

SOUTHEASTERN CLIMBERS COALITION



SOUTHEASTERN  
CLIMBERS  
COALITION

# 2019 ANNUAL REPORT

Created by Andrea Hassler, SCC Executive Director

MAKE  
Adventure Stories  
Photography

Photo Credit: Kate Okenatez-Mahoney

# WHAT'S NEW IN 2019?

## LEGACY, TRANSITION, & GROWTH

2019 brought many changes within the Southeastern Climbers Coalition board & staff. This fundamental shift in the organization called us to dig into our history and look internally at our organizational structure while maintaining key functions to achieve our mission: preserving access to climbing for future generations.

IN JANUARY, Executive Director Cody Roney accepted an offer with the Lula Lake Land Trust and began work in February. For the following 3 months, Angie Langevin served as Interim Executive Director, with Andrea Hassler stepping in as Interim Stewardship Director. Julie Reed maintained leave as Board President as she addressed personal health concerns.



Photo Credit: Caleb Timmerman



MAY came around and Andrea Hassler accepted the offer of Executive Director and got to work. At the first board meeting in June, Jeff Mekolites became the new SCC Board President and Kim Ranallo became the newest board member. Cody Roney & Julie Reed were acknowledged for their significant contributions to SCC over the years.

SUMMER brought an opportunity for the new leadership to dig deep into SCC organizational history, identifying key volunteers and partners as well as dialing in the administrative functions of the SCC. We hosted our first Summer Sike in Atlanta and 5th in Chattanooga, crushing previous fundraising marks of this event.

IN THE FALL, Dana Passman joined SCC as the Stewardship Coordinator, Kelso Cook continued serving as our Membership Intern, and Andi Abode jumped on contract as our special event coordinator for BYOB, and later the winter 2020 comps. We hosted and attended events throughout the Southeast, including the Steep South premier of "Filling the Void: Denny Cove", generating funds to make our final payments for Denny Cove. We also supported stewardship efforts at dozens of climbing areas throughout the region, including funded projects at Denny Cove, King's Bluff, Sand Rock, and Walden's Ridge.

We look forward to another great year of supporting our mission through acquisitions, stewardship, & community.

# 2019 EVENTS

**FLOAT THE BOAT\*** | BOAT ROCK COMPETITION

**THE SICKNESS\*** | HOSPITAL BOULDERS COMPETITION

**SUMMER SIKE\*** | CHATT & ATL

**BUY YOUR OWN BOULDERFIELD\*** | BYOB

**REEL ROCK 14\*** | AL, GA, TN

**STEEP SOUTH: FILLING THE VOID** | AL, GA, TN, NC

**TRIPLE CROWN BOULDERING SERIES** | TN & AL

\*DENOTES FLAGSHIP EVENT

Bringing our community together to fundraise for our acquisitions and stewardship initiatives is central to our mission. In 2019, SCC successfully hosted 5 flagship events as well sponsored or attended over 40 local events through AL, GA, & TN. These local events range from SCC sponsored Pint Nights & giving back fundraisers at local breweries and restaurants, to film screenings, gym community nights, and festivals hosted by partner organizations. These events generated a net revenue of \$60,000 and an additional \$10,000 in general membership income and allowed for an annual payment of \$38,000 for our Denny Cove loan.



