



Maureen Garrity

THE CONSERVATION ALLIANCE 2025-2026 CONSERVATION STRATEGY

WHO WE ARE:

The Conservation Alliance harnesses the power of businesses to protect outdoor spaces and wild places. Through strategic advocacy and grantmaking, we work with member companies from a wide range of industries to deliver high impact conservation outcomes across North America.

Conservation 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. 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 CONSERVATION STRATEGY:

TCA unites businesses from a wide range of industries and harnesses our collective voice to lead the charge for reliable, bipartisan efforts that advance key land and water conservation priorities. TCA's Conservation Strategy brings focus to this work in order to maximize our impact over time. This helps to align our grants and advocacy programs, defining and driving our corporate advocacy work, and directing our grantmaking priorities.

PRIORITIZATION FILTERS FOR OUR WORK:

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

Community-Centered Conservation: TCA acknowledges that the loss of natural resources has and continues to have an outsized impact on marginalized communities through decreased access to green spaces, increased pollution and negative health impacts, loss of cultural and historical connections and resources, and a decline in economic benefits. These impacts are often greatest for low-income communities, communities of color, and Indigenous Tribes. Individuals in these groups often have the most local knowledge or deep connections to the landscapes around them, and yet are too often left out of conservation efforts and conversations. TCA's work will prioritize efforts to center the voices and leadership of marginalized communities within our strategic areas of work.

Economic Implications: Protecting outdoor landscapes for their conservation value also makes them more amenable to outdoor access and outdoor recreation-focused management. This expansion in outdoor recreation works to strengthen local economies through an increased number of visitors and related spending, as well as an increase in the number and types of jobs. The economic impacts affect a wide range of industries in both urban and rural settings, with the recreation sector generating over \$1.2 trillion in economic output and 5 million jobs in the U.S. alone.

PRIORITY CAMPAIGNS:

TCA has identified a subset of campaigns that are urgent efforts to address natural resource management, climate adaptation, the rights of indigenous and marginalized communities, and habitat protection in locations that also provide opportunities for outdoor recreation. Priority campaigns receive additional funding and advocacy resources. TCA has identified the following priority campaigns where our model can have an outsized influence on campaign success. More information can be found on [our website](#).

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)**
7. **Roadless Rule Defense**

STRATEGIC AREAS OF WORK:

In addition to our priority campaigns, TCA has identified six strategic areas that we believe will achieve the most durable conservation outcomes for our organization, members and partners. These areas of focus will drive our grant making and advocacy efforts:

1. **Federal Land & Water Protection**
2. **Private Land Protection**
3. **Ecosystem Level Restoration**

1. FEDERAL LAND & WATER PROTECTIONS:

Opportunities for land and water conservation are plentiful, but they require creativity, bipartisanship, negotiated compromises, and balanced land-use planning. Building a critical mass of support for land and water protections relies on a strong foundation of support from local communities, tribal, state and local governments, Congressional delegations, executive branch agencies, nonprofit organizations, and the private sector. We believe that our work has the highest likelihood of success when we blend TCA's business led advocacy with our strategic grantmaking efforts. TCA's business-led advocacy allows the organization and our members to build meaningful relationships with decision makers across the aisle, removing the barriers that often stop conservation proposals from moving forward. Through our investments in grassroots organizations, TCA helps drive effective local, regional, and national efforts with conservation partners.

- **Support Proactive Bills and Increase the Likelihood of a Public Lands Package**

TCA will continue to support certain pieces of legislation that we have historically funded, as well as new legislation that has a viable pathway forward. This includes bills that have generated support at the local, county, and state leadership levels, therefore increasing the likelihood of long-term success.

- **Expand Migration Corridors in the Rocky Mountains:**

Habitat connectivity and big game migration corridors are key bipartisan opportunities to protect critical ecosystems, make our roads safer during migration season and drive wide ranging economic opportunities from wildlife-based tourism. In particular, there is broad support in Rocky Mountain states (MT, WY, UT, NM) for species conservation through locally-led efforts. TCA will work with local communities and stakeholders, federal and state-level policymakers, and Tribal leaders to support corridor expansion through public and private land protection.

- **Protecting High Value Watersheds:**

TCA has successfully supported the protection of critical watersheds and waterways through Wild and Scenic legislation, federal Clean Water Act actions, and Outstanding National Resource Waters designation. These protection tools will be prioritized where this is a viable pathway.

- **National Monuments and Marine Sanctuaries:**

National monuments and marine sanctuaries are a proven tool for protecting high value conservation, recreation, and cultural places. Unfortunately, the current administration has threatened to undo much of the critical protections that have been put in place through these efforts.

