



## A LOOK FORWARD



# A LETTER FROM OUR EXECUTIVE DIRECTOR



The Conservation Alliance was founded over 35 years ago. At that time, TCA's founders knew that land and water conservation was a prerequisite for their businesses to thrive for generations - and this belief is as pronounced today as it was then. Since the beginning, our members have seen tremendous business value tied to their investments in conservation, from market differentiation and customer loyalty to employee retention, expanded product use, and more. For over three decades, this community has been a force of nature, leveraging the power of businesses to protect the places we love.

A lot has changed over that time. We've grown from four to hundreds of members, ridden significant tailwinds for protecting our lands and waters, dug in to defend many of the places we have invested in, moved from a volunteer-run organization to eight full time staff, to name a few.

What hasn't changed is this community's devotion to the vision of a planet where wild places and people thrive together. We are still committed to the belief that the power of business is a critical force in achieving that vision.

While we hold strong to that belief, like any successful organization, we know that evolution is necessary for both relevance and impact. Our five year strategic plan is a glimpse into that evolution. One where we continue to manifest the power of business and community-led conservation, double down on our efforts with an expanded suite of tools, and engage a broad set of partners to drive durable conservation wins.

The diversity of our alliance is what will power our impact going forward. We are businesses that depend on healthy land and waters for our success. We are adventurers who use open spaces for exploration and provision. We are stewards who are dedicated to protecting wild spaces for the generations that came before us and those who come after us. We are an alliance that knows harmony can exist between nature, economies, and communities and is steadfast in seeing that come to fruition through our collective action.

That's the vision we are embracing here at TCA and we can't wait to live it with you.

A handwritten signature in white ink, appearing to read 'Paul Hendricks'. The signature is stylized and fluid.

**Paul Hendricks**  
TCA Executive Director

## WHO WE ARE

The Conservation Alliance harnesses the power of businesses from a wide range of industries to protect outdoor spaces and wild places. We drive a proactive agenda to protect nature utilizing strategic advocacy and grantmaking, leveraging business influence, and building deep partnerships with grassroots organizations and local communities to collectively deliver high impact conservation outcomes, protecting North America's outdoor places and wild spaces for everyone.

# OUR EVOLUTION: TCA'S FOUNDING AND FIRST 30 YEARS

"In 1989, four companies came together around a shared belief that the outdoor industry needed to do more to ensure that wild lands and waters are protected for their habitat and recreation values. The story I have heard is that Bill Simon, then President of The North Face, wrote an opinion piece for a trade publication that bemoaned how little the industry was doing collectively to preserve the places so important to outdoor enthusiasts. Wally Smith, then CEO of REI read that piece, called Bill, and they agreed to do something about it. Wally and Bill asked Yvon Chouinard at Patagonia, and Kelty's George Grabner to join them and, together, they decided that the best thing the outdoor industry could do was to raise money from companies and give it away to conservation organizations. The four founders each put up \$10,000, and gave that money to Friends of the Payette, a tiny group in Idaho fighting to halt proposed dams on the Payette River. With that \$40,000 grant, The Conservation Alliance was born."

- Former TCA Executive Director, John Sterling



Since our beginning, The Conservation Alliance grew from its four founding members awarding one \$40,000 grant to over 200 members supporting over 300 organizations across North America through grantmaking and advocacy.

## TCA'S FIRST 30 YEARS

### 1989

TCA's founders donated their first grant and the organization was officially founded.

**1989**

Ten companies joined TCA after it was pitched at the Outdoor Retailer Show.

**2006**

TCA advocacy efforts funded by Pew and piloted by California Wild Heritage Campaign. Regular DC Fly-ins begin.

**2009**

Passage of a Public Lands Package energized industry and legitimized TCA's advocacy efforts.

**2010-2016**

TCA successfully advocated for national monument designations.

**2017**

Launched Public Lands Defense Fund.

**2005**

TCA's first permanent staff position funded by KEEN.

**2008**

TCA's endowment fund, known as the Legacy Fund, was created with seed funding from The North Face and a collection of other donors.

**2010**

TCA's annual grant making budget grew to \$1.2 million.

**2016**

TCA hired a full-time advocacy position, launched Public Lands 101 trainings, and launched the Public Lands Defense Fund.

