Message from the President

Every year, more of the places that make our communities special are being lost to the accelerating impact of sprawl. Throughout the country, forests, fields and wetlands are giving way to highways, houses and stores at the rate of two million acres a year.

Americans are seeking ways to preserve the character of their communities and their connection to nature, while still respecting the rights of landowners. Increasingly, they are finding the answer in legislation that dedicates new public funds to the protection of land and water resources. The Conservation Campaign is a leader in supporting this movement.

Part of our work involves helping local partners pass ballot initiatives, typically bonds or local tax measures. We also advocate for legislation in the statehouses. Each strand of our mission supports and strengthens the other. State laws earmarking funds for land and water help leverage the contributions of local governments. Sometimes, as happened in Colorado in 2007, legislation is needed to give towns and counties the ability to raise their own conservation funds. On the other hand, the wave of ballot measures the Conservation Campaign fosters is resonating in the halls of our state legislatures—and even sending a message to the U.S. Congress.

When working on legislative campaigns such as those profiled in this report, we often show elected officials the results of ballot measures across the country. Voters from California to Long Island are telling their representatives that the country urgently needs more public funding for parks and land conservation. In the end, it all comes back to how deeply Americans care about the landscapes where they live.

Ernest Cook
About the Conservation Campaign

The Conservation Campaign is the only national organization that focuses solely on political action to gain public funding for conservation. Our role is to provide practical and operational support for local and statewide voter campaigns and legislative lobbying efforts. In this way, we help towns, cities, counties, special districts and states create the funding they need to preserve and enhance their own unique landscapes, whether it is wilderness, farms, forests, rivers, or parks—those special outdoor places that define the character of America’s communities.

The Conservation Campaign was established in 2000 by The Trust for Public Land, a national land conservation organization, as its 501(c)(4) nonprofit partner in lobbying and ballot measure campaigns. Over the last seven years, we have grown to serve a wide range of conservation advocates, from local land trusts to state farm bureaus to national wildlife organizations. In that time, we have sponsored more than 50 ballot measures and dozens of legislative campaigns that have won more than $24 billion in public funding for conservation nationwide.

A non-partisan organization, the Conservation Campaign works cooperatively with elected officials, the business community, farmers, ranchers, civic organizations, developers, realtors and conservation groups. Our guiding philosophy is to champion measures that offer full compensation to willing sellers on the open market.

The unique and highly efficient structure of the Conservation Campaign makes the maximum use of harder-to-raise, non-tax-deductible lobbying dollars. Our small core staff coordinates the efforts of our partners in lobbying coalitions and ballot campaign committees, who may be volunteers or staff members of conservation groups involved in their first ballot campaign. By providing expertise on the confusing array of laws and regulations that govern lobbying, tools such as sample campaign plans, website hosting and bulk-mailing discounts, or a small grant to jump-start fundraising, we free our partners to focus on getting their message out to the voters and elected officials.

Through this highly leveraged business model, every dollar contributed to the Conservation Campaign generates more than $1,000 in new public funds for land conservation. We receive broad support from individuals, corporations, community foundations and nonprofit organizations. A contribution to the Conservation Campaign is a powerful investment in preserving our country’s land and water.

2007: Partnerships for Statewide Funding

The Conservation Campaign works with partners in town, city, county and statewide campaigns. In 2007, we supported 15 ballot measure campaigns for conservation funding across the country. Of these, 13 passed, most by a large margin, generating $625 million in new public funds nationwide. We also supported lobbying efforts in 13 state legislatures, a number of which resulted in significant new conservation funding. In every case, success was due to the partners, coalitions and local leaders that combined forces and worked collectively with and through the Conservation Campaign.

State funding measures can have a far-reaching impact, creating matching funds or potential revenue sources that allow local projects to go forward and protect lands and waters identified as critical to the state as a whole. But it can take years of patient work—analyzing the funding needs, identifying the appropriate funding source, building coalitions, winning key supporters and marshaling grassroots support—to get legislators balancing many different priorities to increase conservation funding or establish new funding sources.

Public funding for land conservation, whether through state legislation or ballot measures, has had extraordinarily broad support from all sectors of communities. Ballot measures typically pass by overwhelming margins. But in 2007, there were indications that the fiscal problems of many states, as well as increased political activism by opponents of publicly funded land protection, was starting to have an impact, especially in the statehouses. These difficulties make it even more critical to run strategic and well-funded campaigns that foster sound policy and solid partnerships.

