



The Conservation  
Alliance

2016 Annual Report

# 2016 in Review

---

We are proud that The Conservation Alliance continues to grow as the outdoor industry further recognizes the importance of protecting wild places for their habitat and recreation values. In 2016, we contributed an all-time high \$1.61 million to 43 conservation organizations. That means that our 200 member companies pulled together like never before to fund the most effective conservation projects in North America. Our primary function remains. We collect annual membership dues from outdoor industry companies, and grant 100 percent of those dues to organizations working to protect specific wild lands and waterways throughout North America. When appropriate, we supplement those grants by facilitating opportunities for our member companies and their employees to become more involved in our grantees' campaigns. Here are the highlights from 2016:

- ⌘ We contributed \$1,610,000 to 43 organizations working to protect and restore North America's wild places.
- ⌘ Our grantees delivered 14 important conservation victories that: protected 5,427,708 acres of land and 19 river miles; halted one dam; acquired one climbing area, and halted one oil pipeline.
- ⌘ We added 19 new members.
- ⌘ We added \$50,000 to The Conservation Alliance Legacy Fund, an endowment that provides a permanent source of operational funding for the Alliance. And we withdrew \$150,000 from the Legacy Fund to help cover our operating budget.
- ⌘ We launched our Leading Edge program, which gives individuals the opportunity to make significant contributions to The Conservation Alliance.
- ⌘ Through our advocacy program, we engaged our members in efforts to secure new national monument designations throughout the US.
- ⌘ We organized seven Backyard Collective events, on-the-ground stewardship projects designed to give employees of our member companies the opportunity to volunteer for our grantees.
- ⌘ We organized seven Wild Drinks events, bringing together grantees and member company employees in a happy hour setting.
- ⌘ We developed a new three-year strategic plan to guide our work through 2019.

It is our honor to serve as a connecting point between the outdoor industry and the conservation community. We look forward to another exciting year in 2017.

**John Sterling** EXECUTIVE DIRECTOR  
[john@conservationalliance.com](mailto:john@conservationalliance.com)









# 2016 GRANTS

## Access Fund

[www.accessfund.org](http://www.accessfund.org)  
Save the Homestead Campaign  
Boulder, CO  
**\$50,000**

To acquire 360 acres of threatened lands, improve recreational access, and secure permanent protection of the Homestead climbing area in central Arizona for a sustainable future of public access and human-powered recreation.

## Adirondack Mountain Club

[www.adk.org](http://www.adk.org)  
Forever Wild Follensby Campaign  
Lake George, NY  
**\$50,000**

To permanently protect 17,643 acres and ten river miles in the "Forever Wild" Adirondack Forest Preserve by acquiring the 14,600-acre Follensby Pond Parcel, and the 3,043-acre Sargent Ponds Wild Forest parcel, and adding them to Adirondack Park's High Peak Wilderness.

## Alaska Wilderness League

[www.alaskawild.org](http://www.alaskawild.org)  
Arctic National Wildlife Refuge National Monument Campaign  
Washington, DC  
**\$10,000**

To secure a proclamation from President Obama that designates the Coastal Plain of the Arctic National Wildlife Refuge as a national monument.

## American Rivers

[www.americanrivers.org](http://www.americanrivers.org)  
North Cascades Nooksack Wild and Scenic River Campaign  
Bellingham, WA  
**\$40,000**

To permanently protect 110 river miles and more than 35,000 acres of riverside lands in Northwest Washington's upper Nooksack River system to benefit fish and wildlife species, and world-class recreation.



In 2016, The Conservation Alliance distributed  
**\$1,610,000 to 43 organizations** working to  
protect wild places throughout North America.

### American Whitewater

[www.americanwhitewater.org](http://www.americanwhitewater.org)  
Wild Olympics Campaign  
Cullowhee, NC  
**\$30,000**

To permanently protect 19 Wild and Scenic Rivers and their major tributaries totaling more than 450 river miles, and to designate 126,000 acres of new Wilderness areas that protect key watersheds on Washington's Olympic Peninsula.

### Appalachian Trail Conservancy

[www.appalachiantrail.org](http://www.appalachiantrail.org)  
Bald Mountain Pond A.T. Landscape Protection Campaign  
Harpers Ferry, WV  
**\$50,000**

To protect the 6,000-acre Bald Mountain Pond and surrounding forestlands in Central Maine, and to improve public recreation access to Bald Mountain Pond and along a five-mile stretch of the Appalachian Trail.

### Audubon Alaska

[www.audubonalaska.org](http://www.audubonalaska.org)  
Arctic National Wildlife Refuge Campaign  
Anchorage, AK  
**\$30,000**

To protect the Arctic National Wildlife Refuge Coastal Plain by designating a 1.5-million-acre Coastal Plain National Monument before President Obama leaves office in January, 2017.

### Backcountry Hunters & Anglers

[www.backcountryhunters.org](http://www.backcountryhunters.org)  
Protecting Steamboat Creek Watershed Campaign  
Missoula, MT  
**\$40,000**

To permanently protect Oregon's 104,000-acre Steamboat Creek through passage of the Frank Moore Wild Steelhead Sanctuary Designation Act.

### Canadian Parks & Wilderness Society

[www.cpaws.org](http://www.cpaws.org)  
Protecting the Bay of Fundy Campaign  
Ottawa, ON  
**\$35,000**

To designate Marine Protected Areas in the Bay of Fundy, safeguarding the area from industrial development and exploitation.