**2019**

TCA grew to five full time staff positions and awarded a record \$2 million in funding to grassroots organizations through the general grant fund and the Public Lands Defense Fund.

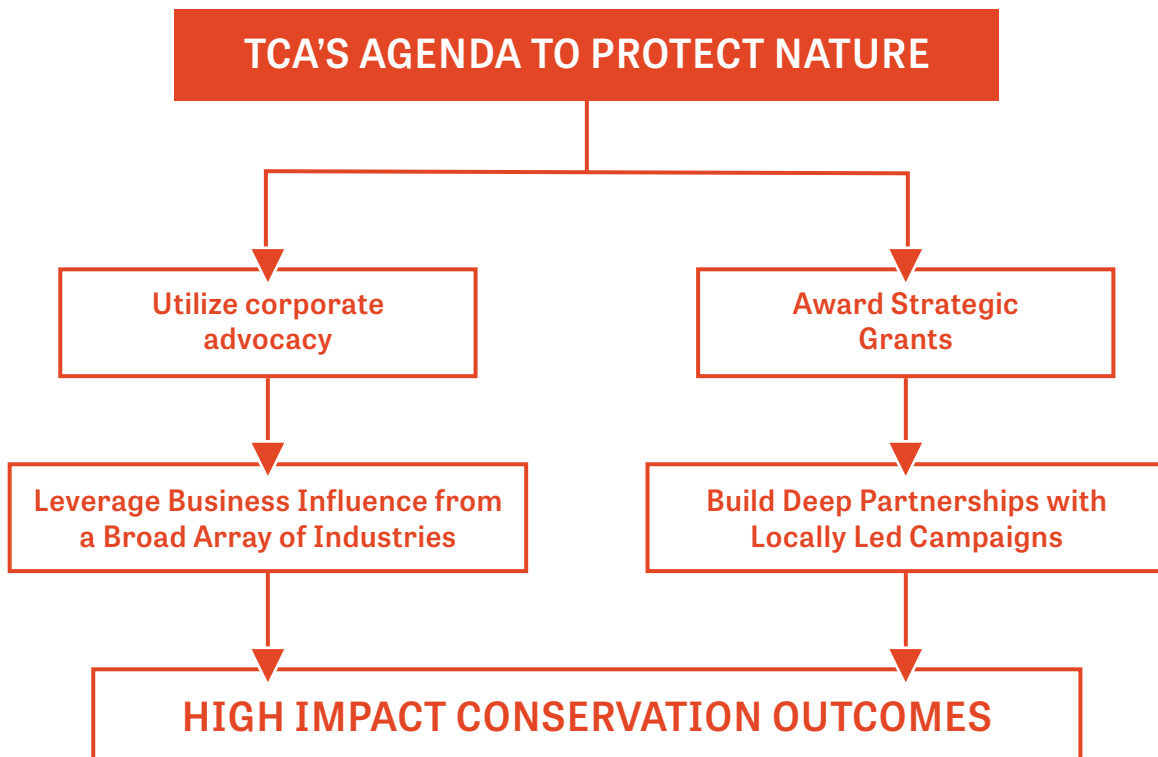
# OUR EVOLUTION: WHERE WE ARE NOW

Today, The Conservation Alliance includes a network of hundreds of companies that are making investments in land and water conservation because protecting nature is fundamentally good for business. Investing in land and water protection today creates jobs, supports local economies, and ensures these benefits exist for future generations.

The economic argument for protecting outdoor spaces is undeniable. According to the BLM, in fiscal year 2023 there were 82 million visits to BLM-managed public lands, driving over \$10 billion worth of economic activity in and around these landscapes. Additionally, conservation is a winning issue - in poll after poll, land and water conservation and outdoor recreation are supported by folks from both political parties and nearly all demographics.

We've grown our operations to include eight full time staff members who are experts in conservation policy, corporate advocacy, philanthropy, and brand marketing. Over the years we have continued to enhance our tried and true grantmaking program to include five unique types of funding opportunities. We've also expanded our conservation advocacy model that incorporates a wide variety of policy and lobbying strategies. Tackling conservation efforts through these dual pillars of impact has solidified how we approach our work and create change.