This year’s report focuses on the successes and challenges of five state legislative campaigns sponsored by the Conservation Campaign. In all cases, we rely on our dedicated conservation partners and donors who make these possible.
LARIMER COUNTY, COLORADO, is located in the populous urban corridor east of the Rocky Mountains. Residents treasure the spectacular landscape and access to the outdoors. In 1996, they voted for a quarter-cent open space sales tax, which helped fund the preservation of more than 40,000 acres of prairie and foothills in the face of intense development pressure.

That tax will be up for renewal—and needs to be increased—in 2010. “I’ve estimated we still have $65 million of land conservation projects identified and we don’t have the money to do them,” said K-Lynn Cameron, Larimer County open lands program manager. Until recently, it might have been difficult for a county such as Larimer to find new funds for conservation protection, given the tax limitations placed upon it by the state. All that changed when Colorado state Senate Bill 98 was enacted in 2007. The law allows counties to ask voters to approve as much as an additional half cent in sales tax to fund the preservation, acquisition and maintenance of open space and parkland.

Many counties throughout the state found themselves in a situation similar to Larimer, with conservation competing with law enforcement, schools, transportation and other essential services for a slice of a too-small pie. So, in 2002, The Trust for Public Land and the Conservation Campaign spearheaded a state legislative proposal to give counties more flexibility. That year, the half-cent sales tax exemption for open space didn’t make it to the governor’s desk, but in 2005, Senator Dan Grossman, a Democrat, and Representative Al White, a Republican, introduced it again.

The Conservation Campaign sponsored the campaign and hired a lobbyist, together with conservation partners at The Trust for Public Land and the newly formed Colorado Conservation Trust. In 2005, and again in 2006, the Legislature approved the bill, only to have it vetoed by Governor Bill Owens both times. In 2007, the same proposal, co-sponsored by Senate President Joan Fitz-Gerald and Representative White, was submitted again. Conservation Campaign lobbyist Tanya Kelly-Bowry went back to the Legislature to win over new members and shore up past support. “She was absolutely phenomenal in building bipartisan support and reaching out to non-traditional coalition partners,” said Nissa Maddox, now program director with the Western Conservation Foundation, but at the time the Southwest conservation finance director at The Trust for Public Land.

Members of the Colorado Open Space Alliance, an organization of publicly funded county open lands programs, educated the commissioners of their counties about the importance of the legislation. Testimony by several of these commissioners, including a Republican from Larimer County, was crucial in persuading legislators to move the bill out of committee and pass it on the floor of both chambers for a third time.

Finally, in May of 2007, newly-elected Governor Bill Ritter signed the Open Space Sales Tax Exemption into law. “The beauty of this legislation is that it leaves it to the counties to decide what is important,” said Maddox. A number of counties are now considering taking advantage of this new law, which requires approval via a county-wide ballot question. The Conservation Campaign will be there to help.
NEW JERSEY

KEEPING THE GARDEN STATE GREEN

NEW JERSEY has blazed the trail in public financing for land conservation. As far back as 1961, the state established its Green Acres program, and over the next three decades, voters repeatedly approved statewide bond issues to fund and expand it. In 1998, New Jersey became one of the first states in the nation to vote for a constitutionally mandated, reliable source of conservation funding, the Garden State Preservation Trust. Since then, the trust has dedicated $98 million a year from the state sales tax to leverage more than $1 billion in bonds for open space, farmland and historic preservation.

As sprawl and suburbanization reach deeper into the countryside in this already densely populated state—according to a Rutgers University study, at the current rate of development all of the state’s remaining unprotected land will be developed within 25 years—the Garden State Preservation Trust has become all the more essential. The trust expires after ten years, in 2008, so state leaders were considering how to continue state funding for land conservation. To again secure dedicated funding, a constitutional amendment renewing the program must first be approved by the Legislature and then by the voters. Unlike when the trust was first approved, New Jersey’s budget is now in dire straits and the state is struggling with a huge debt burden.

In this economic climate, the Conservation Campaign partnered with a coalition of New Jersey conservation and environmental organizations as part of New Jersey–Keep It Green! in an effort to strengthen and renew the Garden State Preservation Trust for another ten years. The campaign garnered support in the State Legislature for a referendum to continue funding the trust, but objections to additional state debt resulted in a one-year, stopgap $200 million bond being placed on the November 2007 ballot instead.

The coalition then organized the campaign to gain voter approval of the bond. The Conservation Campaign served as a repository for donations, contributed to the effort and provided legal and accounting assistance.

New Jersey’s voters have a long history of supporting state and local ballot measures to fund the preservation of natural areas, farmland and parks. For years, they have voted overwhelmingly for conservation finance proposals. But in recent years, the overall approval rate and margins of victory for local ballot measures had been gradually declining. The 2007 statewide bond campaign also faced a new challenge: organized opposition. A national anti-tax and anti-government group took on the open space bond and outspent New Jersey–Keep It Green! four to one leading up to the November election. Although the voters defeated every other bond proposal on the ballot, they approved the conservation bond by 54 percent.