### Canadian Parks and Wilderness Society - Quebec

[www.snapqc.org/en/index.php](http://www.snapqc.org/en/index.php)  
Magpie River Campaign  
Montréal, Quebec  
**\$40,000**

To permanently protect 395,370 acres in Quebec's Magpie River watershed, a whitewater river recognized worldwide, but threatened by hydroelectric development.

### Columbia Land Trust

[www.columbialandtrust.org](http://www.columbialandtrust.org)  
Klickitat Canyon Forest Conservation Project  
Vancouver, WA  
**\$50,000**

To complete the 3,200-acre Klickitat Canyon Conservation Project, the second phase of a 5,600-acre project protecting forestland of high importance for recreation, wildlife, and habitat connectivity along the Wild and Scenic Klickitat River in Washington.

### Connecticut River Watershed Council

[www.ctriver.org](http://www.ctriver.org)  
Deadbeat Dam Removal Campaign  
Greenfield, MA  
**\$45,000**

To restore 15 miles of free-flowing rivers by removing three obsolete dams in Vermont and New Hampshire.

### Conservation Colorado

[www.ourcolorado.org](http://www.ourcolorado.org)  
Continental Divide Campaign  
Denver, CO  
**\$45,000**

To secure landscape-scale Congressional protection for conservation and recreation on 60,000 acres in Colorado's central Rocky Mountains.



DAVE SHAW



IRWIN BARRETT



BLM



BRAIN CHAMBERS PHOTOGRAPHY



JOHN FIELDER

## Conservation Lands Foundation

[www.conservationlands.org](http://www.conservationlands.org)  
National Monuments Campaign  
Durango, CO  
**\$20,000**

To convince President Obama to expand the California Coastal National Monument with the addition of the Coast Dairies, Piedras Blancas Outstanding Natural Area, Trinidad Head, Lighthouse Ranch and the Lost Coast Headlands properties; and to build the local support needed to protect nearly two million acres in Oregon's Owyhee Canyonlands as a national monument.

## Conservation Resource Alliance

[www.rivercare.org](http://www.rivercare.org)  
Free Flowing Maple River Campaign  
Traverse City, MI  
**\$30,000**

To remove the Lake Kathleen Dam on Michigan's Maple River, and restore the Maple's overall riverine system.

## Friends of Cedar Mesa

[www.friendsofcedarmesa.org](http://www.friendsofcedarmesa.org)  
Bears Ears National Monument Campaign  
Bluff, UT  
**\$10,000**

To secure permanent federal protection for the 1.9-million-acre Bears Ears cultural landscape in Utah via a national monument designation by January 2017.

## Friends of Nevada Wilderness and Friends of Gold Butte

[www.nevadawilderness.org](http://www.nevadawilderness.org)  
Gold Butte National Monument Campaign  
Sparks, NV  
**\$40,000**

To designate the 350,000-acre Gold Butte National Monument and protect the region's rich archaeological treasures and outstanding backcountry recreational opportunities.

## Friends of Scotchman Peaks Wilderness

[www.scotchmanpeaks.org](http://www.scotchmanpeaks.org)  
Scotchman Peaks Wilderness Campaign  
Sandpoint, ID  
**\$20,000**

To secure congressional Wilderness designation for 13,900 acres of public land in the Scotchman Peaks area of Idaho.



MIKE TESSIER



AARON THEISEN



## Grand Canyon Wildlands Council

www.grandcanyonwildlands.org  
Protect the Grand Canyon's Watershed Campaign  
Flagstaff, AZ  
**\$50,000**

To designate the Greater Grand Canyon Heritage National Monument before President Obama leaves office in January, 2017, protecting 1.7 million acres surrounding Grand Canyon National Park.

## Hawaiian Islands Land Trust

www.hilt.org  
Kona Cloud Forest Protection Campaign  
Wailuku, HI  
**\$35,000**

To acquire and permanently protect a 10-acre parcel in the Kona Cloud Forest.

## Klamath Siskiyou Wildlands Center

www.kswild.org  
Kalmiopsis Wild Rivers Campaign  
Ashland, OR  
**\$30,000**

To protect more than 100,000 acres of public land and 107 miles of wild rivers in southwest Oregon from future mining threats.

## Lake Champlain Land Trust

www.lclt.org  
Whitehall Cliffs Conservation Project  
Burlington, VT  
**\$30,000**

To acquire the 65-acre Whitehall Cliffs parcel and connect the protected areas of the Green Mountain National Forest and the Adirondack Park.

## Land Trust for Tennessee

www.landtrusttn.org  
Denny Cove Acquisition Project  
Chattanooga, TN  
**\$40,000**

To acquire Denny Cove, a 686-acre property with world-class rock climbing in the South Cumberlands landscape, and to add the property to Tennessee's state park system.

## Methow Valley Citizens Council

www.mvcitizens.org  
Methow Headwaters Campaign  
Twisp, WA  
**\$28,000**

To secure a mineral withdrawal for 340,000 acres of Forest Service land in the headwaters of Washington's Methow Valley, protecting the upper Methow Valley from the threat of industrial-scale mining.

## Montana Wilderness Association

www.wildmontana.org  
Blackfoot-Clearwater Stewardship Project  
Helena, MT  
**\$30,000**

To protect 83,000 acres of habitat for threatened and endangered species by securing additions to the Mission Mountains, Bob Marshall, and Scapegoat Wilderness Areas in Montana.

## Northeastern Minnesotans for Wilderness

nmworg.org  
Campaign to Save the Boundary Waters  
Ely, MN  
**\$50,000**

To protect the Boundary Waters through the withdrawal of 243,000 acres in the Superior National Forest from the federal mineral leasing program before President Obama leaves office in January 2017.

