

Conservation Alliance Expects to Donate \$1 Million to Grassroots Enviro Groups

by Warren McLaren, Bundanoon, Australia on 02. 8.11



The Conservation Alliance is based on a very simple premise. It's a dating service. Member businesses in the US outdoor industry donate money to the Alliance, who in the meantime have collated applications from grassroots conservation organizations. The donated monies are then matched with as many saving-wild-places type projects, as there is funds for. Protecting wild places protects not only natural habitat for flora and fauna, but also the arenas where these companies customers recreate. Everyone wins.

And this year The Conservation Alliance expects to pass a milestone in that they'll donate over \$1 million USD for the first time.

Which is a fair chunk of change, well over twice their average annual donations for the past 20 or so years. Since its founding in 1989 (by REI, Patagonia, The North Face, and Kelty), the Alliance has contributed nearly \$8.8 million to grassroots environmental groups. That's helped save over 20 million hectares (49.5 million acres) of wildlands; 29 dams have either been stopped or removed; plus helped preserve access to more than 27,000 kilometres (17,000 miles) of waterways, and several climbing areas.

The Conservation Alliance has had eight new member business sign up since August, 2010: Adventure Travel Trade Association; Aloft Group; Gear 66; Ibex; Icebreaker; Marmot; Northwest Mountain School; and SCARPA. This gives the Alliance funding from over 170 member companies to drawn upon to support many grassroots projects (32 projects in 2010).

The Conservation Alliance

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