

A Decade of Partnership for Conservation Funding

The Conservation Campaign 2010 Annual Report



Message from the President

Your Investment in Land and Water



“The credit for our success really belongs to you – our partners, supporters, volunteers, and donors – and the voters.”

THE CONSERVATION CAMPAIGN has helped generate some \$35 billion for conservation since our founding in 2000. Together with The Trust for Public Land, we have played a key role in passing more than 400 nonpartisan ballot measures as well as legislation in 20 states creating funds for land conservation, water protection, outdoor recreation, and parks.

But the credit for this success really belongs to you—our partners, supporters, volunteers, and donors in the conservation community. Our role is to serve as a catalyst for your efforts to create the land conservation funding your state and community needs.

Together with The Trust for Public Land’s Conservation Finance program, we have honed highly successful strategies for winning conservation ballot measures at the local and state level. We also foster and support effective state legislative advocacy for conservation funding.

What makes our success possible is voters who care deeply about the places where they live, work, and play. That has not changed. But we are swimming against strong political currents in many states.

Our work has never been harder—or more necessary. We have found again and again, even in the current economy, that American voters support land and water conservation. Well-crafted ballot measures, strong coalitions, and well-run campaigns will result in new funding to protect the places we love.

We are so grateful for your support and partnership over our first decade. I look forward to continuing to work together to protect land and water in the coming years.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ernest Cook', written in a cursive, flowing style.

Ernest Cook



A Decade of Conservation Funding

“Once you plant the seed and give voters a choice in shaping the future of their community, it’s hard to reverse.”

Bill Johnston, first executive director of The Conservation Campaign

THE LANDS SAVED... water supplies protected... farms and ranches worked... parks and trails created... historic sites preserved: This is one way to measure the impact of The Conservation Campaign over our first decade. Places like the Anderson Farm, one of the last working farms in a southeastern Massachusetts town, protected through a permanent agricultural restriction. Or the 33-acre woods smack in the middle of rapidly developing Tigard, Oregon, which will become a park instead of a subdivision.

Or 76,000 acres of forest-rimmed rivers bought from a multinational timber company by the state of North Carolina for preservation and outdoor recreation.

All of these places—and thousands more—are protected today only because of public funding The Conservation Campaign and its partners in the conservation community created through political action. Together with The Trust for Public Land, we have worked with scores of organizations and local governments nationwide, from The Nature Conservancy to local land trusts to county park districts, to pass more than 400 ballot measures as well as legislation in over 20 states generating public funding for land conservation and parks.

Beyond the land and water conserved and the parks and trails created, our work over the first decade has harnessed the power of democracy in a way that will continue the protection of land and water. It has empowered citizens to determine the future of their communities, inspired more communities to dedicate their own funds for conservation and parks, and built a new corps of grassroots advocates for conservation funding.

Funded by the people, for the people

The Conservation Campaign grew out of the conservation finance movement that began in the late 1980s. Dismayed by the loss of wild lands, watersheds, farms, historic villages, and outdoor recreation in their states and communities, voters showed they were willing to save the places they valued, even if it meant a tax increase.

In the 1990s, Conservation Finance staff at The Trust for Public Land began working with communities to create new public funds for parks and open space through the ballot box. Rand Wentworth, then on the staff of The Trust for Public Land and now president of the Land Trust Alliance, described how passing a measure to protect a beloved place could be “transformative for the community.”



As a 501(c)(3) public charity, The Trust for Public Land was limited in what it could spend on ballot measure

campaigns and political advocacy. To harness the potential of ballot measures and state legislation to generate funds needed for conservation, TPL started a 501(c)(4) political action affiliate originally known as the Land Action Fund. It became The Conservation Campaign in 2001.

“People want to live in communities that are rich with open space, clean water, and places to play and be outdoors,” said Bill Johnston, The Conservation Campaign’s first executive director and a current board member. “Once you plant the seed and give voters a choice in shaping the future of their community, it’s hard to reverse.”

