The Conservation Alliance

2020 ANNUAL REPORT

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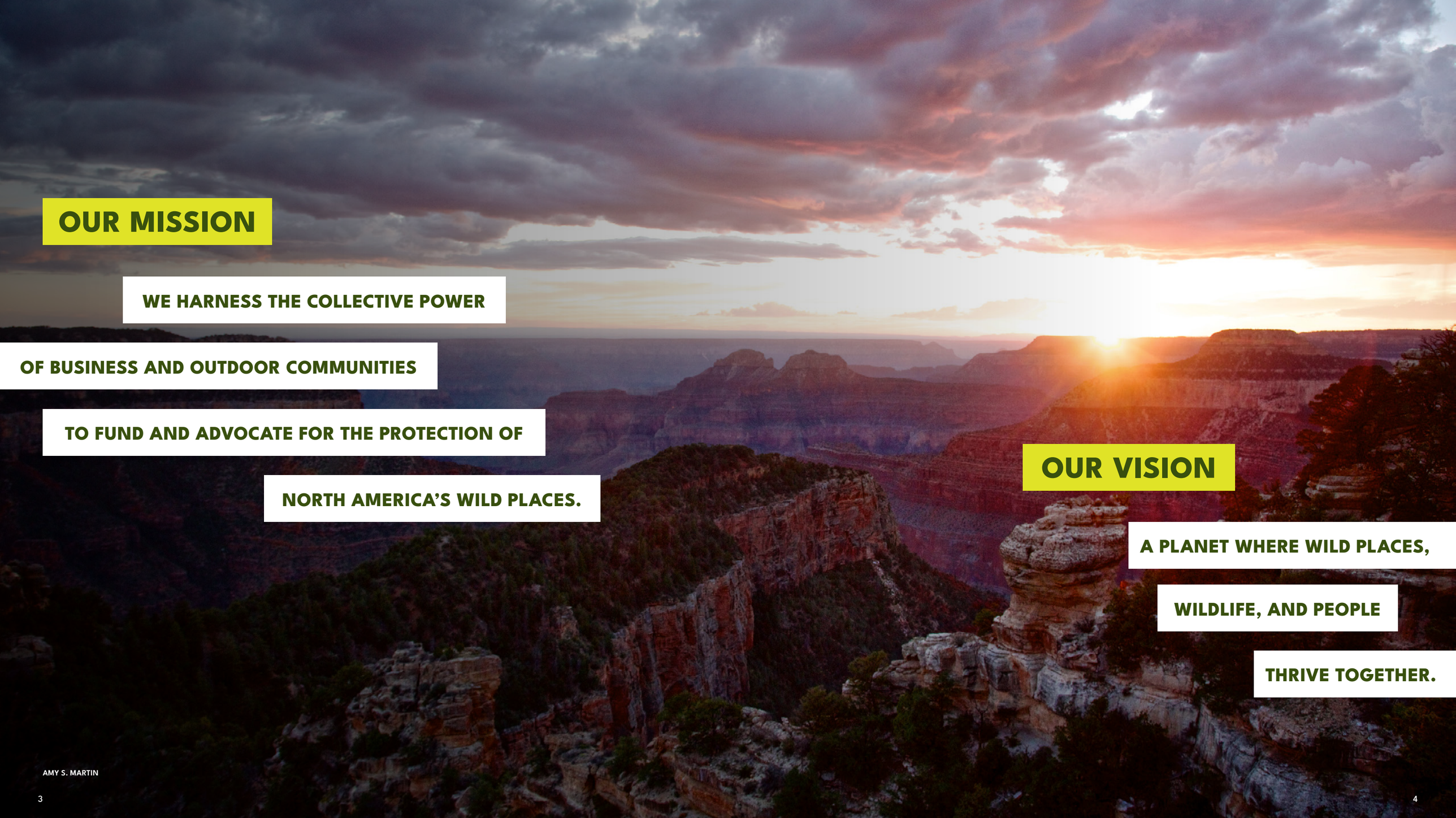


OUR MISSION

WE HARNESS THE COLLECTIVE POWER

OF BUSINESS AND OUTDOOR COMMUNITIES

TO FUND AND ADVOCATE FOR THE PROTECTION OF

NORTH AMERICA'S WILD PLACES.

OUR VISION

A PLANET WHERE WILD PLACES,

WILDLIFE, AND PEOPLE

THRIVE TOGETHER.

AMY S. MARTIN

YEAR IN REVIEW

2020 was a transformative year for the business community, the nonprofit sector, and for each of us as individuals. The COVID-19 pandemic had profound impacts on the world and how we do our work. We were able to navigate these challenges and finish the year strong. Additionally, the Black Lives Matter movement caused us to reflect on our work and responsibility to address systemic injustice both within our organization and in the conservation movement as a whole. Here's a summary of our progress during this pivotal year:

SUCCESSES

Our funding helped 12 projects cross the finish line in 2020. These projects permanently protected 11,594 acres (including 483 giant sequoias), 1.3 river miles, and one climbing area. Our grantees also helped stop the Pebble Mine in Bristol Bay, Alaska, and the Temperance Flat Dam in California.

In August, we celebrated the passage of the Great American Outdoors Act, which included full funding for the Land and Water Conservation Fund.

GRANTS

In 2020, we awarded $1,746,000 from our general grant fund, $130,000 from our Public Lands Defense Fund (PLDF), and $125,000 in Community Grants that supported small organizations during the onset of the pandemic.

We launched the PLDF in 2017 and awarded a total of $777,000 in funding to help defend our public lands system during the Trump administration. Shortly after the 2020 elections, we sunsetted the PLDF to focus our attention on groups working to secure new protections for wild places.

ADVOCACY

In the spring, we conducted a polling project to understand the potential impact of our community on the 2020 elections. Our polling suggested that as many as 24.6 million outdoor community members might not vote in the 2020 election. Using this and other polling data, we launched a Get Out the Vote effort in September. (We did not endorse or support specific candidates and are prohibited from doing so based on our IRS nonprofit status.)

In March, we hosted nearly 40 participants from 30 member companies for our annual Washington, DC, fly-in. We also engaged in a new kind of advocacy that led us to divest from Bank of America, our longtime financial partner, due to their stance on financing oil and gas activities in the Arctic National Wildlife Refuge.

MEMBERSHIP

We welcomed 24 new members to The Conservation Alliance in 2020, including Bank of the West as our newest Pinnacle Member. We added members from the outdoor industry, as well as the financial, renewable energy, and technology sectors. We also added a significant new foundation, which made a multi-year commitment to both our grant fund and our operating fund.

Shortly after the pandemic began to take a toll on businesses, we reached out to each of our members to see how they were doing. We made accommodations for those who needed them to ensure every company that started as a member in 2020 ended the year as a member.

In addition, several large cause-marketing initiatives brought in significant dollars, more than covering our operating expenses and allowing us to dedicate 2020 unrestricted funds to our grant fund for 2021.

JUSTICE, EQUITY, DIVERSITY, AND INCLUSION

In 2020, we began our journey to make The Conservation Alliance a more just, equitable, diverse, and inclusive organization. We are committed to understanding the dynamics at play in conservation philanthropy, and launched a task force to lead us through the process of determining how to do this important work. In October, our task force began working with Marcelo Bonta of J.E.D.I. Heart to facilitate individual, organizational, and systemic change processes.

We are grateful for the support of our member companies, Leading Edge members, and the other donors who supported our work to protect wild places in 2020.

We awarded $2,001,000 in funding to grassroots organizations through our general grant fund, the Public Lands Defense Fund, and Community (COVID) Grants.

Our grantees celebrated 12 conservation victories.

We added 24 new members, including one new Pinnacle Member, Bank of the West.

We benefited from more than 20 members in our Leading Edge program, which gives individuals the opportunity to make significant contributions to The Conservation Alliance.

Our advocacy program engaged members in efforts to protect wild places and get out the vote.

