

# 2021 ANNUAL REPORT



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**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 IS A PLANET WHERE**

**WILD PLACES, WILDLIFE, AND PEOPLE**

**THRIVE TOGETHER.**

# YEAR IN REVIEW



STEVE PIRAGIS

**2021 was another transformative year at The Conservation Alliance. We experienced record growth in our business membership and awarded \$2.2 million in funding. We launched new programs, including our first-ever multi-year grants and Confluence Program. We also grew our team, adding three new staff and four new board members.**

**Here's a summary of our progress during this pivotal year:**

## SUCCESSSES

In 2021, Conservation Alliance funding and advocacy helped 13 projects cross the finish line, resulting in permanent protection for 291,300 acres, 4 river miles, and one climbing area. Our grantees also removed one dam and created the first state park in Baja California, Mexico.

In addition to the successes delivered by our grantees, we celebrated restored protection for Bears Ears National Monument in Utah and Bristol Bay, Alaska. We were thrilled to see a restart to the efforts to permanently protect the Boundary Waters Canoe Area Wilderness in Minnesota, Chaco Canyon in New Mexico, and Tongass National Forest in Alaska.

## GRANTS

2021 was a year for firsts at The Conservation Alliance. We awarded our first multi-year grants—\$150,000 to Alaska Wilderness League and Northeastern Minnesotans for Wilderness. In the fall, we launched our new Confluence Program and awarded \$200,000 to four grantees in December. Altogether, we awarded a record \$2.2 million in grant funding to 56 organizations.

## ADVOCACY

At the outset of 2021, we identified three conservation campaigns as top priorities for The Conservation Alliance. We committed to adding additional support to the campaign to protect the Arctic National Wildlife Refuge in Alaska, the campaign to protect the Boundary Waters Canoe Area Wilderness in Minnesota, and the effort to restore protections for the Bears Ears region in Utah. We decided to focus on these three campaigns in part because protecting the Arctic National Wildlife Refuge, the Boundary Waters, and Bears Ears means putting Indigenous rights over fossil fuel development, recreation and wildlife habitat over extraction, and intrinsic value over short-term gain.

We hosted our annual Washington, DC fly-in virtually in April 2021, where 40 Conservation Alliance business leaders spanning the outdoor, craft beverage, and renewable energy industries met

via Zoom with 38 congressional offices, as well as the White House Council on Environmental Quality and the United States Department of Agriculture. We focused the meetings on our list of priorities and wrapped the four-day event feeling energized and inspired to keep the conversations going.

## MEMBERSHIP

We welcomed 43 new members (another record!) to The Conservation Alliance in 2021, including Public Lands as our newest Pinnacle member. We added new business members from the outdoor industry, as well as the financial, renewable energy, and beverage sectors.

## JUSTICE, EQUITY, DIVERSITY AND INCLUSION

We began our journey to make The Conservation Alliance a more just, equitable, diverse, and inclusive organization in 2020 by launching a task force to lead us and engaging with Marcelo Bonta of J.E.D.I. Heart to facilitate individual, organizational, and systemic change processes. In 2021, we made our commitments public on our website with our JEDI Statement. We focused our efforts on our grant program by launching the Confluence Program. The program's goal is to intentionally connect to historically racially marginalized people for the protection of natural places.

We developed the Confluence Program because after 32 years, our network of grantee and business partners does not represent a coalition of everyone working to protect natural places. Great things happen when a diverse coalition of voices and perspectives comes together to champion solutions that balance the best interests of land and water, wildlife, and people. Yet, our network of partners includes few groups representing historically racially marginalized people. The Confluence Program is a first step in our efforts to help create new systems and structures that bring all of the groups, organizations, and businesses committed to this work closer together to protect our shared natural places.

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 2021.

# GRANTS

IN 2021,

WE AWARDED \$2,208,000

IN GRANTS TO 56 ORGANIZATIONS

KEN TAKATA

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## ALASKA

### GWICH'IN STEERING COMMITTEE

Gwich'in Steering Committee Support – Protecting the Coastal Plain  
Fairbanks, AK  
\$50,000

To pass legislation that designates as Wilderness the 1.5-million acre coastal plain, “Izhik Gwats’an Gwandaii Goodlit” (The Sacred Place Where Life Begins), in the Arctic National Wildlife Refuge.



### SOUTHEAST ALASKA CONSERVATION COUNCIL

Keeping the Tongass Wild  
Juneau, AK  
\$10,000

To protect 9.2 million acres of inventoried roadless areas on the Tongass National Forest and secure administrative moratorium on old-growth logging.

### THE WILDERNESS SOCIETY

Protect the Tongass  
Washington, DC  
\$10,000

To protect and restore 9.4 million acres of undeveloped, wild, roadless areas on the Tongass National Forest, and to ensure the roadless rule is in effect nation-wide.

### TROUT UNLIMITED ALASKA

Durable Protections for Bristol Bay  
Anchorage, AK  
\$50,000

To ensure the recent Pebble Mine permit denial remains in place and to pass federal or Alaska state legislation that permanently protects 40,000 square miles, salmon, and thousands of miles of streams and wetlands from large-scale mining in the Bristol Bay watershed.

### UNITED TRIBES OF BRISTOL BAY

Protections for the Bristol Bay Watershed  
Dillingham, AK  
\$50,000

To permanently protect 40,000 square miles in the Bristol Bay Watershed from the threat of mining, including three major river systems that support the world's largest wild salmon run, thriving subsistence-based Indigenous cultures, 31 federally recognized Tribes, and national and state parks.



### WOMEN'S EARTH AND CLIMATE ACTION NETWORK

Women for Forests: Tongass Protection  
Mill Valley, CA  
\$50,000

To permanently protect 9.2 million acres of Alaska's Tongass National Forest from extractive industries by reinstating the 2001 Roadless Rule and passing the federal Roadless Area Conservation Act (RACA).



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**ARIZONA**

**GRAND CANYON TRUST**

Permanently Protecting the Grand Canyon Region from Uranium Mining

Flagstaff, AZ  
\$25,000

To pass legislation that permanently protects 1,006,545 acres of federal land from new uranium mining adjacent to, and hydrologically connected to, Grand Canyon National Park and the Colorado River.



RICK GOLDWASSER



CLAIRE JARROLD

**BRITISH COLUMBIA**

**COTTONWOOD LAKE PRESERVATION SOCIETY**

Save Cottonwood Lake  
Nelson, British Columbia  
\$45,000

To acquire 121 acres slated for clear-cut logging near Nelson, British Columbia, and secure lasting protection by transferring ownership to the Nature Conservancy of Canada.

**YELLOWSTONE TO YUKON CONSERVATION INITIATIVE**

Protecting British Columbia's Upper Columbia Region  
Canmore, AB  
\$50,000

To permanently protect 1.2 million acres through an Indigenous-led conservation initiative in British Columbia's Upper Columbia region that includes high quality habitat for mountain caribou and oldgrowth forests.