## Northern Alaska Environmental Center

www.northern.org  
Brooks Range Conservation Campaign  
Fairbanks, AK  
**\$40,000**

To protect 30 million acres of wildlands and rivers flowing from Alaska's Brooks Range to the Yukon watershed with special designations through BLM's Central Yukon and Bering Strait Western Interior Plans.

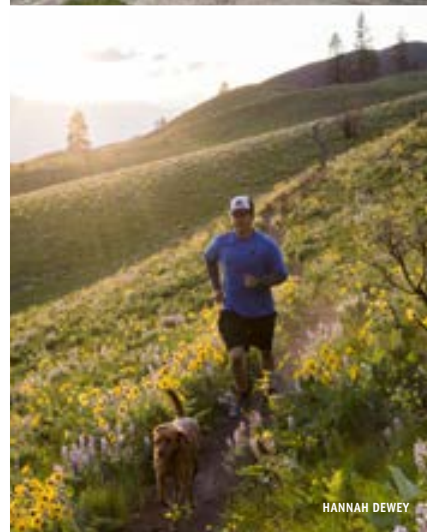
## Oregon Natural Desert Association

www.onda.org  
Owyhee Canyonlands Conservation Campaign  
Bend, OR  
**\$10,000**

To secure federal protection for more than two million acres of public land in Oregon's Owyhee country before President Obama leaves office in January, 2017.



O'KEEFE BOUNDARY WATERS



HANNAH DEWEY



LEE BOMAN



CHAD CASE



STEPHEN LEGAULT



KEN MORRISH

## Oregon Natural Desert Association

[www.onda.org](http://www.onda.org)  
John Day Wilderness Campaign  
Bend, OR  
**\$40,000**

To protect the most ecologically significant lands in the John Day River basin — more than 130,000 acres — as Wilderness, and to conserve sensitive fish and wildlife habitat by removing grazing from an additional 20,000 acres of public land.

## Pacific Crest Trail Association

[www.pcta.org](http://www.pcta.org)  
Trinity Divide Conservation Project  
Sacramento, CA  
**\$50,000**

To acquire 10,600 acres of wild lands that include 17 miles of the Pacific Crest Trail and the headwaters of four rivers, and open public access to alpine lakes, trout streams, campsites and mountain meadows that are currently on closed private lands.

## Pew Charitable Trusts

[www.pewtrusts.org](http://www.pewtrusts.org)  
Grand Canyon Heritage National Monument Campaign  
Washington, DC  
**\$50,000**

To designate the Greater Grand Canyon Heritage National Monument before President Obama leaves office in January, 2017, protecting 1.7 million acres surrounding Grand Canyon National Park.

## Save Our Canyons

[www.saveourcanyons.org](http://www.saveourcanyons.org)  
Wasatch National Monument Campaign  
Salt Lake City, UT  
**\$30,000**

To implement the "Mountain Accord Agreement" by January 2017 through comprehensive legislation that incorporates wilderness, national monument designations and land exchanges.

## Sierra Club Santa Lucia Chapter

[www.sierraclub.org/santa-lucia](http://www.sierraclub.org/santa-lucia)  
Chumash Heritage National Marine Sanctuary Campaign  
San Luis Obispo, CA  
**\$40,000**

To establish the Chumash Heritage National Marine Sanctuary, permanently protecting a 140-mile stretch of California's Central Coastal waters.

## Soda Mountain Wilderness Council

Cascade-Siskiyou National Monument Expansion Campaign  
Ashland, OR  
**\$10,000**

To double the size of the 66,000-acre Cascade-Siskiyou National Monument by January, 2017.

## Southern Utah Wilderness Alliance

[www.suwa.org](http://www.suwa.org)  
Colorado Plateau Master Leasing Plan Campaign  
Salt Lake City, UT  
**\$35,000**

To protect up to two million acres of the Colorado Plateau from energy development.

## The Ocean Foundation

[www.oceanfdn.org](http://www.oceanfdn.org)  
Loreto Park Project  
Washington, DC  
**\$35,000**

To secure a decree by the Mexican government to permanently protect 5,000 acres in Loreto through the creation of a national park.

## The Wilderness Society

[www.wilderness.org](http://www.wilderness.org)  
Owyhee Canyonlands National Monument Campaign  
Durango, CO  
**\$32,000**

To protect the 1.8-million acre Owyhee Canyonlands as a national monument before President Obama leaves office in January, 2017.

## Trout Unlimited Alaska

[www.tu.org](http://www.tu.org)  
Protecting the Tongass Campaign  
Anchorage, AK  
**\$50,000**

To permanently protect 1.9 million acres of the best remaining salmon and trout habitat in the Tongass National Forest.

## Utah Dine Bikeyah

[www.utahdinebikeyah.org](http://www.utahdinebikeyah.org)  
Bears Ears National Monument Campaign  
Salt Lake City, UT  
**\$50,000**

To protect two million acres in southeast Utah as the Bears Ears National Monument before President Obama leaves office, under the unified leadership of five Tribes and with the support of conservation allies.



## Wallowa Land Trust

[www.wallowalandtrust.org](http://www.wallowalandtrust.org)  
East Moraine of Wallowa Lake Conservation Campaign  
Enterprise, OR  
**\$35,000**

To permanently protect the iconic 3,000-acre East Moraine of Wallowa Lake and provide public access for outdoor recreation, protect wildlife habitat and natural resources, and allow sustainable working lands of farms, forests and rangeland.

## Washington Wild

[www.wawild.org](http://www.wawild.org)  
North Cascades Puget Sound Headwaters Initiative  
Seattle, WA  
**\$35,000**

To permanently protect forested watersheds, salmon spawning streams and recreational opportunities on the west slope of the North Cascades in Washington State through a combination of new Wilderness and Wild and Scenic River designations.