We established a justice, equity, diversity, and inclusion task force and engaged a consultant to help guide our work.

DAVE SHAW

GRANTS

IN 2020,

WE AWARDED $1,746,000

FROM OUR GENERAL GRANT FUND.

ALASKA WILDERNESS LEAGUE

ALASKA

ALASKA WILDERNESS LEAGUE
Arctic National Wildlife Refuge Campaign
Anchorage, AK, and Washington, DC
$50,000

To stymie the Trump administration's efforts to advance seismic testing, leasing, and eventual drilling on the Arctic Refuge Coastal Plain, and restore protections for the 1.6 million acres of rolling tundra, braided rivers, and coastline.

FLORIAN SCHULZ

AUDUBON ALASKA
Protect the Arctic Refuge Campaign
Anchorage, AK
$50,000

To permanently protect 1.5 million acres within Alaska's Arctic National Wildlife Refuge for the people, wildlife, and ecological systems in the Arctic Refuge Coastal Plain.

TROUT UNLIMITED ALASKA
Save Bristol Bay
Juneau, AK
$40,000

To stop Northern Dynasty Minerals from moving forward with the Pebble Mine project and permanently protect Alaska's 40,000-square-mile Bristol Bay Fisheries Reserve from all future large-scale hard rock mining exploration.

ARIZONA

GRAND CANYON TRUST
Permanently Protecting the Grand Canyon and Surrounding Public Lands from Uranium Mining
Flagstaff, AZ
$45,000

To permanently protect 1,006,545 acres of federal land adjacent to Grand Canyon National Park and the Colorado River from new uranium mining.

BRITISH COLUMBIA

CANADIAN PARKS AND WILDERNESS SOCIETY (CPAWS) - BRITISH COLUMBIA
Establishing the Dene K'éh Kusān Provincial Conservancy
Vancouver, BC
$40,000

To establish a new 9.8 million-acre provincial protected area in Kaska Dena ancestral territory, called Dene K'éh Kusān, by 2022.

HABITAT ACQUISITION TRUST
Sc'ianew Indigenous Protected and Conserved Area Project
Victoria, BC
$20,000

To create an Indigenous Protected and Conserved Area to be owned and governed by the Sc'ianew First Nation, and that would result in the protection of 15% of the world's remaining old-growth Coastal Douglas-fir forest and community access to 445 acres.

CALIFORNIA

CALIFORNIA WILDERNESS COALITION
Northwest California Mountains and Rivers & Central Coast Wild Heritage Campaign
Oakland, CA
$45,000

To pass two bills that protect 506,595 acres of new Wilderness and 639 miles of Wild and Scenic Rivers, restore more than 729,000 acres of public lands damaged by clearcutting and other development, designate 34,882 acres in two new scenic areas, and establish a new recreation trail.

VENTURA LAND TRUST
Mariano Rancho Acquisition Project
Ventura, CA
$30,000

To acquire the 1,645-acre Mariano Rancho, an iconic Ventura property that includes scenic vistas and restored coastal sage scrub habitat; and secure public access to 12 miles of multi-use dirt roads, and hiking and biking trails.

RICH REID & JENNA WELLS

COLORADO

ACCESS FUND
Thumb Open Space
Boulder, CO
$30,000

To permanently protect, steward, and open the 65-acre Thumb Open Space in the heart of Estes Park, CO, that includes the Thumb and Needle climbing area.

MIKE WHELAN

RYAN WEBER

DOLORES RIVER BOATING ADVOCATES
Dolores River Canyon National Conservation Area Campaign
Dolores, CO
$20,000

To protect 100,000 acres in the Dolores River Canyon as a National Conservation Area, including 100 miles of the Dolores River and 28,500 acres of designated Wilderness in southwest Colorado.

SAN JUAN CITIZENS ALLIANCE
San Juan Mountains Wilderness
Durango, CO
$40,000

To secure Wilderness and other protective designations for 60,000 acres in Colorado's San Juan Mountains that include doubling the size of the existing Mount Sneffels Wilderness, safeguarding alpine basins in the Animas River headwaters from mining, expanding the Lizard Head Wilderness, and designating McKenna Peak as the first desert Wilderness area in southwest Colorado.

THE WILDERNESS SOCIETY - COLORADO
The Gunnison Public Lands Initiative
Durango, CO
$35,000

To protect more than 452,000 acres of Forest Service and BLM public lands in Gunnison County, CO, by enacting legislation and securing administrative protections in Grand Mesa, Uncompahgre, and Gunnison National Forest management plans.

WILDERNESS WORKSHOP
Achieving Permanent Protection for the Thompson Divide
Carbondale, CO
$35,000

To permanently protect 300,000 acres in Colorado by passing the Colorado Outdoor Recreation and Economy (CORE) Act, protecting 200,000 acres from oil and gas leasing in the Thompson Divide and establishing 100,000 acres of wilderness, recreation, and wildlife designations in the Continental Divide.

IDAHO

IDAHO CONSERVATION LEAGUE
Protecting the High Divide
Boise, ID
$10,000

To secure Wild and Scenic River designation for 110 miles of rivers in Idaho's Salmon-Challis National Forest (including the upper headwaters of the Middle Fork Salmon River), and protect 300,000 acres of land as Wilderness (including Borah Peak, Idaho's highest mountain), with an additional 150,000 acres administratively protected for quiet, non-motorized recreational uses.

JOSH JOHNSON

MAINE

APPALACHIAN MOUNTAIN CLUB
Campaign to Preserve Maine's Intact Forest: Protecting the Pleasant River Headwaters
Boston, MA
$45,000

To secure lasting protection and human-powered recreational opportunities on the 26,740-acre Pleasant River Headwaters Forest property and create a stronger constituency supporting land conservation in Maine.

JON MULLEN

DOWNEAST LAKES LAND TRUST
Lakeville Forest Project
Grand Lake Stream, ME
$30,000

To acquire more than 1,900 acres of working timberland, pristine wetlands, wildlife habitat, and nearly two miles of undeveloped lake shore in Maine and turn it into one of the largest community forests in the nation.

MANITOBA

CANADIAN PARKS AND WILDERNESS SOCIETY - MANITOBA
Seal River Watershed Indigenous Protected Area Initiative
Winnipeg, MB
$45,000

To establish a new Indigenous Protected Area that protects Manitoba's 12.5 million-acre Seal River Watershed in partnership with four regional First Nations: Sayisi Dene First Nation, Northlands Denesuline First Nation, Barren Lands First Nation, and O-Pipon-Na-Piwin Cree Nation; and to develop community-driven ecological and cultural tourism ventures within the new protected area.

CHRISTOPHER PAETKAU

MASSACHUSETTS

WESTERN MASS CLIMBERS COALITION
The Hanging Mountain Project
South Hadley, MA
$30,000

To acquire and permanently protect the 14-acre Hanging Mountain property, located near the border of Massachusetts and Connecticut, and open it to the public as a new climbing area.

MINNESOTA

NORTHEASTERN MINNESOTANS FOR WILDERNESS
Campaign to Save the Boundary Waters
Ely, MN
$45,000

To protect the Boundary Waters Canoe Area Wilderness, Voyageurs National Park, and Canada's Quetico Provincial Park from sulfide-ore copper mining pollution by halting mining activity on 234,328 acres.

JIM BRANDENBURG

KEN TAKATA

MONTANA

AMERICAN RIVERS
Protecting Western Montana's Last Best Wild Rivers
Missoula, MT
$50,000

To gain long-term and permanent protections for 114 rivers, 1,321 river miles, and 422,720 acres of riverside lands in the Greater Yellowstone and Crown of the Continent ecosystems in western Montana.

BACKCOUNTRY HUNTERS & ANGLERS
Protecting Montana's Blackfoot Clearwater Valleys
Missoula, MT
$35,000

To designate 80,000 acres of public lands in the Crown of the Continent ecosystem as Wilderness, permanently protecting clean waters, outdoor traditions, and fish and wildlife habitat.

