


2022 ANNUAL REPORT



The Conservation
Alliance

TYLER ROEMER





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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



FLORIAN SCHULZ / CHRIS KONISH

2022 was a year of adaptation, growth, collaboration, and (but of course) conservation. As we reflect on the accomplishments and discoveries it held, and as we forge ahead into 2023, I want to share a few highlights from The Conservation Alliance's (TCA) progress.

SUCSESSES

In 2022, Conservation Alliance funding and advocacy helped 14 projects cross the finish line in 10 states and provinces, resulting in permanent protection for 178,815 acres, 2 river miles, and 5.5 miles of shoreline, as well as one halted mine. We also celebrated the designation of Camp Hale-Continental Divide National Monument.

GRANTS

2022 saw a continuation and modest expansion on the new steps we took in 2021. In total, we awarded \$2,208,000 to 54 organizations working to protect wild places and outdoor spaces across the United States and Canada. This included the second year of the multi-year grants launched in 2021, and a second cycle of the Confluence Program.

ADVOCACY

In 2022, we selected four conservation campaigns as top priorities for The Conservation Alliance. We continued the campaign to protect the Boundary Waters Canoe Area Wilderness in Minnesota from proposed mining and added a second effort to protect Bristol Bay Alaska from mining. Third, we visited the Castner Range in Texas and supported the campaign to designate the area as a national monument. Fourth, we backed the campaign to designate a new National Conservation Area on the Dolores River in Colorado.

We also returned to Washington D.C. in person for the first time since 2020. Three days in D.C. enabled connections with 11 member companies and 22 meetings across our four priority campaigns addressing 23 bills in Congress.

MEMBERSHIP

We welcomed 24 new members to The Conservation Alliance in 2022. These companies spanned the outdoor, hunt, bike, consumables, hospitality, tech, finance, and supply chain industries.

JUSTICE, EQUITY, DIVERSITY AND INCLUSION

The Confluence Program, launched in 2021, moved into its second cycle in 2022. We awarded \$400,000 in multi-year grants to eight historically excluded groups. Four new Confluence Program grantees were named in 2022 (receiving \$50,000 in 2022 with another \$50,000 slated for 2023): the Detroit Black Farmer Land Fund, the Great Plains Restoration Council, Ridges to Riffles, and Wind River Tribal Buffalo Initiative. Four grantees from the 2021 cycle moved into their second year of funding: Apache Stronghold, Monumental SHIFT Coalition, Southeast Alaska Indigenous Transboundary Commission, and Valentine Conservation Community.

The Confluence Program is an important demonstration of our commitment to support a more representative selection of the varied voices and perspectives working to balance the best interests of land and water, wildlife, and people. Our work in 2022 emphasized building trust and meaningful relationships with the Confluence grantees through resource-sharing and communications support. Through the application review process, we also sought to capture and share our learnings regarding the gap between financial needs and available funding by highlighting the volume of qualified groups that need funding and sharing the list of applicants with other funders.

Finally, I want to express deep gratitude to our member companies, Pinnacle members, Leading Edge members, and other donors who supported our work in 2022. Your support makes our work to protect wild places possible.

Onward!



Nicole Rom
Executive Director

GRANTS



IN 2022,

WE AWARDED \$2,208,000

IN GRANTS TO 54 ORGANIZATIONS.

Below is a list of all member-directed and discretionary grants awarded including the grantee and an overview of the funded project.

ALASKA

ALASKA WILDERNESS LEAGUE *
Arctic National Wildlife Refuge Campaign
\$75,000

Work 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. Nearly 20 million acres, the coastal plain hosts thousands of bird species migrations, muskoxen, polar bears, and hundreds of thousands of Porcupine caribou. The Gwich'in people rely on the Porcupine caribou for their way of life and consider the plain "the sacred place where life begins."

SALMONSTATE
BLM Wildlands Campaign
\$45,000

Community supported protections for millions of acres of high value fish, wildlife and human use areas managed by the Bureau of Land Management in Alaska.

UNITED TRIBES OF BRISTOL BAY
Permanent Protections for Bristol Bay Watershed
\$50,000

Secure permanent protections for the 40,000 square-mile Bristol Bay watershed, including the region's headwaters and broader watershed-wide, through Executive Action or Congressional legislation.



ARIZONA

GRAND CANYON TRUST
Permanently Protecting the Grand Canyon Region from Uranium Mining
\$40,000

Protect 1,006,545 acres of federal land—adjacent to and hydrologically connected to Grand Canyon National Park and the Colorado River—from new uranium mining.



HISPANICS ENJOYING CAMPING HUNTING AND THE OUTDOORS (HECHO) +
Advancing Protections for the Great Bend of the Gila
\$18,000

This discretionary grant will be used to increase Hispanic leader inclusion, participation, support, and advocacy; and to create communication materials in English and Spanish. During the first six months of 2023, HECHO will be attending quarterly virtual or in-person meetings with key federal decision-makers to demonstrate increasing support for the protection of the Great Bend of the Gila, and will be working on city/county resolutions or letters of support from local leaders.

BRITISH COLUMBIA, CANADA

CANADIAN PARKS AND WILDERNESS SOCIETY – BRITISH COLUMBIA
Establishing New Protected Areas in Northern BC
\$40,000

To support the Kaska Dena to establish a new 9.9 million acre provincial protected area and Indigenous Protected and Conserved Area (IPCA) in Northern British Columbia, called Dene K'éh Kusān, by 2023.

KEY

- * = indicates multi year grant
- + = indicates Discretionary Grant

DENE KAYEH INSTITUTE

Dena K'eh Kusan – We Will Always Be Here

\$50,000

To ensure the Dene K'eh Kusān remains intact, resulting in the Indigenous community's material, cultural, and spiritual lives are strong and sustainable within a new 4 million hectares protected area.



SKEENA WATERSHED CONSERVATION COALITION

Gwininitxw Protected Area

45,000

Designate the Gwininitxw Protected Area that formally protects 420,000 acres of unroaded and globally significant wild salmon ecosystems in the upper Skeena watershed.

WEST COAST ENVIRONMENTAL LAW +

Legal Pathways to Conservation

\$25,000

To amend the BC and federal legal and policy landscape to better support Indigenous-led conservation, including removing existing barriers to the creation of Indigenous Protected and Conserved Areas (IPCAs) and to meaningfully include Indigenous governance within protected areas.

CALIFORNIA

CALIFORNIA WILDERNESS COALITION

Central Coast Heritage Protection Act / NW Mountains and Rivers

\$50,000

To pass legislation that permanently protects 605,902 acres of public lands as wilderness, 639 miles of waterways as wild and scenic rivers, and 54 climbing areas in Northern and Central California; and restores more than 810,000 acres of public lands damaged by clearcutting and other development, and creates the Condor National Scenic Trail and Bigfoot Trail.

FRIENDS OF THE INYO+

Inyos to Cosos National Monument

15,000

To protect approximately 160,000 acres of ecologically important and sensitive pristine California desert lands that are culturally and spiritually important to local tribes, and whose conservation will help achieve California and the Biden administration's 30×30 initiatives to preserve 30 percent of our lands and coastal waters by 2030.

HISPANIC ACCESS FOUNDATION

Chaparral Pacific Crest National Monument and Riverside County Campaign

\$50,000

To designate two national monuments that protect 1,015,091 acres in southern California — the Chaparral Pacific Crest National Monument and Riverside County Public Lands.

COLORADO

COLORADO WILDLANDS PROJECT

Dolores River Canyons Protection Campaign

\$35,000

Protect Southwest Colorado's Dolores River below McPhee Dam and more than 500,000 acres of surrounding public lands.





JEREMY STAVELEY



BRYAN HATCHELL



DOLORES RIVER BOATING ADVOCATES

Dolores River Protection Campaign/Coordination, Leadership, Organizing

\$40,000

Protect 148 miles of Southwest Colorado's Dolores River below McPhee Dam and more than 500,000 acres of surrounding public lands.

THE WILDERNESS SOCIETY

The Gunnison Public Lands Initiative

\$45,000

To secure landscape-scale protections for public lands in Gunnison County, Colorado, through new Wilderness and special management areas that protect nearly 500,000 acres of key habitat, watersheds, and recreation values, and plays a central role in climate adaptation strategies while allowing for sustainable recreational use.

