



2024 ANNUAL REPORT

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JACK SCHLINKERT



MISSION/VISION

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

It's hard to believe it's been six months since I joined this incredible organization. I'm honored to be leading our team in executing an ambitious proactive agenda to protect nature, and I am excited to share with you the details of what we achieved last year.

This annual report is a reflection of what lies at the heart of The Conservation Alliance's (TCA) mission. The projects and programs that our member companies invest in to protect and preserve North America's wild places and outdoor spaces. Together, they have a tremendous impact on conservation that, in turn, supports our business members who rely on protected lands and waters.

In 2024, TCA member companies' investments in land and water protection made a big difference. Through our two pillars of impact - grantmaking and advocacy - we supported dozens of community-led organizations and saw several key conservation victories across North America.

Most importantly, over the course of these 12 months, our community remained united in our shared love of the lands and waters around us and the need

to ensure their protection. No matter where we're from, how we spend our time, or even who we vote for, we want to see our natural resources protected to serve as the backbone for businesses, communities, and families that rely on the outdoors.

I want to express deep gratitude to our member companies, Pinnacle members, and other donors who supported our work in 2024. Your support makes our work to protect wild places possible.

And to the entire TCA team, thank you for your support and dedication to this important cause.

Onward!

Paul Hendricks
TCA Executive Director





GRANTS



IN 2024, WE AWARDED
\$1,651,000 IN GRANTS TO
FUND **47 PROJECTS** ACROSS
NORTH AMERICA.

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

KEY

+ = indicates discretionary grant

*= multi-year grants

ALASKA

ALASKA WILDERNESS LEAGUE PROTECTING THE WESTERN ARCTIC \$50,000

The National Petroleum Reserve – Alaska (Western Arctic), is our nation's largest single unit of public land, spanning nearly 23 million acres (roughly the size of Indiana) across Alaska's North Slope. Congress charged the Department of Interior to provide "maximum protections" for areas that hold unique values by designating "Special Areas." Today, five unique landscapes have some level of protection as designated Special Areas. New regulation envisions Special Area review once every ten years, where additional geographically specific protections will be considered across the entire landscape. Alaska Wilderness League advocacy will help the administration gather necessary feedback for Special Areas for potential action by the Secretary in late 2024 or early 2025. The strategy is designed to show public interest in expanded Arctic protections through early 2025. Alaska Wilderness League helped design and lead a strategy to engage a network of national, in-Alaska and constituency led groups that share a vision for stronger Arctic Refuge and Western Arctic land and water protections.



ARIZONA

AMERICAN RIVERS UPPER VERDE WILD AND SCENIC RIVER \$35,000

The Upper Verde, along with its critical tributaries Granite Creek and Sycamore Creek, are the headwaters of the extraordinary Verde River which provides ~40% of Phoenix's surface water supply, has irreplaceable cultural significance to the Yavapai Apache Nation, and provides water for the recreational and agricultural economies of the Verde Valley. The watershed is essential habitat for 35 species of wildlife considered threatened,

endangered, sensitive, or of concern. Protecting the headwaters is essential to ensuring downstream communities, agriculture, and the economies of the area continue to be able to rely on the river. The campaign's strategy focuses on building broad-based support through direct outreach, hosting and sponsoring events, deployment of a suite of communications tools and tactics, and engagement with all levels of decision-makers.



BRITISH COLUMBIA, CANADA

DENA KAYEH INSTITUTE DENE K'ÉH KUSĀN – LAND GUARDIAN NETWORK \$40,000

The Dene K'éh Kusān landscape is four times the size of Yellowstone National Park and is predominately free of roads, power lines and resource development. There are over 18,000 cultural sites within this landscape. Dena Kayeh Institute (DKI) is working to designate Dene K'éh Kusān as an Indigenous Protected and Conserved area (IPCA). The IPCA will recognize the Kaska people as the original land stewards, beginning with the recognition of the authority of the existing land guardians, who will ensure the long-term sustainability of the landscape. Once established, Dene K'éh Kusān will secure an important conservation corridor for vulnerable species, and make an important contribution to the country's efforts to meet climate targets and address global biodiversity loss.

CALIFORNIA

CALWILD ESTABLISHING NEW AND EXPANDED NATIONAL MONUMENTS IN SOCAL \$35,000

The proposal to designate the Chuckwalla National Monument and expand Joshua Tree National Park is focused on nearly 700,000 acres of land that is culturally and historically significant

to the Iviatim, Nüwü, Pipa Aha Macav, Kwatsáan, and Maara'yam peoples. Protecting this land will increase equitable access to nearby communities and protect recreational opportunities like hiking, climbing, OHV use, and more. The landscape is home to a rich array of biodiversity including the chuckwalla lizard, desert bighorn sheep, pronghorn, and many other birds and plants. The protected areas would link current “islands” of protected lands, increasing connectivity and ecosystem impacts. The Sierra Pelona Mountains, a 195,000-acre portion of the Angeles National Forest (ANF) northwest of the San Gabriels is the only portion of the ANF not covered by a national monument or proposed monument. Once designation occurs in this landscape, CalWild will pivot to organizing in support of a new national monument in the ANF.



TULEYOME BERRYESSA SNOW MOUNTAIN NATIONAL MONUMENT MANAGEMENT PLAN

\$25,000

Berryessa Snow Mountain National Monument comprises 344,476 acres stretching for one hundred miles from the tip of San Francisco Bay. For two decades, Tuleyome has spearheaded the coalition to create, protect and preserve the Berryessa Snow Mountain National Monument and its newest addition, the Molok Luyuk expansion granted by President Biden on May 2, 2024. The Monument, jointly managed by the Bureau of Land Management (BLM) and the U.S. Forest Service has been challenged by development, mining and illegal off-highway vehicle use. Monument status on its own will not ensure durable protection. Advocates and stakeholders are now focused on development of a Management plan that protects place and resources.

COLORADO

COLORADO OPEN LANDS + PROTECTING A BIODIVERSE ECOSYSTEM FOR WILDLIFE AND COMMUNITY

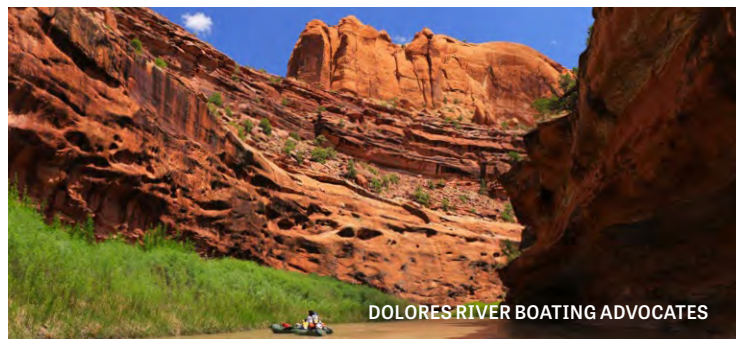
\$10,000

Colorado Open Lands will work to secure ownership of and an easement for a 63-acre property near Denver, CO. The property consists of ponderosa pine and Douglas fir stands with grassland meadows and a biodiverse riparian woodland ecosystem. It will connect to existing protected lands, expanding wildlife corridors and providing critical habitat for many species, including elk, mule, black bears, and the Northern Redbelly Dace, a Colorado endangered species. The conservation easement will identify areas for recreation and education while protecting sensitive habitat, balancing needs of wildlife and people.

COLORADO WILDLANDS PROJECT DOLORES RIVER CANYON COUNTRY PROTECTION CAMPAIGN

\$40,000

Public lands surrounding the Lower Dolores River comprise one of the largest unprotected wildlands complexes in Colorado. Though the river is impounded upstream by McPhee Dam, wild places and outstanding values surround the river along its remote course through the rugged interior of the Western Slope. These lands are the homelands of the Ute people, forcibly removed in the 1880s, and still living on three nearby reservations. The Dolores faces rapidly growing recreational demand and capacity issues. In addition to threats from unmanaged recreation and impacts of climate change, renewed interest and speculation in uranium mining has unleashed a flurry of new mining claims, proposals, and other industrial developments from foreign interests. Conservation of this rich biodiversity will help increase the resilience of the watershed in the face of climate change. Protection of the landscape's integrity will ensure high quality recreational values persist, and that new recreational infrastructure will be thoughtfully planned in the context of protecting the area's other values.





CONSERVATION COLORADO **COLORADO'S OUTDOOR FUTURE** **\$45,000**

Over the next two years, 8.3 million acres of BLM-managed lands and 4 million acres of Colorado's national forests will be subject to federal conservation planning processes, determining whether they will be conserved or open for development. Currently, the oil and gas industry maintains hundreds of thousands of acres of Colorado's public lands under lease across the state. Oil and gas development sharply impact the climate resiliency and biodiversity of Colorado's public lands. Outdoor recreation activities, including hunting, angling, and others, are also greatly affected by the land use decisions. Colorado Conservation Education Fund engage with the BLM's Uncompahgre Field Office Resource Management Plan Amendment and seek to ensure that federal land managers develop and implement plans that adhere to the best available science with regard to climate resiliency, wildlife management, and recreation.

IDAHO

IDAHO CONSERVATION LEAGUE* **RESTORING SALMON AND STEELHEAD** **\$120,000 OVER TWO YEARS**

Salmon and steelhead are integral to Idaho's identity, but dams and development have relegated them to the endangered species list since the 1990's. Today, less than 2% of historical wild salmon and steelhead populations remain. The loss of salmon due to federal dams also violates the many treaties that the United States made with Tribal Nations, which guaranteed Tribes the right to fish for salmon in their traditional lands. Southern Resident Killer Whales depend on abundant salmon to eat, so their continued existence is in jeopardy as well. Three years ago, Idaho Conservation League (ICL) and other organizations and Tribal groups helped Congressman Simpson (R-ID) develop and introduce a proposal to remove the four lower Snake River dams. In 2022, grassroots pressure propelled Senator Murray and Governor Inslee to study the issue and release a report

that stated dam removal was both needed and feasible, but also indicating that the region would first need to replace the electricity generated and grain transportation services provided by the dams. ICL is providing technical and coordinating support to the groups that are focused on finding effective solutions to these concerns, and working with the coalition to support long term protection of this landscape.

