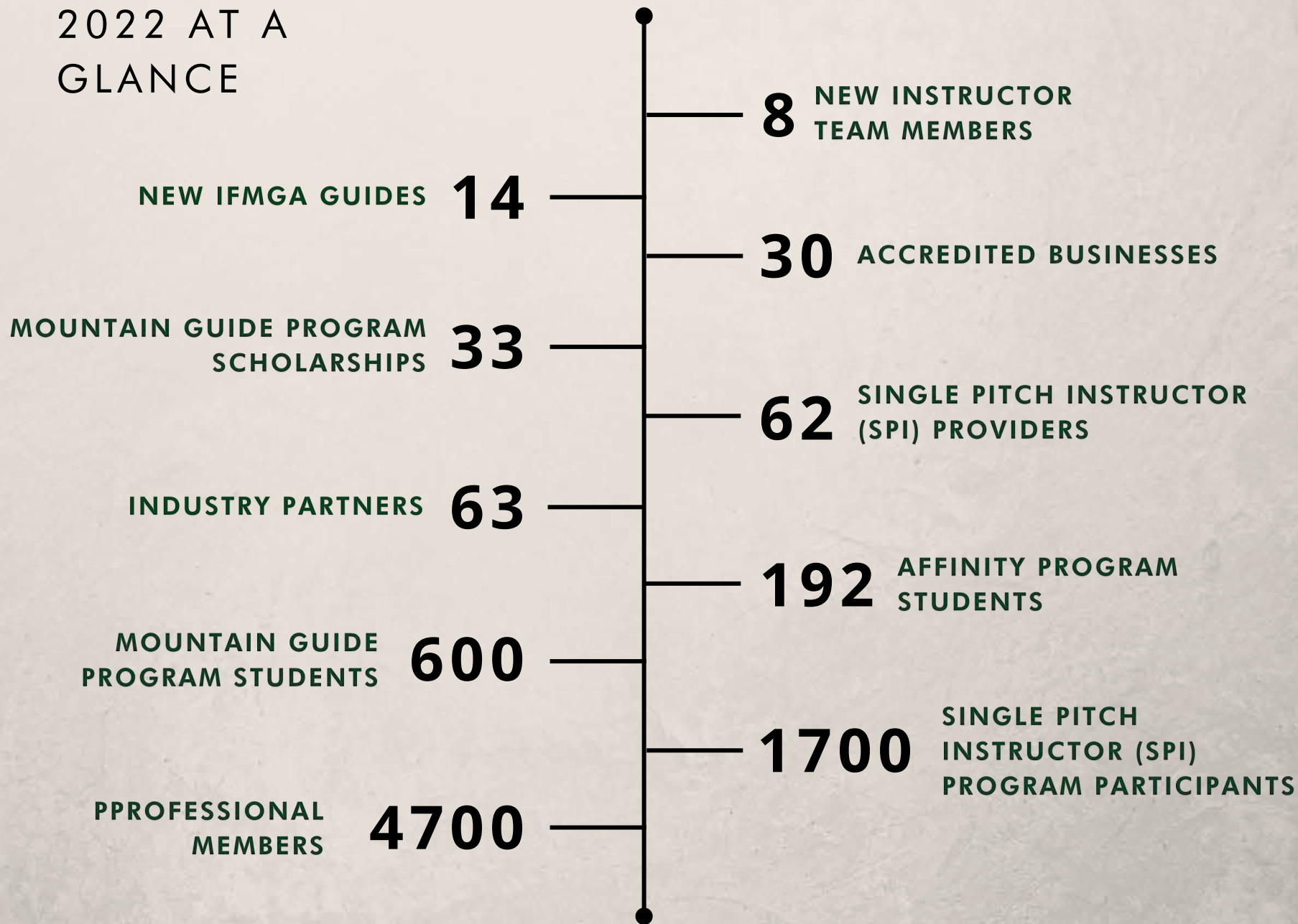
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2022 AT A GLANCE