WILDERNESS WORKSHOP+

Achieving Permanent Protection for the Thompson Divide

\$15,000

To protect 200,000 acres of the Thompson Divide from oil and gas development of with a permanent Congressionally designated mineral withdrawal; permanent protection for 100,000 acres along Colorado's Continental Divide with wilderness, recreation and wildlife management areas and the Country's first National Historic Landscape designations.

CONNECTICUT

THE CONNECTICUT RIVER CONSERVANCY+

Blake Higgins Dam Removal

\$34,000

Remove the Blake Higgins dam, restore access to ten miles of upstream spawning and habitat for at-risk native sea lamprey, and create a new public access on the Connecticut River Paddlers' Trail.

IDAHO

IDAHO RIVERS UNITED

Salmon River Wild and Scenic Campaigns

\$36,500

Pass legislation that designates 112 miles of the Lower Salmon River and 93 miles of the South Fork Salmon River systems in Idaho as Wild and Scenic.

WINTER WILDLANDS ALLIANCE

Save Teton and Mill Creek Canyons from Commercial Resort Development

\$35,000

To protect 1,200 acres of critical wildlife habitat, world-class scenic viewsheds, and human-powered backcountry recreation access from a proposed commercial ski resort expansion into wildlands in Teton and Mill Creek Canyons in Idaho.



MICHIGAN

ENVIRONMENTAL LAW & POLICY CENTER

Seizing Opportunities to Achieve New and Expanded National Wilderness

\$40,000

Pass legislation that designates 50,000 acres of contiguous wilderness in Michigan's Ottawa National Forest and adds 2,000 acres to the Sturgeon River Gorge Wilderness area.

MINNESOTA

BACKCOUNTRY HUNTERS & ANGLERS

Boundary Waters Protection

\$45,000

Stop mining development for 225,000 acres of U.S. Forest Service lands in Minnesota's Rainy River/Boundary Waters watershed and safeguard 1,100 lakes and 4.3 million acres of the Quetico-Superior Ecosystem.

NORTHEASTERN MINNESOTANS FOR WILDERNESS *

Campaign to Save the Boundary Waters

\$75,000

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. This uniquely threatening type of mining contains metals like copper and nickel bound together by sulfide. When exposed to air and water the ore discharges sulfuric acid, heavy metals, and sulfates into ground and surface waters.

MONTANA

ROCKY MOUNTAIN ELK FOUNDATION

Montana

\$50,000

Conserve 3,762 acres in Montana and protect 1.1 miles of the Big Hole River, 2.91 miles of Seymour Creek, and 10.07 miles of intermittent streams.

NATIONAL

OUTDOOR ALLIANCE+

Outdoor Industry Coalition Policy Platform

\$15,000

Lead a collaborative process among The Conservation Alliance, Outdoor Industry Association (OIA), and Outdoor Alliance to identify mutual priorities and build out a robust and detailed policy platform around which to create campaigns. This policy platform will be the foundation of a shared communications and public engagement framework that all three organizations can use to educate and activate our audiences in support of climate action and land conservation.



NEVADA

GREAT BASIN WATER NETWORK

Save the Swamp Cedars

\$45,000

Protect 27,000 acres of sacred lands in Nevada—traditionally known as Bahsahwahbee—as a National Monument and ensure that tribes share co-stewardship efforts with the Bureau of Land Management.

NEW MEXICO

CONSERVATION LANDS FOUNDATION

Campaign for the Gila River, Wild and Scenic

\$45,000

To pass legislation that designates the 453 miles of the Gila River, New Mexico's last free-flowing river and #1 on American Rivers' 2019 list of "America's Most Endangered Rivers," as Wild and Scenic.



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MIKE GROVES

NEW MEXICO WILDERNESS ALLIANCE

Greater Chaco Protection Campaign

\$50,000

To permanently protect the Greater Chacoan Landscape through passage of the Chaco Cultural Heritage Area Protection Act, and by finalizing the Bureau of Land Management's Farmington Resource Management Plan Amendment (RMPA).



JOHN FOWLER

NORTH CAROLINA

OUTDOOR ALLIANCE

Protecting North Carolina's Mountain Treasures

\$20,000

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 20 new eligible Wild and Scenic Rivers and 70,000 acres of recommended Wilderness, and using the final plan and the diverse political support of the same to design and implement a campaign to secure permanent Congressional protective designations.

OHIO

ARC OF APPALACHIA+

Kamama Prairie Gateway

\$20,000

To permanently protect six acres of land that will provide the first road access and public entrance to the previously land-locked Kamama Prairie Preserve, therefore providing public access to a trail system; immersing visitors in an endangered ecosystem known as an Eastern U.S. Alkaline Short-grass Prairie; expanding wildlife protections for endangered plants, animals, and birds; and increasing the overall size of the preserve to 192 acres.

OREGON

CENTRAL OREGON LANDWATCH

Save Skyline Forest

\$30,000

To permanently conserve the 33,000-acre Skyline Forest and secure the recreation, wildlife habitat and wildfire safety values that are paramount to the wellbeing of Central Oregonians and their communities.

COLUMBIA LAND TRUST

Nestwood Forest

\$40,000

Protect the 900-acre Nestwood Forest from fragmentation and development to preserve critical riparian and wetland habitat, sequester carbon in 80-100-year-old trees, and ensure public access.

OREGON WILD

A Historic Opportunity to Protect Oregon's Rivers

\$50,000

To secure Wild & Scenic River protections for up to 4,700 miles of Oregon's rivers and up to two million acres of adjacent public lands and carbon-storing old-growth forest through passage of the River Democracy Act.

THEODORE ROOSEVELT CONSERVATION PARTNERSHIP

Protecting Oregon's Owyhee Canyonlands

\$45,000

To permanently protect one million acres of Wilderness and 25 miles of Wild and Scenic Rivers within Oregon's Owyhee Canyonlands from future development.



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WILD SALMON CENTER
Tillamook Legacy Campaign

\$50,000
Conserve 250,000 acres in the Tillamook State Forest by securing approval of Oregon State's 70-year Habitat Conservation Plan and integrating it with Oregon's new Carbon and Climate Plan.

TEXAS

BIG BEND CONSERVATION ALLIANCE +
Connecting with Community to Protect
Marfa's Grasslands

\$10,000
The success of this project will conserve, in perpetuity, 30 acres of grassland—with the potential to store 150 tons of carbon—just outside of Marfa, Texas. Plans include completing 3 miles of recreational trails on the site, co-created by 50-100 community members living in close proximity.

THE FRONTERA LAND ALLIANCE +
Castner Range National Monument
\$25,000

The Castner Range National Monument campaign will build grassroots community support to secure a monument designation for the mountainous 7,081 acres located between city neighborhoods and Franklin Mountains State Park. The team of four seeks to increase communications capacity, to travel to Washington, DC to pressure the administration to move forward with the monument designation, and to support Nuestra Tierra Conservation Project and Monumental SHIFT for their work on Castner.

UTAH

BEARS EARS INTER-TRIBAL COALITION (BEITC) +
Bears Ears National Monument
Collaborative Management
\$50,000

The Biden Administration restored the Bears Ears National Monument's original boundaries in October 2021, naming BEITC as collaborative managers of the monument; however, no federal funding is allocated to support them in the planning process. BEITC, the Forest Service and the Bureau of Land Management set out the roles, responsibilities and relationships to establish the Bears Ears Commission, and will develop a new management plan by 2024. Grant funds support tribal planning activities.

GRAND STAIRCASE ESCALANTE PARTNERS
Grand Staircase-Escalante Resource Protections
\$49,500

Restore protections to the 1.9 million acres of Utah's Grand Staircase-Escalante National Monument while rectifying the exclusion of Native voices in the narrative and management of this landscape.





GREATER BEARS EARS PARTNERSHIP
The Lands Between

\$50,000

To permanently halt oil and gas leasing in 513,000 acres of culturally significant and sacred lands located in southeastern Utah.

SOUTHERN UTAH WILDERNESS ALLIANCE
Labyrinth Canyon Wilderness Protection

\$35,000

To protect the east side of Labyrinth Canyon from motorized recreation, where the Green River has carved a deep, sinuous, 45-mile-long canyon that is one of the premier flat water river trips within the United States.