**CALIFORNIA**

**CALIFORNIA WILDERNESS COALITION**

Northwest California Mountains and Rivers and Central Coast Wild Heritage Campaigns

Oakland, CA  
\$50,000

To pass two bills that designate 605,902 acres of new Wilderness and 639 miles of Wild and Scenic Rivers; protect 54 climbing areas; restore more than 729,000 acres of public lands damaged by clearcutting and other development; establish two new scenic areas totaling 34,882 acres; and create a new "Condor" recreation trail



BOB WICK

**OUTDOOR AFRO**

Support For Outdoor Afro Policy Platform  
Oakland, CA  
\$10,000

To secure protections for California's public lands and support the implementation of the Land and Water Conservation Fund by increasing the leadership team, policy cohort and policy platform reach.

**THE LAND CONSERVANCY OF SAN LUIS OBISPO COUNTY**

Santa Rita Ranch Conservation Project  
San Luis Obispo, CA  
\$45,000

To acquire and protect the 1,715 acre Santa Rita Ranch, and open new recreational opportunities for residents and visitors to the Central Coast of California.



KAILA DETTMAN



COTTONWOOD LAKE PRESERVATION SOCIETY

## COLORADO

### CONSERVATION COLORADO

Colorado Outdoor Recreation and Economy Act (CORE) Campaign

Denver, CO

\$50,000

To pass the Colorado Outdoor Recreation and Economy (CORE) Act, permanently protecting 400,000 iconic acres of Colorado's public lands, including: new Wilderness and recreation areas for the Continental Divide and Camp Hale in the White River National Forest, Wilderness protections for lands in the San Juan Mountains, withdrawal of the Thompson Divide from future oil and gas drilling, and the Curecanti National Recreation Area.

### DOLORES RIVER BOATING ADVOCATES

Dolores River Canyon NCA Campaign Education and Outreach

Dolores, CO

\$25,000

To designate a 100,000-acre National Conservation Area, which includes more than 100 miles of the Dolores River and 28,500 acres of designated Wilderness in Colorado.

### HIGH COUNTRY CONSERVATION ADVOCATES



DRBA / AMBER CLARK

Coal-Free Sunset

Crested Butte, CO

\$10,000

To halt the West Elk Coal Mine expansion into the Sunset Roadless Area of the Gunnison National Forest, and to invalidate the North Fork Coal Mine Area Exception to the Colorado Roadless Rule.

### SAN JUAN CITIZENS ALLIANCE



BRETT HENDERSON



MARK PEARSON



MASON CUMMINGS

San Juan Mountains Wilderness

Durango, CO

\$40,000

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

### THE WILDERNESS SOCIETY - COLORADO

Gunnison Public Lands Initiative

Denver, CO

\$45,000

To pass legislation by the end of 2022 that permanently protects approximately 500,000 acres of Forest Service and BLM public lands in Gunnison County, Colorado, and that is in line with the Grand Mesa, Uncompahgre, and Gunnison land management plan.

### WILDERNESS WORKSHOP

Achieving Permanent Protection for the Thompson Divide  
Carbondale, CO

\$35,000

To pass legislation that protects 200,000 acres of the Thompson Divide from oil and gas development and designates 100,000 acres along the Continental Divide as wilderness or wildlife conservation area, while also establishing Camp Hale as a National Historic Landscape.

## MAINE

### NATURAL RESOURCES COUNCIL OF MAINE

Saving Endangered Atlantic Salmon in Maine's  
Kennebec River

Augusta, ME

\$50,000

To remove four dams and restore critical spawning and rearing habitat for the endangered Atlantic salmon and other important sea-run fish along 30 river miles of the Kennebec River and 70 miles of the Sandy River in Maine.



JERRY MONKMAN

### NORTHEAST WILDERNESS TRUST

Grafton Forest Wilderness Preserve

Montpelier, VT

\$45,000

To acquire and permanently protect 1,388 acres in Western Maine adjacent to two miles of the Appalachian Trail, and includes 1.5 miles of the Speck Pond Trail and a short stretch of the Appalachian Trail.

## MICHIGAN

### ENVIRONMENTAL LAW & POLICY CENTER

Creating and Expanding Federal Wilderness Areas in  
Michigan's Upper Peninsula

Chicago, IL

\$50,000

To pass legislation that designates 50,000+ acres in Michigan's Ottawa National Forest as Wilderness, and add 2,000 acres of Wilderness to the Sturgeon River Gorge Wilderness area to protect the ecological, economic, and recreation values.

## MINNESOTA

### HONOR THE EARTH

Akiing: The Land to which the People Belong

Callaway, MN

\$10,000

To protect wild rice manoomin watersheds in the Great Lakes region ranging from Minnesota to Michigan by halting pipelines and other projects that threaten the environment and people's quality of life.



KALMANSON

## MONTANA

### AMERICAN RIVERS

Protecting Western Montana's Last Best Wild Rivers

Bozeman, MT

\$50,000

To pass the Montana Headwaters Legacy Act, permanently protecting 17 rivers, 336 river miles and 107,520 acres of riverside lands in Montana's upper Missouri and Yellowstone river systems; and to pass a second bill that protects another 20 rivers, 200 river miles and 64,000 acres of riverside lands in the Crown of the Continent in Northwest Montana.

### PARK COUNTY ENVIRONMENTAL COUNCIL



ZACK PORTER

Protecting the Wild and Sacred Lands of Montana's Crazy Mountains  
Livingston, MT  
\$40,000

To acquire 5,205 acres of private inholdings in Montana's Crazy Mountains, increasing the overall roadless area to 94,590 acres and securing a contiguous block of protected public land served by a new, 21-mile foot and horse trail.



ERIK PETERSEN

**NATIONAL**

**AMERICAN WHITEWATER**  
Western Rivers Conservation  
Seattle, WA  
\$50,000

To pass legislation that protects 1,000 river miles and 4 million acres; to secure pending legislation for 6,400 river miles and up to 4 million acres in a pending legislative package; and to develop new legislation representing over 1,000 miles of river protection and 500,000 acres of land conservation in the Western United States during the next two years.

**NEVADA**

**GREAT BASIN WATER NETWORK**  
Save the Swamp Cedars  
Baker, NV  
\$45,000

To designate 14,175 acres of sacred lands in Nevada—traditionally known as Bahsahwahbee and locally known as the Swamp Cedars—as a National Monument to ensure that indigenous communities are able to continue their cultural and ceremonial gatherings.

**TROUT UNLIMITED**



GREAT BASIN WATER NETWORK

Anglers & Hunters for the Ruby Mountains  
Arlington, VA  
\$40,000  
To pass the Ruby Mountains Protection Act during the 117th Congress, resulting in the protection of 394,000 acres of public lands from oil and gas leasing in Nevada's Ruby Mountains and Ruby Lake National Wildlife Refuge, and obtain a stronger voice for Sovereign Nation Tribes in federal government public lands decisions.

**NEW MEXICO**

**CONSERVATION LANDS FOUNDATION**  
Campaign for the Gila River, Wild and Scenic  
Durango, CO  
\$27,000

To pass legislation that permanently protects 453 miles of New Mexico's Gila River as Wild and Scenic—the #1 ranked river on American Rivers' 2019 list of "America's Most Endangered Rivers."

**CONTINENTAL DIVIDE TRAIL COALITION**  
CDT New Mexico State Land Acquisition Easement Project  
Golden, CO  
\$45,000

To secure easements through 74 parcels of New Mexico State Land, resulting in public access and permanent protection of 100% of the Continental Divide Trail through New Mexico.