GREATER YELLOWSTONE COALITION
Yellowstone Gateway Land Acquisitions - Permanently Protecting the Border of Yellowstone National Park
Bozeman, MT
$50,000

To stop future gold mines by acquiring 420 acres of private land inholdings near Yellowstone National Park and the Absaroka-Beartooth Wilderness and transferring the properties to public ownership.

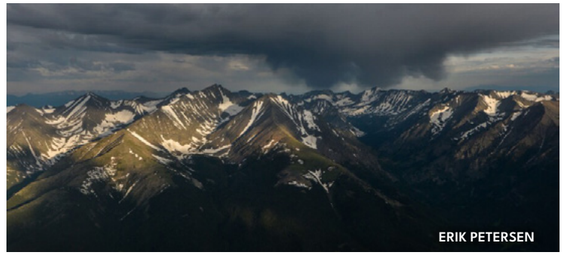
ZACK PORTER

MONTANA WILDERNESS ASSOCIATION
Blackfoot Clearwater Stewardship Project
Helena, MT
$45,000

To permanently protect 78,000 acres of habitat for threatened and endangered species like grizzly bears, bull trout, and lynx, and for recreation by expanding Montana's Mission Mountains, Bob Marshall, and Scapegoat Wilderness Areas.

PARK COUNTY ENVIRONMENTAL COUNCIL
Protecting the Wild and Working Landscapes of Montana's Crazy Mountains
Livingston, MT
$40,000

To acquire 5,205 acres of private inholdings through the East Crazy Mountain Land Exchange, resulting in a 94,590-acre roadless area and a new 21-mile, privately financed trail to replace the disputed "East Trunk Trail" in Montana's Crazy Mountains.


ERIK PETERSEN

WILDLIFE CONSERVATION SOCIETY
Blackfeet-Led Conservation Project
Bozeman, MT
$35,000

To support efforts led by the Blackfeet Nation that advance conservation on sovereign lands adjacent to Glacier and Waterton National Parks and the Kainai First Nation's Timber Reserve, restoring and protecting bison and beaver populations and habitats, and developing opportunities for the emergence of a Tribally owned nature-based economy.

NEVADA

FRIENDS OF NEVADA WILDERNESS
Military Expansion Defense Campaign for Desert Refuge and Churchill County
Reno, NV
$20,000

To permanently protect 1.3 million acres of wild lands in the Desert National Wildlife Refuge as Wilderness, and 329,000 acres of Wilderness and National Conservation Areas in Churchill County, NV, in the 116th Congress.

TROUT UNLIMITED
Sportsmen for the Ruby Mountains Project
Battle Mountain, NV, and Arlington, VA
$40,000

To permanently protect the Ruby Mountains in Nevada from oil and gas leasing and development by passing the Ruby Mountains Protection Act.

NEW MEXICO

NEW MEXICO WILDERNESS ALLIANCE
Greater Chaco Protection Campaign
Albuquerque, NM
$45,000

To work with the All Pueblo Council of Governors and the Navajo Nation, the New Mexico congressional delegation, and the public to secure permanent protection of the Greater Chacoan Landscape through passage of the Chaco Cultural Heritage Area Protection Act, and to achieve a favorable outcome in the final Farmington Resource Management Plan.

U.S. HOUSE COMMITTEE ON NATURAL RESOURCES

NEW YORK

ADIRONDACK COUNCIL
Campaign for the Follensby Pond Preserve
Elizabethtown, NY
$25,000

To protect 14,600 acres in New York's Adirondack Park, adding to the public Forest Preserve, protecting fish habitat, and creating new opportunities for motor-free recreation.

TYLER ROEMER

NORTH CAROLINA

OUTDOOR ALLIANCE

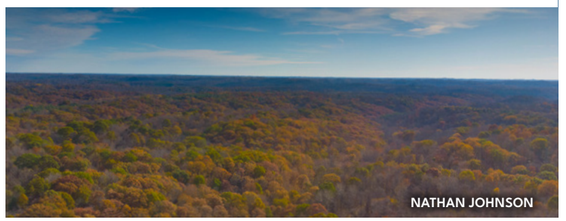
Protecting North Carolina's Mountain Treasures

Ashland, NC, and Washington, DC

$35,000

To secure 20 years of improved management for the 1.1 million acres of North Carolina's Nantahala and Pisgah National Forests, including protections for 48,000 acres along 29 new eligible Wild and Scenic Rivers and 70,000 acres of recommended Wilderness, and lay the groundwork for congressional designations for these special places.

SHANNON MILSAPS


NATHAN JOHNSON

OHIO

OHIO ENVIRONMENTAL COUNCIL

Black Diamond Backcountry Campaign

Columbus, OH

$40,000

To protect 30,000 acres of the Wayne National Forest that include close to 100 miles of backpacking trails and the largest regional backpacking complex in Ohio.

OREGON

COLUMBIA LAND TRUST

Mt. Hood Oaks Acquisition

Mt. Hood, OR, and Vancouver, WA

$40,000

To acquire the 1,945-acre Mt. Hood Oaks property in Oregon, and protect the oak and pine woodlands and streams from rural-residential development.

KLAMATH-SISKIYOU WILDLANDS CENTER

Expand the Wild Rogue

Ashland, OR

$40,000

To secure the passage of the ORE Act, which will: establish the 98,000-acre Rogue Canyon Recreation Area in southwest Oregon and the 30,000-acre Molalla River Recreation Area in rural Clackamas County; expand the Wild Rogue Wilderness by 60,000 acres; and permanently protect 100,000 acres in the Baldface, Rough & Ready, and Hunter Creek watersheds of southwest Oregon from the threat of nickel strip mining.

OREGON DESERT LAND TRUST

Connecting Central Oregon's Backcountry

Bend, OR

$45,000

To acquire 3,891 acres of private land within or adjacent to existing Wilderness Study Areas managed by the Bureau of Land Management to consolidate public land ownership for the benefit of wild lands and wildlife conservation, human-powered recreation, and public access.

OREGON NATURAL DESERT ASSOCIATION

Protecting Oregon's Owyhee Canyonlands

Bend, OR

$50,000

To designate 1.13 million acres of Wilderness and 14.7 miles of Wild and Scenic Rivers in the Owyhee Canyonlands, and strengthen conservation management across 4.5 million acres of eastern Oregon public lands to protect natural values, environmental health, and recreation assets.

OREGON WILD

Protecting Wild & Scenic Rivers and Public Lands in Oregon

Portland, OR

$50,000

To designate 1,000-3,900 miles of Oregon's rivers and other waterways as Wild and Scenic, and establish half-mile buffers of protected wild lands on each side, resulting in up to 1.6 million acres of new protections.

KS WILD

SODA MOUNTAIN WILDERNESS COUNCIL
Wild & Scenic Waterway Protection in Cascade-Siskiyou National Monument
Ashland, OR
$10,000

To secure Wild and Scenic River protection for up to 140 miles of waterways in the threatened Cascade-Siskiyou National Monument.

TEXAS

THE FRONTERA LAND ALLIANCE
Lost Dog Conservation Easement
El Paso, TX
$10,000

To protect 1,007 acres of open natural space in the city of El Paso for wildlife, conservation, education, and public recreation, including six miles of trails for hiking and biking and connectivity to Franklin Mountains State Park.

UTAH

FRIENDS OF CEDAR MESA
A Pivotal Year for Bears Ears
Bluff, UT
$30,000

To either re-establish Bears Ears National Monument or expand it to at least 1.9 million acres, or secure protective measures in the resource management plans for the illegally reduced 200,000 acres.

JOSH EWING

VERMONT

GREEN MOUNTAIN CONSERVANCY
Deer Run Nature Preserve Phase 2
West Dummerston, VT
$35,000

To acquire 626 acres of forestland along the West River and adjacent to Vermont's Deer Run Nature Preserve, open it to the public for recreation and education, and develop more than 10 miles of trails designed to accommodate all interests, needs, and abilities.