- **Protect Bedrock Environmental Laws**

In alignment with TCA's recent investments and strategy, we will focus primarily on defending the Antiquities Act. TCA may also support coalition partners or grantees working on specific legislative efforts that would weaken other bedrock environmental laws if the proposed changes to those laws would directly impact our ongoing work or past investments / successes.

- **Defend Existing Mineral Withdrawals on BLM lands:**

The majority of BLM lands are open to oil, gas, and mineral leasing and development, hindering carbon reduction and clean energy goals while also locking these lands away from other public use. TCA and our partners have had great success using administrative and legislative withdrawals as targeted tools to protect ecologically and culturally sensitive areas. TCA will work with partners to uphold existing withdrawals.

- **Engage in Significant Bureau of Land Management Planning Processes:**

TCA has advocated and made significant financial contributions to local coalitions working on Resource Management Plans (RMPs) on BLM lands. Many RMPs and implementation plans currently in-process or completed are now under threat, hindering protections across key landscapes. We will continue to fund, defend, and advocate for science-based management plans that elevate recreation and conservation outcomes in RMPs. TCA will also actively oppose efforts to use the Congressional Review Act to interrupt or roll back final RMPs.

- **National Forest Planning and Protections:**

Protecting forested landscapes with major carbon storage potential, recreation opportunities and economic benefits for rural communities has always been a point of pride for TCA. TCA will focus our grantmaking and advocacy efforts on the Tongass National Forest in Alaska where it has invested for decades and other landscape planning processes that aim to protect intact forest habitat and recreation opportunities.

2. PRIVATE LAND PROTECTION

As TCA works in partnership with its business members to conserve a significant amount of North America's land and water, private land protection is a critical part of the solution. TCA's grant-driven private land efforts have led to countless successes including the creation of public green spaces for local communities, the expansion of wildlife habitat and corridors, conservation of forests and other critical ecosystems, and connection to ancestral lands for tribal communities. In the United States, about 1.4 billion acres or 60% of land is privately owned. The rate at which we are losing natural areas to development is five times higher on private lands than on public land. Through the work of land trusts and other conservation-focused entities, over 60 million acres of private lands have been conserved so far. This leaves a large amount of private land still unprotected, creating a distinct opportunity for TCA and its partners.

As TCA evaluates private land opportunities across the U.S., particularly focus will be on supporting acquisition and easement opportunities that connect to the following priority areas:

- **Protect Areas of High Biodiversity and Climate Value**

TCA will prioritize protecting private lands and waters that have outsized potential to increase ecosystem resilience and protect wildlife and ecological diversity. Geographically, we will focus the majority of our private lands work in the mountain west, west coast, and southeast due to those region's high climate sequestration potential.

- **Provide Connectivity to Protected Lands**

We will focus on protecting lands that have immediate connectivity to already protected lands to increase wildlife corridors and ecological diversity. This includes working with partner organizations to acquire inholdings and edge holdings to wilderness and other protected landscapes, and expanding existing conservation easements or acquisitions that are a part of larger landscape connectivity and protection plans.

- **Increase BIPOC Access and Ownership**

TCA will focus on increasing land ownership, access, and management of critical natural resources for marginalized groups across North America, with a particular focus on indigenous communities. This may include support for cultural easements which protect a landscape's cultural and natural resources and allow indigenous communities to access their ancestral lands.

- **Expand Recreation Activities**

TCA has long worked at the intersection of conservation and recreation where there is a symbiotic relationship to build strong local economies and protect critical landscapes. We will continue to support private land efforts to create or expand recreation opportunities for the public, especially for historically underserved communities.

3. ECOSYSTEM LEVEL RESTORATION

Restoration is a key lever to enhance the integrity of open spaces. Active efforts to repair degraded landscapes allow for the recovery of biodiversity and enhance an area's climate resiliency potential. Our support of restoration efforts will specifically focus on initiatives driving landscape-scale restoration along the following lines of prioritization:

- **Restore Areas of High Biodiversity and Climate Value**

TCA will support efforts to restore specific landscapes that have outsized potential to increase ecosystem resilience and protect wildlife and ecological diversity. This will drive us to focus on large-scale or key forest, grassland, and wetland restoration efforts..

- **Support Dam Removal and Watershed Restoration**

Removing dams is a critical action for holistic watershed restoration leading to clean water, species migration and more. TCA will continue to support obsolete and/or high-impact dam removal efforts across North America.

- **Elevate Indigenous Leadership and Management**

TCA will focus on supporting land restoration and management of critical natural resources for indigenous communities and tribally-led efforts. This will include efforts to integrate traditional ecological knowledge to restore the resiliency and biodiversity of ancestral lands.