**NEW YORK**

**GUNKS CLIMBERS' COALITION**  
Millbrook Mountain Conservation Initiative: Ant Lion Crag  
Millbrook, NY  
\$20,000

To purchase the 86-acre Millbrook Mountain's Ant Lion Crag and open 70-100 climbing routes on pristine rock, contributing to a long-term initiative to steward miles of adjacent cliff face in New York's Shawangunks.



D. SEIGER



THOMAS O'KEEFE

**NORTH CAROLINA**

**CONSERVING CAROLINA**

Bracken Preserve Addition  
Hendersonville, NC  
\$10,000

To acquire a 31.8 acre property and add it to the Bracken Preserve, a City of Brevard owned property with publicly accessible trails for hiking and biking.

**OUTDOOR ALLIANCE**

Protecting North Carolina’s Mountain Treasures  
Washington, DC  
\$50,000

To secure a final forest plan that secures decades long improved management for the 1.1 million acres of North Carolina’s Nantahala and Pisgah National Forests; including administrative protections for 20 new eligible Wild and Scenic Rivers and 70,000 acres of recommended Wilderness; and implement a campaign to secure permanent Congressional protective designations for these special places.



SHANNON MILSAPS

**OREGON**

**CENTRAL OREGON LANDWATCH**

Skyline Forest Protection Project  
Bend, OR  
\$30,000

To acquire and permanently protect the 33,000-acre Skyline Forest in Central Oregon and add it to the public trust.

**FRIENDS OF THE OWYHEE**

Protect Oregon’s Owyhee Canyonlands  
Ontario, OR  
\$20,000

To designate 1.13 million acres as Wilderness and more than 15 river miles as Wild & Scenic in Oregon’s Owyhee Canyonlands, resulting in recreation opportunities and job creation.



STU GORDON



DEVIN DAHLGREN



MARK DARNELL

**OREGON DESERT LAND TRUST**

Trout Creek Ranch and Pueblo Mountains Conservation Project  
Bend, OR  
\$50,000

To acquire 16,688 acres of private land and more than 500,000 acres of public-lands grazing permits that provide connectivity between more than 1,000,000 acres of protected public land in Oregon.



CHAD CASE

**OREGON NATURAL DESERT ASSOCIATION**

Owyhee Canyonlands Campaign  
Bend, OR  
\$50,000

To protect 1.13 million acres in Oregon’s Owyhee Canyonlands as Wilderness and 14.7 river miles as Wild and Scenic, while strengthening conservation management across 4.5 million acres of public lands.

**OREGON WILD**

A Historic Opportunity to Protect Oregon’s Rivers and Public Lands  
Portland, OR  
\$50,000

To pass legislation that secures Wild & Scenic River protections for more than 4,000 miles of Oregon’s rivers and other waterways, as well as “double” half-mile buffers on each side to create up to three million acres of new public land protections.

**SODA MOUNTAIN WILDERNESS COUNCIL**

Protecting Cascade-Siskiyou  
Ashland, OR  
\$10,000

To secure 200 miles of Wild and Scenic River designations for streams within Cascade-Siskiyou National Monument, designate 15,000 acres of new Wilderness, and defend the 2017 expansion of Cascade-Siskiyou National Monument in court.



EVAN FROST

**THEODORE ROOSEVELT CONSERVATION PARTNERSHIP**

Protecting the Oregon Owyhee Canyonlands: Sportsmen for the Owyhee  
Missoula, MT  
\$38,000

To pass legislation that protects at least one million acres of Wilderness and 25 miles of Wild and Scenic Rivers within Oregon’s Owyhee canyons by December, 2022.

**WILD SALMON CENTER**

Tillamook Legacy Campaign  
Portland, OR  
\$50,000

To protect 50 percent—approximately 250,000 acres—of the Tillamook and Clatsop State Forest through Oregon’s Habitat Conservation Plan.



AMEE PACHECCO

**SOUTH CAROLINA**

**OPEN SPACE INSTITUTE**

Black River Conservation: Conserving a Linchpin Property to Establish a New State Park  
Charleston, SC  
\$50,000

To address a systemic lack of public access by acquiring and permanently protecting 930 acres and donating 2,127 acres of previously acquired land to establish the new Black River State Park and Water Trail—South Carolina’s first wilderness-quality, riverine park encompassing a 75+ mile stretch of the Scenic Black River

**TEXAS**

**NUESTRA TIERRA CONSERVATION PROJECT**

Castner Range National Monument Campaign: Equitable Access & Public Participation  
El Paso, TX  
\$10,000

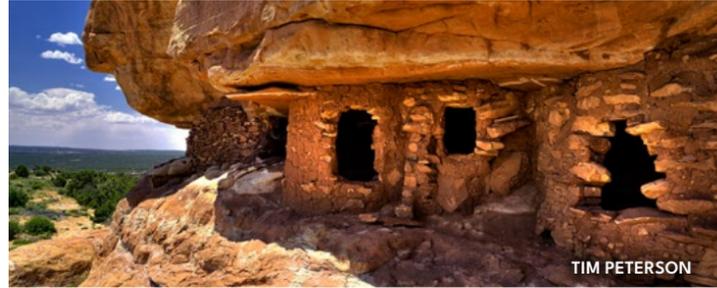
To designate 7,081 acres as the Castner Range National Monument in the heart of El Paso, Texas.

**UTAH**

**BEARS EARS INTER-TRIBAL COALITION**

Tribally Led Land Management Planning Activities  
Utah  
\$50,000

To complete the Tribally-led Land Management Plan for 1.9 million acres located in Southeastern Utah that includes innovative land management planning practices as informed by Indigenous perspectives and values, and meaningful engagement and the empowerment of Native communities and Traditional Knowledge experts.



TIM PETERSON



TRUST FOR PUBLIC LAND

**VERMONT**

**THE TRUST FOR PUBLIC LAND**

White Rocks & Otter Creek  
San Francisco, CA  
\$35,000

To acquire and protect 813 acres of forestland in the foothills of Wallingford, Vermont, including 5.7 miles of rivers and streams, 117 acres of wetlands, old-growth stands, quartzite cliffs, and 4.5 miles of trails that connect to the Appalachian National Scenic Trail.

**VIRGINIA**

**VIRGINIA WILDERNESS COMMITTEE**

Shenandoah Mountain National Scenic Area Campaign  
Lexington, VA  
\$23,000

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

**WASHINGTON**

**COLUMBIA LAND TRUST**

Wildboy Forest and Kwoneesum Dam Removal  
Vancouver, WA  
\$50,000

To acquire and permanently protect the 1,288-acre Wildboy Forest in Washington—which includes critical, forested riparian habitat with 4.5 miles of river and tributary streams—in preparation for the removal of the 50-ft Kwoneesum Dam by the Cowlitz Indian Tribe; and to secure public and tribal access in perpetuity.

**WASHINGTON WILD**

North Cascades Puget Sound Headwaters Campaign  
Seattle, WA  
\$40,000

To pass Wilderness and Wild and Scenic River legislation that permanently protects intact forested watersheds, low elevation old-growth forests, salmon spawning streams and recreational opportunities on the western slope of the North Cascades in Washington.

**WILDERNESS LAND TRUST**

North Cascades – Washington Wilderness Project  
Helena, MT  
\$35,000

To acquire 1,176 acres and add them to Washington’s federally designated Wilderness areas, including the Mt. Baker, Henry M. Jackson, Wild Sky, and Juniper Dunes Wilderness areas.

