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THE CONSERVATION ALLIANCE 2025/2026 CONSERVATION STRATEGY FOR GRANTMAKING

WHO WE ARE

The Conservation Alliance harnesses the power of businesses to protect outdoor spaces and wild places. We drive a proactive agenda and work with member companies from a wide range of industries to use strategic advocacy and grantmaking to deliver high impact conservation outcomes across North America. Since 1989, we've helped protect 124 million acres and 4,964 river miles, remove or halt 43 dams, purchase 22 climbing areas and designate five marine reserves and one national marine sanctuary.

TCA'S CONSERVATION STRATEGY AND GRANTMAKING PROGRAM

This strategy provides direction for our programs and outcomes, and informs TCA's philanthropic investments and grantmaking criteria. The Conservation Strategy helps organizations in the field better understand our priorities over a given two-year window and, with our criteria and priority areas, it provides clarity on how we evaluate funding proposals.

PRIORITY FILTERS FOR OUR WORK

Climate and Biodiversity: In order for TCA to ensure that our investments in conservation yield the highest benefits for nature, deciding where we invest our resources is paramount. Using the Climate Atlas as a filter for our work, TCA maximizes its impact by not only supporting critical conservation campaigns, but by honing in on geographies that rate the highest for climate resiliency and biodiversity. With this lens, we will prioritize projects in the key geographic regions of Alaska, the West Coast, the Mountain West, and the Southeast.

Community-Centered Conservation: TCA acknowledges that the loss of natural resources has and continues to have an outsized impact on marginalized communities through decreased access to green spaces, increased pollution and negative health impacts, loss of cultural and historical connections and resources, and a decline in economic benefits. These impacts are often greatest for low-income communities, communities of color, and Indigenous Tribes. Individuals in these groups often have the most local knowledge or deep connections to the landscapes around them, and yet are too often left out of conservation efforts and conversations. Through TCA's grants and advocacy programs, the organization aims to support community-centered conservation efforts to protect landscapes and outdoor spaces that are significant to BIPOC (Black, Indigenous, and People of Color) groups, while also finding opportunities to advocate for policies and processes that allow these communities to have a voice and leadership role in conservation decisions and outcomes.

Outdoor Recreation: Protecting public lands and waters for their conservation values inherently helps protect those places from development or other activities. Protecting these landscapes also supports outdoor access and outdoor recreation-focused management.

STRATEGIC AREAS OF IMPACT

In order to achieve the most durable land and water protections, we are reaching beyond our traditional approaches to campaigns and partnerships. We have identified strategic areas that we believe will achieve the most durable conservation outcomes for communities, ecosystems, and the environment.

The following areas of focus will drive our grantmaking efforts, and at times be supported through our advocacy work. *This is not a comprehensive list of all of our advocacy priorities.*

1. FEDERAL LAND & WATER PROTECTIONS:

Opportunities for land and water conservation are plentiful, but they require creativity, bipartisanship, negotiated compromises, and balanced land-use planning. Building a critical mass of support for land and water protection and restoration relies on a strong foundation of engagement from local communities, tribal, state, and local governments, Congressional delegations, executive branch agencies, nonprofit organizations, and the private sector.

Through our investments in grassroots organizations, TCA helps drive effective local, regional, and national efforts with local partners. In 2025 and 2026 TCA is focusing our federal land and water protection philanthropic efforts on the following land and water conservation issues:

- **Support Proactive Bills and a Public Lands Package:** TCA will continue to support certain pieces of legislation that have been long-supported by our business members, and that we have historically funded, as well as new legislation that has a viable pathway forward.
- **Prevent Public Land Transfers:** TCA will fund partners to ensure that all efforts to privatize public lands are met with commonsense, economic arguments that result in public lands staying in public hands.
- **Protect National Monuments and Marine Sanctuaries:** TCA will continue to fund organizations advocating for the designation of new landscapes as National Monuments and protect existing designations of Monuments and Marine Sanctuaries.
- **Support Water Protection:** TCA has historically supported the protection of critical watersheds and waterways through Wild and Scenic legislation, federal Clean Water Act actions, and efforts to designate Outstanding National Resource Waters. These protection tools will be prioritized where this is a viable pathway.
- **Protect Bedrock Environmental Laws:** Because of TCA's commitment to land and water conservation, we will focus primarily on defending the Antiquities Act. TCA may also support coalition partners or grantees working on other specific efforts to weaken additional bedrock environmental laws if the proposed changes to those laws would directly impact our ongoing work or past investments / successes.
- **Defend Existing Mineral Withdrawals:** The majority of BLM lands are open to oil, gas, and mineral leasing and development, hindering carbon reduction and clean energy goals while also locking these lands away from other public use. TCA and our partners have had great success using administrative and legislative withdrawals as targeted tools to protect ecologically and culturally sensitive areas. TCA will work with partners to uphold existing mineral withdrawals.
- **Engage in Significant BLM Planning Processes:** TCA has made significant contributions to local coalitions working on Resource Management Plans (RMPs) on BLM lands. Many RMPs and implementation plans currently in-process may be delayed, hindering the opportunity to finalize much-needed protections across key landscapes.
- **Support the Expansion of Migration Corridors:** Wildlife migration corridors facilitate species movement between different habitats, elevating ecosystem health and supporting wildlife-based recreation and economic development. Habitat connectivity and big game migration corridors are bipartisan opportunities to protect critical ecosystems. In particular, there is broad support in Rocky Mountain (MT, WY, UT, NM) states for species conservation through locally-led efforts, where many of these corridors exist. TCA will work with local communities and stakeholders, federal and state-level policymakers, and Tribal leaders to support opportunities to expand corridors through public and private land protection.
- **Support National Forest Planning and Protections:** Great strides were made in forest management in recent years, protecting landscapes with major carbon storage potential, recreation opportunities and economic impacts for rural communities. TCA will focus our grantmaking and advocacy efforts on the Tongass National Forest in Alaska where it has invested for several years and the Northwest Forest Plan revision process that aims to protect intact forest habitat and recreation opportunities.

2. PRIVATE LAND PROTECTION

In the United States, about 1.4 billion acres or 60% of land is privately owned. Over 60 million acres of these lands have been conserved so far, leaving a large amount of private land still unprotected, and creating a distinct opportunity for TCA and its partners.

Private land opportunities across the country lead to the creation of public green spaces for local communities, the expansion of wildlife habitat and corridors, conservation of forests and other critical ecosystems, and connection to ancestral lands for tribal communities. These efforts also offer member companies, their customers, and local communities the opportunity to protect local ecosystems, expand recreation and connection to the outdoors, and improve local economies. TCA's private land protection work provides support for:

Acquisitions and Easements: Both of these tools offer different paths for protecting land from potential threats. TCA supports long term protection for landscapes by funding acquisitions and conservation easements, as well as loan repayment for these transactions. TCA's flexibility in how grantees may use funding - for due diligence, staff time, or direct acquisition costs - can help accelerate the timeline for project completion.

As TCA evaluates private land opportunities across the U.S., particular focus will be on supporting acquisition and easement opportunities in the mountain west, west coast, and southeast that connect to the following priority areas:

- **Areas of High Biodiversity and Climate Value**
Protecting specific landscapes that have outsized potential to increase ecosystem resilience and protect wildlife and ecological diversity.
- **Connectivity to Protected Lands**
Focusing on private land protection that has immediate connectivity to already protected private and public lands to increase wildlife corridors and ecological diversity.
- **BIPOC Access and Ownership**
Increasing land ownership, access, and management of critical natural resources for marginalized groups across North America, with a particular focus on Indigenous communities and tribally-led efforts. This may include support for cultural easements which protect a landscape's cultural and natural resources and allow Indigenous communities to access their ancestral lands.
- **Expansion of Recreation Activities**
Creating or expanding recreation opportunities for the public, especially for historically underserved communities.

3. ECOSYSTEM LEVEL RESTORATION

Restoration is a key lever to enhance the integrity of open spaces. Active efforts to repair degraded landscapes allow for the recovery of biodiversity and enhance an area's climate resiliency potential. Our restoration-focused grantmaking will specifically focus on efforts to impact large landscapes in locations that connect to the following priority areas:

- **Areas of High Biodiversity and Climate Value**
Restoring specific landscapes that have outsized potential to increase ecosystem resilience and protect wildlife and ecological diversity.
- **Dam Removal and Restoration**
Since its inception, TCA has supported ecosystem restoration through the removal or halting of 43 dams. Removing dams is a critical action for holistic watershed restoration leading to clean water, species migration and more.
- **BIPOC Leadership and Management**
Increasing land restoration and management of critical natural resources for marginalized groups across North America, with a particular focus on Indigenous communities and tribally-led efforts.