SAM FARWELL

THOMAS O'KEEFE

VIRGINIA

VIRGINIA WILDERNESS COMMITTEE
George Washington National Forest Campaign
Lexington, VA
$20,000

To enact legislation that designates more than 100,000 acres of the George Washington National Forest in Virginia as Wilderness and National Scenic Areas.

WASHINGTON

AMERICAN WHITEWATER
Wild Olympics Campaign
Seattle, WA
$45,000

To pass a legislative public lands and waters conservation package that includes 464 river miles of Wild and Scenic Rivers and 126,000 acres of new Wilderness Areas on Washington's Olympic Peninsula.

COWICHE CANYON CONSERVANCY
Uplands Capital Campaign
Yakima, WA
$45,000

To acquire and permanently protect 325 acres of endangered shrub steppe habitat currently for sale and at high risk of residential development at the heart of a popular trail system located 15 minutes from downtown Yakima, WA.

METHOW VALLEY CITIZENS COUNCIL
Great Northwest Forest Campaign
Twisp, WA
$45,000

To secure lasting protection and restoration for the 24.5 million acres of federally managed lands in western Oregon, Washington, and northwestern California covered under the Northwest Forest Plan, including provisions for old forest protection and restoration, climate resilience strategies, watershed and wildlife habitat protection and restoration, and sustainable economic development opportunities for outdoor jobs, including recreation.

JOHN MARSHALL

WESTERN RIVERS CONSERVANCY
Nason Ridge Project
Lake Wenatchee, WA, and Portland, OR
$30,000

To protect the 3,714-acre Nason Ridge property adjacent to Lake Wenatchee State Park in Washington's North Cascades for the benefit of wildlife and people.

WHATCOM LAND TRUST
Skookum II Conservation Corridor
Bellingham, WA
$45,000

To acquire 1,000 acres of riparian forest and uplands and two miles of upper Skookum Creek to improve biodiversity, watershed health, climate resilience, landscape connectivity, and recreation in Washington's Upper South Fork Nooksack River basin.

RICH BOWERS

WYOMING

WYOMING OUTDOOR COUNCIL
Protection for Wyoming's Wild Northern Red Desert
Lander, WY
$35,000

To protect the diverse wildlife, recreational, scenic, cultural, and historic values of the vast Northern Red Desert landscape, which contains seven Wilderness Study Areas and represents some of the West's most untouched high-elevation desert and sagebrush wild lands.

WYOMING OUTDOOR COUNCIL

YUKON TERRITORIES

CANADIAN PARKS AND WILDERNESS SOCIETY - YUKON
Protecting the Dawson Region
Whitehorse, YT
$25,000

To protect more than 6 million acres of wilderness in the Dawson Land Use Plan in the Yukon Territory.

MALKOLM BOOTHROYD

PUBLIC LANDS DEFENSE FUND

IN 2020,

WE SUNSETTED

THE PUBLIC LANDS DEFENSE FUND.

JERRY GREER

The Public Lands Defense Fund (PLDF) was launched in 2017 in anticipation of attacks on our public lands system during the Trump administration.

During the last four years, we learned a lot about how to protect and defend wild places during an administration that made countless attempts to undermine our bedrock conservation laws and roll back protections for our public lands. While threats to our public lands system will never disappear entirely, transitioning to a friendly administration greatly diminishes the need for a second grant fund. Shortly after the 2020 election, The Conservation Alliance Board of Directors voted to sunset the PLDF, allowing us to turn our full attention to funding groups working to secure new protections for wild places. From 2017 to 2020, we awarded 43 grants totaling $777,000 to groups defending bedrock conservation laws and existing protected areas, and to groups working to stop the transfer of federal land.

Funding for the PLDF was raised specifically for defense, allowing us to direct 100% of our members' annual dues into proactive conservation efforts. We'd like to thank Patagonia, Inc., The North Face, and Arc'teryx Equipment for making significant contributions to the PLDF each year from 2017 to 2020. We are grateful to all of the brands that contributed to this effort, including: Boco Gear, Farm to Feet, GRAYL, GU Energy Labs, KEEN, Inc., Last Exit Goods, New Belgium Brewing, Ruffwear, Inc., Smartwool Corporation, Velocio Apparel, and Zappos. We are proud to have played a role in mobilizing countless public lands advocates and defending our public lands system.

TOTAL 2020 PLDF GRANTS: $130,000

CANADIAN PARKS AND WILDERNESS SOCIETY - SOUTHERN ALBERTA
Defend Alberta's Parks
Calgary, AB
$25,000

To address a proposal by the Government of Alberta to close 40% of Alberta's provincial parks (175 park units), which accounts for about 40,000 acres and includes 4,493 public campsites.

SOUTHEAST ALASKA CONSERVATION COUNCIL
Keep the Tongass Roadless and Wild
Juneau, AK
$15,000

To halt the removal of the national Roadless Rule from the Tongass National Forest.

SOUTHERN ENVIRONMENTAL LAW CENTER
Defending NEPA
Charlottesville, VA
$25,000

To defend the National Environmental Policy Act (NEPA) from two major attacks by the Trump administration.

TAXPAYERS FOR COMMON SENSE
Roadless Rule Defense Project
Washington, DC
$15,000

To dramatically increase awareness among Congress, the press, and the public about the financial costs borne by taxpayers as a result of the rollback of the federal Roadless Rule, and to stop bad-faith efforts to roll back environmental protections as part of any economic recovery efforts in the COVID-19 response.

WESTERN ENVIRONMENTAL LAW CENTER
NEPA Defense Campaign
Eugene, OR
$15,000

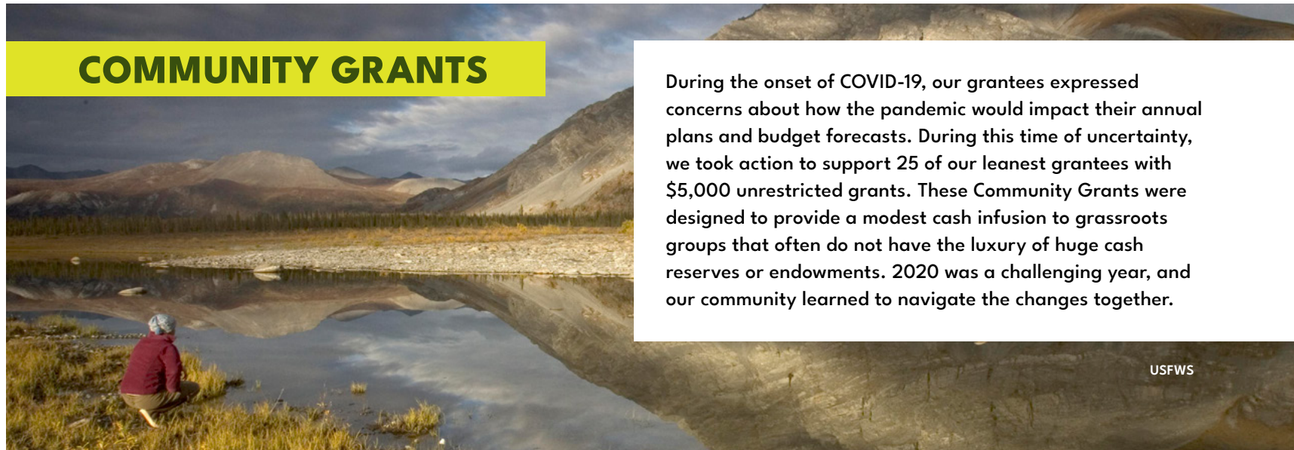
To stop the Trump administration's attempts to undermine and weaken the National Environmental Policy Act—a bedrock environmental law that requires federal agencies to evaluate the environmental impacts of major federal actions.