**WYOMING**

**WYOMING OUTDOOR COUNCIL**

Northern Red Desert Permanent Protection Campaign  
(Years 2 & 3)  
Lander, WY  
\$40,000

To pass legislation that permanently protects up to one million acres of public land in Wyoming’s Northern Red Desert from mineral leasing, up to 100,000 acres as Wilderness, and up to two million acres of high-elevation desert through other conservation designations to ensure sustainable recreation, hunting, thriving wildlife, and the preservation of ancestral lands.



HENRY M JACKSON



NIC WEGNER

# MULTI-YEAR GRANTS

**WE AWARDED \$150,000**

**IN MULTI-YEAR GRANT FUNDING**

**TO TWO ORGANIZATIONS**

BRIAN O'KEEFE

## **In 2021, we began reevaluating and changing how we invest in key partners working to protect our most iconic landscapes.**

In February 2021, we announced that we'd be deepening our partnership with two organizations through multi-year grant funding. Bolstering our support through multi-year funding will provide revenue stability, allow for greater innovation, reduce paperwork, and ultimately help these partners secure new protections for threatened wild places.

Our first commitments were to the Alaska Wilderness League (AWL) for their effort to protect and defend the Arctic National Wildlife Refuge, and Northeastern Minnesotans for Wilderness, for their effort to protect the Boundary Waters Canoe Area Wilderness. Each group received \$75,000 in funding in 2021 and will receive another \$75,000 in 2022.

### **ALASKA WILDERNESS LEAGUE**

Arctic National Wildlife Refuge Campaign  
\$75,000

Alaska Wilderness League is working to stop industrial activity on 1.6 million acres of rolling tundra, braided rivers, coastline and essential habitat of the Coastal Plain of the Arctic National Wildlife Refuge, and to secure the strongest possible protections.

At nearly 20 million acres or 30,136 square miles, the Arctic National Wildlife Refuge sits in Alaska's North Slope with the Canning River

and the National Petroleum Reserve-Alaska to its left and the Canadian border to its right. The heart of the Refuge, the Coastal Plain, is nestled between the iconic Brooks Range and the Beaufort Sea. Thousands of bird species migrate through this biodiverse landscape where ancient muskoxen roam, polar bears den, and hundreds of thousands of Porcupine caribou return to calve their young each year. The Gwich'in people rely on the Porcupine caribou for their subsistence way of life and consider the Coastal Plain of the Arctic National Wildlife Refuge is "the sacred place where life begins".

The effort to protect the Coastal Plain of the Arctic National Wildlife Refuge has been in progress for decades, but the last four years have been especially tumultuous. After four years of fast tracking environmental reviews and negating public comments from the American people, the Trump administration sold \$14.4M worth of leases to three small companies hoping to strike oil on the Coastal Plain. This was a fraction of the \$2B promised from the sale, and an indication that drilling in the Refuge is both an ethical and political gamble that no major bank is willing to take. Days later, on his first day in office, President Biden issued an executive order placing a short term moratorium on oil development in the Arctic National Wildlife Refuge. The effort continues to permanently protect this landscape once and for all.

### **NORTHEASTERN MINNESOTANS FOR WILDERNESS**

Campaign to Save the Boundary Waters  
\$75,000

Northeastern Minnesotans for Wilderness is seeking permanent protection of the Boundary Waters Canoe Area Wilderness (1.1 million acres), Voyageurs National Park (218,200), and Canada's Quetico Provincial Park (1.18 million acres) from sulfide-ore copper mining pollution through a ban on this type of mining on 234,328 acres surrounding the Boundary Waters. The Boundary Waters Canoe Area Wilderness in northeastern Minnesota is the most visited wilderness area in the United States and it's threatened by sulfide-ore copper mining. Its labyrinth of pristine glacial lakes, healthy forests and streams extends north into Canada's Quetico Provincial Park and west into Voyageurs National Park. Its waters and forests are critical habitat for threatened species like the Canada lynx and its beauty supports local economies built on sustainable outdoor recreation. The Boundary Waters is the largest wilderness area east of the Rockies and north of the Everglades, comprising 1.1 million acres of wilderness, nearly 240 miles over hiking trails and 1,200 miles of canoe and kayak routes. In 1964 the Wilderness Act was signed into law and the Boundary Waters was set aside as a protected area. In 1978 the Boundary Waters Canoe Area Wilderness Act banned mining in the Wilderness and 22,000 acres in its watershed, but the law left out the southern border, and that's where the industrial sulfide-ore mines are proposed. The Twin Metals mining company acquired two federal leases in 1966, never started production and submitted an additional renewal application in 2012. In 2016 the US Forest Service cancelled Twin Metal's two leases after it concluded that sulfide-ore copper mining in the headwaters of the Boundary Waters posed inherent risks. (This type of mining is uniquely threatening because the ore contains metals like copper and nickel that are bound together by sulfide. When exposed to air and water the ore discharges sulfuric acid, heavy metals, and sulfates into ground and surface waters.) Under the Obama administration the US Forest Service began a two year study meant to determine if mining should be allowed in the area. Twenty months into the 24 month review the study was cancelled. Shortly after, the Trump administration reversed the decision and granted Twin Metals a renewal of its mining leases. The time is now for the agencies to finish their science-based environmental assessment of the region to prove a mining ban in the region is warranted, and for Congress to pass legislation to permanently protect the greater Boundary Waters Canoe Area Wilderness.