## Western Rivers Conservancy

[www.westernrivers.org](http://www.westernrivers.org)  
Western Slope Rivers Campaign  
Portland, OR  
**\$50,000**

To protect at least 19,330 acres of conservation and recreation lands along 15.6 miles of the Yampa, Gunnison, Little Cimarron, Rio Grande and tributaries.

## Winter Wildlands Alliance

[www.winterwildlands.org](http://www.winterwildlands.org)  
Northern Sierra Winter Recreation Campaign  
Boise, ID  
**\$50,000**

To permanently protect critical wildlife habitat and high-value human-powered winter recreation landscapes across the Northern Sierra by developing balanced winter management plans for five national forests.

## Yellowstone to Yukon Conservation Initiative

[www.y2y.net](http://www.y2y.net)  
Alberta's Bighorn Wildland Campaign  
Canmore, Alberta  
**\$50,000**

To permanently protect Alberta's Bighorn Wildland, a one-million-acre landscape that connects the eastern flanks of Canada's Jasper and Banff National Parks.



LEON WERDINGER

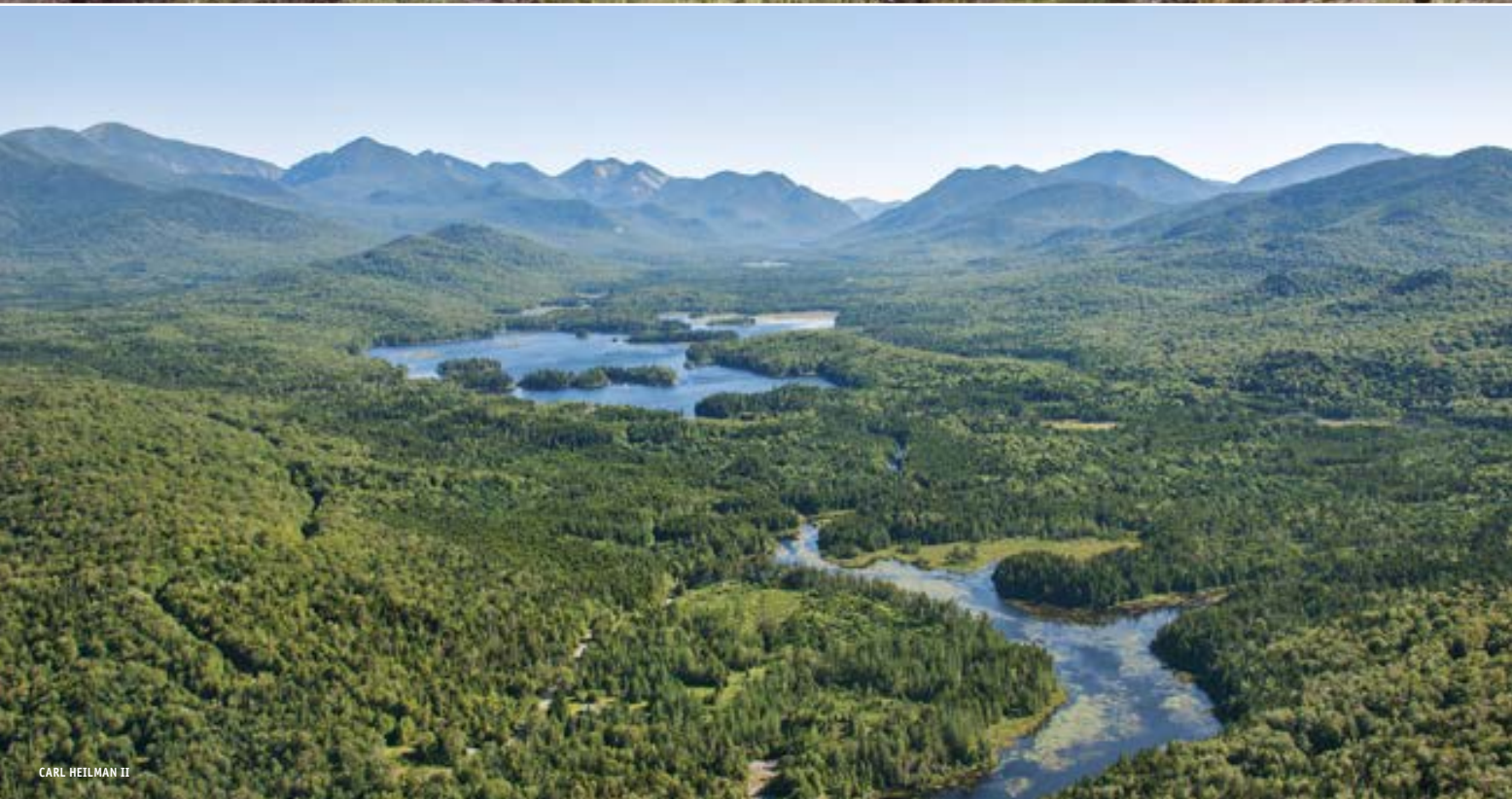


NOAH HOWELL





RUSS SCHNITZER



CARL HEILMAN II



## Conservation Alliance Funding Success

# 2016 Successes

Our grantees delivered 14 important conservation victories that: protected 5,427,708 acres of land; protected or restored 19 river miles; halted one dam; acquired one climbing area, and halted one oil pipeline.