INDIANA

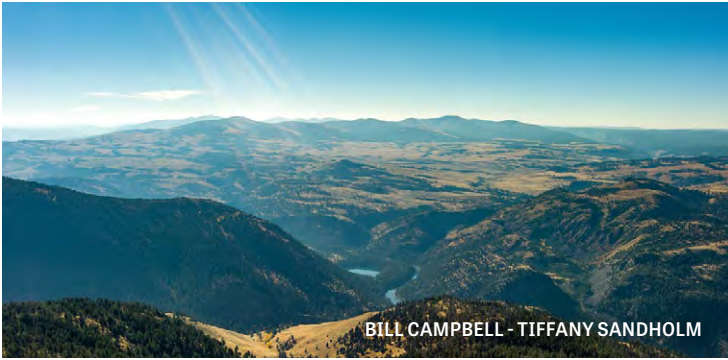
INDIANA FOREST ALLIANCE **PROTECTING WILDERNESS IN THE MIDWEST** **\$25,000**

Indiana Forest Alliance will work towards passage of the Benjamin Harrison National Recreation Area and Wilderness Establishment Act, adding approximately 15,300 acres to the Charles Deam Wilderness and establishment of the 29,382 acre Benjamin Harrison National Recreation Area surrounding the expanded wilderness area.

MONTANA

GALLATIN RIVER TASK FORCE **PERMANENTLY PROTECTING RIVERS IN THE** **GREATER YELLOWSTONE ECOSYSTEM** **\$20,000**

The Greater Yellowstone Ecosystem spans 22 million acres across three states and contains two national parks, five national forests, and a complex network of other state, federal, Tribal, and private lands. The ecosystem holds the headwaters of major river systems that support lands across the American West. In the coming years Greater Yellowstone's summers will get drier, annual average temperatures will get warmer, and more precipitation will fall as rain instead of snow in late winter and early spring, leading to warmer streams that stress fish, and resulting in negative impacts to agriculture, recreation, public health, wildlife, and the economy. The Montana Headwaters Legacy Act (MHLA) would protect 384 miles of Montana rivers through the Wild & Scenic Rivers designation. This includes the Gallatin, Madison, and Smith rivers as well as headwater streams in the Custer-Gallatin National Forest. Gallatin River Task Force has focused on gathering support from organizations and individuals. Public, bipartisan polling indicates that 85% and 83% of individuals support the MHLA. And the Rocky Mountain Tribal Leaders Council endorsed the MHLA back in 2022.



**GREATER YELLOWSTONE COALITION
YELLOWSTONE BOUNDARY GOLD MINE:
PROTECTING YELLOWSTONE AND CREATING
PUBLIC LAND**

\$45,000

Along the remote northern edge of Yellowstone National Park, Crevice Mountain rises some 3,000 feet above the Yellowstone River. Until recently, Crevice was also home to a significant gold mining threat. For over a decade, Crevice Mining Group, LLC, invested heavily in developing a gold mine on Crevice, immediately adjacent to one of the world’s most iconic protected landscapes. In 2023, Greater Yellowstone Coalition raised \$6.25 million to purchase the mineral rights, leases, and claims covering 1,598 acres on Crevice owned by Crevice Mining Group. Protecting Crevice ensures the continuity of large, contiguous, biodiverse habitats. Of the 1,598 acres, 1,208 represent unpatented mining claims on Forest Service land that are now permanently protected through the Yellowstone Gateway Protection Act. As part of Phase 2 of this project, GYC is working with willing landowners to secure the remaining private in-holdings on Crevice Mountain.

**RESOURCES LEGACY FUND - WESTERN
ENERGY PROJECT
UPPER MISSOURI WATERSHED PROTECTION
CAMPAIGN**

\$40,000

The Western Energy Project (WEP) at Resources Legacy Fund focuses on preventing oil and gas development within the Beaverhead, Big Hole, and Red Rock watersheds, which they refer to collectively as the Upper Missouri Watershed. It is situated between the Greater Yellowstone Ecosystem and Crown of the Continent. The Upper Missouri Watershed is home to the Big Hole National Battlefield, as well as segments of the Nez Perce National Historic Trail. The landscape is a stronghold for many species, including grizzly bear, elk, mule deer, Greater sage-grouse, native trout, and Arctic grayling. It includes several

large blocks of winter range and important migration corridors; Montana Fish, Wildlife, and Parks has designated most of the Upper Missouri Watershed as one of five priority big game habitat areas across the state. Tens of thousands of hunters and anglers use the Upper Missouri Watershed each year, which drives tens of millions of dollars in economic output annually. The watershed also supports blue ribbon trout fisheries which are among the most popular in all of Montana. WEP is engaging with BLM’s habitat management planning process that involves the Upper Missouri Watershed, to advocate for the prohibition of oil and gas leasing on 1.1 million acres within the watershed and the adoption of high-level protections for important fish and wildlife, recreation, water, cultural, and other conservation values on lands where leasing is permitted.

**WILD MONTANA
PROTECTING THE LOWER YELLOWSTONE RIVER**

\$50,000

The Yellowstone River – the longest free-flowing river in the lower 48 states – is a haven for biodiversity and climate resiliency. The riparian areas along the river are comprised of native vegetation, including cottonwood trees, willows, and native grasses that sustain critical habitat for an extensive variety of wildlife. This overlooked region of eastern Montana has experienced substantial economic decline. The upper section of the Yellowstone River in Paradise Valley is a popular recreation destination; however, recreation stops east of Billings due to a lack of public access and infrastructure. Similarly, conservation protections cease for the river further east, leaving sensitive riparian habitat unprotected. Wild Montana brought together community leaders, local citizens, and economic development experts to found the Lower Yellowstone River Coalition. The group prioritizes areas high in conservation value and significant public access gaps. At the end of 2023, Wild Montana successfully completed the first acquisition of 328 acres, which will become the North Wildcat Coulee Wildlife Management Area. Over the next four years, this project seeks to acquire 10–15 new public land properties and open a new state park.





NATIONAL

OUTDOOR ALLIANCE + PROTECTING 245 MILLION ACRES OF PUBLIC LAND THROUGH THE BLM

\$25,000

The Bureau of Land Management (BLM) manages more than 245 million acres of public land. Only 15% of this land is protected through the BLM's National Conservation Lands system, leaving the remaining 200+ million acres under multiple use management. BLM's policies have made it nearly impossible for the agency to prioritize conservation. Last summer, the BLM announced it would be developing a "Public Lands Rule" that would transform the agency's ability to protect land, putting conservation on par with development and extraction. When the final Rule is released, Outdoor Alliance will analyze and interpret it, build support and inventory places with high recreational value that can be conserved, and will work to defend the Rule with vigor if others attempt to undermine it.

NEW MEXICO

TROUT UNLIMITED, INC. PROTECTING THE PECOS RIVER WATERSHED AND NEW MEXICO COMMUNITIES

\$50,000

The Pecos River drains from the southernmost portion of the Sangre de Cristo Mountains. The river is a haven for native fish and wildlife, the lifeblood of a local agricultural economy still dependent on centuries old and hand-dug irrigation systems, and a centerpiece of the region's outdoor recreation economy. It is New Mexico's second most-popular trout fishery, and the surrounding area is a premier destination for non-motorized recreation and a gateway to the 223,000-acres Pecos Wilderness, the state's most visited wilderness area.

The upper Pecos watershed supports a diverse array of native wildlife and is also home to a rich and diverse plant community. This area is the target of a multinational exploratory mining company intent on developing the watershed's mineral resources, including millions of tons of gold, silver, zinc, copper, and lead. Trout Unlimited has worked alongside community partners to mobilize opposition to new mining activities, elevate local voices, and galvanize support for the watershed around shared goals of protecting ecological and cultural resources.

OREGON

CENTRAL OREGON LANDWATCH SAVE SKYLINE FOREST

\$45,000

Known as Bend and Sister's backyard, Skyline Forest is a massive, intact, and beloved landscape encompassing 33,000-acres of privately owned forest land. It is surrounded by state and federal lands. Climate-fueled drought and wildfire make protecting and proactively managing landscapes like Skyline critical. Its green Cascade foothills are critical habitat for iconic migratory species like mule deer and elk. Snowmelt provides an influx of clean, cold water into the Deschutes River system, which sustains the fish, wildlife, and people who call this place home. The region's quality of life is directly connected to this landscape. Locals and visitors alike come to Skyline for its world-class cycling, trail running, horseback riding, birding, wildlife viewing, and breathtaking panoramic views. There is an acute effort to save Skyline from large-scale, luxury development. To engage the community, Central Oregon LandWatch has created and rolled out the "Faces of Skyline Forest" video project featuring the diversity of voices and people that cherish this outdoor space.



OREGON WILD

PROTECTING 5.5 MILLION ACRES OF FORESTS FOR BIODIVERSITY & THE CLIMATE

\$25,000

Covering 5.5 million acres, the three National Forests of Eastern Oregon's Blue Mountains – the Malheur, Umatilla, and Wallowa-Whitman, have been grouped together for a comprehensive revision process. The Blue Mountains are increasingly seen as an essential connectivity corridor as the only forested corridor in the United States between the Rockies and the Cascades. The region is home to a myriad of at-risk wildlife species such as wolverine, moose, wolves, fisher, lynx, and more. It is also a potential habitat for future reintroductions of keystone species like condors and grizzly bears. As their ancestral homelands, the Blue Mountains have held significant cultural value to the Nez Perce Tribe and others since time immemorial. Oregon Wild will analyze proposed changes brought forth by the Forest Service as part of the Blue Mountain Forest Plan Revisions, educate the public about the importance of these forests, and organize grassroots support for conservation and recreation protections.