**READ MORE ABOUT OUR 2021 MULTI-YEAR GRANTMAKING ON OUR BLOG**



DAVE FREEMAN



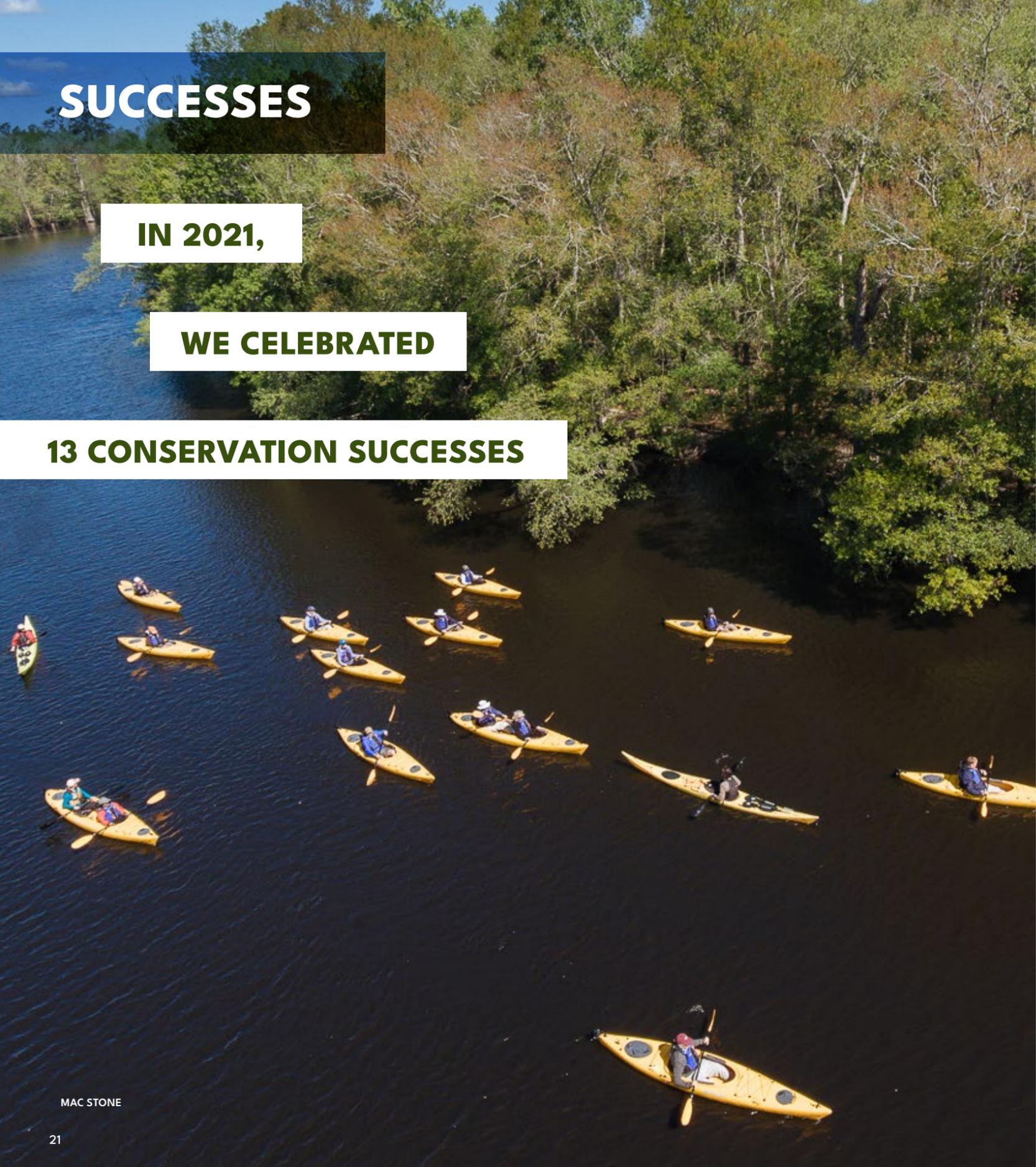
FLORIAN SCHULZ

# SUCCESSSES

IN 2021,

WE CELEBRATED

13 CONSERVATION SUCCESSSES



MAC STONE

## ARROYO SAN MIGUEL 166 acres, 4 river miles, and Baja California's first state park

The San Miguel surf break in Baja California is the first wave ever surfed in Mexico—and now it's Baja California's first state park. It's the local surfing spot for nearly half a million residents of Ensenada, and it supports a surf tourism economy that attracts visitors from across Mexico and around the world. The San Miguel watershed provides drinking water and outdoor recreation for the people of Ensenada. The surrounding riparian landscape is a hub of biodiversity, and it's one of the last remaining intact watersheds on the Baja peninsula.

In 2008, the local community initiated a campaign to permanently protect San Miguel. Pronatura Noroeste helped push the government for a state park designation, and in 2014, Save the Waves Coalition bolstered the effort by declaring Bahía de Todos Santos World Surfing Reserve (which includes San Miguel). The World Surfing Reserve is a globally-recognized program to protect world-class surf breaks and their surrounding coastlines. The two organizations collaborated to demonstrate the economic value of surf tourism to the area and the importance of protecting the surf ecosystem. They sent a petition with 10,000 signatures to the Governor of Baja California, and in September 2021, the government published an executive decree designating Arroyo San Miguel State Park.

## BLACK RIVER 1,277 acres protected

In March 2021, we awarded a grant to the Open Space Institute (OSI) to acquire and permanently protect 1,277 acres along the Black River in South Carolina. This tract of land serves as a linchpin in an effort to create a conservation and outdoor recreation corridor along a 75-mile stretch of river—and establish the Black River State Park and Water Trail. The new state park will provide river access, outdoor recreation, and economic opportunities to nearby communities while also protecting critical floodplain habitat and mature forest. OSI will donate the 1,277-acre parcel along with previously acquired 2,127 acres to the South Carolina Department of Parks, Recreation & Tourism, and it will be managed locally.

## DEER RUN NATURE PRESERVE PHASE 2 626 acres protected

With tremendous support from its local community, including many individual donors, Green Mountain Conservancy added 626 acres to the 913-acre Deer Run Nature Preserve in Vermont. The preserve spans both sides of the Putney Mountain Ridge and includes 2.5 miles of undeveloped shoreline along the West River. It also contains substantial grasslands managed for both wildlife and feed hay, unique Southern Appalachian broadleaf forests, Northern broadleaf forests, and nutrient rich floodplain forests found only on a small number of rivers in Vermont.

The preserve incorporates the southern reach of the Putney Mountain Ridge, serving to connect large unfragmented tracts of lands along the ridge to the North, to the West River and ultimately to lands further west. Located in Windham County, where the towns of Brookline, Dummerston, and Newfane meet, Deer Run Nature Preserve is an asset to both the community and the local wildlife.



PRONATURA



MAC STONE



SAM FARWELL



EILLIAN BOWEN

## LAKEVILLE COMMUNITY FOREST 2,015 acres protected

Downeast Lakes Land Trust, in partnership with the Downeast community, the Trust for Public Land, and the Forest Society of Maine, has recently added 2,015 acres to the Downeast Lakes Community Forest. This community forest protects one of the last remaining tracts of developable land along Sysladobsis Lake and contains old growth forest, wetlands, and streams.

The community forest is a hub for outdoor recreation, including fishing, paddling, swimming, and hiking. The new expansion provides critical support to the local outdoor and tourism economies. As part of the expansion, Downeast Lakes Land Trust will build two hand-carry boat launches, a new water-access campsite, and trails along the 2.3 miles of newly protected shoreline. The project will add new public access to Sysladobsis Lake and the first public access to Horseshoe Lake. Downeast Lakes Land Trust will also host an educational program in the newly acquired forest, offering free outdoor education to more than 500 local students every year and helping to create connections between people and nature for generations to come.

## LOST DOG EASEMENT 1,006 acres protected

Last July, we awarded The Frontera Land Alliance a \$10,000 grant to protect 1,006 acres in El Paso, Texas. A welcome addition to the city's outdoor spaces, the Lost Dog easement creates a connection between the 26,000 acre Franklin Mountains State Park to the east, and residential areas to the south and west. The area is well known for mountain biking and is also popular with runners, dog walkers, and hikers who seek out the respite and relaxation found on nearly 10 miles of trails.

Until recently, the Lost Dog land was slated for development. In the May 2019 El Paso city election, 89% of voters supported a measure that directed the city to preserve the land. Frontera worked with the city to facilitate the easement, and the land is now permanently protected and open to the public.

The Lost Dog project supports Frontera's goal of preserving important remaining natural and working lands in the greater El Paso and southern New Mexico region, and is a success for wildlife, recreationists, and for the future generations of El Paso's citizens who will benefit from having close-to-home access to this special place.

## RAINFOREST RESERVE 3,500 acres protected

What do the Alps, Galápagos Islands, and a coastal rainforest have in common? These words are all used to describe the uniqueness of a recently-acquired landscape on the Oregon Coast,

called the Rainforest Reserve. The North Coast Land Conservancy raised \$11.8 million dollars in five years through individual donations and grants to purchase the 3,500-acre Reserve, which had been owned by various timber companies before being sold to the non-profit in 2021.