A Decade of Conservation Funding

“Our ability to be effective on conservation funding rests solely on our ability to work together as a coalition.”

Katherine Skinner, state director, North Carolina chapter of The Nature Conservancy

Giving citizens a voice

Around the country, voter approval of a funding measure and subsequent participation in how to use the money typically leads to greater involvement of residents in deciding the future of their communities. In Massachusetts, creation of Community Preservation Act (CPA) funds in towns throughout the state has led to unprecedented citizen engagement. “People are more hopeful about what they can accomplish and what the town can accomplish,”

said Bob Wilber, director of land protection at Mass Audubon. “With CPA, many more of the brushstrokes shaping what a place looks like are being made—more thoughtfully and strategically—by the community.”

A town or city that adopts the CPA by approving a small property tax surcharge sets up a fund dedicated to land conservation, historic preservation, recreation, and affordable housing. Communities, guided by a



Community Preservation Funds Conserve a Massachusetts Farm

Just three working farms remain in West Bridgewater in southeastern Massachusetts, including the 116-acre Anderson Farm. Some of the land has been in the family for 13 or 14 generations, said Richard Anderson, who runs the farm with his brother and nephew. “I love the farm. I would hate to see it developed,” he said. Like most farmers, the Andersons couldn’t afford to donate the development rights. But because West Bridgewater had adopted the Community Preservation Act (CPA), creating local funds for conservation, the town was able to provide its 20 percent share of a \$1.6 million easement to protect the farm forever. (The balance came from the state and the Wildlands Trust.) The Conservation Campaign supported the state legislative effort by the Community Preservation Coalition to pass the CPA in 2000 and sponsored the campaign for West Bridgewater to adopt the act. “If it weren’t for the CPA, there would have been no farm preservation,” said Chris Iannitelli, who serves on the citizens’ committee that reviews projects to fund.

A Decade of Conservation Funding

“Giving voters the choice to fund and protect the places they love is the best hope for land conservation over the next decade.”

Rand Wentworth, president, Land Trust Alliance

citizens’ committee, determine how to spend the funds, which are augmented with state matching funds. In many cases, having CPA funds allows communities to attract additional government and private funding of up to 90 percent of a project’s cost.

Adoption of the act has spread across the state as cities and towns see the benefits it brings to their neighbors. More than 40 percent of the state’s municipalities—148 so far—have passed ballot measures to approve the CPA. Citizens who get involved in deciding how to spend the funds have also become a strong constituency for the legislative effort to strengthen the act by The Conservation Campaign’s partner in Massachusetts, the Community Preservation Coalition.

Coalitions with staying power

Another way that our work creates a lasting force for conservation funding is by fostering coordinated, strategic legislative advocacy in the state capitols. When like-minded groups work together, set clear goals, and stick to the message and strategy, they have had remarkable results in protecting and creating funding.

In North Carolina, The Conservation Campaign has worked with the Land for Tomorrow coalition, assisting on strategy and fielding an expert lobbyist. A coordinated effort by coalition members resulted in increasing state funding for clean water, natural heritage, parks and recreation, and farmland preservation to an unprecedented level of almost \$200 million a year for several years in the

mid-2000s. When the recession hit and the political balance shifted, the coalition prevented the legislature from zeroing out funding.



“Our ability to be effective on conservation funding rests solely on our ability to work together,” said Katherine Skinner, director of The Nature Conservancy’s North Carolina chapter. “If we had not gotten ourselves organized as a coalition, learned to work together effectively, and made sure elected officials understood the value of what were doing for the economy, for clean water and clean air, we would have been fresh out of luck in this last session.”

Looking ahead to the next decade

The political and economic landscape has changed since The Conservation Campaign was founded. But through the economic and political swings, one thing remains constant: the attachment of people to the land and their desire to live in communities with clean water, beautiful open space, places to get outdoors and play, and parks that bring neighbors together.