WESTERN ENVIRONMENTAL LAW CENTER
Defending the Cascade-Siskiyou National Monument
Eugene, OR
$15,000

To engage in legal advocacy to protect Oregon's Cascade-Siskiyou National Monument from efforts by the timber industry and the Trump administration to shrink the monument or alter its conservation management mandate.

THE WILDERNESS SOCIETY - NATIONAL
Roadless Rule Defense
Washington, DC
$20,000

To defend the 2001 Roadless Rule that prohibits road construction and timber harvesting on 58.5 acres of inventoried roadless areas on National Forest lands.

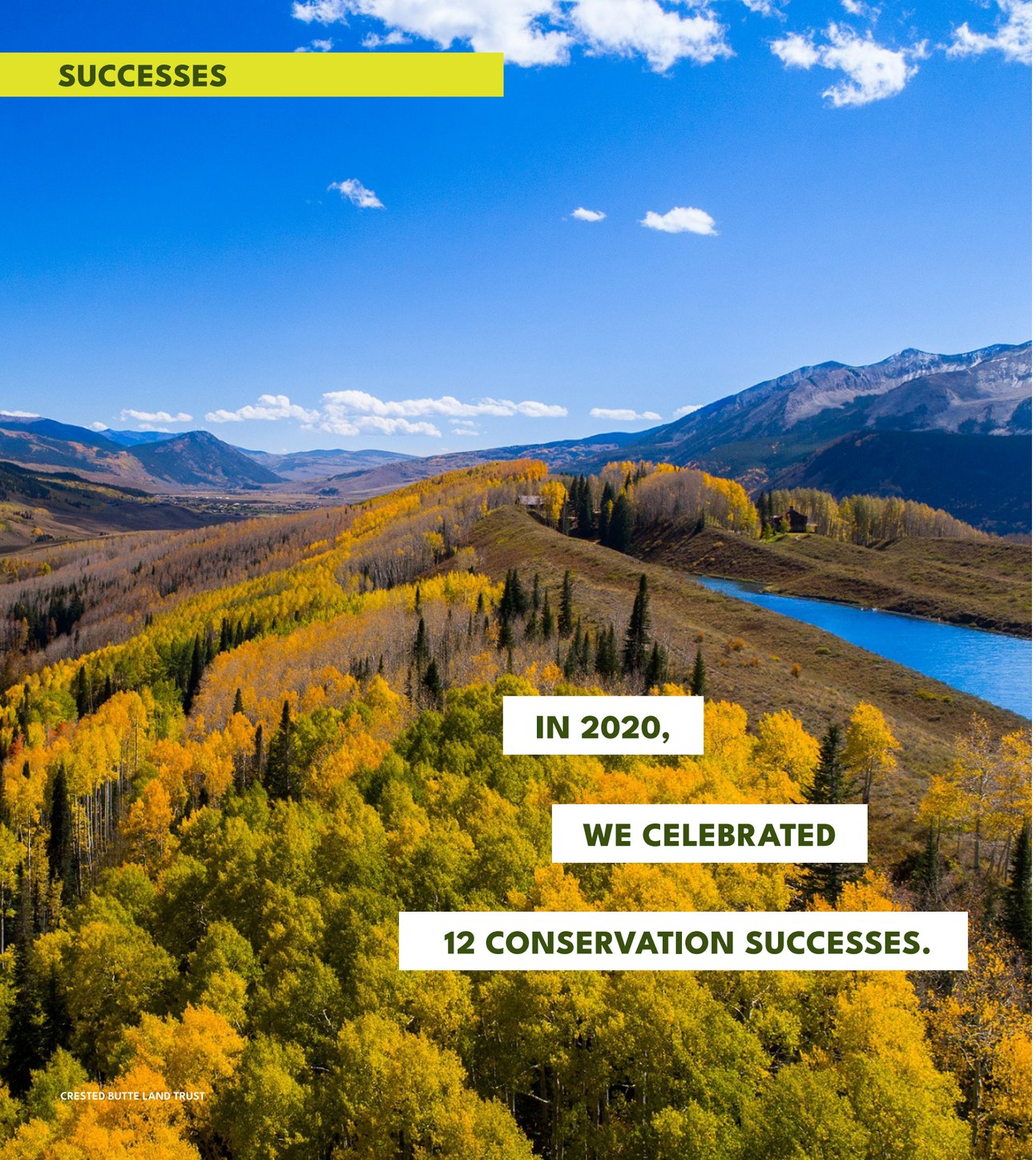


COMMUNITY GRANTS

During the onset of COVID-19, our grantees expressed concerns about how the pandemic would impact their annual plans and budget forecasts. During this time of uncertainty, we took action to support 25 of our leanest grantees with $5,000 unrestricted grants. These Community Grants were designed to provide a modest cash infusion to grassroots groups that often do not have the luxury of huge cash reserves or endowments. 2020 was a challenging year, and our community learned to navigate the changes together.

USFWS

SUCCESSES



IN 2020,

WE CELEBRATED

12 CONSERVATION SUCCESSES.

CRESTED BUTTE LAND TRUST

ALDER CREEK

530 acres protected

Save the Redwoods League used Conservation Alliance funding to acquire the largest remaining privately owned giant sequoia forest in the world. Alder Creek is a 530-acre property with the fifth-largest tree (measured by trunk volume) in the world—a 3,000-year-old giant sequoia called the Stagg Tree—and 483 giant sequoias with diameters of six feet or more. The long-term goal is to transfer ownership of the Alder Creek property to the U.S. Forest Service to be managed as part of Giant Sequoia National Monument in California.

SAVE THE REDWOODS LEAGUE

ALMOND RANCH

281 acres protected

John Muir Land Trust has completed the 281-acre Almond Ranch acquisition near Martinez, CA. This property is one of two “missing pieces” needed to complete the 50-mile Carquinez Strait Scenic Trail. Almond Ranch is also a key acquisition that brings the visionary Bay Area Ridge Trail—a 550-mile loop that circumnavigates the entire San Francisco Bay—one step closer to completion. Almond Ranch is adjacent to two other properties acquired by John Muir Land Trust along Franklin Ridge, and includes an 800-foot peak, hilly grasslands, forested valleys, and riparian areas. John Muir Land Trust is working to open this area to hikers, dog walkers, cyclists, bird watchers, and equestrians.

ADAM WEIDENBACH

CASTLE CRAGS WILDERNESS ACQUISITION

637 acres protected

The Wilderness Land Trust (WLT) used our funding to acquire and protect 637 acres of private land within the Castle Crags Wilderness in Northern California. With the recent acquisition complete, the last remaining threat of private development within the Castle Crags Wilderness is eliminated forever. This acquisition ensures that public access for climbing, hiking, running, fishing, hunting, camping, and horseback riding is preserved, and vital habitat for flora and fauna is permanently protected. The surrounding wilderness provides critical habitat for Pacific marten, Blue Ribbon trout, black bears, an emerging wolf population, and the endemic Castle Crags harebell wildflower. WLT is working to transfer ownership of this parcel to the U.S. Forest Service to be managed as wilderness.

CORY POOLE

ELK RIVER UNIT ACQUISITION

560 acres protected

Ducks Unlimited used Conservation Alliance funding to protect and acquire 560 acres in the Elk River Unit located in the Johns River State Wildlife Area. Ownership and management of this forested wetland was transferred to the Washington Department of Fish & Wildlife. The Elk River Unit contains fresh and estuarine wetland habitats, tidal mudflats, and old-growth forested uplands, and it is open to the public for hiking, birding, and big-game and waterfowl hunting. The area is also home to elk, black-tailed deer, black bears, bald eagles, and the endangered marbled murrelet.

DUCKS UNLIMITED

ROB SULLIVAN

HANGING MOUNTAIN CLIMBING AREA

14 acres and one climbing area protected

Western Mass Climbers Coalition (WMCC) used our funding to acquire and permanently protect the 14-acre Hanging Mountain property, located near the border of Massachusetts and Connecticut. The property features a long chain of 10 separate granite, gneiss, and schist crags, some as high as 240 feet, with an estimated 200 pitches of climbing. The Hanging Mountain acquisition will forever guarantee public access to this open space for rock climbing, hiking, and bird watching.