VERMONT

NORTHEAST WILDERNESS TRUST
Woodbury Mountain Wilderness Preserve

\$35,000

To secure 5,947 acres to create the Woodbury Mountain Wilderness Preserve in Vermont that will safeguard 179 acres of wetlands, stunning northern hardwood forests, and 39 miles of headwater streams in an important wildlife corridor.



THE TRUST FOR PUBLIC LAND
Roaring Branch: Protecting the Appalachian Trail Corridor

\$40,000

Acquire 2,104 acres of Appalachian Trail forestland in Vermont to protect rivers and watersheds, state-endangered American Marten, Vermont's oldest and tallest American Chestnut, and 1.4 miles of trails.

VIRGINIA

VIRGINIA WILDERNESS COMMITTEE
Shenandoah Mountain National Scenic Area Project

\$15,000

To pass legislation that protects 98,200 acres of Virginia's George Washington National Forest as National Scenic Area and Wilderness, encompassing 100 miles of native Brook Trout stream.

WASHINGTON

ABORIGINAL OUTFITTERS
sic cwix (New River)

\$50,000

Removal of Washington's Enloe Dam on the Similkameen River and creating inspired generations working towards authentic, renewed relationships with the land.

AMERICAN WHITEWATER
Western Rivers Conservation

\$50,000

Pass legislation that protects 1,000 river miles and 4 million acres of land in the Western United States by the end of 2022; develop a legislative package and new land and river conservation legislation.

YUKON TERRITORY, CANADA

CANADIAN PARKS AND WILDERNESS SOCIETY – YUKON CHAPTER
More Than Just Gold: Protecting the Dawson Region

\$20,000

To protect 3,939,107 acres in the Yukon River corridor, the Klondike River corridor, and the incredible mountains of the Tatonduks, and the Scottie Creek Wetlands in the Yukon territory.

CONFLUENCE PROGRAM

WE LAUNCHED THE CONFLUENCE PROGRAM

TO INTENTIONALLY CONNECT

TCA AND ITS MEMBERS

TO HISTORICALLY RACIALLY MARGINALIZED PEOPLE.

2022 CYCLE

This cohort of grantees began in 2022 and will be completed in 2024. Each organization received \$50,000 in 2022 and an additional \$50,000 in 2023 for a total of \$100,000.

DETROIT BLACK FARMER LAND FUND

Building Black Food Sovereignty through Black Urban Land Conservation

Detroit, MI

\$100,000

The Detroit Black Farmer Land Fund is a coalition of three long-standing urban farming organizations with a collective mission to rebuild inter-generational land ownership for Black Farmers in Detroit. The funds will support work to transition vacant land in Detroit to urban farm landscapes, fundraising efforts to acquire 20 acres and complete 15 infrastructure projects, technical assistance for land purchases, and an educational campaign and legal support protect properties from development in perpetuity.

GREAT PLAINS RESTORATION COUNCIL

Fort Worth Prairie Park and Southern Great Plains Conservation & Recreation Area

Fort Worth, TX

\$100,000

This project will focus on protecting old-growth native prairie holdings adjacent to the Fort Worth Prairie Park complex, and, in coordination with the Texas Parks and Wildlife Department, work to secure conservation designation for at least 5,000 acres in West Texas. Confluence funds will be used to launch a diverse campaign to raise national awareness and engagement, to hire a Comanche or Kiowa organizer to center Indigenous voices, and to train and employ formerly incarcerated Black and Brown/POC youth in the Restoration Not Incarceration™ program.

RIDGES TO RIFFLES (R2R)

Klamath River Restoration

California

\$100,000

Through work with local Tribes, this project will aim to see the largest dam removal and restoration project in US history through to completion. The Klamath River Basin is home to the Yurok, Karuk, Klamath and Hoopa Valley Tribes, in northwest California. Due to irrigation development and the building of four dams in the early 1900s, these Tribes saw the decimation of the local salmon and fish populations. With the removal of these dams and long-term restoration efforts, R2R, working with the Yurok Tribe, aims to restore the fish populations and cultural ties to the local ecosystem. The grant will support communication, travel to consult with federal agencies, and action plan development with the Tribes to acquire and manage lands that will no longer be submerged by reservoir waters.

WIND RIVER TRIBAL BUFFALO INITIATIVE (WRTBI)

Buffalo Restoration and Land Rematriation on the Wind River Reservation

Kinnear, WY

\$100,000

WRTBI works to restore the Eastern Shoshone and Northern Arapaho Tribes' connection to the buffalo. The organization acquires and maintains fee lands, enacts land use changes on Tribal land for buffalo conservation through cattle grazing retirement and conservation easements, and protects buffalo as wildlife under Tribal law. The Confluence funds will support youth engagement, land maintenance costs, and staff time to work with the Tribal Councils and the Bureau of Indian Affairs to shift land use from cattle grazing to wildlife conservation.

2021 CYCLE

These Confluence grants began in 2021 and will be completed in 2023.

APACHE STRONGHOLD

Protect Chi'Chil Bildagoteel (Oak Flat)

San Carlos, AZ

\$100,000

Chi'chil Biłdagoteel (also known as Oak Flat) is a sacred site for Apache people and many other Native Americans. The site is threatened by a proposed underground mine that would cause Oak Flat to collapse into a mile-wide, 1,000-foot-deep crater. As the federal government has gotten closer to allowing Oak Flat to approving this mine, Apache Stronghold and its fiscal sponsor, the MICA Group, have continued to work with partners to facilitate weekly strategy meetings, launch a Sacred Sites Summit, and develop a podcast to raise awareness.

MONUMENTAL SHIFT COALITION

BIPOC Leaders Protecting Our Public Lands

Las Cruces, NM

\$100,000

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. Over the last year, the Coalition has done a lot of internal capacity building work, increasing indigenous knowledge and Tribal partnerships.

SOUTHEAST ALASKA INDIGENOUS TRANSBOUNDARY COMMISSION (SEITC)

Saving Our Way of Life

Sitka, AK

\$100,000

The transboundary rivers that flow from British Columbia into Southeast Alaska nourish the communities and fuel a multi-billion dollar economy that depends on clean water and healthy habitat. A number of current and proposed mines put the local ecosystem at risk. Over the last year, SEITC has presented at conferences and gatherings in Alaska and Canada and had direct engagement with the Canadian government and agencies to address the interests of Alaskan Tribes and to protect Tribal lands and waterways for future generations.

VALENTINE CONSERVATION COMMUNITY

Valentine Park and Nature Trail: Nature, Conservation, Confluence

East St. Louis, IL

\$100,000

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 works to imbue a historical culture of conservation and love for nature in their neighborhood, located within a mile of the Mississippi River. This past year, the group successfully acquired enough land to create the Valentine Street Park. This conservation park will provide access to high-quality, local green space and outdoor experiences for generations to come.



COLIN ARISMAN



ROBIN SILVER

SUCCESSES

IN 2022, WE CELEBRATED

14 CONSERVATION SUCCESSES.

APPALACHIAN MOUNTAIN CLUB

Pleasant River Headwaters Forest

26,584 acres protected

An additional 26,584-acre parcel of the Pleasant River Headwaters Forest is now under the stewardship of Conservation Alliance grantee Appalachian Mountain Club (AMC). The acquisition marks 100,000 acres of forest in the state of Maine that is now protected by AMC. This project was part of their larger Maine Woods Initiative that seeks to combine outdoor recreation, resource protection, sustainable forestry, education, and community partnerships to protect Maine's renowned 100-Mile Wilderness.

The Pleasant River Headwaters Forest is tucked deep inside Maine's North Woods at the center of the 100-Mile Wilderness region that surrounds the northernmost 100 miles of the Appalachian Trail. It is one of the few remaining undeveloped and unprotected forest blocks in the region. It's also home to migratory fish such as the endangered Atlantic Salmon. For years, AMC has been working with partners to protect over a million acres of this rugged wilderness in an effort to permanently preserve the land. Currently, AMC, The Nature Conservancy, the State of Maine and the National Park Service own a 60-mile long contiguous expanse of conserved land. Counting private forest protected by conservation easements that buffer that corridor, there is about 900,000 acres of protected forest land.

