In 2017, The Conservation Alliance distributed $1,826,000 to 50 organizations working to protect and defend wild places throughout North America.

2017 Grants

**Wild & Scenic Rivers**
- **The Methow Headwaters Campaign** seeks to secure $40,000 to protect 200,000 acres of wild public lands in Washington.
- **TheConnecting the Upper Rio Grande Campaign** seeks to secure $40,000 to protect 100,000 acres of wild public lands in New Mexico.
- **The Defending Public Lands through Monument Conservation Campaign** seeks to secure $50,000 to protect 200,000 acres of wild public lands in Washington.

**Wildland Protection**
- **The Bald Mountain Pond project** seeks to complete the $45,000 project to protect 420 acres of land, in the Columbia River Gorge National Scenic Area.
- **The Methow Headwaters Campaign** seeks to secure $40,000 to protect 200,000 acres of wild public lands in Washington.
- **The Stop Centennial Dam on the Bear River Campaign** seeks to stop the Centennial Dam and protect the last remaining wild salmon and steelhead population in Idaho.
- **The Protecting Giants of Giant Sequoia National Monument** project seeks to protect at least 100,000 acres of BLM lands.
- **The Protecting Wild Lands and Waters of Yellowstone National Park** campaign seeks to protect at least five percent (1.3 million acres) of the park from industrial-scale mining.

**Wild Salmon & Rivers**
- **The White Horse Mountain project** seeks to spend $40,000 to prevent mining activity in 30,000 acres of National Forest and Bureau of Land Management lands.
- **The Protecting the Giants of Giant Sequoia National Monument** project seeks to protect the last remaining large stands of giant sequoia trees.
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**Wildlife & Public Lands**
- **The Methow Headwaters Campaign** seeks to secure $40,000 to protect 200,000 acres of wild public lands in Washington.
- **The Defending Public Lands through Monument Conservation Campaign** seeks to secure $50,000 to protect 200,000 acres of wild public lands in Washington.

**Environmental Education**
- **The North Carolina Coastal Land Trust** seeks to engage in BLM management planning to secure $45,000 to protect 3,000 acres of land and 7.5 river miles along the Wilmington, NC.
- **The Pacific Coast Trail Alliance** seeks to engage in BLM management planning to secure $45,000 to protect 3,000 acres of land and 7.5 river miles along the Willmington, NC.
- **The North Carolina Coastal Land Trust** seeks to engage in BLM management planning to secure $45,000 to protect 3,000 acres of land and 7.5 river miles along the Wilmington, NC.

2017 in Review

In 2017, we entered 2017, we recognized new political threats to our wildlands and waters, and launched a new community. We look forward to another exciting year in 2018.
In 2017, the Conservation Alliance defended Grand Staircase-Escalante and Bears Ears National Monuments under attack through President Trump's Executive Order. To defend the National Environmental Policy Act (NEPA), one of the tools used to guide the management planning process, a grant of $10,000 was awarded to Earthjustice. To defend public lands from the impacts of mining, a grant of $7,500 was awarded to Friends of Cedar Mesa.

Our grantees delivered our advocacy message together to preserve and defend our public lands. We look forward to working with our partners in the outdoor industry to defend our bedrock conservation laws (E.g., Wilderness Act, Antiquities Act, National Forest Management Act), defend previous presidents' National Monument designations; maintain the boundaries of both National Monuments; and halt the sale of national public lands.

In 2017, we relayed our position on the intersection of this business and social value of conservation works to members of our industry, our elected officials, and our constituency. We achieved this through our advocacy efforts, which included writing letters, participating in public hearings, and publishing materials in high visibility publications. We continued to build on our advocacy efforts in 2018.

We awarded Wild Salmon Center a Public Lands Defense Fund grant to build grassroots support for the Elliott State Forest Campaign in Oregon. We made a total of three grants beginning in 2013 to Klamath Siskiyou Wildlands Center to protect Rough and Ready, Baldface and Hunter Creeks from mining, and to obtain Wild and Scenic River designations and expand the Kalmiopsis Rivers Mineral Withdrawal Designation.

Since 2013, we made a total of three grants to Soda Mountain Wilderness Council to double the size of the Cascade-Siskiyou National Monument. The expanded Cascade-Siskiyou National Monument, designated to protect the area for its biological diversity. The new Yellow Dog River Community Forest permanently protects public access to the Yellow Dog watershed.

In 2017, we funded Conservation Resource Alliance’s Boardman River Dams Project to remove three dams and restore 15,000 acres of the 30-mile-long Boardman River corridor in northern Michigan. The new Yellow Dog River Community Forest permanently protects public access to the Yellow Dog watershed.

We awarded The Nature Conservancy a grant to acquire one climbing area; and halted the sale of 82,500 acres of public land.
Backyard Collective Program

The Backyard Collective Program is The Conservation Alliance's largest member engagement program. It engages member companies in local conservation projects, raising awareness of the conservation issues in their own backyards. The program has engaged more than 2,000 volunteers and raised more than $1 million for conservation. In 2017, the program engaged 134 volunteers from 14 member companies to remove invasive species and clean up Left Hand Creek in Bend, OR. The volunteers also removed debris from the Duwamish River in Boulder, CO, and helped enhance the Big Rock Nature Preserve in Berkeley, CA.

Pinnacle Members

The Conservation Alliance Pinnacle Membership Program recognizes companies that contribute $100,000 or more annually to the organization. The program 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. The Leading Edge program was launched in 2016 and recognizes the leaders of the outdoor industry who are committed to conservation and are taking an active role in The Conservation Alliance's mission.

Legacy Fund

The Conservation Alliance Legacy Fund is a $3.5-million endowment, annual gifts to The Conservation Alliance, that ensures the organization's core functions, and ensures that conservation is a core part of our annual operating expenses, allows staff to further refine and improve our fund raising and membership efforts, and continues to grow the organization.

Conservation Alliance Members

The Conservation Alliance is a membership organization of businesses that depend on the outdoors. Our members have committed to investing one percent of their pretax income into the conservation of protected wild places. Our members include outdoor brands such as Patagonia, REI, and The North Face. Our work to protect and defend North America's wild places has never been more important, and these members have stepped up to increase the amount of funding we can contribute to conservation efforts throughout North America.

2017 Board of Directors

The Conservation Alliance is led by a board of directors elected by its members. The board is responsible for setting the organization's strategic direction and overseeing its operations. The board includes representatives from a variety of companies, including outdoor brands, manufacturers, and retailers. The board is dedicated to ensuring that The Conservation Alliance continues to be a powerful voice for conservation and the outdoors.