Ours is a nonpartisan movement rooted in the power of the local. “Giving voters the choice to fund and protect the places they love is the best hope for land conservation over the next decade,” said Wentworth.

“We’ve been part of many billions of dollars allocated to conservation,” reflected Johnston. “We’ve proven it can be done almost anywhere. Now it’s time to show that it can be done everywhere.”

Working Towards a Shared Vision

“We didn’t have the wherewithal and the funds to pull together a campaign in such a short time. The Conservation Campaign really helped us pull it off.”

Brian Wegener, volunteer for the Tigard, Oregon, 2010 bond campaign

THE CONSERVATION CAMPAIGN works only in partnership with local organizations and governments to help generate funding for land conservation and parks. What we bring to the table is a decade of expertise in introducing and passing ballot measures and in fostering effective legislative advocacy. We can also provide partners with an organizational framework for a ballot or legislative measure campaign. Here’s what some of our partners are saying:

Hunterdon County, New Jersey, 2008 Open Space Trust Fund Renewal

The Trust for Public Land worked with the Hunterdon Land Trust to conduct public opinion research that “gave the freeholders some real hard data about what would work with the voters and what wouldn’t,” and win the political support to get the measure on the ballot, said Margaret Waldock, executive director of the land trust. The Conservation Campaign sponsored the campaign, which won by 76 percent in the midst of the national recession. “It would not have been so overwhelmingly supported if we did not have the help of The Conservation Campaign,” said Waldock.

Tigard, Oregon, 2010 Bond Measure

The bonds to purchase parks and conserve natural areas passed in this rapidly developing but fiscally conservative Portland-area suburb with the help of The Conservation Campaign. “We’re a small suburban town. The Conservation Campaign gave us the professional management, public opinion research, and strategizing that we couldn’t have done here locally,” said Brian Wegener, advocacy and communications



manager for Tualatin Riverkeepers, who volunteered on the campaign. “We didn’t have the wherewithal and the funds to pull together a campaign in such a short time. The Conservation Campaign came in and really helped us pull it off.”

New York State 2011 Environmental Protection Fund Campaign

The Conservation Campaign hosted the successful effort by the New York Environmental Leaders Group to persuade the legislature and governor not to make further

cuts from the state’s major source of funding for land conservation, the Environmental Protection Fund. “The Conservation Campaign was really critical because it provided all the administrative backbone for our legislative media campaign,” said Jessica Ottney, director of state government relations for the New York Chapter of The Nature Conservancy, a coalition member.

Renew Growing Greener Pennsylvania Legislative Campaign

The Conservation Campaign hosts the Renew Growing Greener coalition’s legislative campaign to create a new source of funding for Pennsylvania’s land conservation program, which has nearly exhausted its funding. “We needed to have an independent outlet to raise, house, and utilize the funds for the advocacy and lobbying work we are doing. It’s a critical piece of the overall strategy,” said Andrew Heath, executive director of Renew Growing Greener. “There are so many requirements at the state and federal level.”

Legislative Advocacy Across the Nation

“The Conservation Campaign’s hosting of our lobbying effort is a critical piece of the overall strategy for the legislative campaign.”