### **Bears Ears National Monument, UT**

President Obama designated the Bears Ears National Monument in December, 2016, permanently protecting 1,350,000 acres of public land in southeastern Utah. The Bears Ears landscape is home to thousands of Native American cultural sites, which inspired a coalition of tribes to band together to push for the designation. The region also boasts world-class rock climbing, mountain biking, hiking, canyoneering, whitewater paddling, and skiing. By designating the Bears Ears National Monument, President Obama preserves a place where outdoor enthusiasts have the opportunity to respectfully explore a protected landscape where past and present intersect.

### **Mojave Trails National Park, CA**

In February 2016, President Obama designated Mojave Trails National Monument, Sand to Snow National Monument and Castle Mountains National Monument. The three monuments connect Death Valley and Joshua Tree National Parks and the Mojave National Preserve to create the second largest protected landscape in the world. Mojave Trails National Monument is a matrix of land along 100 miles of historic Route 66 that protects wildlife corridors between Death Valley and Joshua Tree.

### **Sand to Snow National Monument, CA**

In February 2016, President Obama designated Mojave Trails National Monument, Sand to Snow National Monument and Castle Mountains National Monument. The three monuments connect Death Valley and Joshua Tree National Parks and the Mojave National Preserve to create the second largest protected landscape in the world. Sand to Snow National Monument preserves 154,000 acres between Joshua Tree National Park and the San Bernardino National Forest, and includes 24 miles of the Pacific Crest Trail.

### **Castle Mountains National Monument, CA**

In February 2016, President Obama designated Mojave Trails National Monument, Sand to Snow National Monument and Castle Mountains National Monument. The three monuments connect Death Valley and Joshua Tree National Parks and the Mojave National Preserve to create the second largest protected landscape in the world. The 20,920-acre Castle Mountains National Monument preserves a ridge of desert peaks and rare grasslands roughly 100 miles south of Las Vegas, Nevada.

### **Gold Butte National Monument, NV**

President Obama added to his conservation legacy in December, 2016 by designating the Gold Butte National Monument, permanently protecting 296,937 acres of public land in southern Nevada. Gold Butte – considered Nevada’s piece of the Grand Canyon – includes rugged mountains, Joshua Tree and Mojave yucca forests, outcroppings of sandstone, and braided washes that turn into slot canyons. Native Americans have depended on this area for sustenance, medicine gathering, and spiritual use for thousands of years. Visitors can find rock art, structures, roasting pits, and pottery throughout the area.



ACCESS FUND



MARCY MONKMAN



SCOTT HEIN



JOHN DITTLI



EARL HARPER



TRUST FOR PUBLIC LANDS



LOCKE

### Thompson Divide, CO

The Thompson Divide Coalition worked closely with community stakeholders to advocate for the cancellation of illegally issued oil and gas leases in the Thompson Divide area of Colorado's White River National Forest. In November 2016, the BLM canceled 25 leases, permanently protecting 33,000 acres of public land from oil and gas development. In addition, the Thompson Divide Coalition helped restrict surface drilling and construction of new roads in the 2015 White River National Forest oil and gas leasing planning process. Hunting, ranching and recreational uses in the Thompson Divide support 300 jobs and \$30 million in annual economic activity for surrounding communities.

### Susitna River, AK

Alaska Governor Bill Walker vetoed funding for the Susitna River Dam Project, halting the proposed 735-foot-tall mega-dam. Conservation Alliance grantee Wild Salmon Center worked with the Susitna River Coalition to pressure the Governor to stop the project. The dam would have cost at least \$6 billion, in addition to affecting Alaska's fourth largest Chinook salmon run and flooding 40,000 acres of prime recreation and hunting lands near Denali National Park.

### Tongass National Forest, AK

Trout Unlimited-Alaska used Conservation Alliance funding to participate in the management planning process for the Tongass National Forest, the largest National Forest in the US. In December, the Forest Service released its new management plan for the Tongass. The new plan prohibits old-growth logging on 1.9 million acres of land, protecting 77 watersheds important for fish populations.

### Great Bear Rainforest, BC

The Conservation Alliance made grants to Pacific Wild and Raincoast Conservation Society to organize opposition to the proposed Northern Gateway oil pipeline, which would have run through the heart of British Columbia's Great Bear Rainforest. We had previously funded organizations that successfully protected 2.5 million acres of land in this coastal temperate rainforest. In November 2016, the Canadian federal government rejected the Northern Gateway proposal, and vowed to impose an oil tanker ban along BC's north coast.



### **Donner Summit, CA**

Truckee Donner Land Trust (TDLT) acquired 11 acres near Donner Summit, just west of Truckee, California. The acquisition protects the historic 400-foot Black Wall, Peanut Gallery and Road Cut climbing areas. The acquisition of this property also protects the access trails to the popular Space Wall and Stealth Wall. TDLT anticipates the formation of a local climbing organization to steward the property and work with local land managers.

### **Cold Stream Forest, ME**

Trust for Public Land conserved the 8,159-acre Cold Stream Forest in Maine, protecting seven state heritage brook trout ponds, 15 miles of intact trout stream, and 3,000 acres of deer-wintering area.

### **Curry Canyon Ranch, CA**

Save Mount Diablo used Conservation Alliance funding to acquire Curry Canyon Ranch in California's East Bay Area. This property permanently protects 1,080 acres adjacent to Mount Diablo State Park, which surrounds the property on three sides. This acquisition fills four significant trail gaps along the 30-mile Diablo Trail. Save Mount Diablo is now working to transfer ownership and management responsibilities to California State Parks.

### **Boreas Ponds, NY**

New York state purchased the 20,484-acre Boreas Ponds property in the High Peaks region of the Adirondack Park and added it to the 'forever wild' Adirondack Forest Preserve. Being part of the Forest Preserve will protect this tract from logging, development and commercial exploitation. Conservation Alliance grantee Adirondack Council is building a coalition and working on this project until this tract is classified as Wilderness and added to the 204,000-acre High Peaks Wilderness.