“Where we go from here has become a much more challenging question than it was ten years ago when the trust was approved and New Jersey moved to the forefront of land conservation,” said Tom Gilbert, Mid-Atlantic conservation finance director at The Trust for Public Land. The Trust and the Conservation Campaign are continuing to focus resources on the state, as New Jersey–Keep It Green! works with the Governor and Legislature to identify a new long-term source of dedicated funding. As Gilbert said, “We don’t have the luxury of time to come back and preserve the lands later.”
NEW HAMPSHIRE

PERMANENT FUNDING ESTABLISHED

NEW HAMPSHIRE’S motto, “Live Free or Die,” sums up the state’s self-sufficient nature. Residents favor a small government and minimal regulation: It is one of only two states in the nation that levy no income or sales tax. But the lack of a statewide tax structure has made it difficult to find funding to protect the working forests and farms, the traditional town centers and the scenic beauty that also define New Hampshire’s character and drive its economy and quality of life.

In 1998, a legislative commission set up to explore the state’s role in preserving its natural and cultural heritage recommended the establishment of the Land and Community Heritage Investment Program, known as LCHIP, to provide grants to municipalities and nonprofit organizations for land conservation and historic preservation.

LCHIP was established and since then, the Conservation Campaign has devoted significant resources to getting consistent funding for the program. In the 2007 legislative session, a new window of opportunity opened because of a change to leadership that supported an LCHIP funding stream. Two representatives, Democrat Judith Spang and Republican Neal Kurk, introduced a bill dedicating funding from a new fee on document recordings, estimated to raise about $6 million a year.

The Conservation Campaign was part of a coalition of conservation groups that began a concerted effort to pass the bill. We hired a professional lobbyist, who worked with legislative champions to shepherd the bill through the House and Senate, and a campaign manager who orchestrated grassroots contact with New Hampshire’s 424 legislators.

“In the end,” said Charles Levesque, who lobbied for the Conservation Campaign on this and previous campaigns, “when you have a tough issue, you’ve got to have real people telling their elected officials that this is very important for their community and for the state.”

Supporters in the Legislature played a crucial role. Representative Spang said, “Two legis-

lators—myself and Senator Martha Fuller-Clark—just hung on like bulldogs and we wouldn’t let it go. We had the devoted support of the House Speaker and the Senate President, and with their help, we managed to get this through at the last hour.”

On a sweltering June day, legislators approved a permanent funding source for LCHIP as part of its two-year budget. It was a huge victory for conservationists, who hope that this new source of state funding will provide a critical boost to land conservation in New Hampshire.
The sixth fastest growing state in the country, North Carolina is losing farmland, forests and open space at the rate of 100,000 acres a year. Concern is growing that future generations will never know much of what makes the state special, from unspoiled scenic mountain vistas to clean aquifers to an especially rich diversity of plants and animals.

As development continues at a fast pace, the state is not even halfway to the goal set by the General Assembly in 1999 of protecting one million acres by 2009. Seeing an urgent need to speed up the pace of conservation, North Carolina businesses, conservation groups, local governments and citizens formed the Land for Tomorrow coalition.

The coalition laid the foundation for a campaign with a 2005 report documenting the effects of rapid land conversion on the state’s economy and quality of life. Called “Saving the Goodliest Land,” it set specific five-year goals for preserving nine types of places, from stream banks to scenic highway vistas, and recommended $1 billion in new funding to achieve these goals. A public opinion survey found that a majority of North Carolinians were likely to support increased funding for the conservation of land and water.

The coalition then began working to convince the General Assembly to put a $1 billion statewide bond measure on the ballot. The idea was not to create a new program, but to provide an additional $200 million a year over five years to supplement funding for four existing state trusts for natural heritage, clean water management, parks and recreation, and agricultural development and farmland preservation. An additional component of the Land for Tomorrow proposal called for funding to promote the creation of jobs associated with land conservation.

In 2006, the bond proposal was introduced in both houses of the Legislature but never made it out of committee. In 2007, the coalition tried again, with support from the leadership in both chambers, but particularly in the House from Speaker Joe Hackney and Representative Lucy Allen, the bill’s sponsor. The Conservation Campaign paid for a lobbying team that worked with staff lobbyists at other conservation groups. Coalition members, including more than 250 municipalities and organizations, also mobilized grassroots participants, who demonstrated to legislators that land conservation was an important issue locally.