The peaks in the Rainforest Reserve were once islands formed by lava flow off the coast of Oregon. As the land rose, flora and fauna evolved in ways not found elsewhere. Today, some of these unique species still only exist within this landscape. The Chambers Paintbrush, a bright scarlet wildflower that's a variation of the classic paintbrush, and the black petaltail dragonfly, a rare species older than the dinosaurs, are two examples.

The peaks rising from the ocean to 3,000-feet, coined the Clatsop Alps, are home to the northern pygmy owl, Cope's giant salamander, queen-of-the-forest wildflowers, and the Olympic onion. The 3,500-acre parcel also connects surrounding protected landscapes like Oswald West State Park, Cape Falcon Marine Reserve, and Arch Cape Community Forest. The combined area provides 20,500-acres for wildlife habitat and protected drinking water that flows to nearby coastal communities.

While there is some limited access to hiking within the Rainforest Reserve, the North Coast Land Conservancy will work with local communities and the National Parks Service to increase outdoor recreation access. The challenge will be striking a balance between inviting people into the Reserve to experience its wonders while maintaining healthy ecosystems in a fragile and already overcrowded region of the Oregon Coast.

## RATTLESNAKE DAM One dam removed

In our 2018 winter grant cycle, we awarded Montana Trout Unlimited (MTU) a grant to further their work to remove the Rattlesnake Dam, located near Missoula, Montana. The dam was removed in August 2020, and was a collaborative effort from many stakeholders including the City of Missoula and Montana Fish, Wildlife and Parks. Now, for the first time in over a century, 35 river miles are naturally reconnected. This is a significant win for all wildlife, particularly for native fish, as the area is known to be one of the best spawning areas for many species, including westslope cutthroat and bull trout.

The dam removal marks the beginning of a multi-year process to restore 10 acres of wetlands, create 45 acres of new open space, and sets the stage for the construction of two miles of new trail for bikers, hikers, and skiers to enjoy. Additionally, the removal of this dam will facilitate a new 5-mile class II/III boating opportunity for recreationists. Further vegetation work in the area will begin in the spring of 2021, and construction for the mixed-use trail will begin in the summer.



ROB ROBERTS



HELEN OF TROY



RICH BOWEN

## SKOOKUM II ACQUISITION 1,000 acres protected

Skookum Creek is the largest cold-water tributary to the South Fork of the Nooksack River in northern Washington. Its cold, clear water provides salmon habitat, water for agriculture, and the riparian habitat surrounding Skookum Creek prevents sediment flow into the creek and keeps its water clean for both human and wildlife use.

In 2020, we awarded the Whatcom Land Trust a grant to help acquire 1,000 acres of riparian forest and uplands, as well as two miles of upper Skookum Creek. The acquisition was completed in June 2021, building upon the success of the first phase of the Skookum project in 2019 and bringing the total protected acreage to more than 2,400.

This purchase of Skookum II helps connect more than 4,000 contiguous acres, improving biodiversity, watershed health, climate resilience, landscape connectivity, and recreation in the Upper South Fork Nooksack River Basin.



R. HENDERSON



and the local community. The area provides a wildlife corridor for elk, deer, bear, mountain lions, and other fauna, and is also frequented by raptors. It will be managed for wildlife habitat as well as conservation, hiking, climbing, bouldering, instruction, and environmental education.

Access Fund and Rocky Mountain Conservancy began trailwork last year to improve the existing trail and provide sustainable access to the Thumb and Needle spires. Once completed, the trail will be accessible to handcycles so that adaptive athletes can access the climbing areas under their own power. While the existing trail is open to the public, the area is not yet open to climbing—the goal for climbing access is Summer 2022.

### UPLANDS CAPITAL CAMPAIGN 245 acres protected

At the heart of a popular trail system just fifteen minutes from downtown Yakima, Washington, 325 acres of endangered shrub steppe habitat was slated for residential development. Cowiche Canyon Conservancy (CCC) used Conservation Alliance grant funding to secure protection for 245 acres, ensuring permanent protection and public access for outdoor recreation.

The two purchased parcels of land are adjacent to currently-owned CCC properties, adding almost five miles of trails for hikers and cyclists to enjoy. These spaces have been used in record numbers over the past year and the trails have been a place of respite and relief from the challenges of the pandemic. To address the upswell of visitors and to encourage positive experiences on the land, CCC is in the process of updating wayfinding signage and has created a Clean Trails Team and Trail Ambassador program.

### UPPER RIO GRANDE CONNECTIVITY 278,000 acres protected

The National Wildlife Federation, working closely with Hispanics Enjoying Camping, Hunting and the Outdoors (HECHO) and others, successfully included 278,000 acres of Special Management Areas in the United States Forest Service management plans for the Carson and Sante Fe National Forests in New Mexico. The plans include multiple forest-wide components that support wildlife connectivity. Elk, mule deer, pronghorn and many other species depend on these connected pathways for food, mating, and seasonal migrations between New Mexico and Colorado. This landscape also contains cultural, archeological, sacred, and historical sites. The National Wildlife Federation collaborated with a diverse group of stakeholders and community leaders, including Tribal leaders, hunters, anglers, traditional land users, and private landowners in securing these Special Management Areas.

The Valle Vidal Management Area includes approximately 100,000 acres of rolling, grassland meadows surrounded by conifers, bristlecone pines, and aspen stands in the northern portion of

the Questa Ranger District. The Caja del Rio Wildlife and Cultural Interpretive Management Area approximately 61,121 acres runs down the middle of the Caja del Rio plateau, which is about 15 miles west of the city of Santa Fe. The San Antonio Management Area comprises approximately 117,035 acres of rolling grassland surrounded by conifers, ponderosa pines, and aspen stands in the northern portion of the Tres Piedras Ranger District.

### WALKER-HEARNE RANCH ACQUISITION 2,100 acres protected

In 2018, we awarded Ventura Land Trust a grant to acquire the 2,100 acre Walker-Hearne Ranch at Harmon Canyon. Last year, the property transfer was completed and in June, the Harmon Canyon Preserve opened to the public.

This acquisition is remarkable as it created the first large-scale nature preserve in the Ventura area. The property has many features for visitors to enjoy including perennial springs, oak groves, and scenic views of Southern California mountain ranges, coastlines, and Channel Islands National Park. The preserve has 10 miles of multi-use trails for hiking, cycling, running, and exploring the hills and canyons of the property.

### WILDBOY CREEK 1,300 acres protected

In 1965, the Camp Fire organization built the Kwoneesum Dam at the confluence of three creeks in the Washougal River watershed. The purpose of the dam was to create a recreational lake for a girls' camp—yet when the camp closed in the late 1980s, the dam remained. The dam prevents Coho salmon and steelhead from accessing seven miles of upstream tributaries, and blocks sediment and gravels from creating downstream fish habitat. The shallow, stagnant lake increases the river system's temperature, imperiling the ecological health of the creek and the Washougal River system, which flows into the Columbia River near Camas, Washington.