Andrew Heath, executive director, Renew Growing Greener Coalition, Pennsylvania

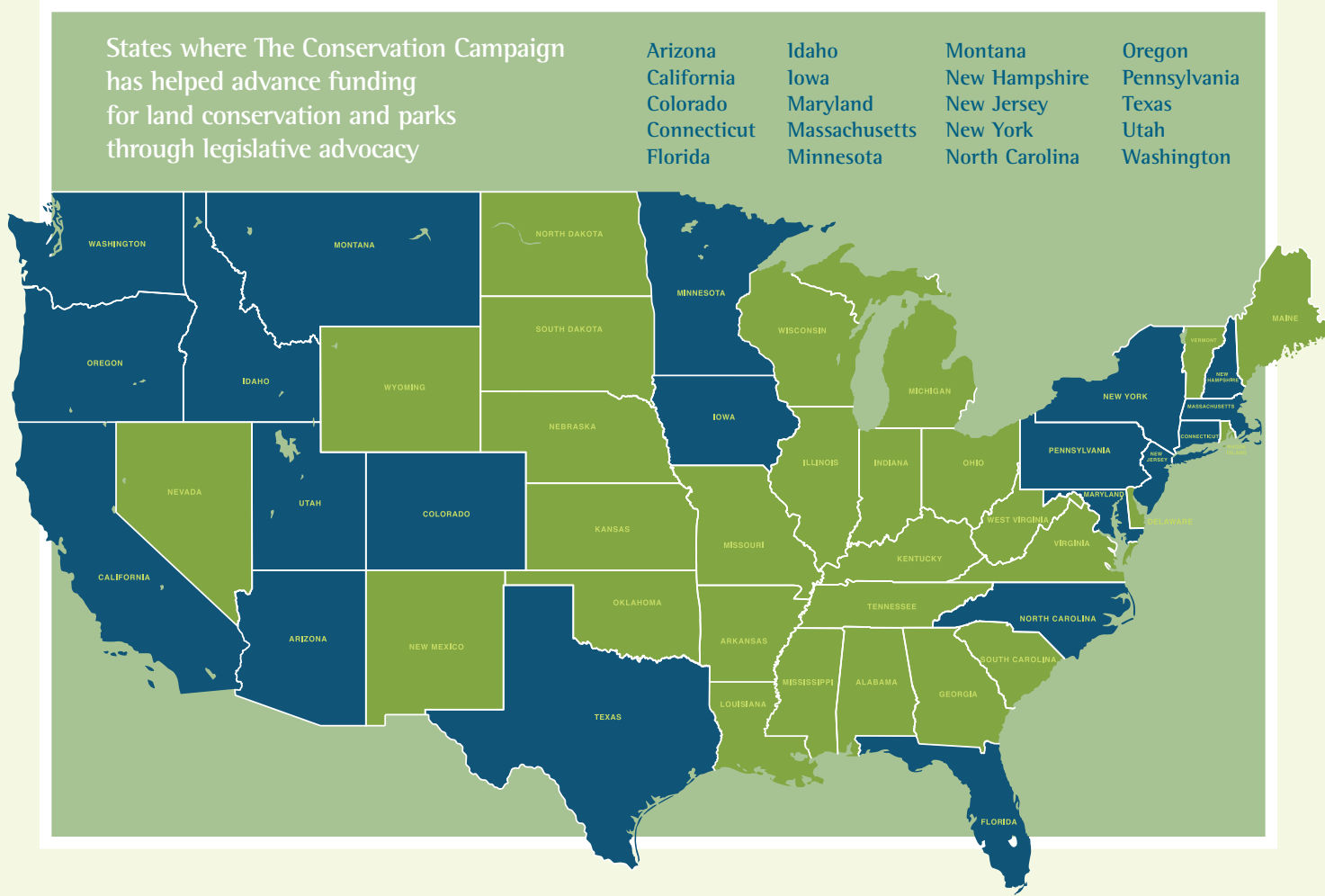
BEGINNING IN OUR FIRST YEAR with the passage of the Massachusetts Community Preservation Act—which enables and gives incentives for communities to create their own conservation funding—The Conservation Campaign has promoted highly effective advocacy in state legislatures.

We work closely with conservation, park, sporting, and other groups to build and sustain focused, strategic legislative advocacy campaigns. Our role may include serving as the host of a coalition lobbying effort, fostering a coordinated strategy, providing critical funds, or hiring expert consultants.

Among the successes of our first decade was the legislative effort, which we hosted, to get the Clean Water, Land and

Legacy Amendment on the 2008 Minnesota ballot.