ORGANIZATIONAL GROWTH

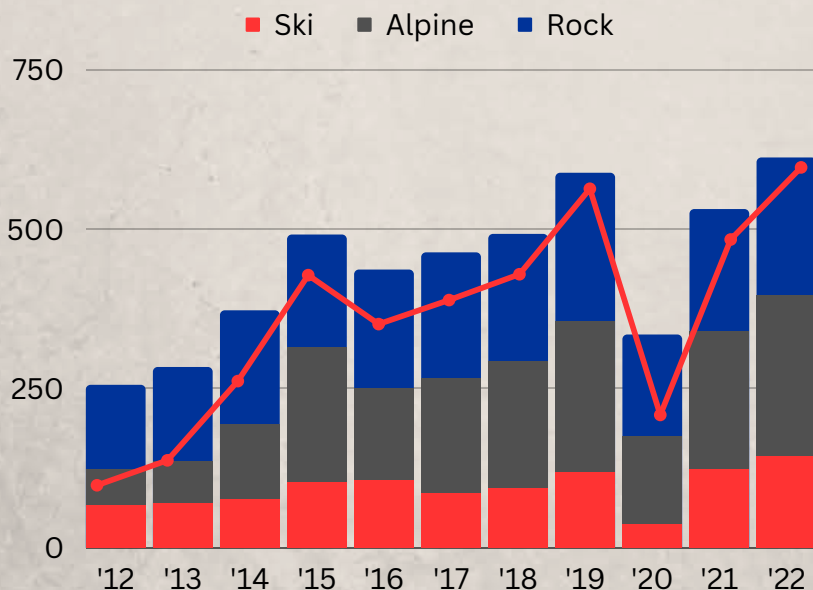
MOUNTAIN GUIDE PROGRAM (MGP)

Participation in outdoor recreation continues to grow. Our most recent membership study showed that 1.3 million annual guided experiences are facilitated by AMGA guides and instructors. The 2022 Outdoor Industry Association trends report* states that more than half (54%) of Americans ages 6 and over participated in at least one outdoor activity in 2021, and the outdoor recreation participant base grew 2.2% in 2021 to 164.2M participants.

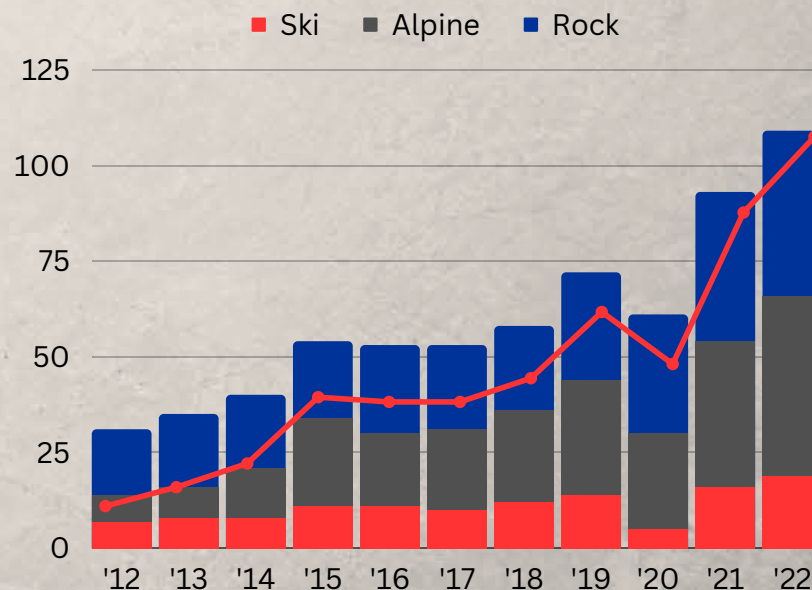
In 2022 the MGP participation grew by 15%. Ten year participation growth of 140% is especially strong. The AMGA has continued to expand by offering more programs to keep up with demand.

"Here is a philosophy for the mountains and a philosophy for life. Give it all that you've got and when that is not enough, stop. Pause and ponder the moment, for it may just be a moment called Glory. Stop and revel in the profound and then take a step back. You might have to go around a different way than you first thought but you do not know when your path may lead you back here again."
-Camilo Gomez, Scholarship Recipient
AMGA Member

STUDENTS BY DISCIPLINE



NUMBER OF PROGRAMS BY DISCIPLINE



*<https://outdoorindustry.org/resource/2022-outdoor-participation-trends-report/>