KURT BUDLIGER

HUNGER MOUNTAIN HEADWATERS

1,877 acres protected

The Trust for Public Land used our funding to complete the 1,877-acre Hunger Mountain Headwaters project in Vermont. The newly protected properties provide expanded public access to the Worcester Range and are included in the Worcesters to Northeast Kingdom Wildlife Linkage. Now part of the C.C Putnam State Forest in Vermont, this area also hosts the approach trail to Mount Hunger and White Rock Mountain—two of the most popular day hikes in Vermont.

BRIAN CHAMBERS

KLICKITAT CANYON

4,900 acres protected

Conservation Alliance grantee Columbia Land Trust recently completed Phase III of the Mt. Adams-Klickitat Canyon Conservation project, conserving 4,900 acres in Yakima County, WA. This is the final step of a nearly 11,000-acre conservation project that represents more than a decade of planning, research, and partnerships. Klickitat Canyon and the surrounding area are the ancestral lands of the Yakama people, and the vision for conserving this land was developed with support from the Yakama Nation. The conservation of this land benefits recreation, wildlife, and habitat connectivity along the Wild and Scenic Klickitat River, and ensures that this area will remain wild and healthy for generations to come.

DUSTY DEMERSON

LONG LAKE LAND EXCHANGE

750 acres protected

In collaboration with other organizations, Crested Butte Land Trust utilized our funding to protect 750 acres of land and water, including Long Lake, Copley Lake, and private property near Colorado's Fossil Ridge Wilderness. The Copley Lake and Fossil Ridge properties, both formerly in private ownership, are now a part of the Gunnison National Forest, exchanged for land trust ownership and protection of Long Lake. While the northern shore of Long Lake will be managed for sustainable recreation use, the surrounding area provides wildlife habitat and key agricultural corridors.

PEBBLE MINE

One mine halted

In November, the U.S. Army Corps of Engineers denied the most important federal permit needed to dig in the headwaters of Bristol Bay, Alaska. After a multi-year permit review, the Army Corps found that the proposed copper and gold mine would cause "significant degradation" to wetlands and aquatic resources in southwest Alaska. This permit denial stops the mine in the near term, and the effort to secure community-supported, long-term protections for the region is underway.

SANTA FE RIVER ACQUISITION

254 acres and 1.3 river miles protected

Alachua Conservation Trust (ACT) used our funding to protect two freshwater springs, 254 acres, and 1.3 river miles along Florida's Santa Fe River. Freshwater springs are paddling wonderlands; an entry point to the Floridan aquifer; and home to manatees, limpkins, wood storks, river otters, and hundreds of other species of fish, turtles, snakes, birds, and mammals. Construction for a network of trails and a canoe/kayak launch is now underway as ACT works to ensure that hikers, bikers, birders, and families can enjoy this unique landscape.

TEMPERANCE FLAT DAM

One dam halted

American Whitewater used our funding to protect 18 miles of the San Joaquin River in California threatened by the proposed Temperance Flat Dam. The Temperance Flat Dam is indefinitely on hold due to the outrageous project costs, and permanent damage to the landscape, wildlife, and delicate habitat has been averted.

WALLOWA LAKE'S EAST MORAINE

1,791 acres protected

The East Moraine of Wallowa Lake connects the town of Joseph to the stunning Eagle Cap Wilderness area in northeast Oregon. In collaboration with other organizations, Wallowa Land Trust used our funding to acquire and protect 1,791 acres of the East Moraine of Wallowa Lake from any future development or subdivisions. The East Moraine property was transferred to Wallowa County to be managed as a sustainable working community forest, protecting native plants, wildlife habitat, and cultural resources while providing opportunities for non-motorized recreation. This ancient landscape is sacred to the Nez Perce people, who have inhabited the Wallowa Valley since time immemorial. The Nez Perce Tribe was a key partner in making this project possible.

READ MORE CONSERVATION SUCCESS STORIES

conservationalliance.com/successes

FLY OUT MEDIA

MELISSA K. HILL

DARIN MCQUOID

LEON WERDINGER

ADVOCACY

The Conservation Alliance supplements its grantmaking with strategic advocacy, bringing the business voice to bear on conservation.

In 2020 we visited Washington, DC, just before the COVID-19 pandemic lockdowns. We focused our resources on a handful of important and precedent-setting conservation efforts, including the passage of the Great American Outdoors Act, and activated our network of businesses to increase voter turnout through a data-driven Get Out the Vote campaign. Ultimately, we continued to create opportunities for our members to learn about the importance of wild places and to amplify their collective voices to protect them.

ADVOCATING ON CAPITOL HILL

During the first week of March, we hosted nearly 40 Conservation Alliance member representatives in Washington, DC, for our ninth annual Spring Fly-In. After a day of conservation policy training where we heard from Capitol Hill staff, Conservation Alliance grantees, and DC thought leaders, we spent a day on Capitol Hill encouraging members of Congress to move swiftly to pass full and permanent funding for the Land and Water Conservation Fund (LWCF), and to find solutions to pass important public lands legislation. Our group of business leaders met with more than 30 congressional offices from both sides of the aisle. One week later, Republican Senators Daines and Gardner introduced the Great American Outdoors Act.

GREAT AMERICAN OUTDOORS ACT

On August 4, 2020, President Trump signed into law the Great American Outdoors Act. His signature ended a decades-long battle to save one of the country's most important conservation programs, the Land and Water Conservation Fund, and addressed a serious backlog in the maintenance of our national parks and other important national public lands. Since Congress created the program more than 50 years ago, the LWCF has invested in public parks, trails, wilderness areas, and boat ramps in nearly every county in the nation. In total, LWCF dollars have permanently protected nearly 5 million acres of public lands, including some of America's most treasured assets like Grand Canyon National Park, the Appalachian National Scenic Trail, the White Mountain National Forest, and Pelican Island National Wildlife Refuge.

The Conservation Alliance has a long history of advocating for reauthorization and full funding of the LWCF. For more than a decade we have taken to the halls of Congress to advocate on its behalf because of the huge impact it has on many of our grantees. The LWCF provides critical funding to Conservation Alliance grantees working on important and often expensive private land acquisitions. Recent examples of Conservation Alliance grantees that have used LWCF funds to bridge the gap include: Alder Creek, CA (Save the Redwoods League); Falls Creek, MT (Rocky Mountain Elk Foundation); and Trinity Divide, CA (Pacific Crest Trail Association).

THE CONSERVATION ALLIANCE 2020 POLLING PROJECT AND GET OUT THE VOTE CAMPAIGN

The role the 2020 elections would play in the future of public lands protection was immeasurable, and the need to educate the American public about their right to vote was paramount. Before we embarked on a voter education campaign, we sought to understand how engaged our community was in the political process. We worked with a third-party polling firm to conduct a nonpartisan poll of 1,000 self-identified "outdoor community" members to understand the potential for political impact with increased voter participation. Our polling project revealed that as many as 24.6 million outdoor recreationists might not vote in the 2020 elections. The results were instructive and helped influence our Get Out the Vote (GOTV) strategy. We produced a GOTV social media toolkit and distributed it to Conservation Alliance member companies, encouraging them to use their networks to increase voter participation. We also presented the findings from our polling project to various audiences, including at the virtual Outdoor Retailer Summer trade show, which resulted in many brands, associations, and nonprofit organizations using the data to influence their own GOTV efforts.

FOUR TOP CAMPAIGNS & A LONG LIST OF PRIORITIES

Through earned and placed media efforts, business sign-on letters, and connections we established between our grantees and our business partners, we continued to focus attention on our previously identified advocacy priorities: the campaign to protect Montana's storied Blackfoot River watershed; the effort to protect the Tongass National Forest by upholding the Roadless Rule; the Colorado Outdoor Recreation and Economy Act; and the longstanding campaign to defend and protect the Arctic National Wildlife Refuge. Additionally, we directed resources to other efforts from our long list of grantee-led priorities to complete important conservation campaigns.