"We're proud of the progress that AMC has made with this ambitious and critical initiative. It's an important step towards the larger goal of permanently protecting this unspoiled landscape, saving the habitat of endangered animals, and providing the region with opportunities for economic growth in the form of expanding outdoor recreation and new jobs in sustainable forestry" said Shoren Brown, VP of Public Affairs.

Some of Maine's most iconic wildlife, like moose, Eastern brook trout, and endangered Atlantic salmon depend on the rivers and forests of the Pleasant Rivers Headwaters Forest ecosystem for survival. In addition to the flora and fauna of the region, this conservation effort will benefit area residents through enhanced recreation opportunities, sustainable forestry operations that fuel local economic growth, and increased forest carbon sequestration capacity to combat climate change.

We are pleased to announce this win for AMC, and excited for what it means for the future of the Appalachian Mountain Club's Maine Woods Initiative. It's a win for them, it's a win for endangered wildlife, and it's a win for conserving wild places.

ARC OF APPALACHIA

Kamama Prairie Gateway

6 acres protected

The Arc of Appalachia has completed the acquisition of the Kamama Prairie Gateway, a six-acre parcel in Adams County, Ohio, that provides the first road access and public entrance to the previously land-locked Kamama Prairie Preserve, bringing the total of protected acres to 192. The purchase was made possible through grant funding via the Clean Ohio program and the generous support of many Arc of Appalachia benefactors, including The Conservation Alliance.

The summer of 2022 witnessed the completion of the visitor parking lot, allowing public access to this rich natural landscape. Kamama Prairie Preserve currently has a .6-mile trail completed with extended trails under development. Future additions to the preserve include an interpretive kiosk near the parking area. Like other Arc of Appalachia trails, these areas are open daily from daylight to dusk for groups of all sizes without the need for permits or fees. Arc of Appalachia plans to continue engaging the local community through volunteer opportunities, including a long-term stewardship program for the property that will draw volunteers from the local community and beyond.

Kamama Prairie's rich biological diversity makes it an ideal site for a variety of educational programs. The Arc of Appalachia already welcomes participants in their tree identification and butterfly workshops, as well as an area 4H Club's, "Explore the Outdoors" program. In addition, volunteers are working with Adams County Children Services at its youth facility, Wilson's Children Home, to provide transportation to Kamama for field trips.

This is a great win for the delicate and unique ecosystem known as the "Eastern U.S. Alkaline Short-grass Prairie," which is home to wildlife, birds, and rare and endangered plant species that will thrive in the newly protected area. With 24 state-listed rare and endangered plants, 544 total plant species, and 68 notable plant species (previously state-listed or on the watch list), as well as large numbers of biologically-significant species of birds (including breeding grounds for the Chuck-Will's-Widow), insects (including a moth new to science), and reptiles (such as the Black Kingsnake and Eastern Hognose), this is truly a noteworthy achievement. Beyond the ecological significance, local residents will now benefit from access to this precious natural environment, which will now become a shared community resource.

CONSERVATION COLORADO, SAN JUAN CITIZENS ALLIANCE, WILDERNESS WORKSHOP

Camp Hale – Continental Divide National Monument

53,804 acres protected

The Conservation Alliance celebrates the Biden administration's designation of the Camp Hale – Continental Divide National Monument and protections for Thompson Divide. Located near Leadville, CO, the newly designated Camp Hale – Continental Divide National Monument includes the former training grounds of the Army's famous 10th Mountain Division and is considered by many to be the birthplace of the modern ski industry.

Camp Hale, the Continental Divide and Thompson Divide are all part of the CORE Act, which includes protections for other critical areas in Colorado. The Conservation Alliance has advocated for landscapes included in the CORE Act for more than 10 years and funded Conservation Colorado, San Juan Citizens Alliance, and Wilderness Workshop for their

grassroots efforts on the bill during that time.

Shoren Brown, Interim Executive Director at The Conservation Alliance, joined President Biden for the signing of the designation. "We are thrilled and encouraged to see this administration take substantive action on protecting land and water, and hope this is the first step toward more community-led monument designations around the country," said Brown. "Conserving Camp Hale, the Tenmile range, and Thompson Divide will support jobs and economic growth in Colorado, and provide opportunities for Coloradans from all walks of life to use, enjoy, and learn from these lands."

"As a proudly Colorado-based company, Backpacker's Pantry is thrilled that Camp Hale National Monument will join Colorado's landscape of public lands," says Tim Koehler, CFO of Backpacker's Pantry. "The need to protect these wild spaces for public use has never been greater, and we firmly believe that the designation of the national monument ensures that the legacy of Camp Hale survives for future generations."

COTTONWOOD LAKE PRESERVATION SOCIETY

Cottonwood Lake

121 acres protected

Great news out of Nelson, British Columbia! 2021 Conservation Alliance grantee the Cottonwood Lake Preservation Society (CLPS) announced that 121 acres of land above Cottonwood Lake that was previously slated to be clear cut will now be permanently protected.

The success of this project was truly a grassroots community undertaking. In 2018, in response to learning that Cottonwood Lake was slated to be clear cut, a group of concerned citizens joined together to create the Cottonwood Lake Preservation Society. CLPS rallied support from close to 1,000 individual donors, as well as the local business community, conservation agencies, and the regional government. The final chapter of this project is now complete: the land was recently transferred to The Nature Conservancy of Canada where it will be managed and protected forever.

The area surrounding Cottonwood Lake is an incredibly rich habitat. Old growth trees that are anywhere from 300-400 years old are found in the forests. Grizzly bears, birds, fish and other wildlife all use the lake and forests as a corridor



linking two key wilderness zones. In the past, this area had been heavily impacted by logging. This recent acquisition means that it will now be a secure and safe haven for wildlife, fish, birds, and humans to enjoy in perpetuity.

The Cottonwood Lake Project is a significant win for those who love recreating outdoors. Community members and visitors to the area all make their way to the land throughout the year to take part in the myriad recreational opportunities that the property offers. Fishing, ice skating, cross country skiing, and mountain biking are just a few of the activities the park is known for. The forest is highly visible from a nearby highway and this protection will enhance the local visual corridor, making sure that the beauty of the forest remains appreciated by all who pass by.

This success represents the power of grassroots conservation groups to mobilize their communities to take action on behalf of the places they love. CLPS used creative methods to draw attention to this project including online auctions, photo competitions, and grade school fundraisers. This success shows that a passionate group of individuals have the power to bring change to their backyard, and ensure that future generations will one day know this special landscape.

GREATER YELLOWSTONE COALITION

Yellowstone Gateway

75 acres protected

Yellowstone National Park is known for high, rugged peaks and cold, clear rivers. Designated as a National Park in 1872, the majestic land is a place where wildlife can roam across 3,471 square miles of undeveloped land. But threats to the environment in the form of destructive mining lurk just outside the borders of the park. For 40 years, the Greater Yellowstone Coalition (GYC) has been fighting to protect Greater Yellowstone's lands, waters, and wildlife.

On the northwestern border of the park lies Montana's Paradise Valley and Emigrant Gulch, home to charismatic creatures like grizzly bears, Canada lynx, and wolverines. Deep in the earth, under the steep slopes and clear creek is an ore body of base metals — including the alleged presence of low-grade gold. That gold caught the eye of Canadian mining company Lucky Minerals, Inc. In 2017 the owner of a 75-acre parcel of land in Emigrant Gulch approached the Greater Yellowstone Coalition to gauge interest in purchasing the property and mineral rights for the sake of preserving the land.



TIFFANY SANDHOLM



COTTONWOOD LAKE PRESERVATION SOCIETY

Acquiring the land wasn't the end game, it was merely a step in the process. But GYC was prepared to retain ownership of this property for as long as it would take to raise the funds necessary to transfer the land back into public hands, which would protect it forever thanks to provisions in the Yellowstone Gateway Protection Act. Although it took several years, Custer Gallatin National Forest was able to secure Land and Water Conservation Fund (LWCF) Critical Inholding funds to transfer the land into public ownership once and for all.

It is with great pleasure that we are able to announce this historic win for the Greater Yellowstone Ecosystem, its wildlife, and anyone who loves public land. The 75 acres purchased by GYC to protect it from Lucky Minerals' mining plans has officially become part of the Custer Gallatin National Forest. The steep hillsides, jagged peaks, groves of evergreen trees, and cold mountain stream will remain, for generations to come, an unadulterated home for wildlife and haven for rock climbers, backcountry skiers, and anyone drawn to the allure of an environment unaffected by development and industrialization.