Photo Credit: Nathalie Dupre

# GRANTS | \$18,330

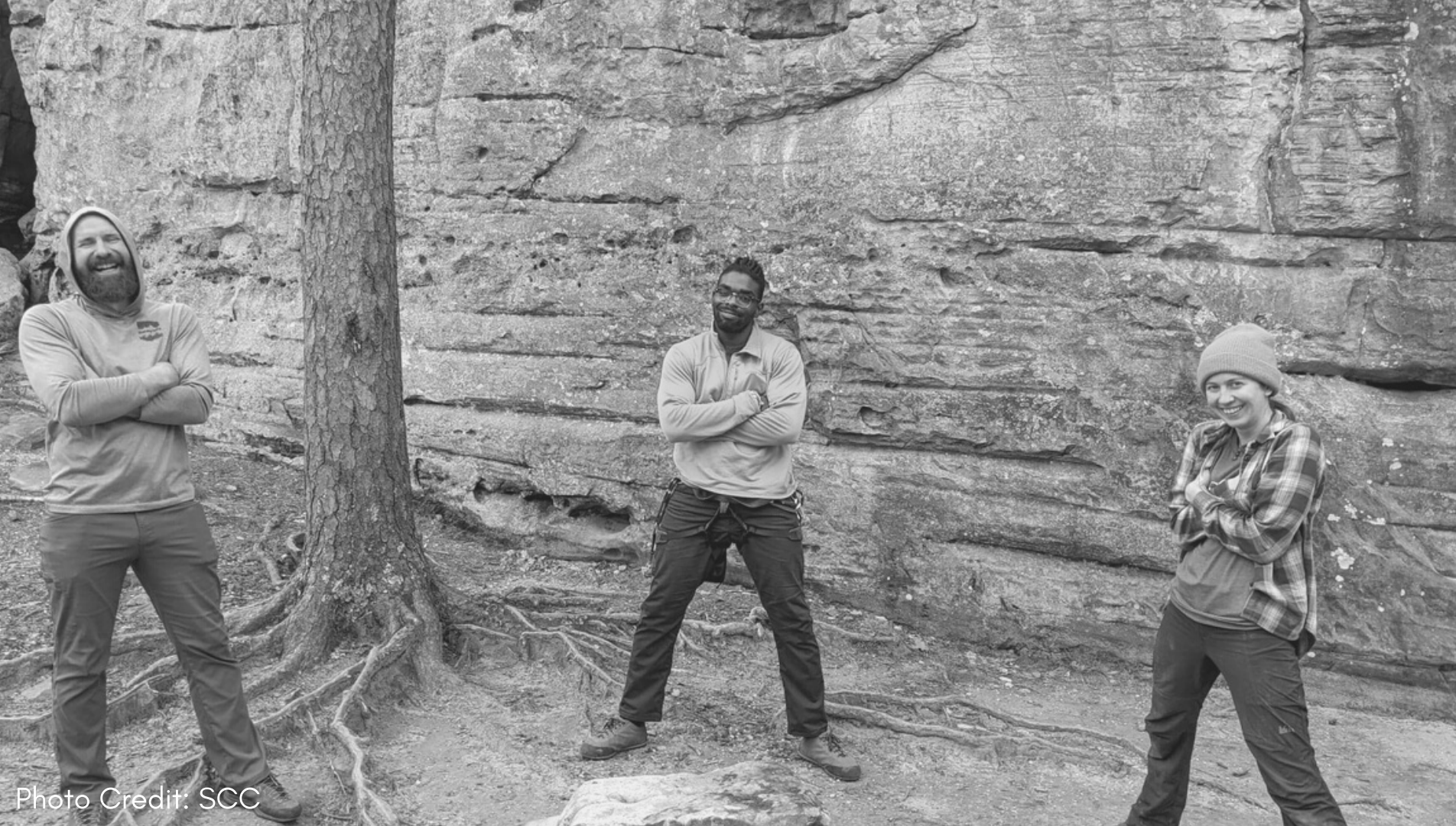


Photo Credit: SCC

## 2019 GRANT FUNDED STEWARDSHIP PROJECTS

Walden's Ridge | Chattanooga, TN

Denny Cove | Jasper, TN

King's Bluff | Clarksville, TN

Sand Rock | Cherokee Rock Village, AL

Resource Inventory | AL, GA, TN

SCC was very fortunate to receive several corporate grants as well as secure partnerships that leveraged ongoing stewardship projects throughout our region. In

2019, we were allocated \$10,000 to work on the Walden's Ridge project, formerly known as Mountain Creek, through funding from REI, Lyndhurst Foundation, and other partners. We received 2 separate Access Fund grants: an additional \$2,500 for the Sand Rock

Stewardship Initiative to compliment the existing \$10,000 from Cherokee Rock Village and \$1,500 for a southeast stewardship resource inventory. We continued work at Denny Cove with support from REI Brentwood with a grant of \$4,330. These funds bolstered our National Public Lands Day Stewardship Weekend as well as additional work at the Buffet Wall of Denny Cove and a site analysis of King's Bluff.