Subsequent passage of the amendment by voters created a $\frac{3}{8}$ cent sales tax dedicated to clean water, wildlife habitat, parks, and the arts. In North Carolina, Washington, Colorado, and many other states, our advocacy team worked with partners to protect and increase appropriations for programs that preserve land, water, wildlife habitat, farmland, and historic places, and fund parks and recreation. When the budget crisis hit, these coordinated efforts helped preserve the funding needed to keep programs going. The map shows the 20 states where The Conservation Campaign has worked in the statehouses to help create, increase, and defend funding for conservation in our first decade.





2000

42 measures supported | 30 passed
\$2.8 billion approved

Massachusetts passed the groundbreaking Community Preservation Act, opening the door to nearly \$1 billion invested by local communities and the state in land conservation, recreation, historic preservation, and affordable housing.



2001

24 measures supported | 17 passed
\$580 million approved

Colorado voters authorized the state's lottery-funded Great Outdoors Colorado to bond for \$118 million to increase funding for parks, outdoor recreation, and land conservation.

53 measures supported
\$7 billion approved

It was a record year for conservation measures supported by The Community Preservation Act, including two Hawaii measures that were overwhelmingly approved. The Act also led to conservation and recreation opportunities adopting the Community Preservation Act.



Victories at the Ballot Box for Land, Water

Timeline of the ballot measure campaigns nationwide



2002

38 measures supported | 39 passed
\$1.1 billion approved

for ballot initiatives
Conservation Campaign,
Hawaii counties that over-
saw a property tax dedicated
to the first wave of commu-
nity Massachusetts Community

2003

16 measures supported
16 passed
\$976 million approved

100% of the ballot measures supported
by The Conservation Campaign won, from
conservative Carroll County, GA, to liberal
Ann Arbor, MI, to a first-ever sales tax in
Arapahoe County, CO, for the preservation
of open space, parks, and trails.

2004

38 measures supported | 33 passed
\$3 billion approved

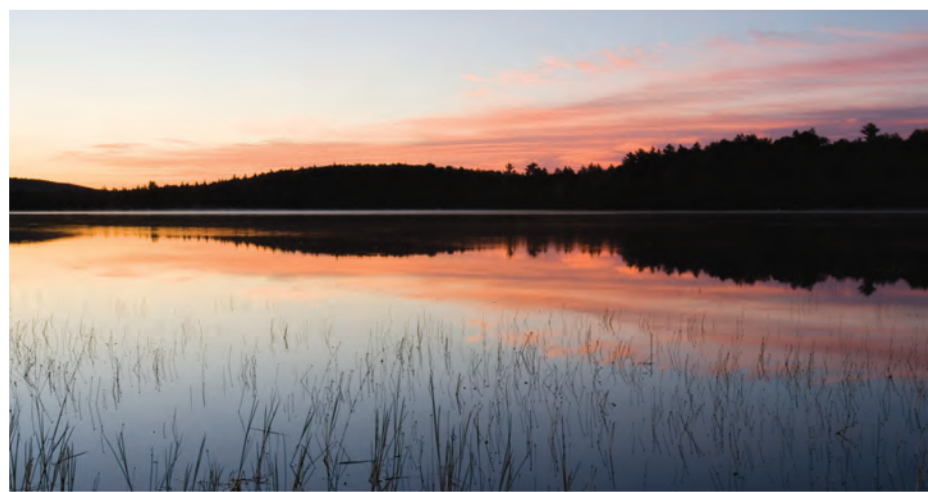
The Conservation Campaign supported meas-
ures that passed all over the country. Notable
were successful measures in five Florida
counties, including \$130 million for parks
and conservation in Miami-Dade County.

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Land and Parks: The Conservation Campaign's First Decade

wide sponsored or supported by The Conservation Campaign from 2000 to 2010.



2005

41 measures supported | 37 passed
\$1.3 billion approved

\$25 million bond for Pennsylvania's Growing
her land conservation program was referred to
allot with just 34 days to the election. Partner-
with a coalition of state conservation groups,
Conservation Campaign raised funds, developed
tegy, and orchestrated a direct mail campaign
ll off a win with 61% of the vote.