THE LAND CONSERVANCY OF SAN LUIS OBISPO COUNTY

Santa Rita Ranch

1,715 acres protected

With rolling hills, towering oak trees, dense forests of bay laurel, and a remarkable freshwater lake, California's Santa Rita Ranch is truly a special place. Located along San Luis Obispo County's North Coast, the 1,715 acre ranch was put up for sale in 2018 and the Land Conservancy of San Luis Obispo County (LCSLO) knew that they needed to act swiftly to purchase and protect the property before it was sold to a buyer who might develop the land instead of conserve it.

LCSLO, a non-profit land trust, used The Conservation Alliance grant to support the acquisition and permanent protection of the Santa Rita Ranch. Currently, the organization is working to finalize a stewardship plan which will inform management for wildlife habitat, water resources, nature education, and managed public access to the ranch. Through convening biologists, environmental scientists, community partners, and the local tribe out on the land, LCSLO is working to shape the role that the ranch will play in the community moving forward. At the end of the planning process, Santa Rita will be home to a wide range of uses, such as guided hikes and trail rides, a nature education center, sustainable cattle grazing, and other uses that are suitable to the protection of remarkable wildlife habitat.

The protection of the Santa Rita Ranch is great news for humans and wildlife. Deer, turkey, mountain lion, and black bear all can be found roaming in the Santa Rita's dense woodlands.

Now that the ranch is protected, it will forever act as a safe migratory corridor for animals and birds and the freshwater lake at the heart of the property will remain a critical source of year-round water for a variety of rare and important species. The protection of the Santa Rita Ranch is a huge benefit to the Central Coast communities that surround the property. The newly protected ranch will offer one-of-a-kind educational and managed recreational opportunities while providing refuge to wildlife of all kinds, which is a success that everyone can celebrate.

NORTHEAST WILDERNESS TRUST

Grafton Forest Wilderness Preserve

6,045 acres protected

In 2021, TCA awarded the Northeast Wilderness Trust (NEWT) a grant to support their project, "Grafton Forest Wilderness Preserve." Their initial plan was to acquire and permanently protect 1,388 acres in Western Maine, but in a stunning achievement, NEWT more than quadrupled their goal and acquired 6,045 acres. This is a huge win for humans and wildlife as it both increases public access and safeguards valuable habitat. The land will now be managed as wilderness and is beginning a process of rewilding.

Initially, NEWT set out to conserve high elevation lands adjacent to two miles of the Appalachian Trail, including 1.5 miles of the Speck Pond Trail, and a short stretch of the Appalachian Trail. The final success now includes 4,657 acres of lowland forest which forms the headwaters that flow into the Umbagog National Wildlife Refuge.

This success builds climate resiliency through protection of the Preserve's maturing, higher elevation forests. In the lower elevations, where logging has more recently occurred, the forest will regenerate, and in the process, capture and retain carbon.

The Preserve is home to a range of birds including Bicknell's thrush, spruce grouse, boreal chickadee, many species of warblers, and nesting peregrine falcons. Wildlife including the American marten, fox, snowshoe hare, and Canada lynx can all be found here as well. Additionally, the region is home to the largest population of moose in the lower 48 states.

Known as the "Mountains of the Dawn," in honor of the Wabanaki of Maine, or, the People of the Dawnland, the Preserve's mountains are some of the first to see the rising

sun in North America. Now that this project is complete, future generations will be able to explore the solitude and beauty found in the Preserve and benefit from its clean air, water, and permanently protected forests.

NORTHEAST WILDERNESS TRUST

Woodbury Mountain Wilderness Preserve

6,098 acres protected

In December of 2021, Northeast Wilderness Trust established the Woodbury Mountain Wilderness Preserve and has since added more acreage to the Preserve, cumulatively protecting 6,098 wild acres near Montpelier, Vermont. With stunning northern hardwood forests, many types of wetlands, and 39 miles of headwater streams, the land protects regional wildlife connections, as it sits at a crossroads for both near and far-ranging wildlife. It's also a place where outdoor recreationists can enjoy activities including walking, snowshoeing, skiing, and hunting of abundant prey species.

This land is habitat for a variety of animals, from wide-ranging predators like bear, fisher, and bobcats down to tiny salamanders and fingernail clams. It contains topographically diverse and resilient habitat for beavers, moose, fishers, black bears, turtles, fish, frogs, birds, and countless insect species. Sections of the forest have high concentrations of American beech and black cherry, which are critical sources of food for wildlife preparing for winter. The Preserve also hosts numerous rare and special natural communities such as twelve Red Spruce-Cinnamon Fern Swamps. This is an uncommon type of swamp, and is the preferred breeding habitat of saw-whet owls and yellow-bellied flycatchers, the latter of which are uncommon and vulnerable in the state of Vermont.

Old forests, like those found in the Woodbury Mountain Wilderness Preserve, not only store immense amounts of carbon, but they also remove considerably more carbon from the atmosphere than recently harvested forests. The Preserve currently stores at least 629,000 metric tonnes of carbon and has the capacity to sequester an additional 1,335 metric tonnes each year. Most importantly, this land's carbon will never be lost to resource extraction.

This is a huge win for animals and birds from near and far that depend on the habitat connections that the land provides. It's also a win for humans who enjoy recreating on this stunning land.

ROCKY MOUNTAIN ELK FOUNDATION

Seymour Creek Big Hole River

3,600 acres protected

Thanks to a conservation collaboration between the Bureau of Land Management (BLM) and the Rocky Mountain Elk Foundation, 3,600 acres of wildlife and riparian habitat in the Big Hole River watershed will now be protected as public lands. This acquisition includes two miles of the Big Hole River and two miles of Seymour Creek, both of which cross the land and provide important habitat for cold water fish species. The Land and Water Conservation Fund, Montana Fish & Wildlife Conservation Trust, The Conservation Alliance and Rocky Mountain Elk Foundation provided funding for this project, totaling about \$9 million. Moving forward, the BLM will manage the lands for multiple uses.

The property is located about 55 miles south of Butte, Montana in Beaverhead and Deer Lodge Counties. It features mountains, meadows, sagebrush, grasslands, and conifer and aspen stands that are home to elk, mule and whitetail deer, moose, pronghorn antelope, small game, upland birds, waterfowl and other species. The waters and the surrounding riparian habitat of both the Big Hole River and Seymour Creek are vital for westslope cutthroat, brook, brown and rainbow trout. They also provide a refuge for the last wild population of fluvial Arctic grayling in the Lower 48. The watershed serves also as a crucial linkage corridor between the Greater Yellowstone Ecosystem and the Northern Continental Divide Ecosystem for grizzly bears and Canada lynx.

This is a major victory for wildlife and those that work to protect biodiversity. This increased access allows biologists to better manage wildlife populations in what was previously a complex land ownership pattern. And it's not just a win for wildlife – this new addition to our nation's public lands network allows for conservation and recreation to work hand in hand, and for new opportunities to enjoy the beauty and solitude found on these lands.



LAURA VERHAEGHE

THE TRUST FOR PUBLIC LAND

Pōhue Bay

16,456 acres protected including 5.5 miles of shoreline

Hawaii's Volcanoes National Park has grown thanks to grantee Trust for Public Land. Working in partnership with the National Park Service (NPS), TPL purchased 16,456 acres, including 5.5 miles of shoreline, at Pōhue Bay on Hawai'i Island. The land has now been transferred to the NPS and will be permanently protected as a part of the national park system, where it is known as the "Kahuku-Pōhue parcel" in reference to the Hawaiian place name, Kahuku.

The parcel is closed to the public while an interim management plan is being developed. The plan will explore future opportunities for public use that balance the needs for resource protection of this special place.

The Kahuku-Pōhue parcel is home to many significant Hawaiian cultural sites, including the largest recorded abrader quarry in Hawai'i, ancient lava tube burials, mauka-makai trails, fishing shrines, remains of once-thriving coastal villages, and petroglyphs. A well-preserved portion of the Ala Kahakai National Historic Trail or Ala Loa, an ancient coastal trail system, hugs the coastline.

