



**The Conservation Alliance**  
Outdoor Business Giving Back to the Outdoors



## 2011: The Year in Review



### **\$1 million in 2011 Funding Program**

Thanks to our members, The Conservation Alliance contributed \$1,050,000 to 35 organizations working to protect special wild lands and waters throughout North America. This marks the

the first time in our history that we have contributed more than \$1 million in a single year. In 2011, our grantees succeeded in protecting 20,755 acres of wild lands and 24 river miles, removing one dam, acquiring one climbing area, and designating two marine reserves.

*Please see reverse for details on these success stories.*

### **Members Step Up Pinnacle Members**

In 2011, two companies – Columbia Sportswear and Merrell – became our newest Pinnacle Members. This membership level, announced last year, is for companies who contribute at least \$100,000 annually to The Conservation Alliance. These two additions join Eastern Mountain Sports, KEEN, Inc., Patagonia, Inc., REI, and The North Face at our highest membership level. We expect to announce additional above-and-beyond contributions in 2012.



### **Partnering With Grantees Walking the Talk**

The Conservation Alliance recognizes that businesses have a unique and powerful voice in policy decisions. We facilitate opportunities for our members to lend their



business voice to help conservation campaigns. In 2011, we organized three trips to Washington during which our members met with Congressional offices about the importance of protecting specific Wilderness areas. We also worked closely with our colleagues in the conservation community to oppose Congressional efforts to undermine essential conservation laws and policies.

### **Getting Our Hands Dirty Backyard Collectives**

Our Backyard Collectives bring together member company employees and local grantees for a day of environmental action. These events allow our members to get out of the office and get their hands dirty working to preserve and protect the open spaces in their own backyards.

Projects include trail work, re-vegetation, and invasive species removal. In 2011, The Conservation Alliance organized eight Backyard Collective Events in: Berkeley, CA; Santa Barbara, CA; Salt Lake City, UT; Seattle, WA; Denver, CO; Peterborough, NH; Portland, OR; and Bend, OR. The events brought together more than 600 member company employees and 20 grantees to accomplish much-needed stewardship work.



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# 2011 Conservation Victories

20,755 acres of land protected. 24 river miles protected. One dam removed.  
One climbing area acquired. Two marine reserves designated.



**EPA Halts Mountaintop Removal Mine:** Conservation Alliance grantee Appalachian Voices, was instrumental in protecting the 2,300 acres and six miles of headwater streams surrounding the proposed Spruce No.1 Mine in West Virginia. The Spruce Mine would have been the largest coal mine of its kind in the US. The action protects some of America's most diverse forests and rivers, and sets a precedent that EPA may regulate mountaintop removal mining under the Clean Water Act.



**Jailhouse Rock Acquisition:** The Conservation Alliance was one of the lead supporters of the Access Fund's campaign to purchase and preserve access to Jailhouse Rock, a popular climbing crag near Sonora, California. This successful effort includes a long-term plan to manage the impacts of climbers at the area.



**John Day River Land Acquisition:** The Conservation Alliance supported Western Rivers Conservancy's John Day River Project to permanently protect more than 19,000 acres along 18 miles of Oregon's John Day River. WRC purchased the property in 2008. Our funding supported their efforts to transfer 16,114 acres of this land to Oregon State Parks. This transfer is complete and the grand opening of the new Cottonwood Canyon State park is slated for 2013.



**Connecticut River Watershed:** The Trust for Public Land used our funding to support its campaign to protect the Upper Connecticut River Watershed of Vermont and New Hampshire and preserve its forests, streams, and muscle-powered recreation opportunities. The campaign focused on three separate conservation projects covering 2,341 acres. The Deerfield River project protected 680 acres of land and transferred it to the Green Mountain National Forest. The Brushwood Community Forest Expansion added 580 acres to an existing protected forest. The Gardner Mountain project secured a conservation easement on 1,081 acres.



**Condit Dam Removal:** Back in 1993, The Conservation Alliance funded American Whitewater for its campaign to implement a plan to improve recreational access to the nation's whitewater rivers and streams. A major component of that effort was to restore the White Salmon River in Washington State by removing the Condit Dam. Nearly 20 years later, this project succeeded with the breaching of the dam, and restoration of six miles of the White Salmon River.



**Oregon Marine Reserves:** We supported Our Ocean's Oregon Marine Heritage Campaign to designate and implement Oregon's first-ever, coast-wide network of at least six ecologically significant marine reserves and protected areas. These are areas within Oregon's Territorial Sea or adjacent rocky intertidal area that are protected from all extractive activities. In 2011, the State of Oregon designated the first two of those reserves at Otter Rock and Red Fish Rocks totaling 3.9 square miles of nearshore waters.