2022 IMPACT REPORT

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LETTER from the BOARD

Friend,

Every year, the effort to safeguard the Boundary Waters Canoe Area Wilderness shifts - political winds gust one way or another, and we adapt our strategies to meet the moment. Northeastern Minnesotans for Wilderness (NMW) formed the effort known as the Campaign to Save the Boundary Waters ten years ago to permanently protect the Boundary Waters from the threat of sulfide-ore copper mining, leaning into the winds of change, whether they are at our backs or coming at us headstrong.

Today, a strong wind is at our back. 2022 proved to be a momentous year for the Boundary Waters and culminated in an intensive push for permanent protection legislation in our nation’s capital. Although we did not see the bill become law this time around, the work our team put in day in and day out, both in D.C. and at home, has put us in a strong position to continue to advocate for this critical legislation. We are so grateful to our partners and supporters for everything they have done to support this effort.

The movement remains strong, in large part due to the willingness of individuals like you to speak loudly for the Boundary Waters. The impact of grassroots participation was clearly demonstrated in January of 2022, when we organized partners and the public to submit over 250,000 comments supporting the 20-year ban to the U.S. Forest Service during a 90-day comment period. This huge number of comments eclipsed the 181,000 comment mark from a prior federal application in 2017.

After last year and the many previous years of engaging with our federal agencies through a robust process of public comment periods, hearings, and a long anticipated, comprehensive review of the facts, this year the Boundary Waters received a critical milestone for the protections it deserves. On January 26, 2023, U.S. Interior Secretary Deb Haaland issued a Public Land Order protecting federal lands in the Boundary Waters watershed from mining for 20 years. We and the Boundary Waters community at large owe a great debt to Secretary Haaland and to the Biden Administration for listening to the will of the people, for their deep analysis of the science, and for making this decision to protect America’s most popular Wilderness.
While we celebrate this enormous accomplishment, the work is not finished. The Boundary Waters is not a temporary wilderness. As the impacts of climate change loom large, and the importance of land conservation for our nation’s mental, physical, and environmental health is realized, the obvious becomes even more clear: The Boundary Waters is not a landscape that deserves any less than protection for generations to come.

We are in this for the long haul, and we hope you are too. 2023 has already proved a historic year for canoe country. The wind at our backs will help us against fierce opponents, who downplay the science and prioritize short term profits for the benefit of a foreign mining conglomerate. We have seen these winds before, and know them well - we also know that together, we can keep moving forward despite them.

Critical to our efforts to protect the Boundary Waters is knowing that it is for everyone. This landscape is not “untouched,” but in fact has been stewarded for thousands of years by people who lived here under its dark skies, paddled its waters, and explored its forests. We enthusiastically partner with the many organizations and camps in our region that focus on access to outdoor experiences for youth, people of color, the LGBTQ community, people with disabilities, and more. Engaging people across differences means a greater and stronger conservation movement of people working to protect and enjoy this place forever.

Time and time again, you heed our call for action and speak loudly for this quiet place. Thank you for everything you have done in the effort to protect our one of a kind canoe country.

For the Wilderness,

Jeff Soderstrom
Jon Nelson

Board Co-Chairs
Northeastern Minnesotans for Wilderness
People have lived in the region we now call the Boundary Waters for countless generations and have a deep relationship to these lands and waters. Anishinaabe people (also known in this region as Chippewa or Ojibwe) continue to harvest wild rice in the Boundary Waters region and maintain treaty rights to hunt, fish and gather. As sovereign nations, tribes play an important role in protecting the Boundary Waters.
We are Northeastern Minnesotans for Wilderness, founded in 1996 by citizens who have been involved in Boundary Waters protection work for decades. We are a locally-based national wilderness and public lands advocacy group that unites people to protect the Boundary Waters and greater Quetico-Superior region. Our flagship program for the last 10 years, and what most people know us by, is Save The Boundary Waters. The Campaign to Save the Boundary Waters is our national coalition of more than 400 businesses, conservation, and hunting and angling groups united to permanently protect the wilderness from copper mining.