THEODORE ROOSEVELT CONSERVATION PARTNERSHIP PROTECTING THE OREGON OWYHEE CANYONLANDS

\$50,000

Oregon's Owyhee region is a 4.6-million-acre expanse of public lands that is among the most remote in the Lower 48 states. More than 200 species of wildlife live amongst the vast expanse of sagebrush and bunchgrass and the region has also long been recognized by hunters, anglers, rafters, and recreationists of all types as a place to get lost in wild country. In the Intermountain West, changing precipitation patterns, reduced mountain snowpack, more frequent fires, and an increase in invasive species are affecting habitats

that fish and wildlife species depend on. In addition to a warming climate, increasing development and unmanaged recreational pressures threaten ecosystem health. Since 2019, Senator Wyden has introduced several iterations of The Malheur Community Empowerment for the Owyhee Act to protect this landscape. The version introduced in June 2023 would designate more than one million acres as Wilderness, and includes provisions to restore ecosystems within the region and improve grazing flexibility and management for permittees. With the leadership of Senator Wyden and strong support from a diverse group of stakeholders, the bill passed out of Committee in December 2023 with bipartisan and unanimous support.

WATERWATCH OF OREGON THE CAMPAIGN TO REMOVE WINCHESTER, MURPHY, AND CHARLEY DAMS

\$50,000

The Winchester, Murphy, and Charley dams are highly ranked privately owned fish passage priorities in Oregon. None provide hydropower, flood control, or other public benefits. These dams harm multiple runs of migratory and resident fish, including spring and fall chinook salmon, Endangered Species Act listed coho salmon, steelhead, cutthroat trout, Pacific Lamprey, and suckers. The Umpqua and Rogue rivers support important recreational economies as well as first foods and cultures of tribal peoples. River recreation would also benefit from Dam removal by eliminating navigation hazards and opening up access. WaterWatch of Oregon identifies high priority fish passage barriers using the Oregon Department of Fish and Wildlife statewide priority list, identifies the parties that control the barriers, and offers to remove the dam at no cost to eliminate what may be significant liabilities for the owner in return for access, an agreement to remove the dam, and cooperation in the removal process. When necessary, WaterWatch uses leveraged negotiation and litigation. These will employ these strategies to remove the Winchester, Murphy, and Charley dams by 2026.





**WILD SALMON CENTER
STAND TALL OREGON CAMPAIGN**
\$50,000

Western Oregon state forests span 634,000 acres, the majority of which comprise the Tillamook and Clatsop State Forests located between Portland, Oregon, and the Pacific Ocean. It is a center of biodiversity; home to over seventeen endangered or at-risk species, and is part of one of the most important ecosystems for carbon sequestration. In addition to providing clean drinking water for over 500,000 Oregonians, the area is also a globally important salmon stronghold. Over the last ten years, Wild Salmon Center has led a coalition of conservation and fishing organizations to strengthen protections in the Tillamook and advocate for a more balanced forest management plan. In 2018, the Oregon Department of Forestry began developing a Habitat Conservation Plan (HCP). To counter negative pressure from the timber industry, the coalition launched its Stand Tall media campaign and worked to educate the public and community leaders. In 2025, the Board of Forestry will be faced with the final decision of whether to adopt the HCP. WSC will continue to lead the State Forest Coalition to bolster grassroots and grassroots engagement, and to demonstrate strong support for a finalized HCP.

TEXAS

**TEXAS TRIBAL BUFFALO PROJECT
HOMECOMING: LAND REMATRIATION AND
BUFFALO RESTORATION IN TEXAS**
\$35,000

Historically, bison served as the lifeblood of Indigenous communities, providing sustenance, shelter, and essential materials. Today, these communities continue to embrace bison as relatives, providers, and keystone species that promote grassland conservation, soil health, biodiversity, water retention, and reduce methane emissions. Texas Tribal Buffalo Project (TTBP) stewards 77 acres with a growing cultural herd consisting of 22 bison. In partnership with The Conservation Fund, they

are working to protect the Carney tract in Wilson County, Texas, which contains 149.5 acres of quality pastureland within historic Lipan Apache territory and the historic bison range. Protecting this land will support Texas Indigenous Lineal Descendants across Texas, Oklahoma, and New Mexico. Once acquired, TTBP will build the necessary infrastructure, including fencing, water systems, and shelters for the buffalo. TTBP will also engage regional Indigenous communities to inform them of the expanded programs and opportunities, with the aim of selling bison meat to local markets and schools, host cultural events such as traditional harvest gatherings, youth camps, and training sessions for Indigenous farmers and ranchers.

VERMONT

**TRUST FOR PUBLIC LAND
HAZEN'S NOTCH: PROTECTING RECREATION
AND WILDERNESS IN VERMONT'S GREEN
MOUNTAINS**
\$30,000

The Northern Green Mountains span over 800,000 acres and feature sweeping forests that are critical for regional wildlife movement. They are a magnet for outdoor enthusiasts, particularly those drawn by the Long Trail, the nation's oldest long-distance hiking path, and the Catamount Trail, a skiing trail traversing the length of Vermont. The Trust for Public Land is conserving four properties totaling 2,315 acres to expand protection of the Northern Green Mountains. No legal protections currently exist on any of these properties and local zoning allows for unbridled development potential. This area is connected to 88,335 acres of conserved land and ensures connectivity across elevation gradients. With 99% of acreage identified as "Highest Priority" land for protection by Vermont Conservation Design, the project supports the VT Wildlife Action Plan, which calls for large, connected habitat blocks and regional linkages. Two of the project's four properties are also in locations that rank in the 95th percentile for annual energy costs and considered Disadvantaged Communities by the Justice40 Initiative.





WASHINGTON

COLUMBIA LAND TRUST Klickitat Oaks, Phase 1

\$30,000

This 2,666-acre property features priority oak and pine woodland habitat above the Wild and Scenic Klickitat River in south-central Washington. It is the first of three planned phases to conserve 8,000 acres of intact, connected, ecologically and culturally important Oregon white oak habitat over the next few years. Conservation of this site fills a major gap in a 30-mile corridor of protected lands between the Columbia River and the Yakama Indian Reservation—significantly advancing the Tribe's goal of reconnecting the reservation to the river. The parcel is also a strategic link that connects terrestrial migration and dispersal corridors and hosts some of the highest quality Oregon white oak habitat in the state, on which at least 15 priority wildlife species depend. The Klickitat region has as much as 90 percent of the state's remaining oaks and is an area where they are anticipated to expand under climate change and contribute to much-needed climate resilience. This project responds to the U.S. Fish and Wildlife Service's 3 Billion Bird challenge by providing critical habitat along the Pacific Flyway for resident and migratory birds.

METHOW VALLEY CITIZENS COUNCIL GREAT NW Forests Campaign

\$35,000

The Pacific Northwest region of the United States is home to some of the most biodiverse and carbon-dense forests outside the tropics. These forests are crucial to carbon sequestration and play a vital role in climate resiliency and biodiversity. These trees also provide habitat for a wide range of species, including threatened and endangered ones. However, the Pacific Northwest forests are under threat from climate change, further exacerbated by human activities such as logging, road-building, and fire suppression.

The Forest Service published a Notice of Intent in December 2023 to prepare an Environmental Impact Statement to amend the 17 land management plans of the Northwest Forest Plan, a process to address concerns including wildfire resilience, climate change adaptation, and greater tribal inclusion in the plan. MVCC has been working with The Wilderness Society, Sierra Club, Klamath-Siskiyou Wildlands Center, and Cascade Forest Conservancy to prepare for this opportunity. The coalition will demonstrate support through the comment periods; work with scientists to ensure a strong legal and scientific foundation around the revision effort; and elevate the community voice using outreach and communications tools.

NORTHWEST SPORTFISHING INDUSTRY ASSOCIATION + SNAKE RIVER BASIN RESTORATION **\$10,000**

The 49,000 square mile Snake River watershed currently contains 20 percent of the stream habitat occupied by salmon and steelhead on the West Coast. Wild salmon and steelhead that reach this habitat are genetically diverse fish that travel above 6,000 feet to spawn and head for cold mountain streams. However, the four LSR dams keep salmon and steelhead from accessing critical habitat and create slow-moving reservoirs, which become lethally hot in summer for all salmon species. The negative impacts have had a major impact on the northwest sportfishing industry. At the end of 2023, President Biden announced an agreement to work with Tribes and officials from the region to restore wild salmon populations, study how the services provided by the four dams could be replaced, and support local communities and Tribes in the Columbia River Basin. Building on the momentum of this announcement, Northwest Sportfishing Industry Association (NSIA) is working with Tribal representatives, leaders, scientists, state and federal agencies, private landowners, NGOs and other stakeholders to build support for the Snake River campaign to remove the four dams. The goal will be to breach the dams by 2030.





TRUST FOR PUBLIC LAND
UPPER WENATCHEE COMMUNITY LANDS PLAN
\$35,000

The Okanogan-Wenatchee National Forest (OWNF) is located along the east slopes of Washington's Cascade Range in Chelan County. The landscape serves as habitat for federal threatened and endangered grizzly bear, gray wolf, northern spotted owl, Upper Columbia steelhead and spring chinook, Mid-Columbia bull trout, white bark pine, showy stickseed, and Wenatchee Mountains checkermallow. It is an important migration corridor for large-ranging gray wolf and wolverine, and their prey species. Its proximity to Seattle generates a high degree of outdoor recreation use. However, those living in the area are of a population considered highly vulnerable per the Council on Environmental Quality's Climate and Environmental Justice Screening Tool. The ecosystems and communities are currently at high risk for catastrophic wildfire and the current checkerboard of private ownership poses a range of recreational access challenges. The Trust for Public Land is engaging in a phased acquisition of 35,000 acres within the OWNF by 2030, beginning with two phases that will lead to protection of 12,058 acres by December 2026. Once acquired, TPL will convey the land to the US Forest Service which will work on restoration, improving watershed conditions, and enhancing carbon sequestration potential.

WYOMING

WYOMING WILDLIFE FEDERATION
DESIGNATING AND FUNDING THE WYOMING
RANGE MULE DEER MIGRATION
\$35,000

The Wyoming Range encompasses Thompson Pass, Horse Creek, McDougal Gap, North and South Cottonwood Creeks, Wyoming Peak, and Piney Creek. The mule deer migration

corridor is a highly braided set of routes that deer use to pass. The high grassy alpine basins, steep avalanche chutes, and dark lush forests that make up the Wyoming Range create incredible habitat for over 300 species of wildlife, with the most legendary of them being the Wyoming Range mule deer herd. Mule deer lovers from across the U.S. often line the roads of the Wyoming Range's winter range habitat in November and December with spotting scopes and long-lens cameras to view the world-class animals this part of the world produces. Additionally, thousands apply for the opportunity to pursue this wildlife in this landscape, many of them waiting nearly a decade before having the opportunity to hunt in the Wyoming Range. Wildlife officials project this mule deer herd is only 20% the size of its height in the early 90s. The landscape also draws elk hunters, wildlife watchers, backpackers, overland motorcycle riders, snowmobilers, fishermen, and other recreationalists from around the world. Wyoming Wildlife Federation (WWF) is working with coalition partners to support the designation and protection of the 1.3 million acres of habitat that makes up the Wyoming Range Mule Deer Migration Corridor. Once recognized, the habitats will be removed from many development proposals on public lands and receive increased funding for habitat work on private lands.