## OUR MULTIDIMENSIONAL APPROACH





## OUR IMPACT

Our multidimensional approach works. 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.

# OUR EVOLUTION: WHERE WE'RE GOING

As The Conservation Alliance continues to evolve, our comprehensive approach to protecting nature is also creating a more expansive network of members, grantees, and partners. Conservation unifies people because it's supported across political ideologies, geographies, and industries.

This widespread support is demonstrated through TCA's membership. We have hundreds of business members from across the nation representing sectors that are reliant on access to healthy public lands: everything from gear makers, to brewers, to tech companies and beyond.

And these businesses are passionate about supporting conservation efforts that bolster local development and more widespread economic growth. As such, we work to highlight key voices and interests from local communities while also safeguarding the cornerstone landscapes and critical laws and regulations that ensure our treasured outdoor spaces are protected.

At the end of the day, The Conservation Alliance offers an avenue for businesses to use their power - their brand name, their voice, their customer-base, and their pocketbook - to ensure the very places that they rely on for their bottomline are safeguarded for years to come.

In order to deliver on this promise, The Conservation Alliance is setting out to achieve the following by 2030:

1. Drive an ambitious conservation strategy to achieve durable conservation wins.
2. Advance conservation campaigns at the local level with a robust grants program.
3. Empower and engage our members to be powerful advocates for conservation.
4. Grow and diversify our membership to increase our relevancy and power.
5. Enhance TCA's brand awareness with a broad array of partners and decision makers.
6. Ensure that our organizational values and infrastructure empower staff.





# 2025-2026 CONSERVATION STRATEGY

TCA's Conservation Strategy brings focus to our conservation efforts, allowing us to maximize and measure our impact over time. This strategy is updated every two years and aligns our grants and advocacy programs, defines and drives our corporate advocacy work, and directs our grantmaking priorities.

TCA focuses on six strategic areas of work that will achieve the most durable conservation outcomes for our organization, members and partners. These include:

**1. Federal Land & Water Protection: We will continue to defend our investments in critical landscapes as well as build a pipeline of proactive opportunities to protect additional public lands and water in the following areas of work:**

- Support Proactive Bills and Increase the Likelihood of a Public Lands Package
- Campaign to Prevent Public Land Transfers
- Expand Migration Corridors in the Rocky Mountains
- Protect High Value Watersheds
- Defend National Monuments and Marine Sanctuaries
- Protect Bedrock Environmental Laws
- Defend Existing Mineral Withdrawals on BLM lands
- Engage in Significant Bureau of Land Management Planning Processes
- Support National Forest Planning and Protections

**2. Private Land Protection: A large amount of private land is unprotected, creating a distinct opportunity for TCA and its partners to drive impact across the continent. TCA will specifically focus on private land efforts with the following characteristics:**

- Protect Areas of High Biodiversity and Climate Value
- Provide Connectivity to Protected Lands
- Increase BIPOC Access and Ownership
- Expand Recreation Activities

**3. Ecosystem Level Restoration: Active efforts to repair degraded landscapes allow for the recovery of biodiversity and enhance an area's climate resiliency potential. Our support of restoration efforts will specifically focus on initiatives driving landscape-scale restoration along the following lines:**

- Restore Areas of High Biodiversity and Climate Value
- Support Dam Removal and Watershed Restoration
- Elevate BIPOC Leadership and Management

**4. Locally-Led Conservation: TCA aims to support locally-led conservation efforts to protect landscapes and outdoor spaces that are significant to local communities. Within this focus area, TCA will:**

- Center BIPOC Voices and Leadership
- Focus on Conserving Culturally Significant Places
- Work to Decrease the Nature Gap

**5. Outdoor Recreation: Supporting outdoor recreation policies that help more people get outdoors will ensure that TCA's member businesses thrive, therefore allowing them to continue to support conservation. TCA will:**

- Support the federal administration's Outdoor Recreation Efforts through FICOR
- Reauthorize Public Lands Legacy Restoration Fund
- Advocate for Recreation Legislation

**6. Rural Economic Development: Rural areas with high conservation potential frequently face land-use conflicts that pit protection against development. TCA and its partners will actively work on the following:**