NORTHEASTERN MINNESOTANS FOR WILDERNESS

MISSION: We unite people to advocate for the protection of wilderness and wild places, especially the Boundary Waters Canoe Area Wilderness and the greater Quetico-Superior Ecosystem.

VISION: We envision a future where people understand the value of wild protected lands, and are unified to forever protect the greater Boundary Waters Wilderness and the greater Quetico-Superior Ecosystem as vital components of a healthy and resilient planet.
WE HAVE LAUNCHED AND RUN MANY DISTINCT PROGRAMS INCLUDING:

Our alliance of 375 small businesses, manufacturing companies, outdoor retailers, hunting and fishing businesses and others that rely on and support this world-class wilderness for employment and quality of life.

Boundary Waters Business Coalition (BWBC)

For the Boundary Waters (KFBW)

Our Ely-area community and economic development program is grounded in our local roots and values of sustainability and prosperity. We coordinate the popular weekly Tuesday Group forum. In 2022, nearly 1900 people attended a total of 46 Tuesday Group presentations, including four editions of our Meet New Elyites segment. We developed a formal collaboration with Northern Grounds to sustain Society Hall Workspace in 2022, and over 500 people used this coworking space on the edge of the Wilderness. We established a set of Hello Neighbor programs and services designed to serve a new resident recruitment and retention for regional economic growth.

We coordinate this impressive youth-founded and led group that has taken hundreds of kids on advocacy trips to Washington D.C. to meet with decision makers. 40 young people went to D.C. in June 2022. A member of Congress even called Kids for the Boundary Waters the most impactful lobbying group coming to D.C!

America's Wilderness is our creative media campaign launched in 2022 to drive home the importance of protecting this beloved, timeless, wilderness for all. Our ads on transit, newspapers, billboards, and more garnered an estimated **9.1 million impressions** in 2022.
OUR MULTI-PRONGED APPROACH

The Campaign to Save the Boundary Waters is unique in its efforts to help outdoor enthusiasts protect America’s most visited Wilderness, the BWCAW. We advocate for the Boundary Waters on behalf of supporters around the world by implementing a multi-pronged protection approach.
**SCIENCE**

In 2022, our policy & science staff completed a third year of water quality monitoring in the Birch Lake area of the Boundary Waters watershed. Our monitoring program manager, Lisa Pugh, was trained in state and federal quality assurance protocols by state agency staff and Ph.D. water quality scientists and professors, enabling us to produce professional-quality data. The quantity of our collections in the Birch Lake area exceeds that collected by the State of Minnesota. Our monitoring work has been accepted as an Minnesota Pollution Control Agency-recognized project, giving us access to upload data directly to the MPCA’s database. Your donations and grants entirely support this crucial water quality monitoring work.

During the environmental assessment of the proposed 20-year mining ban, our team wrote and submitted to the federal agencies a highly researched, comprehensive 312-page document of technical comments, making the scientific and legal case for protection. Thank you to our partners who joined us in this comment letter: Center for Biological Diversity, Earthjustice, National Parks Conservation Association, The Wilderness Society, Wilderness Watch, and Voyageurs Conservancy.

**AWARENESS**

In 2022, the Campaign to Save the Boundary Waters saw immense engagement via our digital and print pieces. We reached over 13.1 million people from across the United States through advertising, social media, digital media, emails, and other communications channels. In 2022 alone, over 121,000 people took action in support of protecting the Boundary Waters, and just under half of those were brand-new supporters (60,000 people!) In addition, we received prominent news coverage in The Washington Post, Reuters, Bloomberg, The Star Tribune, Minnesota Public Radio, The Wall Street Journal, The New York Times, REI Uncommon Path, and more.
ENGAGEMENT

In 2022, our grassroots team worked with many volunteers, local businesses, and thousands of activists to host and attend dozens of events, connecting with communities across Minnesota and the Midwest, from Fargo to Chicago.