CONFLUENCE PROGRAM



WE LAUNCHED THE
CONFLUENCE PROGRAM
TO INTENTIONALLY CONNECT
TCA AND ITS MEMBERS
TO ***HISTORICALLY RACIALLY
MARGINALIZED PEOPLE.***

2024 CYCLE

This cohort of grantees began in 2024 and will be completed in 2026. Each organization received \$50,000 in 2024 will receive and an additional \$50,000 in 2025 for a total of \$100,000.

ESSELEN TRIBE OF MONTEREY COUNTY ESSELEN RETURN: RESTORING LAND AND WATER, REVIVING TRADITION

\$100,000

The Esselen Tribe of Monterey County was founded with the goal of continuing cultural traditions and preserving the cultural heritage of the historic tribes that are located within Monterey County, along with protecting and preserving the recognized and unrecognized sacred lands and archeological sites. Over the next couple years, they will build up their capacity to care for and restore the lands that they have already regained and co-steward, while working to acquire and co-manage additional landscapes. This includes: (1) the 1,199-acre Eagle Peak Rancheria that they acquired in 2020, (2) restoration of 387 acres of wilderness along the North Fork of the Little Sur River in partnership with Western Rivers Conservancy, (3) acquisition of the 1,720-acre Rana Creek Ranch South parcel and (4) co-management of multiple parcels with California State Parks, the Big Sur Land Trust, and the Wildlands Conservancy that includes public access/recreation opportunities.

GULLAH/GEECHEE SEA ISLAND COALITION GULLAH/GEECHEE SAVING ENVIRONMENTAL ACTIONS & MARINE ENVIRONMENT

\$100,000

Gullah/Geechee Sea Island Coalition, which was founded in 1996 by Queen Quet Marquette L. Goodwine, consists of a network of thousands of members, collaborative partners, and supporters around the world. It is the premiere organization for the continuation of Gullah/Geechee culture of the Sea Islands and the Lowcountry from Jacksonville, NC to Jacksonville, FL. Restoring and sustaining of the living shorelines helps protect the maritime forest of the barrier Sea Islands, thereby protecting the native wildlife that lives there. It also helps native Gullah/Geechee sustain their traditions of working and playing outdoors, and subsistence fishing and farming. Over the next two years, the group will continue restoration of the living shoreline in the region, create rain gardens on Gullah/Geechee land, retrofit ditches to prevent flooding, and produce educational materials to enhance outreach and participation.

NDPONICS

OHEKI MANDUKAI (TURKEY MOUNTAIN PROJECT)

\$100,000

NDPonics is an indigenous-founded-and-led private non-profit foundation in Virginia, dedicated to purchasing, preserving, and restoring lands in the mountainous region of the Blue Ridge. Over the two year grant, the organization will work to purchase and protect Oheki Mandukai (Turkey Mountain). Acquisition of these 60 acres will allow the group to conduct language and culture gatherings on this parcel. In addition to the religious sites on the peaks themselves, the creek which runs through the valley originates in this part of the valley and flows through the property as a wetland. Since 2019, NDPonics has purchased 932 acres including 15 sacred mountain peaks, over 3 miles of threatened eastern brook trout habitat, innumerable springs & vernal pools, 100 acres of threatened wetland, a lake, 2 ponds, and countless acres of field, which, have been converted into highly valuable native grassland meadow using traditional ecological knowledge.

SACRED PLACES INSTITUTE FOR INDIGENOUS PEOPLES

GENA INTERSTAKEHOLDER ADVISORY COMMITTEE

\$100,000

The mission of Sacred Places Institute for Indigenous Peoples is to build the capacity of Native Nations and Indigenous Peoples to protect sacred lands, waters, and cultures. Gena is a 10,000+-year-old village site in shared Acjachemen and Tongva homelands and one of the few remaining coastal open spaces in Orange County, California.

Gena had been desecrated through the operation of oil fields since the 1940s. This sacred 401-acre coastal site of wetlands and coastal buffs where the Santa Ana River meets the Pacific Ocean has recently been transferred to the conservation-oriented public agency, the Mountain Recreation Conservation Authority, through a process negotiated by the Trust for Public Land with funds provided by the California Wildlife Conservation Board, the California Coastal Conservancy, additional federal and state agencies, and individual donors.

MRCA has secured funding from the State Coastal Conservancy to support the development of a Tribal Access and Engagement Plan, Natural Resource Management Plan, and Public Access and Engagement Plan. MRCA adopted a unanimous resolution in 2022 designating SPI as the organization to support the development of the Tribal Access & Engagement Plan. Over the next two years SPI will work with MRCA and other project partners to develop an Inter-Stakeholder Community Advisory Board to inform each of the plans, and support the development of a long-term stewardship plan that includes Tribal voices and priorities.

2022 CONFLUENCE GRANTEE UPDATES

These two-year Confluence grants began in 2022 and were completed at the end of 2024

DETROIT BLACK FARMERS LAND FUND (MI)

In 2024, DBFLF was able to strengthen the organization's internal capacity and make investment in the community. They expanded their team and deepened their relationship with the Detroit Land Bank Authority, which owns the majority of land purchased in the city. Through these changes and the organization's efforts to impact structural barriers for black landowners, DBFLF was able to support 70 black farmers to become landowners and help their awardees acquire 18.7 acres of land.

GREAT PLAINS RESTORATION COUNCIL (TX)

GPRC's continued work in Fort Worth, TX at the intersection of health and ecosystem restoration saw strong results in 2024. GPRC is working closely with private owners, Tribes, and state and city leaders to expand protected areas and discuss possible acquisitions and easements with the long-term goal of establishing a landscape-scale Southern Great Plains Conservation and Recreation Area. The group also connected with multiple groups of young people in partnership with the Gangstas to Growers program and through its own Restoration Not Incarceration program, which provides ecological restoration opportunities in conjunction with rehabilitation and recidivism reduction of young adults and juveniles.

RIDGES TO RIFFLES (CA)

After decades of advocacy from Klamath River Indigenous peoples, community members, conservationists, and fishermen, the final three dams – Iron Gate Dam, Copco Dam 1, and JC Boyle Dam – were removed from the Klamath River in 2024. The fourth dam, Copco Dam 2 was removed in 2023. The effort to free the Klamath River, which sits along the border of Oregon and California, was part of the largest dam removal and river restoration project in U.S. history. Led by Indigenous peoples that include members from the Yurok, Karuk, Shasta, Hupa, and Klamath Tribes, removal of the dams will open up fish passage to more than 400 miles of potential habitat.

WIND RIVER TRIBAL BUFFALO INITIATIVE (WY)

Building on the group's success transitioning a 17,000-acre range unit from cattle grazing to buffalo habitat, WRTBI began construction of 28 miles of wildlife-friendly fence to allow for the reintroduction of buffalo. This range is contiguous to both Shoshone and Arapaho Tribes' existing buffalo herds. With the birth of new calves and donation of additional animals, over 220 buffalo now roam on Wind River. The group will continue to build partnerships and raise funds to expand buffalo habitat as it moves forward.



2023 CONFLUENCE GRANTEE UPDATES

These two-year Confluence grants began in 2023 and will be completed at the end of 2025.

ALABAMA RIVER DIVERSITY NETWORK (AL)

In 2023, the 19-county Alabama Black Belt National Heritage Area was designated. For the last year, ARDN and its partners have been working to create a partnership strategy to guide future management decisions of this area. This has included supporting stakeholder meetings on biodiversity, cultural history, and waterway preservation, creation and dissemination of educational materials, and strengthening the partnership network to inform the creation of green spaces and access to recreational opportunities.

BATTERY ISLAND DRIVE NEIGHBORHOOD ASSOCIATION (SC)

BIDNA was able to leverage TCA funding to support the acquisition of the 4-acre property for the Beefield Community Park. The local group is now contracting with developers to create a master plan for the public space and elevating opportunities for community engagement in park decisions.

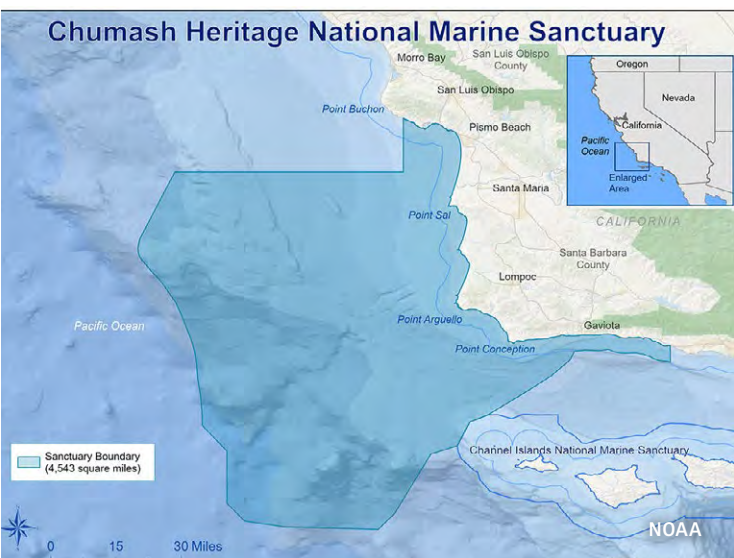


NORTHERN CHUMASH TRIBAL COUNCIL (CA)

The Chumash Heritage National Marine Sanctuary, the first Tribally nominated national marine sanctuary in the U.S. was officially designated on November 30, 2024. This designation successfully protects 4,543 square miles of the Pacific Ocean and reaches across 116 miles of coastline in San Luis Obispo and Santa Barbara counties. It will protect the local ecosystem from drilling and other harmful practices while also conserving underwater Tribal cultural and historic sites. With designation now complete, NOAA will be the lead agency managing the new sanctuary, with NCTC and other Tribes providing co-stewardship leadership.

