



As we near the end of another Summer, we at The Conservation Alliance are looking at the progress our grantees have made with our funds. Our grant budget comes from annual dues paid by our 170 member companies; businesses accustomed to looking for return on investment. As you can see from the summary of our [2009 grantee successes](#), it's already been a great year for conservation ROI. We also encourage you to check out our [grantee update](#). These are short summaries of the progress reports our grantees send us twice each year. We like to track these projects as they develop, and not only when they cross the finish line.

Speaking of grants, we're excited that eight companies have joined The Conservation Alliance since the January Outdoor Retailer Show. Our continued growth ensures that our grant fund also grows. This is particularly important now, when the political landscape for conservation is so good, and when many excellent conservation organizations are suffering because of the economic downturn. We're proud that our grant budget in 2009 will be the same as it was in 2008: \$900,000. Thanks as always for your interest and support! - **John Sterling, Executive Director**

Welcome Eight New Members!



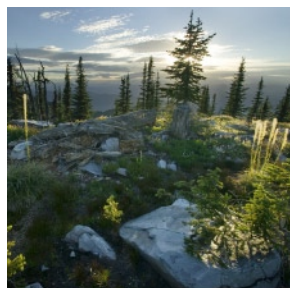
Eight outdoor industry companies have joined The Conservation Alliance since January. With a steady increase in membership, the Alliance now boasts 170 companies.

The new members are: [Canada Goose](#); [Exped](#); [Everest Textiles, Inc.](#); [Graham Spencer West](#); [Klean Kanteen](#); [Saucony](#); [The Alpine Experience](#); and [Pachner & Associates](#).

The grants we make over the next two years will be seeds planted in fertile political ground. Due in part to this improved political landscape, this year Conservation Alliance grantees have already used Alliance funding to protect 10.5 million acres of land and 1,000 miles of rivers; remove one dam; and purchase a popular climbing area.

We are excited to grow our diverse membership; new members include manufacturers, retailers, a fabric supplier, and a public relations agency. Additionally we are particularly excited to add another Canadian member.

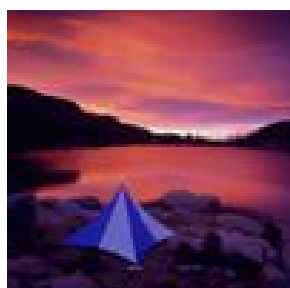
Grantee Reports



In 2008, The Conservation Alliance invested \$900,000 in grassroots conservation organizations. Each grant went to a project working to secure permanent protection for a specific threatened wild place. We direct organizations to use our funding over the course of a 12-month period. At the end of the grant period, we ask each group for a 12-month final report. These reports play a key role in helping us determine the return on our investment. On April 1, we received 19 final reports. Following is a summary of the progress our grantees have made with our funding. At the end of this summary are several exciting interim updates on work we funded in October 2008. We will share final reports on all of our October 2008 grants in November 2009.

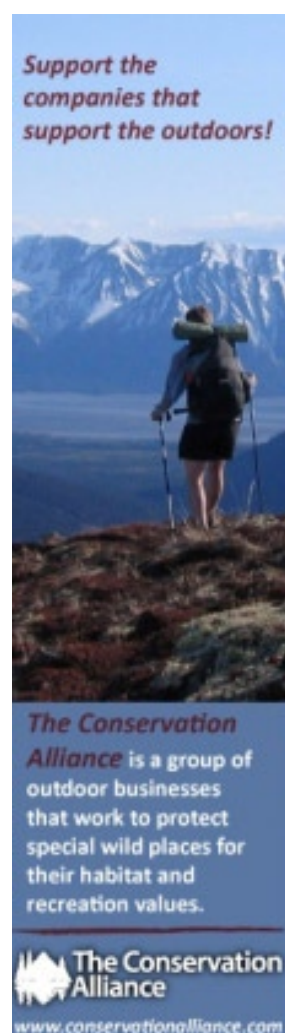
[2009 Grantee Report](#)

2009: Already a great year for Conservation



We have been showing off our [2009 Successes Flyer](#) as much as possible. It describes all the great conservation successes our grantees have secured this year with the help of our funding. Since January 1 we can report that Alliance funding has helped protect more than 10.5 million acres of land and 1,000 miles of riverways receiving increased/permanent river, protection, remove one dam, and acquire a popular climbing crag. There is a LOT to celebrate and we encourage you to check out and share [this flyer](#).

Web Ads promote The Conservation Alliance



Through a wonderful connection The Conservation Alliance made with [Name Media](#) at the Summer 2009 Outdoor Retailer Show, we are excited to give you a small preview of the new Conservation Alliance web banner ad that will be appearing on some of our favorite sites. This banner will link back to The Conservation Alliance Member page which will show people the depth of our membership and provide them with an immediate connection to your brand.

The ad already has a presence on [Rockclimbing.com](#). Going forward the banner and link will also appear on:

- [Basejumper.com](#)
- [Dropzone.com](#)
- [Biking.com](#)
- [Cycling.com](#)
- [Reel-time.com](#)
- [flyfish.com](#)
- [hikers.com](#)
- [mountainbiking.com](#)

This connection with Name Media has potential for great exposure for The Conservation Alliance and our member companies.

We appreciate your interest in and support of The Conservation Alliance.

Sincerely,

John Sterling
Executive Director

Krissy Moehl
Program Associate