In total, our staff and volunteers hosted 24 unique events, tabled at partner businesses 23 times, participated in 11 festivals, fairs, or expos, held 8 webinars, presented to the staff of 7 youth group organizations and wilderness schools, gave 16 presentations to Leadership Development Program participants and general campers at YMCA Camps Du Nord and Northern Lights, presented 12 times to groups visiting our Ely Headquarters, and engaged with people from across the country with 45 different texting campaigns! Our phenomenal volunteers assisted us in engaging with people across the country, and our business supporters enabled us to host these exceptional events.
POLITICAL & LEGAL ADVOCACY

We met regularly with decision-makers at all levels of government. In 2022 alone, we held 300 meetings in Washington, bringing 81 people from across the country to meet members of Congress. We also provided leadership and tools to get citizens, businesses, and other organizations advocating for the Boundary Waters.

In 2022 we continued our litigation on the state and federal levels, including our first-of-its-kind environmental lawsuit challenging Minnesota’s mine siting rules, and our defense of the cancellation of federal mining leases previously held by Twin Metals. See more on page 15.
The only future for conservation of the Boundary Waters is one where **everyone is welcome in the movement**, regardless of our backgrounds. We continue to build relationships with those who are too often excluded from or face barriers to outdoor recreation and advocacy. By expanding belonging we are ensuring protection, and adventure, for the long-term.

Our Ely community forum in December on barriers to African Americans in rural and outdoor spaces, presented by Dudley Edmondson of Duluth, MN, author of “Black and Brown Faces in America’s Wild Places.”
DIVERSITY, EQUITY, INCLUSION, & JUSTICE SMALL GRANTS PROGRAM

In 2022, through our Diversity, Equity, Inclusion & Justice small grants program, we supported projects through the Ely Folk School, MN North College Vermillion, Wilderness Canoe Base, Big City Mountaineers, Boyz N The Wood, Kokoro Project, Loppet Expeditions, Cast Outdoor Adventures, Operation ROAM, and YMCA Camp Northern Lights.
OUR WINS

We are protecting the Boundary Waters from copper mining – our *significant wins* and momentum in 2022.

“For too long the specter of risky sulfide-ore copper mining has hung like a dark cloud threatening the most cherished areas in the state as well as threatening our jobs that depend on the clean water and healthy forests of the Boundary Waters.”

-Jason Zabokrttsky, Owner, Ely Outfitting Company
TWIN METALS LEASES CANCELED
On January 26, 2022, the Biden administration announced that it canceled two unlawfully renewed mineral leases for sulfide-ore copper mining next to the Boundary Waters. The Department of Interior determined that the expired Twin Metals leases were unlawfully renewed by the prior administration.

REJECTION OF TWIN METALS’ MINE PLAN
In December 2021, the U.S. Bureau of Land Management rejected Twin Metals’ mine plan. In February, the Minnesota Department of Natural Resources ended consideration of the Twin Metals mine plan citing the loss of federal leases and concerns about Twin Metals’ plan to store hundreds of millions of tons of toxic waste on state school trust lands.

ON THE GROUND IN WASHINGTON, DC
We made major progress on Rep. Betty McCollum’ bill - The Boundary Waters Protection and Pollution Prevention Act. Our team put in an incredible effort attempting to get the bill included in Congress’ year-end package. Though we didn’t achieve our most ambitious goal this time, our diligent work smooths the path for this important national bill in the future. Rep. McCollum has introduced the bill again in 2023.

In 2022 alone, we had over 300 meetings in DC, bringing 81 people from across the country to meet with elected officials, including U.S. House and Senate offices. In June, the Kids for the Boundary Waters made their first trip back to Washington, D.C., since 2019! We had 40 kids from 10 states tell their stories and meet with lawmakers supporting Rep. Betty McCollum’s bill.

LAWSUIT
On December 22, 2022, we, along with ten area businesses and four other conservation groups, moved to intervene on the side of the federal government against a Twin Metals lawsuit that seeks to force the renewal of terminated leases next to the Boundary Waters Wilderness. In this case, we are represented by Morrison & Foerster LLP.