PEOPLE OF RED MOUNTAIN (NV AND OR)

Over the last year, PRM has continued to raise awareness about the impacts of lithium mining and destruction of sacred landscapes. The group has helped generate and report on public comments on further mining in the McDermitt Caldera, which spans a biodiverse landscape across Nevada and Oregon. In the fall, PRM also hosted the 4th annual Peehee Mu-huh Massacres Commemoration event.



SUCCESES



FREDRIK NORSELL

IN 2024, WE
CELEBRATED
**14 CONSERVATION
SUCCESES.**

ALASKA WILDERNESS LEAGUE
AUDUBON ALASKA
NATIONAL PETROLEUM RESERVE-ALASKA
13 MILLION ACRES PROTECTED

The nearly 23 million-acre National Petroleum Reserve-Alaska supports a stunning diversity and abundance of wildlife. More than 400,000 caribou migrate to their calving grounds in the Reserve and iconic marine mammals such as polar bear, walrus, beluga whale, and several species of ice-dependent seals inhabit the coastline. On April 19, 2024, the Biden Administration officially restricted oil and gas leasing on 13 million acres in this landscape.

The National Petroleum Reserve was created almost a century ago to provide emergency oil resources for the Navy. However, whether the land is used for extractive or conservation purposes has been the source of ongoing debate. Climate change and development have intensified impacts on the ecosystem in the Arctic, causing negative changes in biodiversity and melting permafrost.

The administration's most recent decision does not impact existing leases in the reserve, which the Bureau of Land Management says are in areas of high development potential. Restrictions on future leasing and development will exist in areas determined to have lower development potential and that are designated as special for their wildlife, subsistence, and other ecological values. The agency will also regularly evaluate whether new special areas should be added.

TCA has awarded \$120,000 in grants to Alaska Wilderness League and Audubon Alaska in support of protecting the National Petroleum Reserve-Alaska.

AMERICAN RIVERS
PROTECTING COLORADO'S OUTSTANDING WATERS
385 RIVER MILES PROTECTED

In late August 2024, the Colorado Water Quality Control Commission officially designated 385 miles across 15 rivers and streams in the Upper and Lower Colorado, Eagle, Yampa, and Roaring Fork River basins as Outstanding Waters.

The Outstanding Waters designation, authorized by the Colorado Water Quality Control Act and the Clean Water Act, protects high-quality waterways that benefit nature, wildlife, and recreation from future harm, such as development, mining, oil and gas extraction, or excessive pollution. This will preserve these waterways for generations to come, providing clean drinking water, wildlife habitat, and recreational opportunities, and ensuring that local communities are more resilient to the impacts of climate change.

TCA is proud to have granted American Rivers \$35,000 for this project in 2023, who worked alongside numerous other

conservation organizations as part of The Colorado River Basin Outstanding Waters Coalition with the goal of safeguarding clean water throughout Colorado. The Coalition was able to garner broad-based support from across the state and from diverse stakeholder groups, including private landowners and ranchers, government officials, water districts, businesses, recreationists, and community members.

CALWILD
SAN GABRIEL MOUNTAINS NATIONAL MONUMENT EXPANSION
105,919 ACRES

In April 2024, President Biden protected over 105,000 acres of public lands by expanding San Gabriel Mountains National Monument. Located near Los Angeles, over 18 million people live within a 90-mile radius of these public lands and the expansion will help ensure and increase equitable access to nature and improve public health for local residents. The San Gabriel Mountains make up 70% of the county's open space where locals and visitors can enjoy hiking, picnicking, fishing, biking, camping, swimming, and more. Permanently protecting these additional acres helps to increase equitable access to nature, improve public health, protect a critical drinking water source for local residents, and provide a natural solution to address climate change and protect biodiversity. The expansion of both San Gabriel Mountains and Berryessa Snow Mountain contribute to President Biden's seven national monument designations during his first term as president. These designations are a critical step towards the Biden Administration's goal of conserving 30% of America's land and waters by 2030.

TCA grantee, CalWild, worked alongside the coalition of local organizations, tribes, and businesses to advocate for the expansion of San Gabriel National Monument. The Conservation Alliance has funded the state-wide advocacy work of CalWild since 2000.

San Gabriel National Monument expansion is one of many campaigns supported by Mobilizing for Monuments. San Gabriel was the 5th stop on the M4M Road Trip where TCA, Flickr, Rivian and Nuestra Tierra visited the landscape and met with local organizations on the ground working to protect this special place. Read more about the M4M Road Trip [here](#).

THE CONNECTICUT RIVER CONSERVANCY BLAKE HIGGINS DAM REMOVAL

DAM REMOVED

In late August 2024, Connecticut River Conservancy (CRC) and numerous local and national partners helped celebrate the successful removal of the Blake Higgins Dam from the Saxtons River, a tributary of the Connecticut River in Vermont. This 90 foot long and seven foot high structure was listed as a high priority for removal by the State since it blocked aquatic wildlife passage and altered the natural flow of the river and sediment.

Although this area has been a popular destination for fishing, swimming, and other aquatic recreation, there were no formal public access points. With the removal of the dam, a wider path will be created to allow for easier access for recreation. The dam's removal will also allow migratory fish, such as the sea lamprey, to expand their spawning habitat to include upstream areas, increasing their chance of survival. Dam removal will also improve water quality for the local ecosystem and reduce the threat of flooding.

CRC worked closely with Vermont Fish & Wildlife, U.S. Fish and Wildlife Service, Vermont River Conservancy, Trout Unlimited, Darn Tough, American Rivers, and numerous other partners to move this project forward. CRC, its partners, and local community members are excited to plan for the next phases of this work. CRC will integrate native plants and trees into the landscape this coming spring while Vermont River Conservancy will continue to improve public access during the summer of 2025.



CONSERVATION LANDS FOUNDATION OUTDOOR ALLIANCE BLM PUBLIC LANDS RULE

245 MILLION ACRES PRIORITIZED FOR CONSERVATION AND RECREATION

In April 2024, the Bureau of Land Management (BLM) finalized its Public Lands Rule. The BLM manages 245 million acres of public

lands. Prior to this announcement, only 15% of BLM lands had permanent protections from development and other detrimental uses. The new rule prioritizes access to outdoor recreation, improving user experience across our public lands, growing the outdoor industry, strengthening recreation-based economies, and responsible energy development across the western United States.

Outdoor recreation generates \$1.1 trillion in economic output per year and creates 5 million jobs across the United States. This rule, which will put conservation and recreation on a level playing field with other uses, will bring critical economic benefits through local recreation and tourism for rural and gateway communities situated near BLM lands and waters.

Ensuring that the Public Lands Rule prioritized conservation and recreation has been a priority campaign for TCA. In partnership with its member companies and grantee partners, TCA provided the BLM substantial feedback on the draft rule and submitted a letter to the BLM signed by over 100 companies last year. The letter and list of supporting companies can be found [here](#). TCA and its member companies also held meetings with administrative officials and ran paid print and digital ads to further communicate the business community's feedback on the draft rule. TCA is proud to have supported grantee partners, Conservation Lands Foundation and Outdoor Alliance for their efforts on getting the rule finalized.

FRIENDS OF MISSOULA PARKS MARSHALL MOUNTAIN PARK

480 ACRES PROTECTED

On August 10, 2024, community members, public officials, recreationists, business members, and others came together to celebrate the opening of a new public park in East Missoula, MT. Located near the confluence of the Clark Fork and Blackfoot rivers, this 480-acre parcel is frequented by an increasing number of outdoor enthusiasts and provides access to nearby public lands. The protection of this area is the result of years of immense community involvement and collaboration, making Marshall Mountain a huge win for those in Missoula and beyond.

Marshall Mountain – still called Ep Ščilt (Has White Clay) by the Séliš & Qlišpě tribes – holds significance for local Tribes and community members. The area was originally known for its backcountry skiing, with a resort open on the grounds until 2002. Once the resort closed, the area became a hub for community activity, including education events, mountain bike races, trail running, and more.

After a private buyer tried and failed to purchase the land in 2021, conservation organizations, private donors, and local groups decided to buy up pieces of the landscape and held it for two years before the city and county could buy it from them.

Advocates reached out to the community and stakeholders through public meetings, focus groups, and other outreach in creation of the site's master plan. Friends of Missoula Parks, Missoula County, and the City of Missoula worked to collaborate with The Confederated Salish and Kootenai Tribes. This close coordination with the community will continue as Marshall Mountain now moves to create needed infrastructure and accessible recreation opportunities, allowing more people to enjoy this landscape for years to come.



NORTHERN CHUMASH TRIBAL COUNCIL IMPLEMENTING TRADITIONAL ECOLOGICAL KNOWLEDGE IN NATIONAL MARINE SANCTUARY MANAGEMENT

4,543 SQUARE MILES OF OCEAN PROTECTED

The Chumash Heritage National Marine Sanctuary, the first Tribally nominated national marine sanctuary in the U.S. was officially designated on November 30, 2024. After over 40 years of advocacy, the area was originally nominated for designation in 2015 by the late Northern Chumash Tribal Council Chief Fred Collins. This effort has now successfully protected 4,543 square miles of the Pacific Ocean and reaches across 116 miles of coastline in San Luis Obispo and Santa Barbara counties. The designation will protect the local ecosystem from drilling and other harmful practices while also conserving underwater Tribal cultural and historic sites.

Over the last year, TCA grantee, the Northern Chumash Tribal Council (NCTC), advocated to move this effort forward, agreeing to reduce the boundaries from the original proposal to ensure its designation. The reduced boundaries will allow for offshore wind energy to be transported through underwater cables from the Morro Bay Wind Energy Area to the shore.

With designation now complete, NOAA will be the lead agency managing the new sanctuary, with NCTC and other Tribes providing co-stewardship leadership. Part of the management

plan requires NOAA to examine options by 2032 to enlarge the footprint of the sanctuary to those areas that were excluded. In the meantime, NCTC and its partners will work on sustaining the capacity that they have built up through the designation phase of this campaign and incorporate Traditional Ecological Knowledge into the final management plan.