# 2019 CONSERVATION LEGACY DONORS

\$1,500+

Clay Sykes

Spencer Victory

Doug Porter

Josh Tenenbaum

Kenton & Amy Brown

\$1,000+

Alan von Grempp

Hugh Smith

Cynthia Elliot

Mark Cunningham

Beck Kloss

\$500+

Preston Oakes

Jeff Mekolites

Beth Santaro

Tashtego Elwyn

Ben Murdock

Alessandro Mazza

Matthew Gant

James Dearborn

Paige Hrubik

## CONSERVATION LEGACY | \$25,000

The Conservation Legacy Program (CLP) entered its 5th year as the central large donor funding for all SCC operations. In 2019, we had 18 CLP donors that committed anywhere from \$500 - \$5,000 to SCC. Of these donors, we had 5 new CLP members. Donors received several items from Ground Up Sales Group, including a Rab hoodie with SCC logo, Petzl grigri or helmet, and Scarpa shoe gift certificate. Since 2015, this program has raised \$73,500+ for the SCC mission.



Photo Credit: Ground Up Sales

# CORPORATE PARTNERSHIPS | \$108,198

[WWW.SECLIMBERS.ORG/PARTNERS-PROGRAM](http://WWW.SECLIMBERS.ORG/PARTNERS-PROGRAM)

Our business partners are central to the success of our events, community, and financial wellbeing. Their support allows us to generate donations that pay for our acquisitions and stewardship initiatives. Partnerships come in all shapes and sizes, ranging from hosting SCC benefits to donating product or services for raffles. While these numbers are largely reflected in our event revenue, it is important to call out the specific contributions of these businesses that are so integral to the success of our organization. At the end of 2019, we did our best effort to compile all of the corporate support we received throughout the year. These businesses are then recognized on our website and in this report.

## HERO \$10,000+

Rock Creek Outfitters  
Steep South

## PLATINUM \$5,000+

Tallahassee Rock Gym  
High Point Climbing & Fitness

## MAJOR \$3,000+

REI CO-OP  
Triple Crown Bouldering  
Access Fund  
Burlaep  
The North Face  
Ground Up

## SUSTAINING \$1,000+

Hydroflask  
Birmingham Boulders  
Mellow Mushroom  
Flash Foxy  
Climb Nashville  
Kuhl  
Organic Climbing  
University of Georgia  
Patagonia Atl & Nashville  
Camp  
Hutton & Smith  
Jackalope Brewing  
Sierra Nevada  
Suntrust  
On The Road & Off  
Modern Woodman of America