OUR SIGNIFICANT WINS:

- Jan. 19, 2022: Record-breaking 250,000 public comments submitted supporting ban on copper mining near the Boundary Waters
- Jan. 24, 2022: U.S. Forest Service confirmed its 2016 decision to withhold consent to the renewal of Twin Metals mineral leases remains in effect
- Jan. 25, 2022: U.S. Department of Interior issues legal memorandum finding that the Twin Metals mineral leases were unlawfully renewed in 2019
- Jan. 26, 2022: Twin Metals mineral leases canceled by the Department of Interior
- Feb. 18, 2022: The Minnesota Department of Natural Resources ended consideration of the Twin Metals mine plan
- May 24, 2022: Congressional Hearing on Rep. McCollum’s bill HR 2794
- June 23, 2022: Forest Service Draft Environmental Assessment released - finds major risk to Boundary Waters from sulfide-ore copper mining
- July 13, 2022: HR 2794 - Boundary Waters protection bill advances out of key Congressional committee
- Aug. 12, 2022: More than 80,000 additional signatures submitted in support of the Forest Service’s proposed 20-year mining ban
- Dec. 22, 2022: We filed to intervene in Twin Metals lawsuit
- Jan. 23, 2023: 20 year mining ban - Interior Secretary Deb Haaland signed a Public Land Order protecting the Boundary Waters from sulfide-ore copper mining

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2023 PREVIEW
WHAT IS NEXT FOR PERMANENT PROTECTION?

20 YEAR MINING BAN
In January, U.S. Secretary of the Interior Deb Haaland issued a **20-year mining ban on federal public lands around the Wilderness!** This is the most significant achievement for Boundary Waters protection *since 1978*. This is a huge victory, but the Boundary Waters is not a 20-year Wilderness. It is a forever wilderness and needs lasting, permanent protection on both federal and state lands.

Federal
In January 2023, U.S. Representative Betty McCollum reintroduced legislation in the U.S. House of Representatives to protect the Boundary Waters by permanently banning sulfide-ore copper mining from within the watershed of the Boundary Waters and Voyageurs National Park. H.R. 668 or the Boundary Waters Wilderness Protection and Pollution Prevention Act.

U.S. Representative Pete Stauber and anti-Boundary Waters forces have pledged to challenge the Biden Administration’s efforts to protect this Wilderness.

State
In early January 2023 at the Minnesota Capitol, the Boundary Waters Permanent Protection Bill was reintroduced in both the Minnesota House and Senate by chief authors Senator Kelly Morrison and Representative Sandra Feist. The bill bans sulfide-ore copper mining on state lands within the headwaters of the Boundary Waters Canoe Area Wilderness.

We brought a lawsuit challenging the Minnesota’s non-ferrous mining rules, filed pursuant to the Minnesota Environmental Rights Act (MERA) on June 24, 2020. We allege that the current mining rules - adopted 30 years ago - fail to protect the Boundary Waters and its watershed. The Minnesota Department of Natural Resources must render its decision on or before May 31, 2023, as to whether Minnesota’s current non-ferrous mining rules are adequate to protect the Boundary Waters. We are represented by Ciresi Conlin LLP.

"But there’s still work to do. Permanent protection still must be implemented to prevent future chicanery from undoing BWCA protections or letting them expire. Legislation authored by U.S. Rep. Betty McCollum, D-Minn., would do that and merits swift passage. State lawmakers also must pass Sen. Kelly Morrison’s bill to put mining restrictions on state land in the BWCA watershed."

*Star Tribune Editorial Board “A historic step to protect the BWCA,” January 28, 2023.*
Northeastern Minnesotans for Wilderness extends our deepest gratitude to all of our supporters. Your commitment to preserve and protect the Boundary Waters from the threat of sulfide-ore copper mining enables us to work tirelessly to defend this beloved Wilderness.

Thank you for being a crucial part of our work.

WALTER MONDALE LEGACY FUND
In honor of the late Vice President Walter Mondale’s legacy and commitment to conservation, during the 2021 Boundary Waters Legacy Celebration, we launched the Walter Mondale Legacy Fund. Over 50 donors participated in this two-year fund and raised over $336,000. Thank you to every donor who contributed to this important fund.