### **Brownie Hills & Olguin Acquisitions, CO**

Western Rivers Conservancy used Conservation Alliance funding to acquire the Brownie Hills and Olguin properties in Colorado's San Luis Valley. These acquisitions permanently protect 18,037 acres and four river miles along the Rio Grande and Conejos River. The properties are situated at the confluence of the two rivers and provides critical habitat for more than 200 species of migratory and resident birds. The acquisition also provides critical river access for recreation in an area with very little public riverland.



# ADVOCACY Taking Action with Grantees

The Conservation Alliance provides opportunities for member companies to become more involved with our grantees. Our goal is to supplement our grants by organizing advocacy efforts by our member companies. By connecting our grantees with member companies we are building a stronger bridge between conservation initiatives and the outdoor business community, which so depends on protected wild places. In 2016, our advocacy efforts helped several Conservation Alliance grantees. Following are a few highlights.



## National Monuments

As President Obama neared the end of his term, many of our grantees made a strong effort to convince the President to use his authority under the Antiquities Act to designate important landscapes as national monuments. Coordinating with our grantees, we worked hard to demonstrate that our members support new National Monuments when Congress fails to protect areas legislatively. At each of our Outdoor Retailer trade show events, we generated more than 500 post cards asking the President Obama to protect the Grand Canyon Watershed and the Arctic National Wildlife Refuge as national monuments. Throughout the year, we worked with our members to demonstrate additional business support for the proposed California Desert, Bears Ears and Gold Butte National Monuments, and for expanding the Cascade-Siskiyou and California Coastal National Monuments. By year's end, the President had protected five of the areas we supported in 2016. We coordinated our efforts with individual member companies that are also pushing for new National Monuments.

## Voicing Support for Public Lands

Piggybacking on our national monument efforts, we worked with partners in the outdoor industry to demonstrate support for management of public lands that benefits conservation and outdoor recreation. Most notably, we continued a coalition with Outdoor Industry Association and Outdoor Alliance to bring business, conservation, and outdoor recreation together to advocate for better management of public lands on the federal and local level. Together, we brought more than 100 outdoor industry leaders to Washington, DC to demonstrate support for protected public lands, and to voice concern about proposals to transfer federal lands to the states.











## Outreach Events & Ambassador Program

### Backyard Collective

We held Backyard Collective Events in Ventura, CA; Oakland, CA; Bellingham, WA; Seattle, WA; Bend, OR; Portland, OR; and Evergreen, CO.

The Backyard Collective (BYC) is a stewardship program bringing together outdoor industry employees and Conservation Alliance grantees for a day of environmental action. These events allow us to get out of the office and get our hands dirty; doing good work to preserve and protect the open spaces in our own backyards. The BYC program brings together members of the Conservation Alliance community and illustrates the benefits of conservation efforts and the larger work of The Conservation Alliance.

In 2016, 892 employee volunteers from 42 member companies participated in on-the-ground volunteer efforts in their local community, while taking action on behalf of 36 grantees. Together they accomplished an amazing amount of work, including:

- Santa Barbara, CA: 110 volunteers from 5 member companies planted 362 plants in the San Marcos Foothill Preserve, cleared large areas of invasive plants, and expanded the existing restoration site considerably.
- Oakland, CA: 115 volunteers made much needed improvements to a popular trail in Tilden Regional Park. The group enthusiastically tackled the construction of 800 feet of new sustainable trail while closing and rehabilitating over 1,300 feet of steep and eroded segments of the Vollmer Peak Trail. These efforts will improve the experience and safety of park patrons while also reducing the impacts of erosion on the park's vegetation and water quality.
- Bellingham, WA: This was a new location for 2016, we had 25 volunteers (from two countries) assist Whatcom Land Trust by removing scotch broom and other invasive species.
- Seattle, WA: Together, nearly 100 volunteers donated 368 hours and removed 15,373 square feet of invasive species to prepare a new area for planting. They also spread over 1,800 square feet of mulch, while doing additional maintenance over one-half an acre of forest.
- Portland, OR: This was our biggest Backyard Collective yet. More than 400 volunteers came together to celebrate the 100th anniversary of the National Park Service. Almost 1000 volunteer hours were spent improving trails, removing invasive species and cleaning up local parks. This included clearing drains, removing debris from culverts, and fixing other trail issues to prevent erosion and get the trails in great shape to handle the winter rains.



- Evergreen, CO: In Colorado, nearly 90 volunteers donated their time to help Wildlands Restoration Volunteers & Denver Parks & Rec. in Dedisse Park build 400 feet of new trail, close 100 feet of eroded unsustainable trail, build 50 feet of rock walls, and remove 600 feet barbed wire fence.
- Bend, OR: We brought together more than 50 people, and working with Central Oregon Trail Alliance, cleared brush and drains on three miles of trails including Tumalo Ridge and Tumalo Creek trails, popular for hiking and mountain biking.

### Wild Drinks

*Where Outreach and 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 accomplish together. The goal of these events is to rally support on the local level for Conservation Alliance grantees by building a bond between member company employees and those doing conservation work on the ground that could not be created sitting in a board room or in a more traditional setting.

2016 was the program's third year, and we held six Wild Drink events across the country, engaging more than 40 member company employees and 25 grantee organizations.