The coastline is also critical habitat for federally listed endangered Hawaiian species, including the Hawaiian hawksbill turtle (honu'ea) and Hawaiian monk seal. Rare endemic 'ōpae'ula (red shrimp) live in the area's anchialine ponds, and the bay is often frequented by native and migratory birds, including 'iwa (frigate bird), koa'e kea (white tailed tropic bird), kōlea (golden plover), 'ūlili (wandering tattler) and 'auku'u (black crowned night heron).

The protection of this land is a huge win for the Native Hawaiian community, as the future of the Kahuku-Pōhue parcel is now guaranteed. The newly protected area will ensure that the delicate cultural sites that abound are safeguarded with respect while also providing a safe haven for wildlife to flourish.

WASHINGTON WILD

Skagit Headwaters

One mine halted

Conservation allies can now breathe a sigh of relief for the

Skagit River and its headwaters. The fate of this river has been up in the air since March of 2019, when Imperial Metals filed for a mining exploration permit in the area known as the "donut hole." While much of the land near the headwaters was protected by the Canadian park system, this small but critical piece remained open for development by British Columbia's government to preserve historic mining rights.

Washington Wild coordinated a broad coalition of nearly 300 Tribes, First Nations, elected officials, local businesses, and conservation, recreation, and wildlife organizations to defend the headwaters from mining. The Conservation Alliance awarded a \$10,000 grant in support of this work in 2019. In January 2022, after three years of advocacy from both sides of the border, a Memorandum of Agreement (MOA) was signed, ending the mining threat. All mining and related rights held by Imperial Metals are to be returned to the Province of British Columbia as a stipulation of the agreement.

The Skagit headwaters are nestled amongst the surrounding forests. From this small beginning, the Skagit flows down through British Columbia and enters Washington state, on its way to the Puget Sound. Passing through North Cascades National Park, Skagit Wild and Scenic River, and Mt. Baker Snoqualmie National Forest, the river supports life of all kinds—human, fish, wildlife, and plants. The Skagit River is the only major river system in Washington State that contains healthy populations of all five native salmon species. It's also where large concentrations of bald eagles and snow geese pass the winter.

Located within a day of travel from Vancouver, BC, the Skagit headwaters and surrounding Canadian parks draw over a million visitors per year, who enjoy the myriad outdoor recreation



TOM O'KEEFE

opportunities while supporting local economies. As the river travels through Washington, the scope of the outdoor opportunities on its waters and along its shores are uncountable. From fishing, swimming, camping, and picnicking, clean Skagit water is critical for people on both sides of the border.

This success represents the power of building a coalition of diverse voices in support of conservation outcomes. The protection of the Skagit Headwaters is a huge win for fish, Tribes, First Nations, and future generations who will one day come to know the Skagit's beauty and benefit from its clean water.

WESTERN RIVERS CONSERVANCY

Nason Ridge Community Forest

3,714 acres and two river miles protected

Washington has a new community forest to celebrate, thanks to grantee Western Rivers Conservancy (WRC). WRC spent the past four years working in partnership with the Chelan-Douglas Land Trust to purchase 3,714 acres of land and then transfer it to Chelan County for permanent stewardship.

The Nason Ridge property is located on the shores of Lake Wenatchee and two miles of Nason Creek where it provides fish and wildlife habitat. Previously owned by the timber company Weyerhaeuser, the community had desired a permanent protection for years. In 2018, WRC purchased the land and held it while working with its partners to raise the funds needed to transfer the property to Chelan County. In 2022, WRC completed the transfer to the county, which will keep the property intact and in public hands forever. This success builds upon WRC's previous riverland conservation efforts on Nason Creek, as well as ongoing restoration efforts focused on improving salmon and steelhead habitat.

Nason Ridge is home to a wide range of fish and wildlife. Bull trout, spring chinook, and steelhead all can be found swimming in the creek. Northern spotted owls, grizzly bears, gray wolves, and Roosevelt elk are just some of the species of wildlife that will gain from this newly protected land.

The new community forest at Nason Ridge is a big win for outdoor recreationists. The area forms a significant part of the Lake Wenatchee viewshed, and it is used year-round by cross-country skiers, hikers, and mountain bikers, who use the network of trails that link up to neighboring Lake Wenatchee State Park. With the completion of WRC's transfer of Nason Ridge to the county, fish, wildlife, and humans will all benefit from the newly



JOHN MARSHALL



AMEE PACHECO

protected forest and its clean air and waters. This is a success for the community and for the future generations who will be able to explore and appreciate this special place.

WILD SALMON CENTER

Elliott Forest

60,000 acres protected

With the passage of SB 1546, the Elliott State Forest is now on its way to a secure conservation future—with the 82,000 acre forest designated as a nationally unique State Research Forest, and over 60,000 acres permanently protected in forest reserves.

Since 2017, the Wild Salmon Center (WSC) has advocated for the protection of the Elliott, a State Forest with a complicated history. In the past, the forest's conservation priorities were subjugated by state policies that prioritized logging to deliver revenue to the Common School Fund (CSF), which funds Oregon's public schools.

In 2017, in the midst of protests and litigation, the Elliott was put up for sale by the State of Oregon. WSC and partners gathered a coalition of voices to stop the sale and then rethink what the Elliott State Forest could look like if timber revenues were not the driving force and conservation values were prioritized instead.

After years of hard work, the passage of this new legislation finally severs the link between the Elliott State Forest and the Common School Fund, through the appropriation of \$121 million dollars to compensate the CSF for the value of the forest while ensuring it's management will no longer be dictated by clearcuts to fund Oregon's schools. The bill also enables the use of the forest in service of scientific research, conservation, recreation, tribal partnerships, and broader public values, benefitting wildlife, fish, and future generations.

This success is particularly sweet for native salmon populations including the Oregon Coast coho, which depends on streams in the Elliott as key spawning and rearing grounds. The new research-forest scheme also protects 93% of the Elliott's remaining mature and old-growth forest for imperiled species like the northern spotted owl and marbled murrelet. Humans, fish, and wildlife will all benefit from the clean water, health benefits, and recreation opportunities that the newly protected forest provides. Through tenacious advocacy on the part of WSC and other stakeholders, Oregonians can now celebrate a new conservation focus for their State Forest.

THE WILDERNESS LAND TRUST

North Cascades – Washington State

Wilderness Campaign

595 acres protected

The Wilderness Land Trust is celebrating the successful protection of 595 acres of privately owned property within federally designated wilderness areas. The protected lands were all acquired or transferred as part of the organization's North Cascades – Washington State Wilderness Campaign. With Conservation Alliance support, the Trust is celebrating the acquisition of three private wilderness inholdings and the transfer of two additional inholding properties to public ownership. With the transfer, these lands have been protected as federally designated wilderness and the threat of private development has been removed.

The completed acquisitions include the 39-acre Lockwood Lode property, the 12-acre Jumbo Lode property, and the 280-acre

Greater New York Lode. In mining the term 'lode' refers to a deposit of ore, and the names of these properties reflect their history of mineral exploration or mining, the threat of which has now been removed. All three properties are located in the same drainage of the Wild Sky Wilderness. This one drainage contains almost all of the remaining Wild Sky Wilderness private inholdings, and one-third of the private inholdings left in Washington State, making it a high priority for the Trust's work in the North Cascades region. By acquiring these parcels, and eventually transferring them to public ownership, the Trust has removed the threat of mining and logging of old growth forest, protecting these lands for future generations. This spectacular landscape is located only an hour from Seattle, providing close to home recreation opportunities for the city's diverse residents.

After previously acquiring them, The Wilderness Land Trust has transferred two properties to public ownership to become designated wilderness. The transfer of a 236-acre inholding property in the Juniper Dunes Wilderness removed the last remaining private inholding in the wilderness area. With it, the Juniper Dunes Wilderness is now complete. Additionally, a 28-acre parcel known as Jumbo/Mt. Vernon Lode was transferred to become a new addition to the Mt. Baker Wilderness, which included the removal of a highly visible cabin on a prominent ridge and rehabilitating the site to its wild state.

This is fantastic news for Washington's wildlife and habitat, as well as for all people who depend on the clean air and water that these lands provide. These unique landscapes leave those who visit them inspired and reveling in their raw beauty. Thanks to the work of The Wilderness Land Trust they will remain wild and free, now and for future generations.