2006

35 measures supported | 28 passed
\$7 billion approved

Voters in the Portland, OR, metro region
approved a \$227 million bond measure
to buy wildlife habitat, protect water
quality, and create parks. This tremen-
dous investment in the region's future is
paying off with the acquisition of more
than 50 properties so far, including the
spectacular Chehalem Ridge.

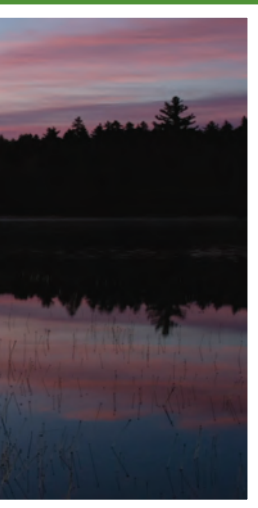
2007

15 measures supported | 13 passed
\$624 million approved

Maine voters approved a \$35 million bond for
variety of outdoor priorities, including land
conservation. It was the fourth of five measure
passed with overwhelming support since 1987
(the most recent was in 2010) providing funds
for Land for Maine's Future.



e



2008

40 measures supported | 33 passed
\$9.6 billion approved

Measures supported by The Conservation Campaign brought in a record amount of funding for conservation, with major new public financing for San Francisco and other cities to restore parks and trails.

2009

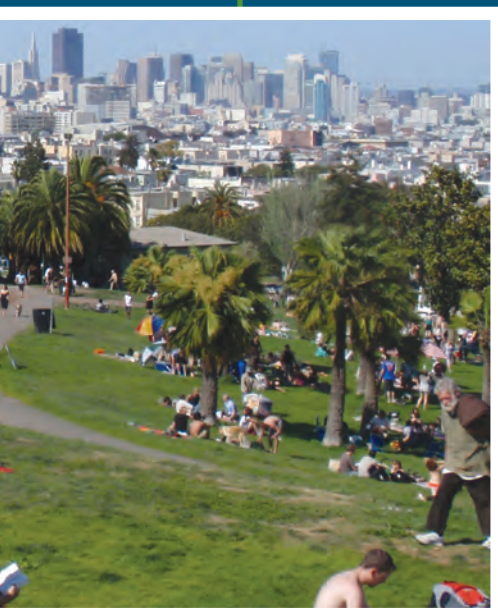
4 measures supported | 2 passed
\$404 million approved

For the 13th time since 1961, New Jersey voters funded the state's landmark open space and farmland preservation programs. In a campaign sponsored by The Conservation Campaign, the \$400 million bond measure passed in an election dominated by debate about taxes.

2010

19 measures supported
15 passed
\$1.8 billion approved

The Iowa's Water and Land Legacy amendment overcame organized opposition to win by 63 percent. The Iowa measure set up a conservation trust to be funded by a future sales tax increase.



2010 Ballot Measure Results

Voters Stay the Course for Conservation

“We were clear down at the bottom of the ballot, but we got more votes than any elected official except our popular senator.”

Mark Ackelson, treasurer, Iowa’s Water and Land Legacy campaign

ONCE AGAIN, AMERICAN VOTERS affirmed that conservation remains a priority and a core value. The down economy meant that fewer towns, cities, counties, and states put conservation funding measures on the ballot. Yet the vast majority of these measures won nationwide, even in an election dominated by anti-tax sentiment.



statewide measures in Iowa, Oregon, and Maine that won by wide margins. In Maine, voters passed a \$9.75 million bond for Land for Maine’s Future—the fifth since 1987—while electing a Tea Party candidate for governor. Oregon voters overwhelmingly approved Measure 76 renewing the dedication of a percentage of state lottery proceeds for water, parks, and wildlife.