The Cowlitz Indian Tribe and Columbia Land Trust formed a partnership based on a shared vision of a restored and revitalized greater Washougal watershed. Both groups agreed that removing the Kowneesum Dam and restoring the Wildboy Creek and surrounding forestland would be critical to supporting salmon and steelhead throughout the watershed. In addition to improving fish habitat, conserving forested acres around the dam will benefit bear, deer, and beaver, birdlife and other wildlife.

With 1,300 acres secured, the Cowlitz Indian Tribe anticipates beginning the dam removal process in the summer of 2022. The forest will remain closed to the public during the dam removal and restoration work along Wildboy Creek, yet once the work is complete, the land will re-open to the public for walking, quiet enjoyment, hunting, and fishing.



### THUMB OPEN SPACE 65 acres and a climbing area protected

The Thumb and Needle spires in Estes Park, Colorado, offer iconic granite rock where legendary climbers have been training and developing routes for decades. In addition to its 50 climbing routes and high-quality bouldering, the area is known for hiking, trail running, and dog walking—with views of Longs Peak, Mount Meeker, and Twin Sisters along the entire trail.

In the past, the land had been privately owned and closed to public access. In 2019, it went up for sale, and Access Fund worked with local climbers and community members to purchase and preserve the 65-acre parcel in perpetuity. A coalition of climbers, hikers, business owners, conservation organizations, and local government agencies joined forces to protect the landscape now called Thumb Open Space.

As of June 2021, Thumb Open Space is owned by the Town of Estes Park, which is working to create a management plan that balances recreation, ecological values, and quality of life for nearby residents

# CONFLUENCE PROGRAM

WE LAUNCHED THE CONFLUENCE PROGRAM

TO INTENTIONALLY CONNECT

THE ALLIANCE AND ITS MEMBERS

TO HISTORICALLY RACIALLY MARGINALIZED PEOPLE

WORKING TO PROTECT NATURAL PLACES

AND WE AWARDED \$200,000

IN MULTI-YEAR GRANTS TO FOUR GRANTEEES

## Apache Stronghold

Protect Chi'chil Bildagoteel (Oak Flat)

\$50,000

Located in San Carlos, Arizona, Apache Stronghold is a community organization of approximately 50 youth, adults, and Elders. Apache Stronghold builds community through neighborhood educational programs and opportunities for civic engagement, connects with Native and non-Native allies worldwide, and works with conservation organizations and all those who share a love for natural places.

Chi'chil Bildagoteel (also known as Oak Flat) is a sacred site for Apache people and many other Native Americans. It is a place where people pray, collect water and medicinal plants for ceremonies, gather acorns and other foods, and honor those that are buried there. All who treat the area respectfully are welcome at Oak Flat. Oak Flat is threatened by a proposed underground mine that would cause Oak Flat to collapse into a mile-wide, 1,000-foot-deep crater. The Save Oak Flat Act (SOFA) would protect the 2,422-acre site known as Chi'chil Bildagoteel.

## Monumental SHIFT Coalition

BIPOC Leaders Protecting Our Public Lands

\$50,000

Based in the southwest, the Monumental SHIFT Coalition is a collaborative network of BIPOC-led groups working together to grow the traditional conservation movement to better represent and honor lands and places sacred to its communities. The organization is currently running two National Monument endorsement campaigns: Avi Kaw Ame, or Spirit Mountain, in Nevada and Castner Range in Texas. Spirit Mountain, called Avi Kwa Ame by the Mojave Tribe, is a mountain within the Lake Mead National Recreation Area near Laughlin, Nevada. The entire area is considered sacred by ten Yuman-speaking tribes, as well as the Hopi and Chemehuevi Paiute. Castner Range is located in the Franklin Mountains in the majority-Latinx community of El Paso, Texas.

## Southeast Alaska Indigenous Transboundary Commission

Saving Our Way of Life

\$50,000

The Southeast Alaska Indigenous Transboundary Commission (SEITC) is a consortium of fifteen federally-recognized Tribal governments that formed in 2014 to protect their customary and traditional ways of life throughout Southeast Alaska and the Pacific Northwest. Their mission is to protect Tribal lands and waterways region for future generations.

## Valentine Conservation Community

Valentine Park and Nature Trail: Nature, Conservation, Confluence

\$50,000

The Valentine Conservation Community is a group of 30 residents, led by a multi-generational Black family, who have maintained land ownership in the East St. Louis, Illinois, Valentine Street neighborhood for more than 74 years. The group is seeking to imbue a historical culture of conservation and love for nature in their neighborhood, which is located within a mile of the Mississippi River. Their mission is to preserve the land, protect the wildlife, and restore the Valentine Street neighborhood through the creation of Valentine Street Park and Trails: Nature, Conservation, Confluence.



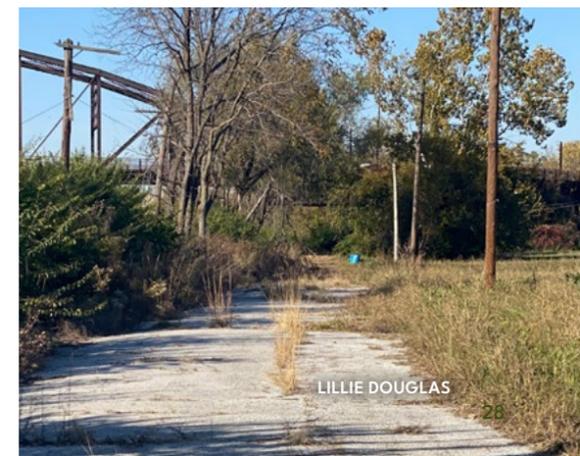
ROBIN SILVER



MARC CLUNE



COLIN ARISMAN



LILLIE DOUGLAS

# GOVERNMENT AFFAIRS AND ADVOCACY

In many ways, 2021 was about “reprotecting” places that had been protected and were opened up under the Trump Administration. We identified three conservation campaigns as top priorities early in the year and we committed funding, government affairs and communications support to those priorities. We went all in on protecting the Arctic National Wildlife Refuge in Alaska, the Boundary Waters Canoe Area Wilderness in Minnesota, and the Bears Ears region in Utah.

We hosted our annual Washington, DC fly-in virtually in April 2021, where 40 Conservation Alliance business leaders spanning the outdoor, craft beverage, and renewable energy industries met via Zoom with 38 congressional offices, as well as the White House Council on Environmental Quality and the United States Department of Agriculture.