TCA supported the designation of the Chumash Heritage National Marine Sanctuary through support to Sierra Club Santa Lucia Chapter and the Northern Chumash Tribal Council.

RIDGES TO RIFFLES CALIFORNIA TROUT KLAMATH RIVER RESTORATION 3 DAMS REMOVED

After decades of advocacy from Klamath River Indigenous peoples, community members, conservationists, and fishermen, the final three dams – Iron Gate Dam, Copco Dam 1, and JC Boyle Dam – have been removed from the Klamath River. The fourth dam, Copco Dam 2 was removed in 2023. The effort to free the Klamath River, which sits along the border of Oregon and California, was part of the largest dam removal and river restoration project in U.S. history. Led by Indigenous peoples that include members from the Yurok, Karuk, Shasta, Hupa, and Klamath Tribes, removal of the dams will open up fish passage to more than 400 miles of potential habitat.

The Klamath River was the third-largest salmon producing river on the West Coast before four hydroelectric dams were built between 1908 and 1962 to provide power to farms and towns in the region. Salmon are critical to the culture and livelihood of Indigenous peoples in the Klamath Basin and a critical food source for endangered resident killer whales. The construction of these dams, which generated electricity for PacifiCorp, produced less than 2% of the power needed for the company's customers. The introduction of these dams disrupted the flow of the river, creating sediment buildup, altering water temperature, thus creating the perfect conditions for toxic blue-green algae.



Built with no fish ladders, these dams also denied salmon access to their historical spawning and rearing habitat.

In 2002, conditions of the Klamath River were made worse as additional water was diverted for agricultural purposes brought on by drought. The conditions on the river led to a bacterial outbreak that killed an estimated 70,000 adult salmon before they could even make it to spawn – resulting in one of the largest mass die-offs of salmon in history. This prompted Tribal communities to start a grassroots campaign for the removal of the dams. PacifiCorps tried to continue operating the dams, but when the Federal Energy Regulatory Commission (FERC) relicensing process required major updates to the structures, PacifiCorps, the States of California and Oregon, tribal governments, conservation groups, commercial and recreational fishing organizations, and counties reached a settlement agreement to remove the dams in 2016. In 2022, FERC approved decommissioning the dams, setting the stage for demolition.

Through the Klamath Hydroelectric Settlement Agreement, PacifiCorps transferred ownership of the dams to the Klamath River Renewal Corporation, a nonprofit that will oversee their removal. Furthermore, this agreement put the rights of the environment, Indigenous peoples, and business interests on the same footing.

The Conservation Alliance has supported Ridges to Riffles Indigenous Conservation Group as a grantee through its Confluence Program since January, 2023. The organization is an Indigenous-led advocacy group that represents the interests of Tribes, Native organizations, and Native people as they seek to protect, preserve, and restore their cultural resources and sovereignty. The Conservation Alliance also provided early funding to California Trout to restore the Klamath Basin through removal of these four dams.

SALMONSTATE

NATIVE AMERICAN RIGHTS FUND

D-1 PROTECTION CAMPAIGN

28 MILLION ACRES PROTECTED

In Alaska, the Bureau of Land Management (BLM) oversees some of the largest intact landscapes left in the country. From the temperate rainforests of Southeast Alaska to north of Nome, these areas hold cultural and spiritual significance as well as essential subsistence for Alaska Indigenous communities, connect tens of millions of acres of important habitat, provide natural climate refuge for numerous species of wildlife, and provide world class recreational opportunities.

In the 1970s, section 17(d)(1) – or D-1 for short – under the Alaska Native Claims Settlement Act allowed for about 57 million acres of this land to be set aside and protected from fossil fuel and

mining extraction. Those protections came under threat during the Trump administration and, until now, 28 million acres of Alaska's D-1 Lands have been at high risk of harmful extractive industrial development.

On June 28, 2024, the Bureau of Land Management released a Final Environmental Impact Statement that recommended these 28 million acres of public lands remain protected from extractive industrial development, as they have largely been since the 1970s. On August 27, 2024, Secretary of Interior Haaland announced a final decision to permanently protect this landscape.

This region holds cultural and spiritual significance and is key subsistence food gathering for Alaska's Native communities. In fact, approximately 80 percent of Alaska Native villages are within 50 miles of these 28 million acres of threatened BLM lands. These intact and well-connected BLM public lands also represent a vital buffer against the impacts of climate change for salmon, caribou and other wildlife.

TCA is grateful to have worked with conservation partners including Native American Rights Fund, SalmonState, Wild Salmon Center, and United Tribes of Bristol Bay, and alongside many of our business members to see this landscape protected. We celebrate with the more than 140 Alaska based tribes who called on the BLM to protect these areas.



FREDRIK NORSELL

THOMPSON DIVIDE COALITION

WILDERNESS WORKSHOP

THOMPSON DIVIDE ADMINISTRATIVE

MINERAL WITHDRAWAL

225,000 ACRES PROTECTED

In April 2024, the Biden Administration finalized protections for the Thompson Divide area in Colorado by enacting a 20-year ban on new oil and gas leasing. The administrative mineral withdrawal will protect about 225,000 acres of Colorado lands

known for its rich ranching heritage, wildlife habitat, world class recreation, and freshwater resources. The Thompson Divide stretches south from Glenwood Springs through the Sunlight Ski Resort, across McClure and Kebler passes, and all the way to Crested Butte— some of Colorado's most iconic landscapes.

This ruling furthers the Biden Administration's commitment to protecting the Thompson Divide area along with the 2022 designation of the Camp Hale – Continental Divide National Monument, one of TCA's past priority campaigns.

This is the culmination of years of hard work led by grassroots conservation groups, hunters, anglers, ranchers, local Colorado communities and elected officials in Colorado and beyond. This withdrawal will protect Colorado's cherished public lands known for its ranching heritage, wildlife habitat, recreation, and water resources. The Conservation Alliance is proud to have supported this effort since 2013 and has given \$190,000 dollars to Wilderness Workshop and the Thompson Divide Coalition to advocate for the Thompson Divide's protection. TCA also lobbied on this issue in numerous DC fly-ins, sent business sign on letters, and educated our membership on this important issue for over a decade.

Wilderness Workshop works across more than 4 million acres of public lands to ensure their ecological integrity and has led efforts to designate more than half a million acres of Wilderness and hundreds of thousands of roadless areas in western Colorado.

The Thompson Divide Coalition bands together sportsmen, conservationists, ranchers, recreationalists, and local governments to secure permanent protection from oil and gas development of Federal lands in the Thompson Divide Area, of which they just achieved.

The Conservation Alliance thanks the hard work of our grantees, the Biden Administration, Senators Bennet and Hickenlooper, and Congressmen Neguse as well as Interior Secretary Deb Haaland for this incredible win for conservation, wildlife and climate.

TROUT UNLIMITED

PECOS RIVER WATERSHED 2-YEAR WITHDRAWAL

165,000 ACRES PROTECTED

On December 12, 2024, the US Department of Interior Secretary Deb Haaland announced the 2-year withdrawal of 165,000 acres in the Pecos watershed, a biodiverse landscape in New Mexico that was the target for exploratory mining. Support for this effort came from a wide range of groups, including local landowners, local Hispanic communities engaged in acequia-based agriculture, county commissioners, recreationists, and New Mexico's entire congressional delegation.

This landscape is largely defined by national forest land in Santa Fe and San Miguel counties and is a popular spot for the state's outdoor-based tourism and recreation opportunities. The Pecos is one of the state's most popular trout fisheries and the watershed is a gateway to the 223,000-acre Pecos Wilderness, the state's most visited wilderness area. The region is also a hub for Indigenous culture and traditional practices, holding archaeological and historic resources for the Tesuque and Jemez-Pecos Pueblos of New Mexico and the Jicarilla Apache Nation, amongst others.

The two-year segregation period impacts new mining claims and new federal mining leases, but will not impact existing and valid mining claims. The announcement will kick off a 90-day comment period, after which the Bureau of Land Management and US Forest Service will be able to evaluate the potential for a 20-year withdrawal.



TIM PALMER

TULEYOME

PROTECTING MOLOK LUYUK

13,696 ACRES

In April 2024, President Biden protected over 13,500 acres of public lands sacred to the Yocha Dehe Wintun Nation by expanding Berryessa Snow Mountain National Monument to include Molok Luyuk. Molok Luyuk, "Patwin for Condor Ridge," safeguards public lands, critical wildlife corridors, and biodiversity in the face of a changing climate. Located just north of Sacramento, the Berryessa Snow Mountain Area is a key destination for access to nature for many. Expanding the current national monument improves access to the outdoors for local communities, offering opportunities to hike, mountain bike, camp, and use off-highway vehicles (OHV's).

TCA grantee, Tuleyome, has worked to protect Berryessa Snow Mountain for decades; first achieving success with the initial

designation of Berryessa Snow Mountain National Monument in 2015. This designation protected over 330,000 acres of Forest Service and BLM Land. The addition of Molok Luyuk to Berryessa honors the Yocha Dehe Wintun Nation who seek tribal co-management of these ancestral homelands. Protecting the entirety of Berryessa Snow Mountain is a win for tribes, local communities, and the outdoor recreation industry.

The expansion of both San Gabriel Mountains and Berryessa Snow Mountain contributes to President Biden's seven national monument designations during his first term as president. Molok Luyuk, is one of several monument proposals supported by Mobilizing for Monuments.



WATERWATCH OF OREGON

POMEROY DAM REMOVAL

DAM REMOVED

In November, 2024, Pomeroy Dam, located on the Illinois River, was successfully demolished. The Pomeroy Dam was rated as one of the highest on the 2019 Statewide Fish Passage Barrier Priority List, which “identifies the most critical man made barriers to fish passage in the state”. The removal of the 270-foot wide concrete structure will allow salmon and steelhead to once again access about 100 miles of habitat.

