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Dear Serena,

Nearly 10 years ago, Conservation Alliance co-fo under Yvon Chouinard challenged us to grow the Alliance such that we contribute more than \$1 million annually to conservation organizations. Well, Yvon, as of three weeks ago, we did that for the first time. Earlier this month, we mailed checks totaling \$550,000 to 18 organizations throughout North America. Add that to our Winter 2011 disbursement, and our total giving for the year is \$1.05 million. This milestone demonstrates that outdoor industry companies care deeply about our shared wild places, and are willing to back that concern with real dollars. It is impressive that our grant budget has continued to grow during a challenging economic downturn, further showing that investments in conservation are investments in the future of the outdoor industry. Finally, our growing grant fund means that we are in a position to fund more groups working day after

Summer 2011 Grant Announcement

Conservation Alliance Contributes More than \$1 Million in 2011

We are pleased to announce the grantees of our Summer 2011 Funding Cycle. The Conservation Alliance distributed \$550,000 to 18 organizations in October. For the first time in the history of The Conservation Alliance, we have contributed more than \$1 million in a calendar year to the permanent protection of wild places. For a full summary of the projects funded this cycle, [click here](#).

2011 Summer Grants

Alaska Wilderness League: <i>Washington, DC</i>	\$ 35,000
American Rivers: <i>Seattle, WA</i>	\$ 20,000
Appalachian Mountain Club: <i>Boston, MA</i>	\$ 25,000
Audubon Alaska: <i>Anchorage, AK</i>	\$ 35,000
Canadian Parks and Wilderness Society: <i>Whitehorse, Yukon</i>	\$ 35,000
Colorado Environmental Coalition: <i>Denver, CO</i>	\$ 35,000
Downeast Lakes Land Trust: <i>Grand Stream, ME</i>	\$ 35,000
Friends of the River: <i>Sacramento, CA</i>	\$ 25,000
Idaho Conservation League: <i>Boise, ID</i>	\$ 30,000
International Mountain Bicycling Association: <i>Boulder, CO</i>	\$ 20,000
Klamath-Siskiyou Wildlands Center: <i>Ashland, OR</i>	\$ 30,000
Oregon Natural Desert Association: <i>Bend, OR</i>	\$ 35,000
Raincoast Conservation Foundation: <i>Sidney, BC</i>	\$ 30,000
Skeena Watershed Conservation Coalition: <i>Hazelton, BC</i>	\$ 30,000
Surfrider Foundation: <i>San Clemente, CA</i>	\$ 35,000
The Nature Conservancy, New Hampshire Chapter: <i>Concord, NH</i>	\$ 30,000
Wilderness Support Center: <i>Durango, CO</i>	\$ 35,000
Winter Wildlands Alliance: <i>Boise, ID</i>	\$ 30,000
Total	\$550,00

Grantees Report Their Progress

In October 2010, The Conservation Alliance invested \$500,000 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 October 1, we received 17 final reports. [Click here](#) to review a summary of the progress our grantees have made with our funding. At the end of this summary are several exciting updates on work we funded in April 2011. We will share final reports on all of our April 2011 grants in April 2012.

day to save the wild lands and waterways so important to us all. Thanks Conservation Alliance members for pushing us across the \$1 million mark!

John Sterling

*Executive
Director*



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Ad Auction Raises \$83,000 for the Alliance *10 Publications Donated Ad Space*

The Conservation Alliance's fifth annual Ads for the Earth Auction, an online sale of advertising space, raised \$83,827 last week. The auction consisted of ad space donated by Backcountry, Backpacker, Climbing, Kronicle, Men's Journal, Outdoor Adventure Media, Outside, Sierra, Telemark Skier, and Urban Climber magazines. All proceeds from the auction will go into The Conservation Alliance's grant fund to support efforts to protect wild places throughout North America. Huge thanks to the publications who donated space, and to our members who bid on the pages!

Conservation Alliance Members

Winter Funding Cycle Nomination Deadline Nov. 1

If you are a member of The Conservation Alliance and know of an organization doing work that fits our funding criteria, be sure to submit your nomination form for the Winter 2012 funding cycle to [Serena](#) by Monday, November 1.



The Conservation Alliance makes grants to conservation campaigns that: 1) seek to secure permanent protection for a specific wild place; 2) engage local people in that protection effort; 3) demonstrate a clear recreation benefit; and, 4) have a reasonable chance of success within four years.

As always, we count on our members to steer good organizations our way!

The Conservation Alliance
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