- Advocate for Legislation that Supports Rural Communities

### **TCA 2025-2026 Priority Campaigns**

Within these strategic areas of work, has identified the following priority campaigns where our model can have an outsized influence on campaign success. These campaigns will receive additional funding and advocacy support from TCA and partners:

1. Campaign to Prevent Public Land Transfers
2. Protecting the Antiquities Act on Key Landscapes
3. D-1 Lands (Alaska)
4. Boundary Waters (Minnesota)
5. Owyhee Wilderness Campaign (Oregon)
6. Removal of the Snake River Dams (Washington)



Ronald Hope

# CORPORATE CONSERVATION ADVOCACY

Businesses are powerful drivers of political change - wielding seizable influence in policymaking in Washington, D.C. and beyond. The Conservation Alliance invests advocacy resources into conservation campaigns that are urgent, vital, and require national attention. Our advocacy campaigns span issues and geographies - working on landscapes that have competing demands for natural resources, hold significant climate mitigation potential, recognize the rights of indigenous communities, and provide outdoor recreation opportunities.

TCA works with businesses, local groups, and other engaged organizations to advance conservation policies by leveraging the collective business voice of our members to influence decision makers about economic, biodiversity, climate and community benefits of protected lands and waters. TCA will continue to position itself as a trusted advocate and a critical voice in conservation policy. We are building our corporate advocacy program by:

## Direct Advocacy

We offer a number of opportunities for member companies to advocate for priority campaigns directly to decision makers. From business sign-on-letters to op-eds to attending hearings, we provide expertise, education, and support for business leaders to make their voices heard. Our D.C. Fly-ins bring business leaders face-to-face with the elected officials crafting the policies we're standing behind.

## Hosting Field Events

Advocate Outdoors events provide an opportunity for representatives from member companies and grantees to experience the land authentically and engage in meaningful discussions about the landscape and what needs to be done to protect it.

## Building a Business Advocacy Network

We empower employees of member companies with real-world advocacy skills, leadership development, and direct involvement in critical conservation efforts on behalf of the business community. This six-month program trains participants in TCA's priority campaigns and equips them to execute impactful advocacy strategies in collaboration with their employers.

## Building Awareness

We provide a number of resources to member companies to help build awareness with their employees and customers. Everything from toolkits and blogs to videos and social media posts are shared with community members for fast and easy opportunities to learn and help spread the word about conservation priorities.

# INVESTING IN LAND AND WATER CONSERVATION

The Conservation Alliance grant program is an opportunity for member companies to steer significant funds to conservation-focused organizations making a difference in their community and beyond. Our alliance of businesses is investing in local, regional, and national groups who are committed to protecting natural places and balancing the best interests of land and water, wildlife, and local communities. TCA supports organizations through the following grant types.

## Member Collective Grants

Member Collective grants are designed to give each member company the opportunity to recommend and advocate for effective conservation efforts across North America. Through these grants, TCA and its members support a wide range of conservation actions, including public lands designation, private land protection, and ecosystem restoration, that impact communities, local economies, wildlife, and outdoor spaces.

## Confluence Program Grants

The goal of the Confluence Program is to intentionally connect to historically marginalized communities for the protection of natural places. Each year, The Conservation Alliance awards four grants to groups led by Asian, Black, Brown, Hispanic, Indigenous, Latin American, or additional communities who identify as People of Color working to protect a natural place.

## Priority Campaign Grants

Each year, The Conservation Alliance and its members select a small number of priority campaigns that are urgent, vital, and require national attention. Based on a track record of success and impact, our staff selects grassroots organization partners to receive grants that support their efforts on a specific priority campaign.

## Discretionary Grants

Each year, The Conservation Alliance awards a small number of discretionary grants to support strategic opportunities and urgent funding needs.

## Land and Water Defense Fund

LWDF grants support grassroots organizations working to defend our conservation priorities when wild places and outdoor spaces are threatened.

# THE BOTTOM LINE

Over the past 35 years, The Conservation Alliance has grown and evolved from a small group of industry leaders to a powerful coalition of hundreds of businesses that are a true force of nature.

Through it all, our goal has remained the same: to achieve high impact conservation outcomes across North America.

We're proud of our past accomplishments and are excited to continue to offer an avenue for businesses to use their power to protect outdoor spaces for years to come.



**The Conservation  
Alliance**