The Pomeroy Dam harmed salmon and steelhead, impeded access to safe river recreation, and did not provide hydropower, flood control, or other public benefits. Over time, it became a focus for a collaborative effort to restore the ecosystem. WaterWatch secured removal and restoration agreements from three private landowners, and partnered with Oregon's Department of Fish and Wildlife, USFWS, USFS, NOAA Fisheries

Restoration Center, the office of U.S. Senator Jeff Merkley, and others to move this project forward.

The dam's water diversion function was replaced with pumps, fish-friendly culverts were installed, and a harmful canal was decommissioned. The removal of this dam is one piece of a larger effort by the Free the Rogue Campaign. Construction efforts will continue into 2025 to improve irrigation and infrastructure for safe fish passage.

WESTERN RIVERS CONSERVANCY

WILLAPA BAY – EXPANDING A NATIONAL WILDLIFE REFUGE

2,366 ACRES PROTECTED

Earlier this year, TCA grantee, Western Rivers Conservancy helped expand the Willapa National Wildlife Refuge in southwest Washington by fifteen percent, adding 2,366 acres to this incredible landscape. This includes 39 miles of streams that are critical to salmon and steelhead, as well as habitat for numerous species including threatened marbled murrelets. The addition will also expand the landscape's recreational opportunities beyond boating, to also include hiking, fishing, hunting, and other activities.

Willapa Bay is the second largest estuary in the western United States, boasting abundant salt marsh and tidal mudflats, coastal dunes, and beaches, old growth forests, and other critical habitat. It was established as a National Wildlife Refuge by President Franklin D. Roosevelt in 1937. Western Rivers Conservancy was able to expand the protected area in January by acquiring additional land and transferring it to the U.S. Fish and Wildlife Service (USFWS) for inclusion in the Refuge. This transfer will help protect the surrounding freshwater landscape from additional industrial logging activity and protect over 200 acres of wetlands on the property. USFWS will work on opening the property to the public for recreation in 2025 or 2026.





GOVERNMENT AFFAIRS & ADVOCACY



BOB WICK

IN 2024, WE PRIORITIZED
***FIVE LAND AND WATER
CONSERVATION
OPPORTUNITIES*** THAT
WERE URGENT, VITAL, AND
IN NEED OF NATIONAL
ATTENTION.

These included Restoring the Snake River, Protected the Dolores River Canyonlands, Establishing the Chuckwalla National Monument, Protecting Alaska's D-1 Lands, and Advocating for the Bureau of Land Management Public Lands Rule. We invested additional advocacy resources in these priority campaigns, all of which focus on natural resource conservation, adapting to a changing climate, recognizing the rights of Indigenous communities, and protecting habitat in places that are also valued for human-powered recreation.

LOWER SNAKE RIVER DAM REMOVAL

The four dams on the Lower Snake River have disrupted native salmon and steelhead ecosystems for decades. This has caused rapid species decline and significantly impacted the subsistence fishing rights of Native communities and the recreational fishing industries of the Pacific Northwest.

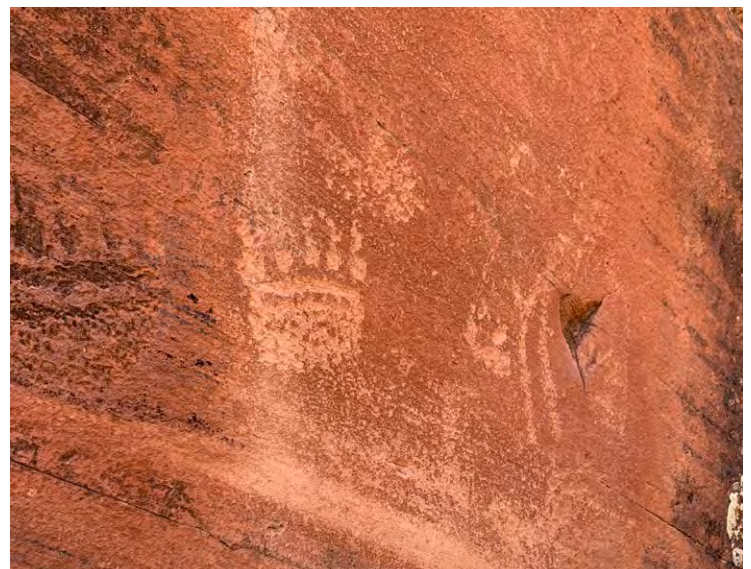
In December of 2023, the Biden Administration announced a historic agreement with the Six Sovereigns — a partnership between Washington, Oregon, the Nez Perce Tribe, the Confederated Tribes of the Umatilla Indian Reservation, the Confederated Tribes and Bands of the Yakama Nation, and the Confederated Tribes of the Warm Springs Reservation. This agreement includes federal commitments by the US government to advance the recovery of salmon, steelhead, and other native fish populations throughout the Columbia River Basin and pause Snake River litigation. It also creates a new, comprehensive roadmap for salmon recovery, including a call to replace the energy, transportation, irrigation, and recreation services provided by the lower Snake River dams, paving the way for a restored, free-flowing river. A free flowing river would honor previous commitments and treaty rights made to Tribes, revive salmon and orca populations, bolster outdoor recreation opportunities around the river, and ultimately enhance local economies.

TCA supported the Idaho Conservation League and the Northwest Sportfishing Industry Association with grant funding for this project. We are working closely with NRS, Patagonia, and other members to advocate for a healthy Snake River.

DOLORES RIVER CANYON COUNTRY, COLORADO

As one of Colorado's last wild places, spanning an area of nearly 500,000 acres of public lands and 162 river miles of stunning high-desert landscapes, the Dolores River Canyon Country is in need of permanent protection and has been the focus of local advocacy for the past 50 years. In order to effectively protect the land, water, and recreational resources in the region, The Conservation Alliance advocated for the protection of the Dolores River Canyon Country landscape through a two-pronged approach: supporting the designation of a 68,000-acre National Conservation Area, and establishing a National Monument to protect the remaining portions of the Dolores River and surrounding landscapes and watershed not covered by the NCA.

The Conservation Alliance has been a proud supporter of Dolores River Boating Advocates since 2020 and the Colorado Wildlands Project since 2022.



CHUCKWALLA NATIONAL MONUMENT

The proposed Chuckwalla National Monument in Southern California remained a priority issue for TCA in 2024. This proposed monument would protect nearly 700,000 acres of public land – preserving recreation access, safeguarding World War II historical sites and conserving vital habitat for chuckwalla, desert bighorn sheep and desert tortoise. TCA partnered with local organizations such as CalWild calling for the designation of a new national monument by the Biden Administration. Thanks to the dedication of the CalWild team, TCA members and other conservation advocates, Chuckwalla was named a national monument in early 2025.

ALASKA’S D-1 LANDS

In the 1970s, section 17(d)(1) – or D-1 for short – under the Alaska Native Claims Settlement Act allowed for about 57 million acres of land to be set aside and protected from fossil fuel and mining extraction. Those protections came under threat during the Trump administration and, until now, 28 million acres of Alaska’s D-1 Lands have been at high risk of harmful extractive industrial development.

On June 28, 2024, the Bureau of Land Management released a Final Environmental Impact Statement that recommended these 28 million acres of public lands remain protected from extractive industrial development, as they have largely been since the 1970s. On August 27, 2024, Secretary of Interior Haaland announced a final decision to permanently protect this landscape.

BUREAU OF LAND MANAGEMENT PUBLIC LANDS RULE

The BLM manages 245 million acres of public lands. Prior to this announcement, only 15% of BLM lands had permanent protections from development and other detrimental uses. In 2022, the BLM proposed a new rule that prioritizes access to outdoor recreation, improving user experience across our public lands, growing the outdoor industry, strengthening recreation-based economies, and responsible energy development across the western United States. TCA partnered with and funded a number of organizations to support the BLM in their efforts and ensure that the rule would be beneficial for their needs and members. In April 2024, the Bureau of Land Management (BLM) finalized its Public Lands Rule.



ANNUAL DC FLY-IN

From May 13th to May 15th, 2024, The Conservation Alliance welcomed eighteen member companies and grantees to Washington, D.C., for our annual Fly-In. These annual gatherings amplify the impactful business voices in support of key policies in D.C.; and, to foster community, relationships, and educational opportunities that benefit our members. In total, we conducted over 40 meetings, including discussions with high-level administration leaders at the White House, U.S. Department of the Interior, and the U.S. Forest Service. TCA and our members will use the intelligence gathered during these meetings to continue refining our strategies and collaborating with leaders to meet our policy goals before the end of the congressional and presidential terms.

TCA also hosted a special screening of our Mobilizing for Monuments Road Trip Film during the trip. Joined by guests from the Biden Administration, congressional offices, and other conservation organizations, the group got to watch the film on the big screen and hear from a panel of Mobilizing for Monuments coalition leaders about what it was like to make the film, and how it will be leveraged to continue advocating for existing and future national monument campaigns. The film and discussion provided excellent inspiration for the importance of our meetings during the fly-in.



CAUSE MARKETING



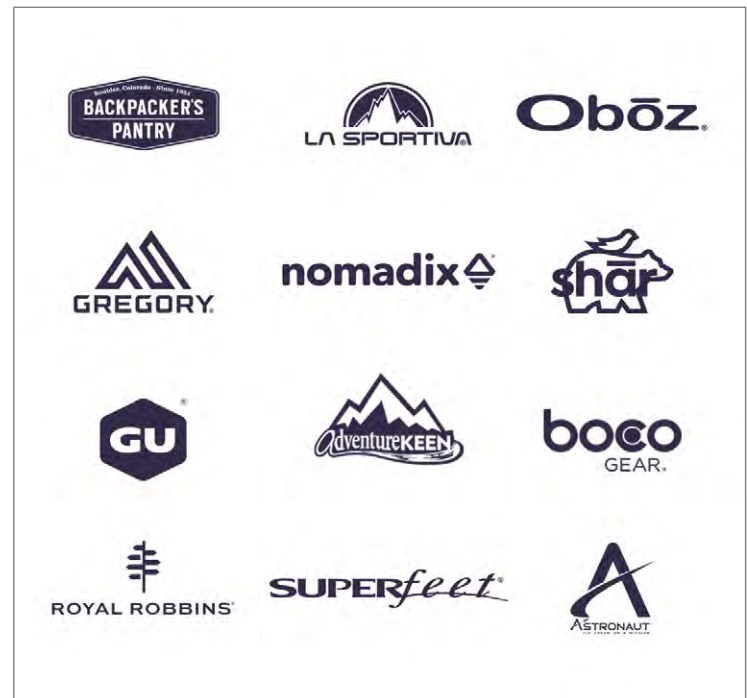
KEN MORRISH

IN 2024, MEMBER
COMPANIES
RAISED A TOTAL
OF **\$298,868 FROM
CAUSE MARKETING.**

Funds from these efforts contribute to TCA's ongoing work and cause marketing is an effective way for companies to communicate their conservation values, introduce their customers to The Conservation Alliance, and raise consumer awareness about the importance of protecting wild places and outdoor spaces. We are incredibly grateful for our members who supported us in this way.