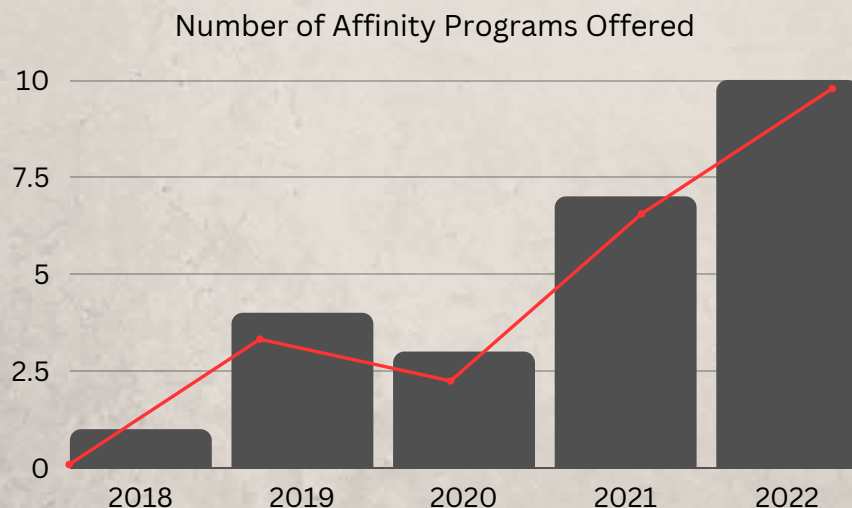
ADVANCING OUR GOALS

REDUCING BARRIERS

Over the last four and a half years we have seen more investment from our industry partners into the marginalized groups within the AMGA membership. Even through the pandemic, we have been dedicated to the continuation and improvement of our Affinity Programs. This year we provided 10 programs (+43%) and served 86 students totaling 287 students through an Affinity Program since 2018.

At the request of affinity program alumni, we increased the number of advanced level programs from one program to five in an effort to continue supporting our underserved members as they progress through their AMGA education.

Along with our Affinity Programs we also serve our membership through general MGP Scholarships. This year \$101,000 was awarded in scholarships.



FELIPE TAPIA NORDFLYCHT

"The past few years have been uniquely challenging due to Covid-19. As a mother, my guiding career was on hold while my focus was keeping my family safe. At times, I was uncertain if I would be able to continue with the AMGA/IFMGA process. I am deeply appreciative of this scholarship and my family's support in helping me make this final push of preparation, training, and participation in the 2021 Alpine Exam -- thank you!"

*-Norie Kizaki, Scholarship Recipient,
IFMGA/AMGA Mountain Guide*



ADVANCING OUR GOALS

ELEVATING STANDARDS

SCOPE OF PRACTICE (SOP)

We successfully implemented the AMGA Scope of Practice. This framework was approved by the board in April of 2017 and clearly defines minimum standards for professional members and accredited businesses.

SPEAK UP | PROFESSIONAL COMPLIANCE

In 2022 we launched our revamped Professional Compliance Program to promote professional integrity among AMGA members for the benefit of the AMGA community, the industry, and the public.

The commitment AMGA members make to uphold high ethical and professional standards is unique in the guided climbing and skiing industry. This distinguished commitment, coupled with AMGA professional training and certification, gives the public the confidence to know they are experiencing the outdoors with the most competent and trustworthy professionals in the industry.



Speak Up Process Flowchart





ADVANCING OUR GOALS

ADVOCATING FOR ACCESS

Our Advocacy Department worked with the Town of Estes Park, CO and the Access Fund to create new access for guiding at the Thumb Open Space in Estes Park, CO. We also worked with local guides in Salt Lake City, UT to overturn a Forest Service decision that would have banned guided climbing and skiing under temporary permits in wilderness areas on the Salt Lake Ranger District.

Throughout the year we submitted 9 letters to land agencies and members of Congress to preserve and expand guiding access on public lands, protect the use of fixed anchors in wilderness, and urge Congress to pass the America's Outdoor Recreation Act.

The AMGA helped 8 members apply for land-use permits to establish a new guiding business or expand an existing business.

AMGA'S ADVOCACY IN THE NEWS

MOST RECENT UPDATE ON THE SOAR ACT

"Everyone deserves the opportunity to have a comfortable, safe, and positive environment to learn and grow. I want to ensure that space is and opportunity is available for clients, colleagues, and instructors alike."

*-Chad Heying, Scholarship Recipient,
AMGA Member*



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PARTNERSHIPS

COLLABORATION AT WORK

Our partners remain a vital asset to our industry and profession. Our collaboration supports three buckets in the AMGA organization.