**\$178,147.61**

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INCOME

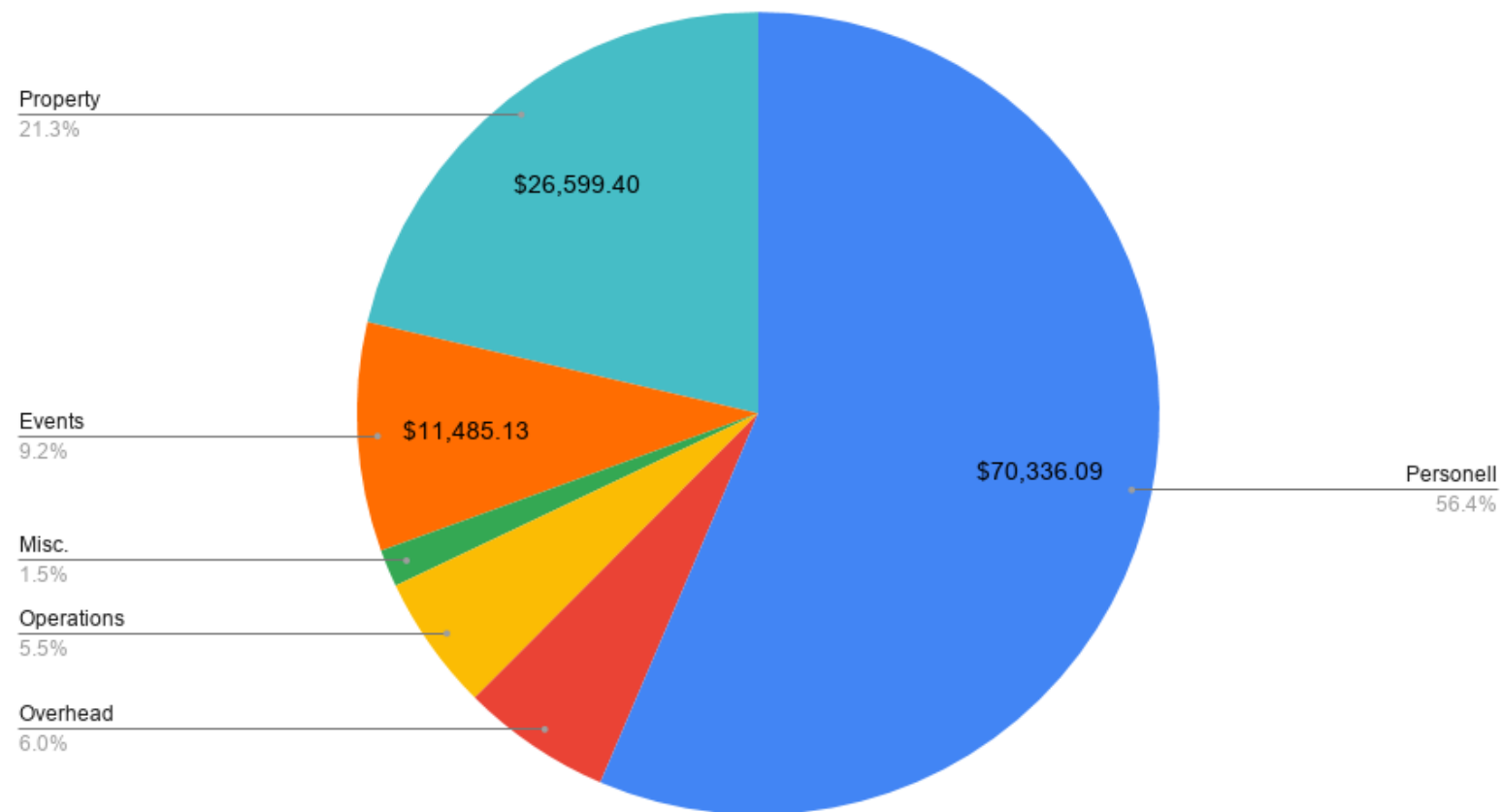
**\$124,632.88**

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EXPENSES

# 2019 INCOME/EXPENSE STATEMENT

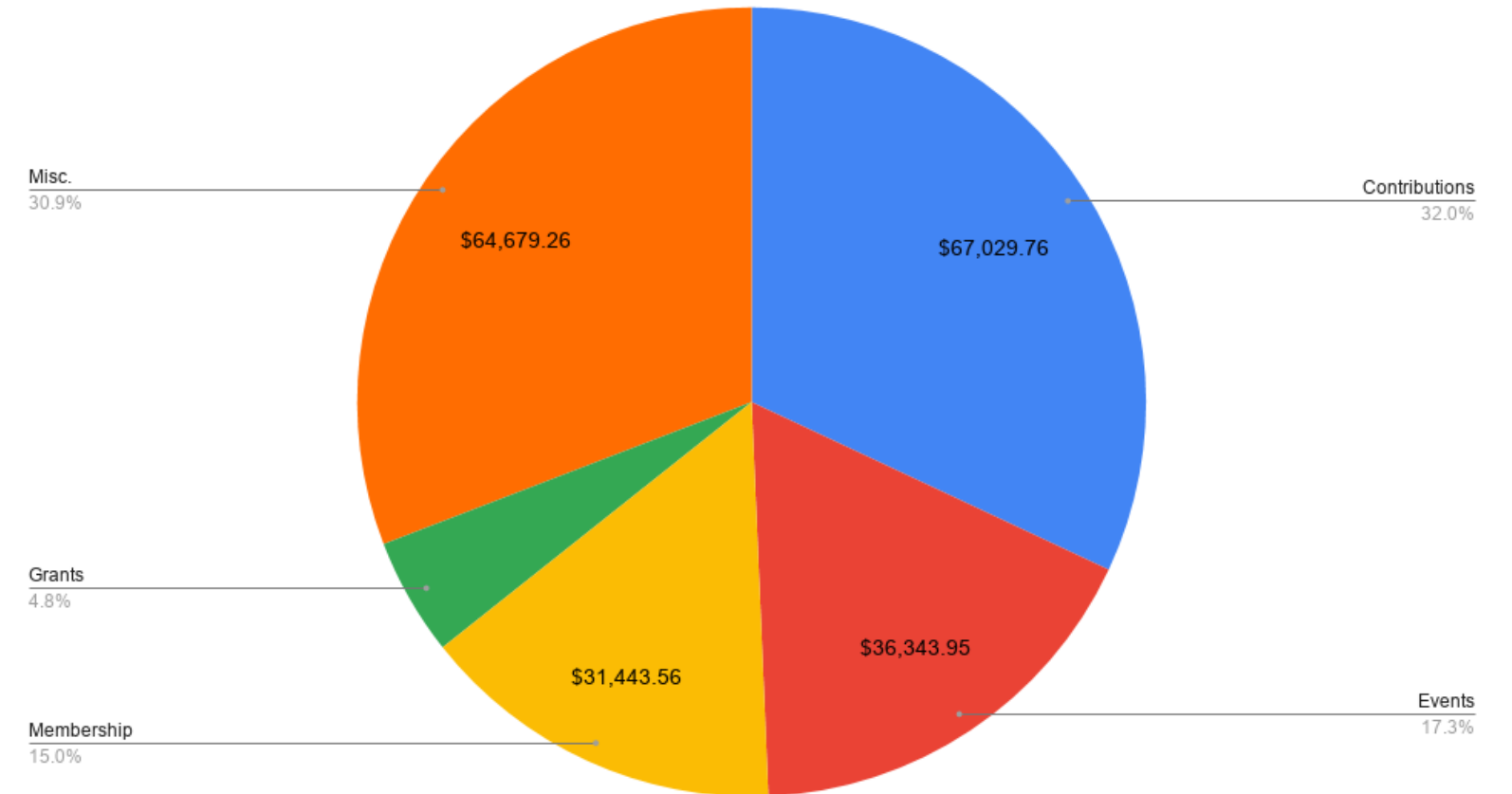
SCC Expenses 2019



## SCC EXPENSES

Total: \$124,632

SCC Revenue 2019



## SCC REVENUE

Total: \$178,147

# DENNY COVE LOAN REPAYMENT

**TOTAL IN 2016: \$150,000**

**TOTAL ON 1/1/2019: \$69,966.33**

**TOTAL ON 1/1/2020: \$31,553.26**



7/26

**Paid: \$3,000**

Principal: \$1,975

Interest: \$1,024



11/26

**Paid: \$37,000**

Principal: \$36,437

Interest: \$526

## Access Fund Bebie Leadership Award

Cody Roney, Former SCC Executive Director

"For seven years of leadership as the Executive Director of the Southeastern Climbers Coalition."

[www.accessfund.org/news-and-events/news/announcing-2018-climbing-advocate-awards](http://www.accessfund.org/news-and-events/news/announcing-2018-climbing-advocate-awards)

## 11 of the Most Inspiring Climbing Advocates of 2019

Andrea Hassler, SCC Executive Director

"Andrea has recently deepened her dedication to the climbing advocacy community by stepping into a new role as Executive Director of the Southeastern Climbers Coalition (SCC), taking the reigns of one of the most successful and longest running local climbing organizations."

[www.accessfund.org/open-gate-blog/11-of-2019s-most-inspiring-climbing-advocates](http://www.accessfund.org/open-gate-blog/11-of-2019s-most-inspiring-climbing-advocates)