Of the 19 measures The Conservation Campaign sponsored or supported, nearly 80 percent passed. This included

Local campaigns also won by wide margins, including a bond for a new beachfront park in Ormond Beach, Florida.

State	Jurisdiction	Funds at Stake	% Yes	Funds approved
CA	California	\$10,000,000,000	43%	–
CO	South Suburban Park and Recreation Dist.	\$20,000,000	66%	\$20,000,000
FL	Ormond Beach	\$5,000,000	59%	\$5,000,000
IA	Iowa	–	63%	–
MA	Belmont	\$16,089,038	51%	\$16,089,038
MA	Dighton	\$1,605,208	55%	\$1,605,208
MA	Gosnold	\$150,210	65%	\$150,210
MA	Marlborough	\$24,680,638	48%	–
MA	Middleborough	\$4,212,386	54%	\$4,212,386
MA	Sunderland (May, 2010)	\$1,834,948	46%	–
MA	Sunderland (November, 2010)	\$1,837,418	62%	\$1,837,418
ME	Maine	\$9,750,000	59%	\$9,750,000
OH	MetroParks of Butler County	\$22,800,000	51%	\$22,800,000
OR	Oregon	\$1,740,000,000	69%	\$1,740,000,000
OR	Tigard	\$17,000,000	52%	\$17,000,000
SC	Dorchester County	\$5,000,000	71%	\$5,000,000
UT	Snyderville Basin Special Recreation Dist.	\$20,000,000	72%	\$20,000,000
UT	West Valley	\$25,000,000	43%	–
VT	Barre	\$100,000	64%	\$100,000

Our Donors

Fiscal year 2011: Gifts from April 1, 2010 to March 31, 2011

“Most donors look at me in disbelief when I tell them that their contribution, used to pass bonds and help with legislation, will have a leverage of 2,000 to 1!”

Doug Ferguson, board member, The Conservation Campaign and The Trust for Public Land

WE WOULD LIKE TO THANK the individuals, partners, and businesses who made possible our advocacy across the country to protect, renew, and create funds for conservation and parks. Your contributions have had a significant impact in preserving our nation's land and water legacy and making our communities better places to live.

In 2010, we served as the fiscal and legal sponsor of two campaign committees for statewide ballot measures—

Oregonians for Water, Parks and Wildlife and Iowa's Water and Land Legacy. Both measures passed by large margins in November 2010 due to the generous support of the contributors listed for each campaign.

Other contributors to The Conservation Campaign, both unrestricted and to state-based lobbying coalitions from New York to Minnesota to California, are listed under “General Donors.”

General Donors

\$10,000 or more

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\$1,000–\$9,999

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2010 Campaign Highlight: Iowa's Water and Land Legacy Amendment

A majority of voters in every county—63 percent statewide—approved a constitutional amendment to create a conservation trust in Iowa, which lacks the funding needed to protect its natural resources. “We were clear down at the bottom of the ballot, but we got more votes than any elected official except our popular senator,” said Mark Ackelson, president of the Iowa Natural Heritage Foundation. The political expertise of The Conservation Campaign and The Trust for Public Land’s Conservation Finance team helped lay the groundwork for the campaign, which was backed by a broad-based, bipartisan coalition. The Conservation Campaign sponsored the campaign committee, accounting for funds raised and handling legal compliance. That allowed the coalition to tightly focus on a well-run communications, grassroots, and media effort. “Frankly, this whole thing wouldn’t have happened without The Conservation Campaign,” said Ackelson, who served as treasurer for the campaign. The Conservation Campaign is now supporting the coalition’s legislative advocacy to fund the trust.