1. Providing members with exceptional benefits.
2. Helping us advance the profession of mountain guiding and climbing instruction in America.
3. Supports key initiatives for our organization and profession.

In 2022 we expanded our network to 63 corporate partners. This supported our affinity programs, scholarships, technical education, and more.

6M SOCIAL MEDIA PARTNER PROJECT IMPRESSIONS

21 MOUNTAIN GUIDE PROGRAM SCHOLARSHIPS FUNDED

\$37.5K RAISED IN OUR SILENT AUCTION
TO SUPPORT SCHOLARSHIPS

\$25K RAISED IN OUR GRAND TETON GIVE AWAY
TO SUPPORT ADVOCACY





EVENT HIGHLIGHT

2022 ANNUAL MEETING

We returned to our first in person Annual Meeting since 2019. It was great to be back together! The Petzl Institute hosted us for a week in October for workshops, Instructor Team trainings, award ceremonies, board meeting, and more.

8

PARTICIPANTS
COMPLETED A
3-DAY ADAPTIVE
CLIMBING TRAINING

35

INSTRUCTOR
TEAM MEMBERS
THROUGH A 3-
DAY TRAINING

76

OUTDOOR/
INDOOR
CLINICS

175

ATTENDEES



LOTUS ALPINE PHOTOGRAPHY



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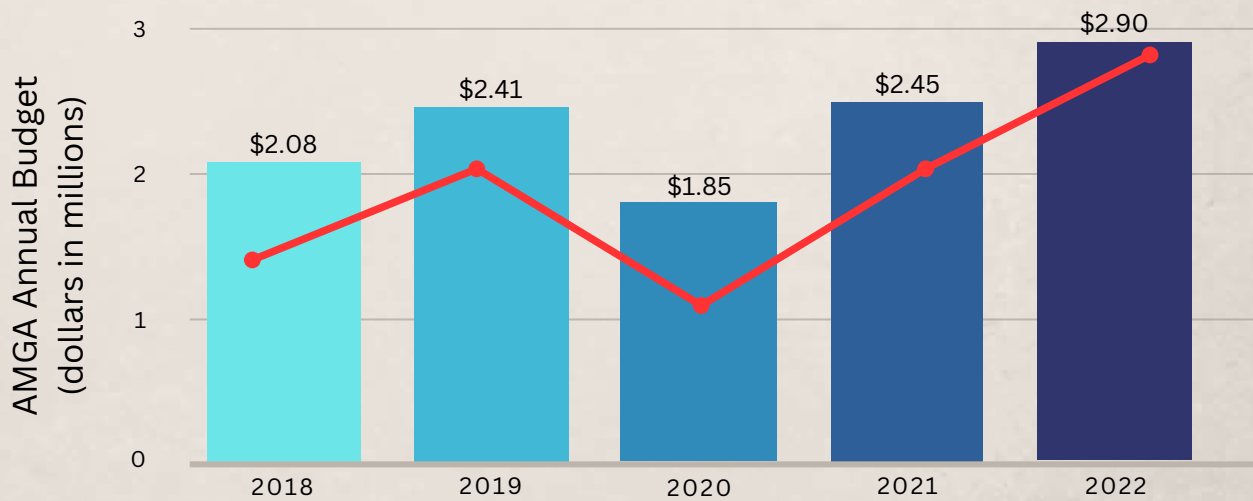
LOTUS ALPINE PHOTOGRAPHY



LOTUS ALPINE PHOTOGRAPHY



2022 FINANCIALS



The AMGA continues to grow as an organization. With the exception of 2020 due to pandemic pause in programs, we show 5 years of budget growth.

Our revenue is comprised of three sources:

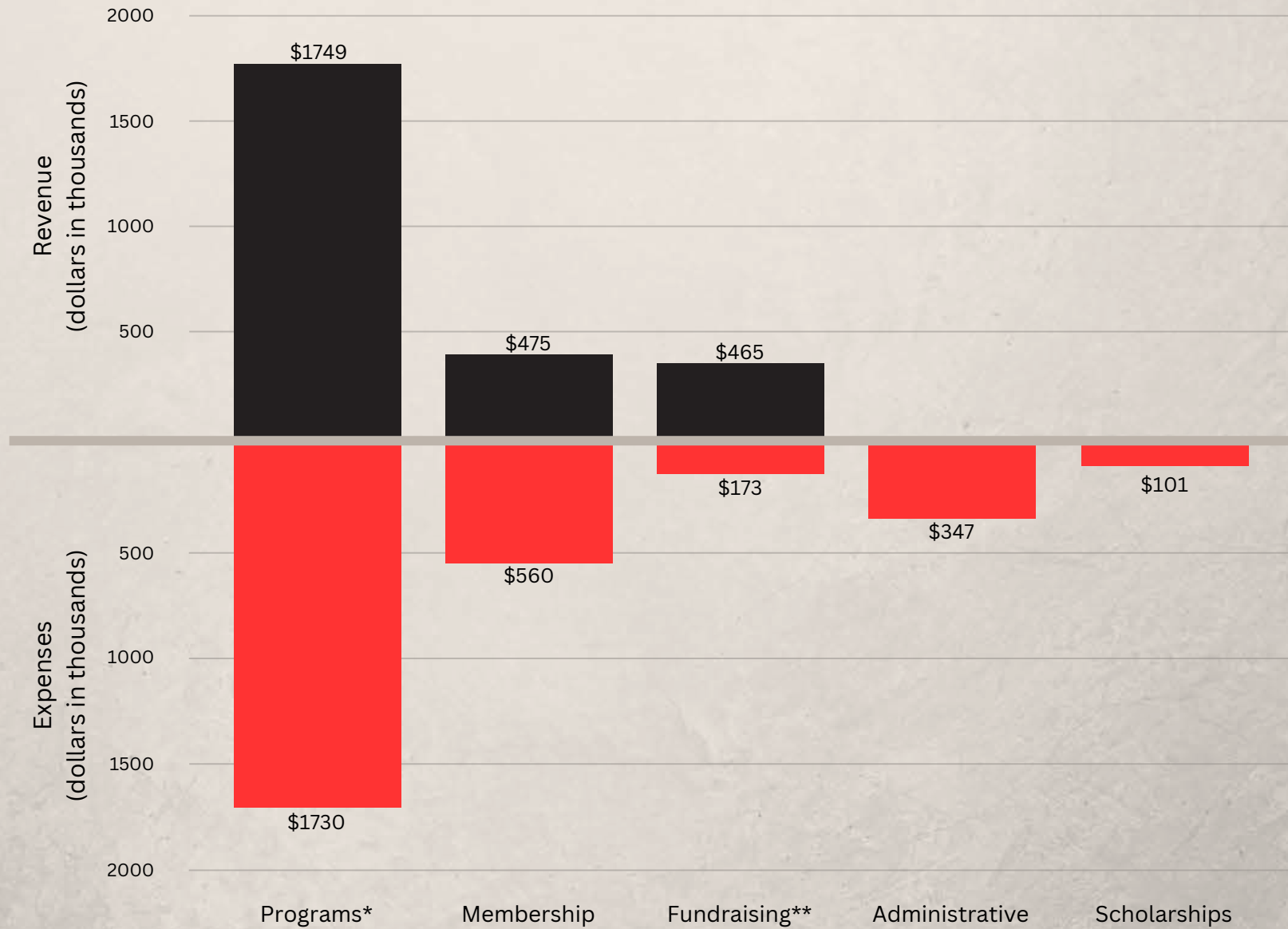
1. Program course/exam fees
2. Membership Dues
3. Fundraising

Expenses are organized in the following categories:

1. Programs: Mountain Guide, Climbing Instructor, and Accreditation (operates on a break even basis)
2. Membership: which includes many key organizational projects including Advocacy, Speak Up, the Rise Project (mental health for guides), events, and more.
3. Administrative and fundraising: Bookkeeping, audit, admin, and fundraising are 17% of our expense budget.



2022 FINANCIALS



Figures are based on EOY projections.

* Mountain Guide Program, Climbing Instructor Program, Accreditation

** In kind contributions are not included



HOW TO SUPPORT

The AMGA is an educational nonprofit (501(c)(3)). Our work to advance mountain craft in the USA needs your support. Our goals of reducing barriers to accessing public land, attracting a diverse population to represent all Americans, and expanding our membership services require financial support from our stakeholders.



CHOOSE YOUR IMPACT

SUPPORT ADVOCACY
FOR ACCESS

FUND A SCHOLARSHIP

CONTRIBUTE TO THE
BIPOC SCHOLARSHIP FUND

BECOME A SUPPORTING
MEMBER





THANK YOU TO OUR PARTNERS