Wild Drink Events were held in: Ventura, CA; Boulder, CO; Portland, OR; Oakland, CA; Seattle, WA; and Vancouver, BC

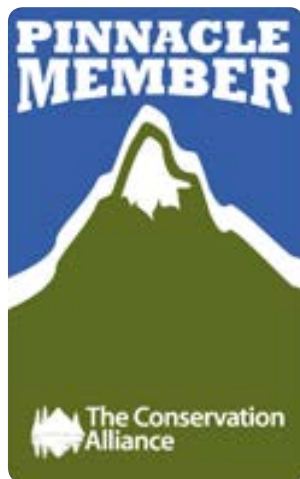


### Ambassador Program

Conservation Alliance Ambassadors are motivated, environmentally conscious employees who serve as a strong voice for The Conservation Alliance within their respective member companies. Ambassadors act as a conduit for spreading the word about Conservation Alliance outreach programs, grantee activities, and conservation education within their respective member companies. Ambassadors are advocates for protecting the places we play.



GREGSON



## The Conservation Alliance

### Pinnacle Members

The Conservation Alliance announced our new Pinnacle Membership in 2010 to recognize companies that contribute at least \$100,000 annually to the organization. CLIF Bar and Company, Columbia Sportswear, Merrell, KEEN, Inc., Patagonia, Inc., REI, and The North Face each give at our highest membership level. Our goal is to increase the amount of funding we can contribute to conservation efforts throughout North America. We have terrific opportunities right now to save our last wild places and protect our public lands, and these seven members are showing the leadership we need to safeguard wild lands and rivers for the long term. The Conservation Alliance encourages other members to increase their commitment to the organization, and we expect to announce additional above-and-beyond contributions in 2017.







## The Conservation Alliance Legacy Fund

The Conservation Alliance Legacy Fund is a \$3.5-million endowment, annual earnings from which provides a permanent source of operational funding for the organization. We direct 100 percent of each member's annual dues into our fund to support conservation projects. This 100 percent pass-through is great for our members and grantees, but it leaves little to sustain the operational needs of the organization. The Legacy Fund secures a permanent source of funding for our annual operating expenses, allows staff to further refine and improve our core functions, and ensures that conservation is a permanent commitment of the outdoor industry.

The Conservation Alliance withdraws earnings from the Legacy Fund annually, directing these monies into our operating fund. This revenue covers a significant portion of our operating expense.

We are grateful to the following donors for their contributions to the Legacy Fund:

### Member Companies

adidas Outdoor  
Black Diamond Equipment, Inc.  
CamelBak  
Dansko  
Earth Games  
Eastern Mountain Sports  
Filson  
GoLite  
KEEN, Inc.  
Leisure Trends Group  
Merrell  
Mountain Equipment Co-op  
Outdoor Research  
Patagonia, Inc.  
Recreational Equipment, Inc.  
Stanley Outdoors  
The Forest Group  
The North Face  
Waypoint Outdoor

### Individuals and Foundations

Conrad Anker  
Anonymous  
Steve & Nona Barker  
Tom & Sonya Campion  
Mark Cohen  
George Grabner  
Gracie Charitable Foundation  
Kate Ketschek  
Dave Knutson  
Sally McCoy & Rachel Anderson  
Peter & Cathy Metcalf  
Angela & Bill Owen  
Lisa Pike-Sheehy  
S.J. & Jessie E. Quinney Foundation  
Kirk Richardson  
Steve Rendle  
Elizabeth Rudolf  
Casey Sheahan  
Julie Sterling  
Bill Werlin  
Menno van Wyk  
Doug Walker  
Gifts in Memory of James Spring  
Gifts in Memory of Julie Sterling

## The Conservation Alliance Leading Edge

The Leading Edge is a community of long-time industry leaders who have shown a lifetime of active commitment to conservation and want to ensure that conservation remains a priority for our community of businesses that depend on protected wild places. The Leading Edge program was launched in 2016 and provides the opportunity for a select group of leaders in the outdoor industry to participate directly in The Conservation Alliance's efficient and effective conservation efforts.

Members of The Leading Edge commit to contributing a minimum of \$5,000 annually to The Conservation Alliance for at least three years.

The Conservation Alliance

# Leading Edge



We are grateful to the following donors for their commitments to the Leading Edge:

Steve & Nona Barker  
Yvon Chouinard  
Adam Forest  
Rory Fuerst  
Matt Hyde & Lisa Beaudreau  
Steve & Julie Meineke

Peter Metcalf  
Sally McCoy & Rachel Anderson  
Steve & Julie Rendle  
Kirk Richardson  
Casey Sheahan  
Jerry Stritzke

# Conservation Alliance Members as of December 31, 2016

adidas Outdoor / agron inc.  
adventure journal  
Adventure Travel Trade Association  
AdventureCORPs, Inc.  
Allied Feather and Down Corp.  
American Alpine Institute, Ltd.  
Arc'teryx Equipment, a Division of  
Amer Sports Canada Inc.  
ARTA River Trips  
Avex / Ignite USA  
Backcountry.com  
Backpacker Magazine  
Backpacker's Pantry, Inc.  
Backwoods Retail, Inc.  
Belinda Sanda Sales  
Ben Moon | Moonhouse  
Bergans of Norway  
Bernzott Capital Advisors  
Big Agnes  
Black Diamond Equipment, Ltd.  
Blue Ridge Outdoors Magazine  
Bluesign Technologies  
Boco Gear  
Bronwen Jewelry  
Brook Hopper Consulting  
Brooks Sports  
Broudy Donohue Photography  
Cairn  
Camber Outdoors  
CamelBak Products, LLC  
Canada Goose  
Cascade Designs, Inc.  
Cascade Financial Strategies  
CGPR Public Relations  
Chaco, Inc.  
Channel Signal  
Clif Bar & Company  
Columbia Sportswear Company  
Darn Tough Vermont  
Dong-in Entech  
Eagle Creek Travel Gear  
Eagles Nest Outfitters, Inc.  
ECCO  
eco-x Sports, Inc.  
Elemental Herbs  
Elevation Outdoors Magazine  
Everest Textile CO., Ltd.  
Exped  
Farm to Feet  
Filson  
Footloose Communications  
Footzone of Bend  
Formosa Taffeta Co., Ltd.  
Garmont North America  
GoalZero  
Good To-Go  
GoPro  
Grabber, Inc.  
Grand Union Trading Co., Ltd.  
Grassroots Outdoor Alliance  
Great Plains Mountain Stuff  
Greenspace  
Gregory Mountain Products  
GU Energy Labs  
Hed Hi Media  
Helly Hansen  
Hipcamp