### Partner Spotlight: Southeastern Climbers Coalition

Learn how The Land Trust partners with other nonprofit organizations to protect...

The Land Trust For Tennessee



### Why Sasha DiGiulian Lobbies Congress in Her Free Time

There's a growing number of bills, executive orders, and resolutions to transfer and diminish our public lands from public to privatized, often resulting in an...



### Access Fund Awards \$30,000 in Climbing Conservation Grants

Access Fund is pleased to announce that it has awarded \$30,635 in the first round of the 2019 Climbing Conservation Grant Program. These grants fund local...



### Rock/Creek wins The North Face's first national award for Specialty Retailer of the Year; winnings...

Rock/Creek is the recipient of a new national award created by outdoor gear and apparel company The North Face to recognize retailers that partner with the company and impa...

[timesfreepress.com](http://timesfreepress.com)



### Where to climb within two hours of Birmingham

Now that spring has sprung in Birmingham, you may be thinking about getting active and enjoying the outdoors- have you considered climbing?

# 2019 BOARD & STAFF

## STAFF

Andrea Hassler, Executive Director

Dana Passman, Stewardship Coordinator

## BOARD OF DIRECTORS

Jeff Mekolites, Board President

Jason Plemmons

Kim Ranallo

Sammy Raviv

Dave Wilson

John Wiygul

Bernard Wolfie

Chad Wykle

Joseph Goetz, Treasurer



SOUTHEASTERN CLIMBERS COALITION

[www.seclimbers.org](http://www.seclimbers.org)