PATRICIA_THOMAS



WILD SALMON CENTER

GOVERNMENT AFFAIRS & ADVOCACY



PRIORITY CAMPAIGNS

Boundary Waters, Minnesota

The Boundary Waters Canoe Area Wilderness in northeastern Minnesota is the most visited wilderness area in the United States and is part of a 4.3-million-acre system of parks and wild public lands that stretches across the Canadian border.

The Boundary Waters was selected due to the impending threat of sulfide-ore copper mining on neighboring land, which would cause irreversible harm to water quality, wildlife, public health, and the sustainable outdoor recreation-based economy.

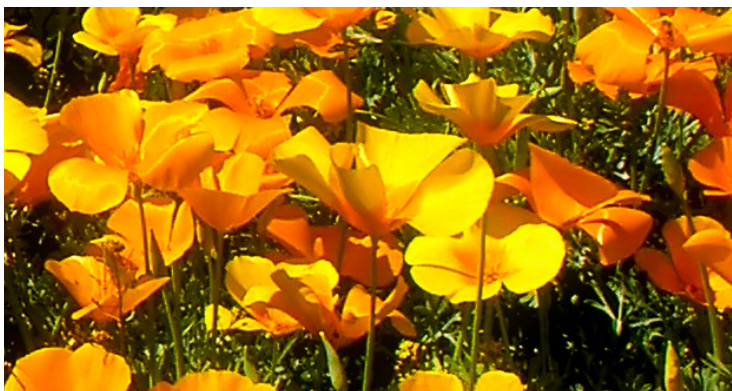
TCA partnered with The Campaign to Save the Boundary Waters in this effort for permanent protection of the Boundary Waters. Led by Northeastern Minnesotans for Wilderness and organized by local residents in and around Ely, Minnesota. The Conservation Alliance has been a proud supporter of Northeastern Minnesotans for Wilderness since 2015.

Bristol Bay, Alaska

Home to the world's largest wild sockeye salmon run, Bristol Bay provides over 15,000 jobs and generates \$2.2 billion annually from the commercial fishery that feeds Americans from coast to coast. Each year tens of thousands of anglers and visitors from around the world are drawn to its extraordinary beauty and abundance.

However, the proposed Pebble Mine would produce billions of tons of contaminated waste, which could destroy the region's salmon habitat and permanently impact the many communities and industries that depend on it.

For advocacy efforts, TCA has partnered with the United Tribes of Bristol Bay, a Tribal consortium of 15 federally recognized Tribes in Bristol Bay, representing over 80 percent of the region's population. The Conservation Alliance has been a proud supporter of the United Tribes of Bristol Bay since 2021.



Castner Range, Texas

Castner Range is a mountainous 7,000 acres located between city neighborhoods and Franklin Mountains State Park in the majority Latinx community of El Paso, Texas. Renowned for its annual display of blooming Mexican Yellow Poppies, Castner Range has exceptional cultural, ecological, and historical values.

For many years, the community has sought to protect the area to better access and enjoy the beautiful space. Protecting Castner Range will bring greater balance between the developed areas and natural landscape in one of the nation's lowest per-capita household income urban areas.

In this campaign, TCA is partnering with the Nuestra Tierra Conservation Project and Monumental SHIFT with multi-year funding for two National Monument endorsement campaigns: Avi Kaw Ane, or Spirit Mountain, in Nevada and Castner Range in Texas. Monumental SHIFT Coalition is a collaborative network of racially and ethnically diverse leaders working together to shift the traditional conservation movement to better represent and honor lands and places sacred to its communities.

Dolores River, Colorado

The Dolores River begins high in the San Juan Mountains of southwestern Colorado and flows 230 miles until it joins the Colorado River in Utah's red rock desert near Moab. McPhee Dam and Reservoir were built in the 1980's to support the growing agricultural communities in the region, and to provide much-needed water for the Ute Mountain Ute Tribe in Towaoc.

However, a changing climate and prolonged drought means that for decades the reservoir has not had enough water to meet the needs of agriculture, community drinking water, recreation and habitat for native wildlife. TCA will be joining groups advocating for protection of the lower Dolores River through a bill to designate a 75,000-acre National Conservation Area spanning from the base of McPhee Reservoir to the San Miguel/Montrose County line, which includes more than 70 miles of the Dolores River, establishes the Ponderosa Gorge Roadless Area, and protects special river values.

TCA has partnered with Dolores River Boating Advocates to promote responsible recreational use and balanced flow management of the Dolores River, while working to protect the

watershed for the health of the natural environment and the livelihood of future generations. TCA has been a proud supporter of Dolores River Boating Advocates since 2020.



Camp Hale-Continental Divide National Monument

In October 2022, President Biden announced the first national monument during his presidency with the creation of the Camp Hale-Continental Divide National Monument. In addition to the creation of this new monument, the Thompson Divide was also protected. In total, 53,804 acres were protected.

ANNUAL DC FLY-IN

In September 2022, eleven member companies joined the annual DC fly-in. Over the course of three days, this groups met with 22 offices in Congress and the Administration. These meetings focus on TCA's 2022 priority campaigns and other key pieces of legislation.



MARK CLUNE



JON MULLEN

CAUSE MARKETING

A full-page background image of a majestic mountain range. The peaks are rugged and covered in patches of snow. The sky is filled with soft, orange-hued clouds, suggesting a sunset or sunrise. In the foreground, thick white mist or low clouds fill the valleys, creating a sense of depth and atmosphere. The overall color palette is dominated by the blues and greys of the mountains, the whites of the snow and mist, and the warm oranges and yellows of the sky.

In 2022, 21 brands participated in our annual We Keep It Wild fundraising campaigns, each a week-long event in which participating companies donate 5% of their online revenue. In April, All Good, Backpacker's Pantry, Farm to Feet, GU, Heather's Choice, Nite Ize, Nomadix, Peak Design, Royal Robbins, Toad&Co, and Topo Athletic helped raise \$56,375 to support our work. In November, Alpine Provisions, Backpacker's Pantry, Grayl, Hydro Flask, Nemo Equipment, Nomadix, NRS, Oboz, Osprey, Sea to Summit, Teva, and UBCO Bikes participated, raising \$75,247. 2022 was the third year TCA has hosted the We Keep it Wild campaign in conjunction with member companies and it was the most successful year to date, totaling more than \$131,622.

In addition to our coalition giving campaigns, we had dozens of TCA members run product collaborations or seasonal promotions throughout 2022. A couple of highlights include:

- Pacifico ran their Pacifico Preserves sweepstakes for the third consecutive year, using television and social media commercials to capture entries to win an outdoor adventure. The campaign reached millions of customers and raised a total of \$100,000.
- Saxx launched a limited-edition artist pair of boxer briefs that was sold as a direct-to-consumer initiative through their website. The campaign donated \$2 from every pair sold and raised a total of \$10,000.

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 and staff infrastructure.

We thank our member companies for going above and beyond, making a huge impact for wild places in North America.

**INTERESTED IN PURSUING OTHER CAUSE
MARKETING OPPORTUNITIES?**

Email Conor McElyea:
conor@conservationalliance.com



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HEATHER'S CHOICE

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 2022, six brands committed to Pinnacle Membership: Bank of The West, KEEN, Patagonia, REI Co-op, The North Face, and our newest member - Public Lands Fund.

2022 represented an exciting evolution for our Pinnacle membership program. For the first time, Pinnacle members committed a minimum of \$75,000 to our grant program, while committing a minimum of \$25,000 to investing in TCA's programmatic work. At scale, we view of Pinnacle members as the foundational members of the organization. As we grow the program, we will be able to increase capacity, provide more services to our members, and further elevate our programs.

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 six members are showing the leadership we need to safeguard wild lands and rivers for the long term.

**INTERESTED IN DISCUSSING
PINNACLE MEMBERSHIP?**

Email Conor McElyea:
conor@conservationalliance.com



LEGACY FUND



JAMES PARSONS



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 percent of each member's annual dues into our grant fund to support conservation projects. This 100 percent pass-through is great for our members and grantees, but it leaves little to sustain the operational needs of the organization. The Legacy Fund provides 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 percent 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 Conservation Alliance

Leading
Edge



The Leading Edge is a community of longtime 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.