GIVE TO THE MAX DAY
- November 17, 2022
- $207,200 raised
- 1,614 donors
- $160,000 in matching funds
- Ranked #1 in NE Minnesota for most money raised

GRANTS
We are grateful to the foundations that support our work. In 2022, we received grants from:
- Elmer L. and Eleanor J. Andersen Foundation
- Patagonia
- Conservation Alliance
- Leuthold Family Foundation
- REI Cooperative Action Fund
- Manitou Fund
- Quetico Superior Foundation

RAFFLE
With support from Midwest Mountaineering and Northstar Canoes, we held a raffle for a canoe and other fun prizes from May-August raising over $10,000 for the Boundary Waters!
REVENUE*
TOTAL: $3,252,056.01

- Grants and Contributions: 79%
  - $2,576,677.88

- Net Assets Released from Restrictions: 16%
  - $512,446.85

- Other Income: 1%
  - $17,337.07

- Special Events: 4%
  - $145,594.21

GRANTS AND CONTRIBUTIONS: 79%
$2,576,677.88

EXPENSES
TOTAL: $3,446,324.76

- Direct Program: 78%
  - $2,697,948.03

- Management and General: 10%
  - $361,414.08

- Fundraising: 11%
  - $386,962.65

DIRECT PROGRAM: 78%
$2,697,948.03

*The audit of the Campaign’s 2022 financials will be completed in mid-2023. The figures above are unaudited but correspond to internal records. To see audited financial information, please contact info@savetheboundarywaters.org
UPCOMING EVENTS

PHOTO: Nate Ptacek
Join us in Northeast Minneapolis for a night of celebrating recent victories, reflection, and next steps in our fight for permanent protection for the Boundary Waters. You won’t want to miss this special event!

Food BLDG Maker’s Market
Minneapolis, Minnesota (Free parking)

You’re invited to our annual Garden Party at the South Kawishiwi River Campground Pavilion! Enjoy light refreshments, hear campaign updates, and help us raise funds to permanently protect the Boundary Waters.

Kawishiwi River Campground Pavilion
Ely, Minnesota

Save the date - join us for our annual Gala, which celebrates the Boundary Waters and the work of Save the Boundary Waters, and features special guests, a huge silent auction, and more!

Nicollet Island Pavilion
Minneapolis, Minnesota

Beginning May 27 during the grand opening of the Piragis Boathouse in Ely, Minnesota. Two canoes, one from Northstar Canoes and one from Wenonah, will be raffled off with proceeds going to Save the Boundary Waters! Tickets will be sold until the Gala.

Stay tuned for more details.

For more information about any of our upcoming events, please contact info@savetheboundarywaters.org or visit savetheboundarywaters.org/events
**FUTURE GENERATIONS**

We recognize the importance of involving youth and youth-focused organizations in our efforts to permanently protect the Boundary Waters. We involve critical voices through our partnerships with camps, troops, organizations, Kids for the Boundary Waters, and more.

“The mission of YMCA Camp Northern Lights is to nurture our need for belonging and connection, to each other and to the outdoors. Any pollution created from sulfide mines directly threatens our ability to successfully carry out the mission of our organization. Banning mining activities in the region’s cherished Boundary Waters will protect the broader ecosystem now and for years to come.”

Dan O’Brien, Executive Director of YMCA Camp Northern Lights, Babbitt, MN

“Voyageur Outward Bound School’s mission is critically tied to the health of the Boundary Waters Canoe Area Wilderness. Since 1964, the Boundary Waters has been our classroom and where we serve our students. Any pollution that could threaten these waterways or land threaten our mission to change lives by using the wilderness to provide unparalleled opportunities for personal growth, self-reliance, confidence, teamwork and compassion.”

Jack Lee, Executive Director at Voyageur Outward Bound School, near Ely, MN

“The tranquility and sheer beauty of the Boundary Waters cannot be expressed with words. But what I can tell you is the Boundary Waters is a priceless wilderness that cannot be lost. That’s why we need to protect it with all we’ve got. It doesn’t have a voice of its own, so we need to stand up for it.”

Piper and Lola, ages 11 and 13, participants in the 2022 Kids for the Boundary Waters DC Fly-In
GROWTH AND EXPANSION OF A THRIVING COMMUNITY AND OUTDOOR RECREATION ECONOMY
A protected Boundary Waters ensures that local and national businesses can continue to contribute to the economic success of the $862 billion outdoor industry.

