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Winter 2009 Funding Cycle in Full Swing

Thanks to our member companies that nominated organizations, The Conservation Alliance has just received more than 60 grant requests for our Winter 2009 funding cycle. This is always an exciting time for us, as we get an overview of the amazing conservation work that is happening throughout North America. The Conservation Alliance board will review these requests at our January board meeting, and decide which of them should be included on our final funding ballot. We will likely include 25-30 of the proposals on the final ballot. After the January OR Show, we will send that ballot out to each of our members, and ask them to vote for their favorite projects. This voting process will determine which of the requests we will fund. We've budgeted \$450,000 for this round, and will likely fund 15-20 of the requests. We look forward to great participation in the voting process, and to announcing the new grant recipients in April.



Happy Holidays!!!



As I look around The Conservation Alliance office walls, looking back at me is a series of large photos of places our funding has helped to protect: the Rocky Mountain Front; California's Lost Coast; the Great Bear Rainforest; Utah's Cedar Mountains Wilderness. These photos are a daily reminder to me of our members' commitment to saving our special wild places. If this is the time of year when we take stock of the things that are important to us - the things we are thankful for - then I won't hesitate to say THANK YOU to every one of you who have supported The Conservation Alliance in 2008, and made this another spectacular year. (Please see our [year-end summary](#)).

First, to our 160 member companies. Together, we contributed a record \$900,000 to conservation projects throughout North America. Our funding fuels grassroots campaigns to protect special wild lands and waterways for their habitat and recreation values. Second, to everyone who volunteered their time to support our efforts, participate in our OR Show Breakfast, sign up on our new social networking website at www.conservationnext.com, or travel to DC to speak out for Wilderness. And finally, to all of our grantees who work hard day after day to protect the wild places we too-often take for granted.

We at The Conservation Alliance are lucky to work at the intersection of the vibrant outdoor business community and the passionate conservation movement. It is our honor to bring these two worlds together for a common good. As you review the **great year** we enjoyed in 2008 remember that this is your Conservation Alliance. Our success belongs to each of you. And with your continued participation, we expect to keep adding big photos of protected wild places to our walls.

Happy Holidays!



Getting Dirty for Conservation

The Conservation Alliance will ring in the new year with the first in a series of Backyard Collective events, organized by ConservationNEXT, our outreach program. The first [Backyard Collective](#) event will take place on January 9 in San Leandro, CA in partnership with Oakland-based nonprofit Save the Bay. Up to 160 employees from nine Bay Area outdoor industry companies will restore wetland habitat in Martin Luther King Jr. Shoreline Park. Companies sponsoring the event include The North Face, Clif Bar, REI, Mountain Hardwear, Camelbak, Wilderness Press, Ahnu Footwear, and Mission Playground.

[Click here](#) for more information.

Holiday KEEN Shopping Benefits the Alliance



Member company KEEN Footwear will donate \$5 to The Conservation Alliance for every purchase made on Hybrid.Shop (www.keenfootwear.com) using the code **KEENCA**. Do not delay! This opportunity for shopping goodwill **ends December 24, 2008!** This is a great opportunity to find holiday gifts for yourself and deserving friends while supporting the Alliance and one of our member companies.



Your Training Miles Support The Conservation Alliance

Member company Ahnu has partnered with [Plus 3 Network](#) to raise funds for The Conservation Alliance. Plus 3 challenges individuals to engage in outdoor activities, track their miles, and earn rewards for non-profit organizations. Ahnu has chosen to support The Conservation Alliance through the Plus 3 program. [Check out the site](#) to learn more, sign up and start tracking your miles for the Alliance.



Conservation Alliance Board Gathers to Plan Our Next Three Years

The Conservation Alliance board of directors convened at the KEEN Footwear offices in Portland for its annual board retreat in November. The purpose of this retreat was to develop a new strategic plan for the forthcoming three-years (2009-2011). Through the course of three productive days, the Alliance board has drafted a plan that will ensure that The Conservation Alliance builds on our recent success in leveraging outdoor industry resources to support wildland conservation. We look forward to sharing the final strategic plan with our members after it is approved in January.

We Wish You the Best this Holiday Season!