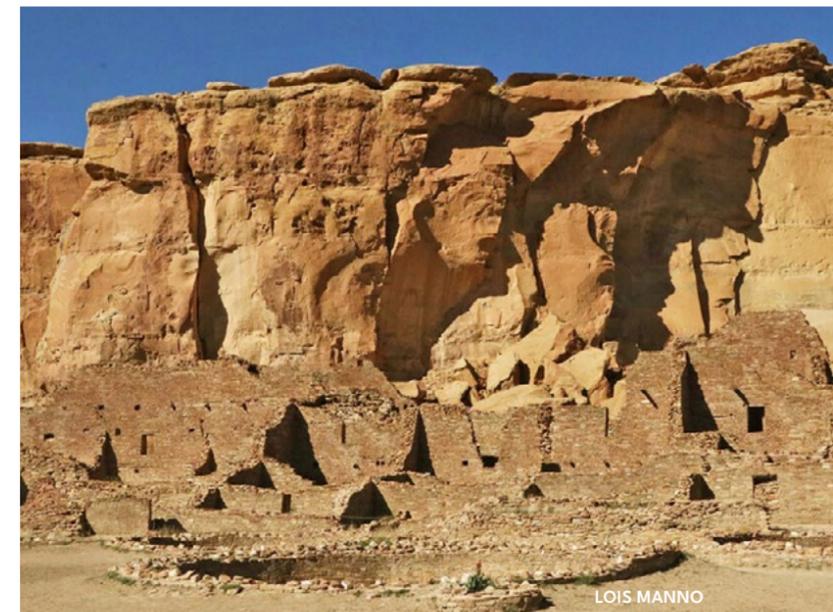
In August 2021, Shoren Brown joined our staff as our Government Affairs & Advocacy Director and immediately kicked off a call-to-action to support the Arctic, where we asked our audiences to contact their elected officials and let them know that it’s good business to protect the Arctic Refuge—and that the 2017 drilling mandate must be overturned immediately.

In October, advocacy efforts involved celebrating, high-fiving, and sending thank-yous to the Biden administration for restored protections to Bears Ears and Grand Staircase Escalante National Monuments, as well as key steps toward permanent protection for the Boundary Waters. The work on these important campaigns is far from complete, but the voice of business had a huge impact in 2021!

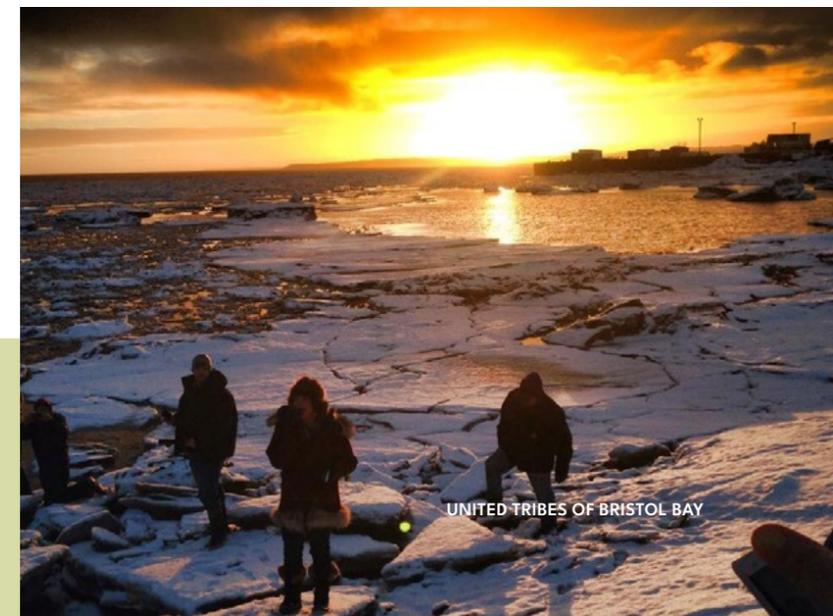
VISIT OUR ADVOCACY PAGES TO WATCH PUBLIC LANDS 101 VIDEOS, TRACK OUR LEGISLATIVE PRIORITIES, AND MORE:  
[conservationalliance.com/advocacy](https://conservationalliance.com/advocacy)



TIM PETERSON



LOIS MANNO



UNITED TRIBES OF BRISTOL BAY

COLIN ARISMAN

# CAUSE MARKETING



In April and November, 23 brands participated in our annual We Keep It Wild fundraising campaigns: Backpacker's Pantry, BUFF, Dometic, GU, Grayl, Gregory, Helly Hansen, Juniper Ridge, MiiR, MSR, Nomadix, Nuun Sport, La Sportiva, Osprey, Royal Robbins, Ruffwear, Sea to Summit, Snoplanks, Superfeet, Thermarest, Toad&Co, Topo Athletic, and TREW Gear each donated 5% of their online revenue as part of the two weeklong campaigns, helping to raise more than \$84,000 to support our work.

On Giving Tuesday (November 30, 2021), Icebreaker, Moosejaw, Toad&Co and Ibex helped fundraise for The Conservation Alliance by donating a percentage of sales from that day. Toad&Co specifically raised money for our Confluence Program. Additionally, Outdoor Prolink matched all donations generated through its online checkout process. The combined efforts among these brands helped raise more than \$46,000 for The Conservation Alliance in a single day.

In addition to these efforts, several Conservation Alliance members ran seasonal promotions or provided ongoing, year-round support during 2021. Hydaway, CamelBak, and Trail Butter are offered limited edition products, with a portion of proceeds going to The Conservation Alliance. Shār, a snack food brand, committed 20% of its yearly profits to The Conservation Alliance.

When our member companies go above and beyond their annual dues, we're able to make a bigger impact for our grantees by supporting even more conservation work across North America. In addition, funds raised through special campaigns and promotions help support our operations for our small team.

Please join us in giving a huge thanks, cheers, and a round of applause to our member companies that are making a huge impact for wild places in North America.



# PINNACLE MEMBERSHIP

**PINNACLE MEMBERS CONTRIBUTE**

**A MINIMUM OF \$100,000**

**TO THE CONSERVATION ALLIANCE ANNUALLY**

Pinnacle members rely on The Conservation Alliance as their vehicle for funding a portfolio of projects that protect North America's wild places. With an annual contribution of \$100,000 or more, Pinnacle members are investing in 50+ projects that we carefully select based on political viability, biological diversity, the organization's history of success, and benefits to people and wildlife. This investment into public lands protection supports communities with sustainable economies and outdoor recreation opportunities and provides natural climate change solutions through carbon sequestration, preserved wildlife habitat, and avoided conversion.

We announced our Pinnacle Membership program in 2010 to recognize companies that contribute at least \$100,000 annually to our organization. In 2021, we had seven brands commit to Pinnacle Membership: Bank of The West, Merrell, KEEN, Inc., Patagonia, Inc., REI Co-op, The North Face, and our newest member—Public Lands Fund.

With a larger grant fund thanks to our Pinnacle members, we will be in a position to support an increasing number of projects each year and contribute 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 2022.

**INTERESTED IN DISCUSSING  
PINNACLE MEMBERSHIP?**

Email Conor McElyea: [conor@conservationalliance.com](mailto:conor@conservationalliance.com)



# LEGACY FUND



**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 grant 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 these monies into our operating fund. This revenue covers more than 20% of our operating expenses.

We want to acknowledge the following donors who have 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

The Leading Edge is a community of long-time outdoor industry leaders who have shown a lifetime of active commitment to conservation and want to ensure that conservation remains a priority for 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 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.



Individuals interested in participating in the Leading Edge program should contact our Interim Executive Director, Shoren Brown, at [shoren@conservationalliance.com](mailto:shoren@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

Sally McCoy & Rachel Anderson

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Todd Spaletto

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Stanley, a brand of PMI  
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Superfeet Worldwide  
Sven-Saw  
Swell Skateboards  
Switchback Travel  
Teva

The Arbor Collective  
The Forest Group  
The Gear Fix  
The Mountain Lab  
The North Face  
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Zodiac Event Displays  
Zumiez, Inc.

**NOT A MEMBER YET?**

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[conor@conservationalliance.com](mailto:conor@conservationalliance.com)



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TYSON FISHER

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