“Bottom line, sulfide-ore copper mining proposed on the edge of the Boundary Waters presents a deadly threat to everything that makes this area unique: it’s a wild place with world-class qualities, a beloved destination for fishing, hunting, camping, paddling and hiking, and a thriving local and regional outdoor recreation economy that relies on a pristine wilderness. The only way to ensure that our kids and future generations have the opportunities to experience what so many of us have enjoyed is this: we must work together to protect the clean water, lakes and interconnected waterways of the Boundary Waters, forever.”

Hans Cole, Head of Environmental Grants, Campaigns, and Activism, Patagonia

“Clean water is more valuable than copper. Healthy forests are more valuable than nickel. Accessible wilderness is more valuable to the world’s citizens than corporate profit. Last I checked, they aren’t making any more wilderness.”

Dave and Nancy Seaton, Hungry Jack Outfitters, Gunflint Trail, MN

“Toxic sulfide-ore copper mining must never be allowed to pollute our public lands and waters near America’s most-visited wilderness. To destroy this pristine watershed would be devastating for all of us who live and work in the path of pollution, from NE Minnesota to Hudson Bay and beyond. My wilderness outfitting business depends on a healthy ecosystem and clean water to survive, thrive, and grow. Water is truly our most precious resource.”

Peta Barrett, Owner/Operator, Women’s Wilderness Discovery, Ely, MN
ENVIRONMENT & CLIMATE
A protected Boundary Waters is essential for mitigating the impacts of climate change on a global scale. The Boundary Waters and its greater 4.3-million-acre wild ecosystem is one of the six most important regions in the lower 48 states critically necessary for adaptation, resilience, and biodiversity.

“Clean water is the most precious commodity on the planet, and we have an abundance here in the Boundary Waters and Quetico region. Putting a sulfide-ore copper mine in the headwaters of the purest interconnected freshwater ecosystem on earth doesn’t make any sense. I’ve documented first-hand the growing effects of climate change on our polar regions. We need preservation of our dwindling wild places now more than ever; these areas increase climate resiliency and are vital for the survival of humanity on this planet.”

Will Steger, climate activist & educator, polar explorer and founder of Climate Generation

“[American Rivers] have named the Kawishiwi River and the Boundary Waters among America’s Most Endangered Rivers for multiple years because mining poses an unacceptable threat. Clean water is essential to life and the future of this national treasure. It’s time to protect the Boundary Waters from mining, and take it off the ‘Most Endangered’ list once and for all.”

Amy Kober, Vice President for Communications, American Rivers

“The proposed Twin Metals mine is neither ecologically nor economically sustainable. Once the mine fails, there is simply no way to contain it without sacrificing the wilderness and the long-term economic sustainability that it supports. All of the science and all of our experience tell us that in this extremely valuable, water-rich and highly interconnected place, you simply cannot have both.”

Brenda Halter, Former Supervisor, Superior National Forest, MN
The Campaign to Save the Boundary Waters, led by Northeastern Minnesotans for Wilderness based in the Wilderness-edge town of Ely, Minnesota, is a diverse national coalition of 400+ organizations and businesses who are dedicated to protecting the Boundary Waters from the urgent threat of sulfide-ore copper mining.

2022 NMW BOARD OF DIRECTORS
Jon Nelson, Co-chair
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*Thanks to outgoing board members Matt Entenza, Adam Fetcher, Diane Hofstede, Ann McNally and Todd Johnson and welcome new 2023 board members Amy Freeman, Meghan Cosgrove, Michael Millenacker, Mikaela Swanlund and Frank Jewell.

OUR TEAM
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MEGAN WIND
Creative Content Manager

AMY YOELIN
Development Coordinator

BE A PART OF THE MOVEMENT

We have a very real opportunity to save the Boundary Waters. There are many ways you can help save this special place from sulfide-ore copper mining. Here are some ways you can continue to help:

1. SIGN THE PETITION
2. TELL YOUR ELECTED OFFICIALS TO PROTECT THE BOUNDARY WATERS
3. SHARE OUR CAUSE WITH YOUR FRIENDS ON FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN or YOUTUBE
4. ATTEND AN EVENT
5. VOLUNTEER
6. DONATE!