



The Conservation Alliance

Outdoor Business Giving Back to the Outdoors

The Conservation Alliance Legacy Fund Will...

- Secure a permanent source of funding for the Alliance's operational expenses
- Allow staff to further refine and improve our core functions
- Ensure that conservation is a permanent commitment of the outdoor industry
 - We are the only entity committed solely to driving conservation in the industry
 - Building a business community around conservation
- Allow the Alliance to adapt to changes in industry priorities while keeping conservation at the center of our mission
 - Continue to support efforts to protect big, wild, backcountry habitat
 - Respond to evolution of conservation into frontcountry efforts
 - Engaging youth in conservation through Conservation Next
- Allow the Alliance to improve our *Walking the Talk* advocacy program
 - Facilitate more opportunities for businesses to take action on conservation
 - Shift from a mere funder to a strategic partner with our grantees
- Enable the Alliance to divert current contributions to our operations fund into grants
 - Further increase our grant budget
 - Provide a clean message that any donation to the Alliance goes to grants
- Give the Alliance the staff greater capacity to recruit and retain new members
- Continue to raise our profile within the industry
 - Allow us to have deep conversations with industry leaders as we seek their support
 - Demonstrate to the industry that we are committed for the long-term
- Help attract top-tier staff in the future