CAMPAIGN HIGHLIGHT: THE ARCTIC NATIONAL WILDLIFE REFUGE

The effort to protect the Coastal Plain of the Arctic National Wildlife Refuge has been ongoing for decades, but the last four years have been especially tumultuous. Therefore, we focused on defending the Arctic National Wildlife Refuge from oil and gas development this year. We kicked off 2020 with a passionate presentation at the Outdoor Retailer Winter trade show titled "A Refuge at Risk: Fighting for Human Rights, Climate Justice, and Unmatched Adventure in the Arctic National Wildlife Refuge," featuring Gwich'in elder Lorraine Netro, climate justice organizer and writer Maia Wikler, and professional rock climber Tommy Caldwell. Later in the year, after our longtime financial partner Bank of America failed to refuse to finance oil and gas development in the refuge, we pulled our assets from the bank in favor of doing business with a financial institution more closely aligned with our values. Bank of America later reversed its decision, joining every major U.S. bank committed to not financing extraction in the Arctic National Wildlife Refuge. We closed out the year with a robust #ProtectTheArctic social media campaign and delivered a letter signed by 77 Conservation Alliance members addressed to President-Elect Biden, urging him to take immediate action to restore protections for the Arctic National Wildlife Refuge.

VISIT OUR ADVOCACY PAGES TO WATCH PUBLIC LANDS 101 VIDEOS, TRACK OUR LEGISLATIVE PRIORITIES, AND MORE:
conservationalliance.com/advocacy

EVENTS

L. DANILEK

The Conservation Alliance breakfast has been a touchstone of the Outdoor Retailer trade show for years.

Our commitment that participants will “arrive tired, leave inspired” has drawn thousands of trade show attendees out of their beds and into a giant conference center meeting room. In January, we continued this tradition with an inspiring presentation by Tommy Caldwell, Maia Wikler, and Lorraine Netro on the importance of protecting the Arctic National Wildlife Refuge, one of the wildest places on earth. Tommy spoke from the perspective of an outdoor adventurer, Maia as a member of a new generation of activists and filmmakers, and Lorraine as a respected leader of the Vuntut Gwitchin First Nation in Old Crow, Yukon, Canada. Little did we know it would be our last in-person breakfast of 2020.

In May, leading up to the first digital Outdoor Retailer trade show, we hosted our first digital breakfast. In the interest of spicing up the presentation, adventurer and comedian Timmy O’Neill interviewed Kristine Tompkins, co-founder and president of Tompkins Conservation, UN Environment Patron of Protected Areas, and the former CEO of Patagonia, Inc. Kris talked about the unprecedented legacy of her work, having recently completed the single largest private land donation to a sovereign government in history. You can watch a recording of the talk **here**.

The health and well-being of members of The Conservation Alliance community is our top priority. Therefore, we canceled our 2020 Backyard Collective events. As soon as it’s safe to do so, we will resume bringing our member companies and grantees together for a day of stewardship.

L. DANILEK

L. DANILEK

L. DANILEK

CLICK HERE TO WATCH THE TALK

PINNACLE MEMBERSHIP

PINNACLE MEMBERS CONTRIBUTE

A MINIMUM OF $100,000

TO THE CONSERVATION ALLIANCE ANNUALLY.

The Conservation Alliance launched Pinnacle Membership in 2010.

In 2020, we had seven brands commit to Pinnacle Membership: Bank of the West, Clif Bar & Company, KEEN, Inc., Merrell, The North Face, Patagonia, Inc., and REI. Bank of the West joined in January 2020, becoming our first Pinnacle Member from outside the outdoor industry.

LINCOLN ELSE

With a larger grant fund, we will be in a position to both support an increasing number of projects each year and contribute additional support to the most pressing conservation opportunities of our time. Our work to protect and defend North America's wild places has never been more important, 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 2021.

INTERESTED IN DISCUSSING PINNACLE MEMBERSHIP?
Email Conor McElyea: conor@conservationalliance.com

PINNACLE MEMBER
The Conservation Alliance

BANK OF THE WEST
BNP PARIBAS

CLIF BAR

KEEN

MERRELL

THE NORTH FACE

patagonia

REI co-op

JON MULLEN

LEGACY FUND

HOWIE GARBER

The Conservation Alliance Legacy Fund is a $5.1 million endowment, annual earnings from which provide a permanent source of operational funding for the organization.

We direct 100% of each member's annual dues into our fund to support conservation projects. This 100% 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 annual membership dues are directed to grassroots organizations working to secure protections for our wild lands and waters. The Conservation Alliance withdraws earnings from the Legacy Fund annually, directing this money into our operating fund. This revenue covers more than 20% of our operating expenses.

While we did not collect donations for the Legacy Fund in 2020, we want to acknowledge the donors listed in the next column who helped create a sustainable source of income for our organization.

DONOR COMPANIES

adidas Outdoor

Black Diamond Equipment, Ltd.

CamelBak Products, LLC

Dansko

Earth Games

Eastern Mountain Sports

Filson

GoLite

KEEN, Inc.

Leisure Trends Group

Merrell

Mountain Equipment Co-op

Outdoor Research

Patagonia, Inc.

REI

Stanley

The Forest Group

The North Face

Waypoint Outdoor

LEADING EDGE

TAYU HAYWARD

The Leading Edge is a community of longtime 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.

We recognize that 2020 was a difficult year, and we are grateful to all of the Leading Edge members who fulfilled their three-year commitment.

FLORIAN SCHULZ

TO PARTICIPATE IN THE LEADING EDGE PROGRAM, CONTACT BRADY ROBINSON
brady@conservationalliance.com

The Conservation Alliance
Leading Edge

LEADING EDGE MEMBERS

Steve & Nona Barker
Tom & Sonya Campion
Yvon Chouinard
Fred Clark
Deven & Melinda Clemens
John Connelly
Adam Forest
Lee Fromson & Twala Coggins
Matt Hyde & Lisa Beaudreau
Bill Kulczycki
Dennis Madsen
Rose Marcario
Mark Martin & Susie Hagemeister
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Kirk Richardson
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UNCAGE THE SOUL

