



The Conservation Alliance

Outdoor Business Giving Back to the Outdoors

THE CONSERVATION ALLIANCE MEMBERSHIP DETAILS

Who We Are

The Conservation Alliance is a group of outdoor industry businesses dedicated to protecting wild places in North America. We pool annual membership dues to support nonprofit organizations working to protect wildlands and waterways for their recreational and habitat values. The Conservation Alliance was founded in 1989 by REI, Patagonia, The North Face, and Kelty.

What We Do

- Make grants to the most effective conservation organizations in North America; groups working to protect the places outdoor companies and their customers love to play
- Track and report on the progress of funded projects
- Provide opportunities for member companies to take action in support of our grant recipients

How We Do This

- We collect annual membership dues from outdoor industry companies.
- We direct 100 percent of those dues to conservation organizations.
- All members play a role in deciding where to invest our funds by nominating organizations for funding, and voting to determine which groups receive funding.

Return on Investment: Results Since 1989

- We have contributed more than \$15 million.
- Those funds have supported nearly 500 projects.
- Our grantees have:
 - Protected 44 million acres of wildlands
 - Protected 2,945 river miles
 - Halted or removed 26 dams
 - Acquired 10 climbing areas
 - Designated 5 marine reserves

Why Join?

- Demonstrate your company's commitment to protecting the wild places that benefit outdoor recreation
- Support your customers' passion for recreation on protected lands and waters
- Align your brand with an industry-leading organization and our network of like-minded outdoor retailers and manufacturers
- Participate in an efficient and effective funding program; 100 percent of membership dues go directly to grantees

- Increase your existing conservation efforts without increasing headcount.
- Contribute to the long-term health of outdoor recreation, and the Outdoor Industry
- Membership dues are tax deductible
- Give Employees the opportunity to participate in a broad range of conservation initiatives

What does it cost to join?

- Companies with sales under \$10 million contribute yearly membership dues of \$1,000 per \$1 million in sales
- Companies with sales between \$10 million and \$75 million contribute annual dues of \$10,000
- Companies with sales greater than \$75 million contribute dues of \$15,000
- Companies with annual sales under \$1 million pay \$500 in membership dues
- All members are encouraged to give more than their minimum membership fee requirement

100 percent of your annual dues go directly to our grant fund. Operating expenses are funded through additional member contributions and our Legacy Fund endowment.

HOW CAN MY COMPANY GET THE MOST OUT OF OUR MEMBERSHIP?

Grant Program

We make grants twice annually. As a member, your company has the opportunity to nominate two organizations per funding cycle to submit funding requests. Twice each year, your company has the opportunity to vote on which of the nominated organizations should be funded. This program gives you the opportunity to steer significant funds to organizations you think are making a difference in your community, or elsewhere.

Outreach Events

Wild Drinks: *Where Outreach & Advocacy Meet... for a drink*

Wild Drinks brings together member company employees and local conservation organizations in a happy hour setting to celebrate the work we have accomplished together. The goal of these events is to educate employees about local conservation issues, and rally support on the local level for Conservation Alliance grantees.

The Backyard Collective: *Conservation on the Ground*

Backyard Collectives bring together member company employees and local grantees for a day of environmental stewardship. These events get your crew out of the office, doing good work to preserve and protect the open spaces in your own backyards.

Advocacy: *Bringing Business Voices to Bear on Conservation*

The voice of member companies has a strong and influential effect on our elected officials. By leveraging this collective voice, we are able to send a message to decision makers in Washington, DC and on the local level about the economic benefit of protected lands and

waters. Through sign-on letters, trips to Washington, and our conservation policy training, your company can become more active in shaping conservation policy.

Ambassador Program

Encourage the next generation of key influencers and leaders in the outdoor industry by identifying an individual in your company to serve as an in-house representative to The Conservation Alliance. Ambassadors are motivated, environmentally-conscious employees who serve as a conduit for spreading the word about Conservation Alliance programs and grantee activities within your organization and to your customers.

A quick recap of why you should join us.

Each member company receives the following benefits:

- Nominate organizations for funding
- Vote on which organizations receive funding
- Participation in Outreach and Advocacy Events
- Regular email updates on conservation issues
- Use of The Conservation Alliance logo on company materials
- Listing in ads promoting The Conservation Alliance and member companies
- Listing on The Conservation Alliance website
- Opportunity to serve on Board of Directors
- The satisfaction of contributing to the protection of wild places!

If you have questions, please contact John Sterling, Conservation Alliance Executive Director at 541-389-2424 or john@conservationalliance.com.