SOME OF THESE CAMPAIGNS INCLUDED:

- The semiannual #WeKeepItWild campaign during which participating companies donate 5% of all online sales for one week. This year's participating brands included: Active Skin Repair, AdventureKeen, Astronaut Foods, Backpacker's Pantry, Boco Gear, Fox River, Gregory Packs, GSI Outdoors, Gu Energy Labs, Jack Wolfskin, Kahtoola, La sportiva, Nemo Equipment, Nomadix, Oboz, Outdoor Technology, Pistil, Recover, Royal Robbins, Sea To Summit, Superfeet, Shā, Trail Butter, Topo Athletic, and UBCO. This year, retailers donated \$52,471.14 during our two #WeKeepItWild campaigns.
- Patagonia continued to offer the opportunity for their customers to donate to TCA after completing a purchase online. This year, we received \$112,225 in donations from Patagonia consumers.
- Best Day Brewing teamed up with The Conservation Alliance for the launch of Nature's Pils, their limited edition release. 100% of profits from Nature's Pils was donated to The Conservation Alliance's efforts to protect North America's invaluable wild places and outdoor spaces.
- The complete list of cause marketing brands include: 50/50 Goods, Active Skin Repair, AdventureKeen, Astronaut Foods, Atmos Financial, Backpacker's Pantry, Best Day Brewing, Boco Gear, Fox River, Gregory Packs, GSI Outdoors, Gu Energy Labs, Hoka, Jack Wolfskin, Kahtoola, La sportiva, Nemo Equipment, Nomadix, Noto Group, Oboz, Outdoor ProLink, Outdoor Technology, Patagonia, Pistil, Public Lands, Recover, Royal Robbins, Rumpl, SAXX Underwear, Sea To Summit, Superfeet, Shā, Teva, Trail Butter, Topo Athletic, and UBCO.



INTERESTED IN PURSUING OTHER CAUSE MARKETING OPPORTUNITIES?

Email Carla Fox:
carla@conservationalliance.com

PINNACLE MEMBERSHIP



PINNACLE MEMBERS
BELIEVE THAT THE
FUTURE DEPENDS ON
A HEALTHY PLANET.

Their \$100,000 or more annual contribution to The Conservation Alliance (TCA) allows companies to fund projects that we carefully select based on political viability, biological diversity, the organization's history of success, and benefits to people and wildlife.

This deep investment is a way for businesses to increase their support of TCA's highly diversified grantmaking portfolio, corporate advocacy program, and core operational expenses that can shift the landscape of conservation.

We announced our Pinnacle Membership program in 2010 to recognize companies that contribute at least \$100,000 annually to our organization. There are currently nine brands with Pinnacle membership: Public Lands Fund, KEEN, Patagonia, REI, The North Face, Bank of the West, Clif Family Foundation, Peak Design, and Osprey. We encourage all brands to consider joining us at this level of support.

Thanks to our Pinnacle members, TCA can increase the number of projects we support each year and contribute to the most pressing conservation opportunities of our time. We are grateful to these nine members for providing the leadership we need to protect our public land and water for future generations.

**INTERESTED IN DISCUSSING PINNACLE
MEMBERSHIP?**

Email Carla Fox:
carla@conservationalliance.com



MEMBERSHIP



TYLER ROEMER

WE WELCOMED *TWENTY-FIVE NEW MEMBERS* TO THE CONSERVATION ALLIANCE FAMILY.

Notably, the list of new businesses includes 7 fishing brands, which is an industry that has been and continues to remain critical for advancing conservation work.

2024 TCA MEMBERS

49th State Brewing
50/50 Goods
5DayDeal.com
A Snail's Pace Running Shop
Abel
Ablis CBD
adidas Terrex / Five Ten
Adventure Travel Conservation Fund
AdventureKEEN
Airflo
AKTN Media
All Good
Allaway Events
Alpacka Raft
Altra Footwear
Arc Initiatives
Arc'teryx Equipment, a Division of Amer Sports Canada Inc.
ARTA River Trips
Astronaut Foods
Atlantic Packaging
Awes.me, Inc. (FKA Smugmug, Inc.)
B.Colective
Backbone Media
Backpacker's Pantry
Bedrock Sandals
Belinda Sanda Sales
Bell & The Whistle
Bemis
Bergreen Photography
Best Day Brewing
Better World Products
Blackhoue Botanicals
BLDG Active
Bluesign Technologies AG
BMO
Boco Gear

Bonfire Collective
Bronwen Jewelry
Brooks Sports
Broudy Donohue Photography
BWdB
CamelBak Products, LLC
Campfire, LLC (dba Campfire Analytics)
Canadian River Expeditions
Chaco
Chef Soraya
Clif Bar and Company
Cocona Labs: 37.5 Technology
Colorado Spice
Columbia Sportswear Company
Darn Tough Vermont
Day Flre Company
Duct Tape Then Beer
Dyna-King
EARTHWELL
Emerger Strategies
Engaged Coaching LLC
Eventus Outdoors, LLC
Exact Change
Experience Momentum
ExpertVoice, Inc.
Farm to Feet
Fisher Creative
FjallRaven
Flickr
Fox River Socks
Fresh Off The Grid
Go RVing Canada
Good To-Go
Gore-Tex
Grabber, Inc.
GRAYL
Great Plains Mountain Stuff
Greenspace
Gregory Mountain Products
GSI Outdoors, Inc.
GU Energy Labs
Happsy
Helly Hansen
High Mountain Creative

Hipcamp
HOKA
House on Metolius
Hydaway
Hydro Flask
Idaho River Adventures
Injinji, Inc.
IPA Connect
Jack Wolfskin
Jimmy Chin Photography
Juniper Ridge
Kahtoola
KEEN, Inc.
Kelty, Inc.
Kiitella, Inc.
Klean Kanteen
La Sportiva
LangeTwins Family Winery
Last Exit Goods
Lotus Blooming Herbs
Maluti, LLC
Mercantile Commerce
Mighty in the Midwest
Mountain Lake Marketing, Ltd.
Mountain Safety Research - MSR
MYSTERY RANCH
NEMO Equipment, Inc.
New Belgium Brewing
Nikwax
Nite Ize, Inc.
NOM Nutrition
Nomadix
Northwest River Supplies - NRS
Noto Group
Nuu Muu
Nuun
Oboz footwear
On inc
Osprey Packs
Outdoor Industry Association
Outdoor ProLink
Outdoor Research
Outdoor Sports Marketing, Inc.
Outdoor Tech
Pachner & Associates, LLC Insurance

Brokers & Consultants
Pacific Watch Company
Parks Channel
Patagonia
Peak Design
Perpetual Motion NW
Peter McBride Productions
Pinnacle Outdoor Group
Pistil Designs
Planetary Design
PolyCore
Port Side Productions
Premiums for the Planet
Prima Terra, LLC
Public Lands Fund
Puddle Creative
Pure Project
Rab
RareWaters
Recover Brands (NG Labs Inc)
RecPak
REI
RepYourWater
Revive
Revolution House Media
Righteous Felon Craft Jerky
Rivian
Rogue Heart Media SPC
Ross Reels
Royal Robbins
Ruffwear, Inc.
Rumpl
Runner Girl Races, LLC
RYGR
Sanitas Sales Group
SAXX Underwear
Sea to Summit
shar
Shift Advantage
Simms Fishing Products
SITKA Gear
SlingFin
Smartwool Corporation
Stanley 1913

Stio
Studio Malt
Summit Coffee Roasting
Superfeet
Swen Products, Inc., dba Sven-Saw
TE Strategies
Teva
The Arbor Collective
The Forest Group
The Futurist Project
The Gear Fix
The Good Collective
The North Face
The Running Event and Switchback
The ZaneRay Group
Therm-a-Rest
Toad&Co
Topo Athletic
TOPO Collective
Trail Butter
Tread Labs
Trew
TripOutside.com
True Blue Strategies
UBCO Bikes
Vallerret Photography Gloves
Verde Brand Communications
Visit Bend
Wheatless Wanderlust
Whitson Strategies
Wildland Policy Institute
Wildland Trekking Company
YETI
Zephyr Adventures
Zodiac Event Displays
Zumiez, Inc.

**INTERESTED IN DISCUSSING
MEMBERSHIP?**

Email Carla Fox:
carla@conservationalliance.com

STAFF AND BOARD

2024 BOARD OF DIRECTORS

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Chair

KATE LARRAMENDY
Toad&Co
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AMY BECK
Oboz Footwear
Secretary (through November 2024)

DEVEN CLEMENS
White Road Investments
Treasurer (through November 15, 2023)

JIM SWANSON
Columbia Sportswear
Treasurer

KRISTEN BLACKBURN
KEEN, Inc (through July 2024)

WES CARTER
Atlantic Packaging

MISHA CHARLES
Maluti Skingear

HANS COLE
Patagonia

LINDSEY DAVIS
Sitka Gear

TALDI HARRISON
REI (through August 2024)

ALICIA HARVIE
REI (joined August 2024)

BEN MACASKILL
Awesome

JULIA STAMPS MALLON
Eventus Experiential (joined November 2024)

PETER METCALF
Wildlands Policy Institute (through November 2024)

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Kelty, Inc.

KEITH SHATTENKIRK
Patagonia Inc.

SORAYA SHATTUCK
Adventure Travel Conservation Fund

CAROL SHU
The North Face

DANA VILLENEUVE
New Belgium Brewing

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Marketing Manager

KATIE JOHNSON
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