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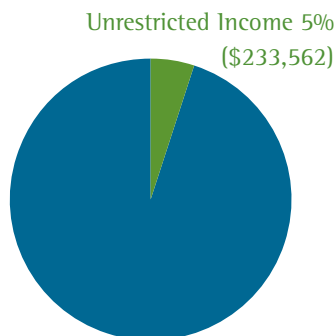
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Financial Summary FY 2011 (ending March 31, 2011)

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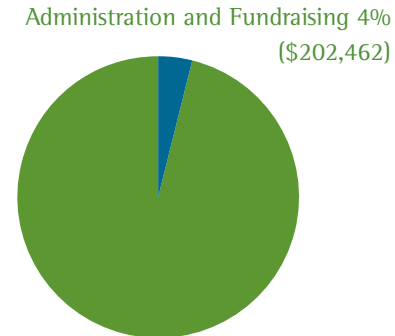
Total Revenues \$4,604,212



Restricted Campaign and Lobbying
Income 95% (\$4,370,650)

EXPENSES

Total Expense \$4,644,394



Lobbying and Campaigns 96%
(\$4,644,394)



THE CONSERVATION CAMPAIGN is the only national organization that focuses solely on political action to gain public funding for conservation. As the nonpartisan 501(c)(4) affiliate of The Trust for Public Land (TPL), we support the passage of ballot and legislative funding measures for land conservation and parks. Together with TPL, we have helped towns, cities, counties, special districts, and states pass more than 400 ballot initiatives and legislation generating more than \$34 billion to protect land and water, preserve farms and ranches, and create parks and trails.

All of our work is done through partnerships with other organizations, from local governments and land trusts to national conservation groups. We focus on providing legal, accounting, strategic, organizational, and financial assistance for election campaigns and legislative lobbying.

Our efficient structure multiplies the impact of your non-tax-deductible donation. To date, every dollar contributed to The Conservation Campaign has helped generate more than \$2,000 in new public funds for conservation.



33 Union Street ■ Fifth floor ■ Boston, MA 02108 ■ 617.367.9092

www.conservationcampaign.org

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Project Manager: Liz Gimson Edsell

Writer and Editor: Anne Schwartz

Photography:

Front cover: Chimney Rock State Park, NC. NCDENR | **Inside front cover:** Appalachian Trail on Crocker Mountain, ME. Jerry and Marcy Monkman/EcoPhotography.com

Page 1: Summer Creek, Tigard, OR. Bob Betcone/The Trust for Public Land

Page 2: Anderson Farm, Bridgewater, MA. Jerry and Marcy Monkman/

EcoPhotography.com | **Page 3:** Legacy Trail, Sarasota, FL. Darcy Kiefel

Page 4: Ribbon-cutting, Newark, NJ. J. Avery Wham Photography | **Timeline photos:**

2000: Pioneer Valley, MA. Patrick Zephyr; Sheep Hill Farm, Williamstown Rural Lands

Foundation, MA. T. Luke Young/Community Preservation Coalition | **2001:** Eldorado

Canyon State Park, Boulder County, CO. Photo Courtesy of Colorado State Parks

2002: Ka'apahu, Maui, HI. Douglas Peebles | **2003:** Richmil/ Helling Ranch, CO. Photo

courtesy Arapahoe County, CO | **2004:** Fruit and Spice Park, Miami-Dade County. Peter

Dooling/Miami-Dade Parks | **2005:** Spruce Creek, PA. Dale Wissman | **2006:** Chehalem

Ridge Natural Area, Portland, OR. Don Goldberg | **2007:** Katahdin Lake, ME. Jerry and

Marcy Monkman/EcoPhotography.com | **2008:** Buena Vista Park, San Francisco. Jared

Hanson | **2009:** Nat Turner Park, Newark, NJ. J. Avery Wham Photography

2010: Iowa kayakers/Iowa Department of Natural Resources | **Page 10:** Campaigning for

bond measure in Nassau County, NY. Marni Horwitz | **Page 12:** Iowa campaigners. Kent

Newman/Full Spectrum Productions for Iowa Rivers Revival | **Inside back cover:** Gallatin

Valley, MT. Megan Sullivan | **Back cover:** Branch Lake, ME. Jerry and Marcy

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