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
Steve & Julie Meineke
Peter Metcalf
Michael Pfotenhauer & Diane Wren
Steve & Julie Rendle
Kirk Richardson
Casey Sheahan
Todd Spaletto
Jerry Stritzke
Beaver & Pam Theodosakis



Individuals interested in participating in the Leading Edge program should contact our Executive Director, Nicole Rom, at:
nicole@conservationalliance.com

MEMBERSHIP

JOHNNY MIKES

We added 24 members last year with exciting growth in industry expansion and geographic representation. New members represented 11 different states and industries that include outdoor, hospitality, consumables, tech, agriculture, finance, lifestyle, event management, and supply chain.

2022 TCA members:

10 Barrel Brewing Co
 49th State Brewing
 50/50 Goods
 5DayDeal.com
 Ablis CBD
 adidas Terrex / Five Ten
 Adrennial, Inc.
 Adventure Labworks
 Adventure Travel Conservation Fund
 AdventureCORPS
 AdventureKEEN
 All Good
 AllTrails
 Alpacka Raft
 Alpine Provisions
 Altra Footwear
 American Alpine Institute, Ltd.
 Arc'teryx Equipment, a Division of Amer Sports Canada Inc.
 ARTA River Trips
 Astronaut Foods
 Atlantic Packaging
 Atmos Financial
 Awes.me, Inc. (FKA Smugmug, Inc.)
 B.Collective
 Backbone Media
 Backpacker's Pantry
 bambu Outdoor
 Bank of The West
 Belinda Sanda Sales
 Bell & The Whistle
 Bemis

Bergreen Photography
 Better World Products
 Black Bear Finance
 Black Diamond Equipment, Ltd.
 Blackhouse Botanicals
 Bluesign Technologies AG
 Boco Gear
 Bronwen Jewelry
 Brooks Sports
 Broudy Donohue Photography
 Browne Tax & Advisory SPC
 BrüMate
 Buff
 Cairn
 CamelBak Products, LLC
 Campfire, LLC (dba Campfire Analytics)
 Castillo
 CGPR Public Relations
 Chaco, Inc.
 Chef Soraya
 Clif Bar & Company
 Cloudline Apparel
 Cnoc Outdoors
 College outside
 Colorado Spice
 Darn Tough Vermont
 Defunkify
 Derek Nielsen Photography
 Deschutes Brewery
 Devil's Foot Beverage Company
 Dometic
 Duct Tape Then Beer
 Eagles Nest Outfitters, Inc.
 EARTHWELL
 eco-x Sports, Inc.
 Elevated Independent Energy
 Engaged Coaching LLC
 Erem
 Explori
 Explori
 Eventus Outdoors, LLC
 Everest Textile CO., Ltd.
 Exact Change
 Farm to Feet

Filson
 FjallRaven
 Founders Brewing Co.
 Fresh Off The Grid
 Gelvio
 Go RVing Canada
 Good To-Go
 Goschie Farms, Inc.
 Grabber, Inc.
 GRAYL
 Great Plains Mountain Stuff
 Greenspace
 Gregory Mountain Products
 GSI Outdoors, Inc.
 GU Energy Labs
 Happsy
 Heather's Choice
 Hed Hi Media
 Hedley & Bennett
 Helinox USA
 Helly Hansen
 House on Metolius
 Hydaway
 HydraPak
 Hydro Flask
 Hyke & Byke
 Ibex
 Icebreaker
 Idaho River Adventures
 iKamper
 Injinji, Inc.
 International Alpine Guides
 IPA Connect
 Izee Native
 Jimmy Chin Photography
 Juniper Ridge
 Kahtoola
 KEEN, Inc.
 Kelty, Inc.
 Kiitella, Inc.
 Klean Kanteen
 La Sportiva
 Last Exit Goods
 LifeStraw
 Lotus Blooming Herbs

Marble
Marmot Mountain, LLC
Mercantile Commerce
Merrell
MiiR
Moosejaw
Mountain Safety Research - MSR
MYSTERY RANCH
Naturepedic Organic Mattresses & Bedding
Nau
NEMO Equipment, Inc.
Nester Hosiery, Inc.
New Belgium Brewing
NewSun Energy LLC
Nikwax
Nite Ize, Inc.
NOM Nutrition
Nomadix
Northwest Rafting Co.
Northwest River Supplies - NRS
Noto Group
Nuu Muu
Nuun
Oboz footwear
On inc
Osprey Packs
Outdoor Gear Exchange/Gearx.com
Outdoor Prolink
Outdoor Research
Outdoor Sports Marketing, Inc.
Outdoor Tech
OutdoorIndustryJobs.com
Pachner & Associates, LLC Insurance Brokers & Consultants
Pacific Watch Company
Pacifico
Patagonia
Peak Design
Perpetual Motion NW
Peter McBride Productions
Petzl Foundation
Pinnacle Outdoor Group
PIRIC
Planetary Design

PolyCore
Port Side Productions
Portland Woolen Mills
prAna
Public Lands
Pure Project
Recreational Equipment, Inc.
RELiON Battery
Revolution House Media
Righteous Felon Craft Jerky
Royal Robbins
Ruffwear, Inc.
Rumpl
Runner Girl Races, LLC
RYGR
Salomon
Sanitas Sales Group
SAXX Underwear
Sea to Summit
shar
Shift Advantage
Sierra Designs
SITKA Gear
Slingfin
Smartwool Corporation
SnoPlanks
Spruce Power
Stanley, a brand of PMI
Stio
Straight Grain Supply
Superfeet
Swell Skateboards
Swen Products, Inc., dba Sven-Saw
Teva
The Arbor Collective
The Forest Group
The Gear Fix
The North Face
The Running Event and Switchback
The ZaneRay Group
Therm-a-Rest
Thule, Inc.
Toad&Co
Topo Athletic

TOPO Collective
Trail Butter
Tread Labs
Trew
TripOutside.com
UBCO Bikes
Under Armour
Upslope Brewing
Vallerret Photography Gloves
Velocio Apparel
Verde Brand Communications
Vibram Corporation
Visit Bend
W.L. Gore & Associates, Inc.
Waypoint Outdoor
Wild Nature
Wild Places, LLC
Wildland Policy Institute
Wildland Trekking Company
WNC Outdoor Collective
Wolverine Worldwide
Woodbridge Winery
Worthy Brewing
Yeti Coolers
Yukon Trading Co.
Zappos
Zephyr Adventures
Zodiac Event Displays
Zumiez, Inc.

A person is fly fishing in a river with a bright orange line. The river is surrounded by a dense forest of green trees. The water is a vibrant green color, and there are white rapids in the foreground. The person is standing on a rock in the river, holding a fishing rod. The background is a steep, rocky bank covered in lush green vegetation.

NOT A MEMBER YET?
CONTACT US TO LEARN MORE
conor@conservationalliance.com

TYLER ROEMER

STAFF AND BOARD

TYLER ROEMER

2022 BOARD OF DIRECTORS

Hans Cole
PATAGONIA, INC.
Chair

Amy Beck
OBOZ FOOTWEAR
Vice Chair

Deven Clemens
WHITE ROAD INVESTMENTS
Treasurer / Secretary

Erik Burbank
KEEN, INC.

Kristen Blackburn
KEEN, INC.

Joe Craig
COLUMBIA SPORTSWEAR

Taldi Harrison
REI

Chris Hufnagel
MERRELL

Michael LaLonde
DESCHUTES BREWERY

Peter Metcalf
WILDLANDS POLICY INSTITUTE

Annie Nyborg
PEAK DESIGN

Kate Larramendy
TOAD&CO

Russell Rowell
KELTY, INC.

Soraya Shattuck
ADVENTURE TRAVEL
CONSERVATION FUND

Carol Shu
THE NORTH FACE

Dana Villeneuve
NEW BELGIUM BREWING

2022 STAFF

Nicole Rom
EXECUTIVE DIRECTOR

Shoren Brown
VICE PRESIDENT, PUBLIC AFFAIRS (Interim
Executive Director for portion of 2022)

Conor McElyea
SENIOR DIRECTOR OF MEMBERSHIP
AND PARTNERSHIPS

Josie Norris*
GRANT PROGRAM DIRECTOR

Kim Paymaster
GRANT PROGRAM DIRECTOR

Kelly Campbell
OPERATIONS MANAGER

Alie Kouzoukian*
CREATIVE AND DIGITAL MANAGER

* departed at the end of 2022

CONTACT US

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