HOWADESIGN  
Hydro Flask  
Ibex Outdoor Clothing  
Icebreaker  
Idaho River Adventures  
Indigitous, LLC  
Injinji, Inc.  
Innate  
IPA Connect  
JAM Media Collective  
JanSport  
JetBoil, Inc.  
Jimmy Chin Photography  
Juniper Ridge, LLC  
Justin Bailie Photography  
Kahtoola  
KEEN, Inc.  
Kelty, Inc.  
Kitella, Inc.  
Klean Kanteen  
La Sportiva  
Leatherman  
Marmot Mountain, LLC  
MercuryCSC  
Merrell  
Mountain Equipment Co-op  
Mountain Hardwear, Inc.  
Mountain Khakis  
Mountain Lake Marketing, Ltd.  
Nahanni River Adventures  
National Geographic Maps  
Nau  
Nester Hosierey, Inc.  
New Balance Athletic Shoe  
New Belgium Brewing Company  
New Normal Consulting, LLC  
Nikwax  
Nite Ize, Inc.  
North Drinkware  
Northwest Rafting Co.  
Noto Group  
Nuu Muu  
Nuun  
Oboz Footwear  
OLUKAI  
Onya Baby  
Osprey Packs  
Outdoor Gear Exchange/Gearx.com  
Outdoor Industry Association  
Outdoor Project  
Outdoor Retailer  
Outdoor Specialty Group, LLC  
Outdoor Sports Marketing, Inc.  
OutdoorIndustryJobs.com  
Outside Magazine  
Pachner & Associates, LLC Insurance  
Brokers & Consultants  
Pacific Overlander  
Pale Morning Media, LLC  
Patagonia, Inc.  
Peak Design  
Perpetual Motion NW  
Peter McBride Productions  
Petzl Foundation  
Picky Bars  
Pinnacle Outdoor Group  
Point6

Polartec  
prAna  
Press Forward PR  
PrimaLoft  
Quick Feet International  
Race SLO  
Recreational Equipment, Inc.  
Revolution House Media  
Rising Tide Associates  
RLP WEALTH ADVISORS, LLC  
Roots Rated  
Ruff Wear, Inc.  
Runner Girl Races, LLC  
Salomon  
Sanitas Sales Group  
Saucony  
SAXX Underwear  
SCARPA North America  
Schoeller Textil USA, Inc  
Sea to Summit  
Seaview Outfitters  
Shift Advantage  
Sierra Designs  
Slingfin  
Smartwool Corporation  
SNEWS  
Sorel  
Sorensen's Resort  
Stanley, a brand of PMI  
Stingray Eyewear  
Stio  
STM Bags  
Sullivan-Bishop Agency, LLC  
Superfeet Worldwide  
Teva  
The Forest Group  
The Mountain Lab  
The North Face  
The Timberland Company  
The Whiting Group  
Thule, Inc.  
Toad&Co  
Treasure Mountain Inn  
Uncage the Soul Productions  
Under Solen Media  
Unicorn Recreation Products Co Ltd  
Ursack  
VAPUR  
Vasque  
Velocio Apparel  
Verde Brand Communications  
Vibram USA  
Virasana Productions, LLC  
Vishnu Temple Press  
W.L. Gore & Associates, Inc.  
Waypoint Outdoor  
Wild Places, LLC  
Wilderness Press  
Wildland Trekking Company  
Woods Wheatcroft Photography  
Yakima  
Yeti Coolers  
YoungOne  
Zappos  
Zephyr Adventures  
Zumiez, Inc.



**The Conservation  
Alliance**

PO Box 1275  
Bend, Oregon 97709

925 NW Wall Street, Suite 202  
Bend, Oregon 97703

(541)389-2424  
[www.conservationalliance.com](http://www.conservationalliance.com)

## 2016 Board of Directors

**Linda Balfour**  
Superfeet Worldwide  
CHAIR

**Peter Metcalf**  
Black Diamond  
VICE CHAIR

**Joe Craig**  
Columbia Sportswear  
VICE CHAIR

**Deven Clemens**  
Clif Bar & Company  
SECRETARY/TREASURER

**Kirsten Blackburn**, KEEN, Inc.  
**Tracy Brunz**, Recreational Equipment Inc.  
**Seth Cobb**, Merrell  
**Hans Cole**, Patagonia  
**Eric Greene**, Kelty, Inc.  
**Adam Ketcheson**, Arc'teryx  
**Kate Ketschek**, Revolution House Media  
**Ann Krcik**, The North Face  
**Chelsea Pawlek**, Ibex Outdoor Clothing  
**Scott Whippis**, Toad&Co.

## Staff

**John Sterling**  
EXECUTIVE DIRECTOR

**Josie Norris**  
PROGRAM MANAGER

**Serena Bishop Gordon**  
PROGRAM DIRECTOR