

Mission

To protect the environment of the Northwest and to build broad citizen support for conservation

Changes in Policies

Conservation Policy Strategy—Building the will of community and policy leaders to protect our region’s air, land, and water.

We see:

- Effective collaboration among conservation-focused organizations to achieve goals in the legislative, judicial, and executive branches.
- Conservation-focused organizations are considered credible and influential among community and policy leaders.
- A broader base of stakeholders is engaged in conservation-focused advocacy efforts.
- Public officials and policy-makers become champions for the goals of conservation.

So strong conservation policies are defended, enacted, implemented, and enforced.

Changes in Places

Place-based Conservation Strategy—Investing deeply in conservation efforts in 3–4 priority Northwest landscapes, building community support for natural resource protection.

We see:

- Conservation-focused groups with improved credibility among community and policy leaders.
- An increased diversity of voices within the conservation advocacy community.
- Effective engagement by community stakeholders.
- Protection of key landscapes guided by a lens of conservation biology.
- Concrete steps toward development, adoption, implementation, enforcement, and defense of conservation policies at the local, state, or federal level.

So, with broad-based community support, critical landscapes are protected.

Changes in Capacity

Conservation Capacity Strategy—Investing in initiatives that generate new philanthropy, leadership, and citizen engagement in the Northwest.

Inspiring the next generation of Northwest conservation philanthropy

We see:

- Increased dollars directed toward conservation organizations.
- Enhanced donor capacity for making strategic investments to conservation nonprofits.

Strengthening the next generation of conservation leadership

We see:

- Increased ability of and opportunity for emerging leaders to step into leadership roles in conservation organizations.

Building the next generation of conservation advocacy

We see:

- Conservation organizations adopting the cultures, structures, and strategies that will attract the next generation of leaders and advocates.
- Expanded citizen engagement in conservation issues.

So significant and durable conservation wins are achieved and defended.