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Zephyr Adventures
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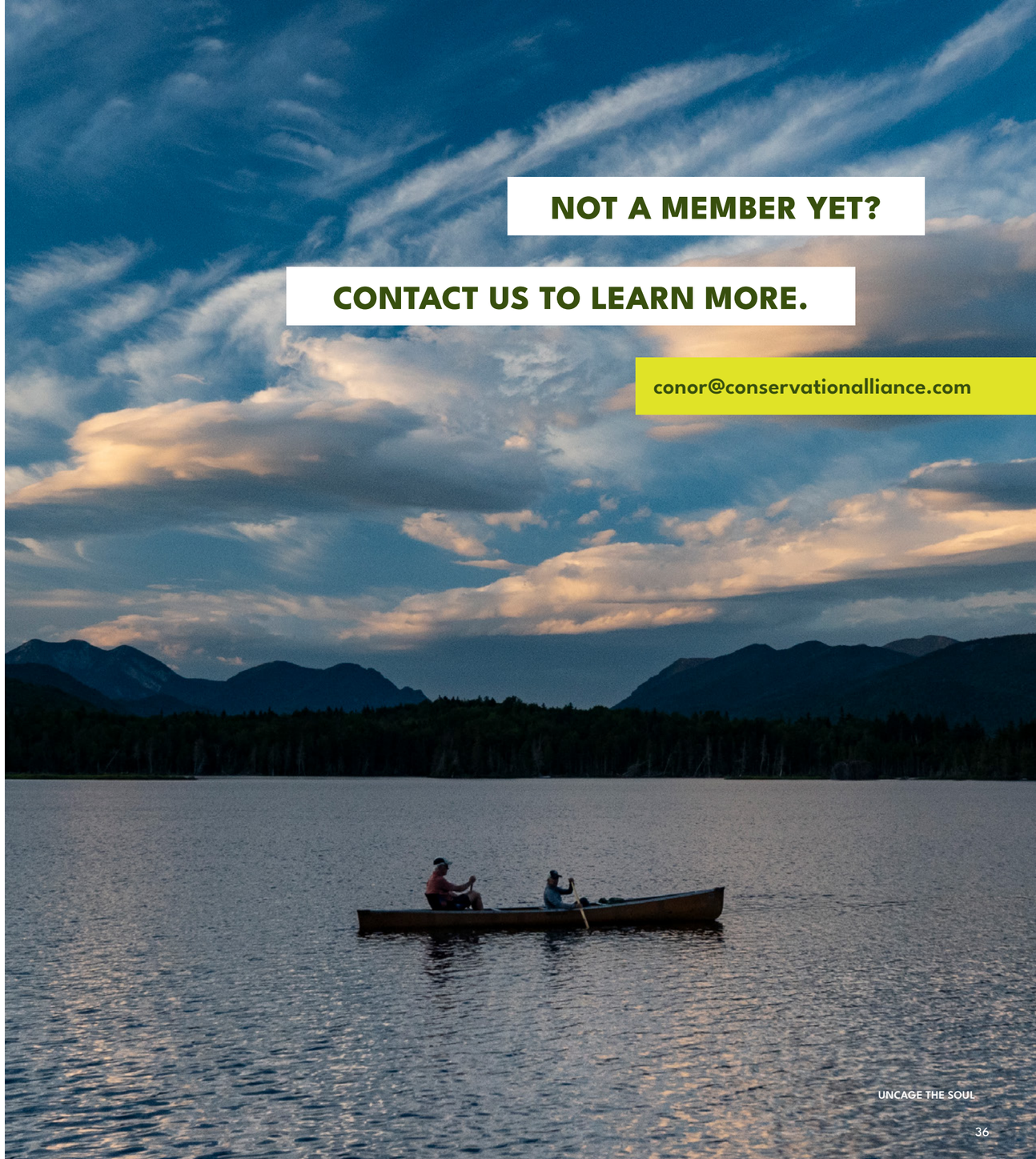


SUCCESS STORIES

The Conservation Alliance

#WeKeepItWild

#WEKEEPITWILD COALITION GIVING SALE

We asked our members to donate 5% of online sales from October 12 to 18 during our annual #WeKeepItWild campaign. We delivered stunning assets and unified messaging to participating companies to help them communicate their commitment to protecting wild places to their end consumers. A total of 14 brands shared and cross-promoted the campaign on their brands' communication channels, and raised more than $50,000. The success of this campaign will serve as a blueprint for bringing our members together to support our mission in 2021.

TOAD&CO · Buff · GREGORY · FARM TO FEET · ALPACKA RAFT · klean kanteen · Polar Bottle · HydraPak · GU · RUFFWEAR · BACKPACKER'S PANTRY · NRS · OSPREY · TREW

TAYU HAYWARD

Two member companies hosted their own cause marketing campaigns that raised significant funds for the Alliance in 2020.

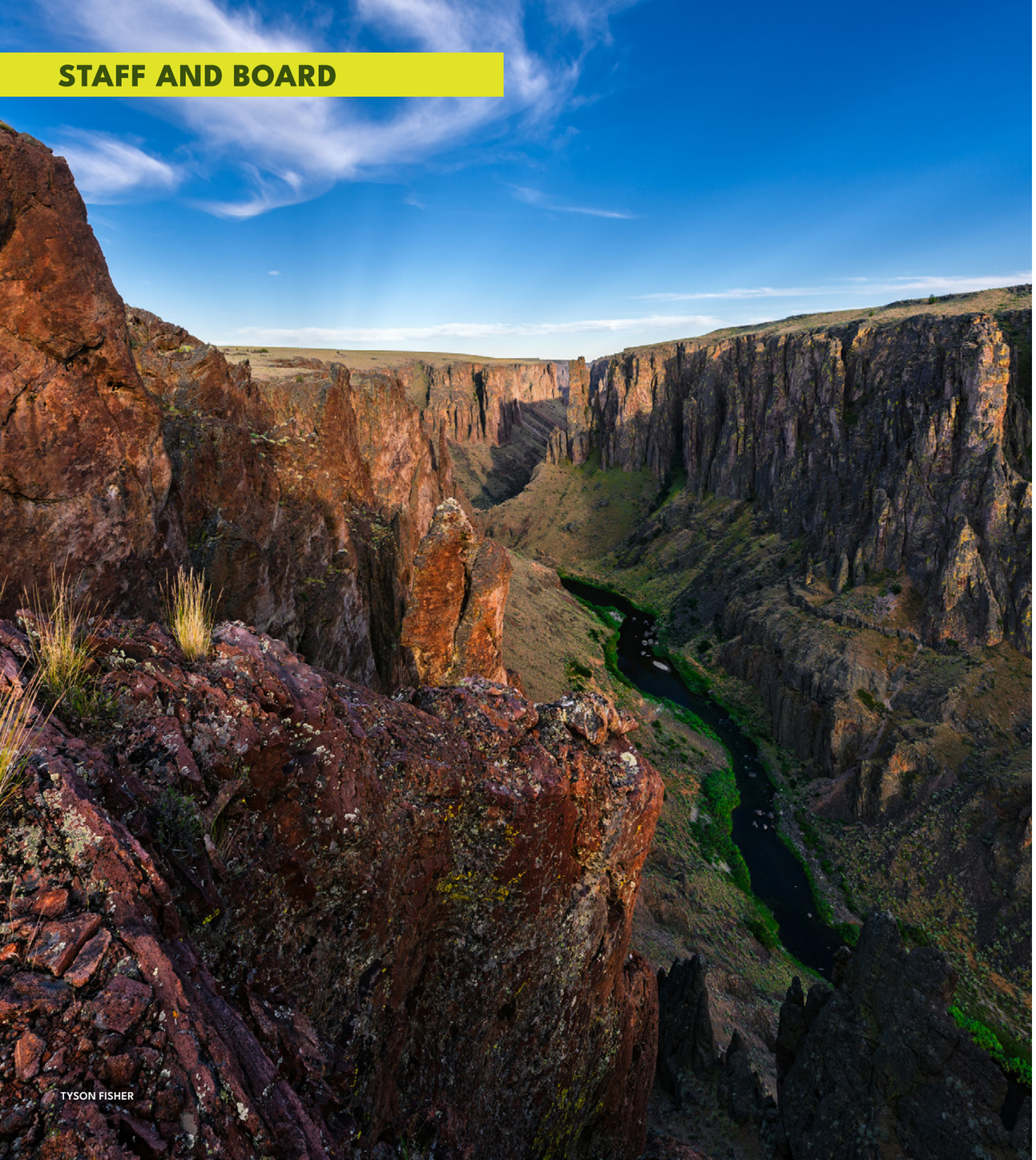
HELLY HANSEN

A few months into the pandemic, Helly Hansen started producing a new line of face masks to help protect customers from COVID-19. Helly Hansen chose The Conservation Alliance as the beneficiary and directed all profits from all U.S. mask sales to our grant fund. Adding to their commitment, Helly Hansen also directed 5% of sales in the United States and Canada from Black Friday to Cyber Monday to The Conservation Alliance. Collectively, these campaigns raised more than $90,000.

PACIFICO

In summer 2020, Pacifico engaged their customers in the Pacifico Preserves sweepstakes that benefited the Alliance. Pacifico donated $5 per entry (up to 20,000 entries) to support our effort to protect wild places. The campaign easily reached its cap of $100,000 and introduced our mission and work to a new and younger audience. As a result of the campaign's success, the Pacifico Preserves program will be continuing forward with the Alliance as the beneficiary in 2021.

STAFF AND BOARD



TYSON FISHER

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