This time, the $1 billion conservation bond was referred out of all the House committees, but never went to a floor vote. But in a major step forward, legislators ended up doubling the budget for land conservation from previous years. The General Assembly authorized an additional $120 million in debt for the Natural Heritage and Parks and Recreation Management Trust Funds, as well as $8 million for the Farmland Preservation Trust, which had not been previously funded. With conservation competing with other pressing infrastructure needs, said Frank Folger, one of the Conservation Campaign’s lobbyists, “we did get substantial new funding indicative of the desire to make conservation a priority for North Carolina.”
MINNESOTA

**PROTECTING LAND, PROTECTING WATER**

**MINNESOTA** is the “land of 10,000 lakes,” but it also encompasses 69,000 miles of rivers and streams, 10.6 million acres of wetlands, the headwaters of the Mississippi River and the Lake Superior shoreline. These incredible water resources have shaped the state’s culture and character, including residents’ enthusiasm for boating, fishing, hunting and other outdoor recreation. Rivers and lakes, as well as abundant groundwater, also provide the state’s drinking water.

In 2004, however, when the state began testing its water bodies, it found that 40 percent of the small percentage it checked failed to meet federal and state water quality standards. Nearly 1,000 lakes and 200 rivers fell short of the “fishable, swimmable” litmus test.

Conservationists were already concerned about the state’s rapid population growth and changes in the forest industry, which were pushing development further into forests and prairies and along lakes and rivers. It became clear that the state urgently needed to focus more resources on protecting land and water, but funding was at an all-time low.

Environmental organizations joined forces with sporting groups, which were alarmed about plummeting waterfowl populations, and parks advocates, who had seen funding for parks and natural areas disappear while Minnesota’s population increased. Both the sporting and parks interests had been trying since 2000 to get a dedicated funding stream to protect natural resources and provide access to natural areas, parks and trails. The coalition soon broadened to include business and local government leaders who realized that water quality problems were also harming the economy.

As the 2007 legislative session neared, this broad-based coalition mobilized for a concerted effort. The Conservation Campaign was chosen to host the lobbying effort, Great Outdoors Minnesota, to comply with state legal requirements and provide a place where the partners could work together. This structure allowed organizations to pool funds and “build the best possible team we could—people trusted by the legislators and who knew how to make things happen together with the coalition,” said Cordelia Pierson, program director at The Trust for Public Land in Minnesota.

The coalition soon broadened to include business and local government leaders who realized that water quality problems were also harming the economy.

The historic preservation, humanities and arts community, whose funding had been slashed during recent budget crises, was also seeking stable funding to protect and improve the quality of life and vitality of the state. Legislators saw the strength of presenting one constitutional amendment proposal that asked voters to approve an additional three-eighths-percent state sales tax for clean water, wildlife, parks and cultural legacy.

The bill came so close to succeeding in 2007 that House Speaker Margaret Anderson Kelliher and Senate Majority Leader Larry Pogemiller promised to put it first on the next year’s agenda. Two days after the 2008 legislative session began, the Legislature finally passed the Clean Water, Land, and Legacy Amendment, allowing time to educate the voters before the proposal appears on the November ballot. The amendment would raise an estimated $300 million a year for land and water conservation.

“This is an investment you can be proud of for your kids—and future generations,” said Pierson, explaining why she and so many others have devoted years to the effort. “It’s about having clean water to drink, natural areas to enjoy, and places to teach our kids to fish in our land of 10,000 lakes.”
LEGISLATION

The Conservation Campaign’s role in state-based legislation for conservation funding varies greatly from state to state. Increasingly, we are being looked to as the ideal host of joint conservation lobbying efforts, where multiple groups will pool funds into the Conservation Campaign to hire a top-notch lobbyist.

In states where we have lobbyists working for us, we ensure that lobbying reports are filed and foster collective fundraising to support this advocacy. In some states, like Washington and Idaho, solid coalitions are already established and we support these efforts with financial contributions as needed.

In addition to the legislative campaigns featured in this report, the Conservation Campaign also supported the following 2007 legislative efforts.

**IDAHO** – A broad-based coalition working to implement the $3 million-a-year Ranch, Farm and Forest Protection Act, which would fund conservation easements, was narrowly defeated in the State Legislature despite the 83 percent citizen support demonstrated in a 2007 public opinion survey.

**MAINE** (pictured right) – The Land for Maine’s Future program required funding from a voter-approved bond totaling $35 million. The legislative effort to refer this bond to the ballot was followed by a successful ballot question campaign sponsored by the Conservation Campaign.

**MASSACHUSETTS** – A broad coalition working to pass a bond to fund the state’s environmental programs for the next five years began building grass-roots support in 2007 and aims to pass legislation in 2008.

**MASSACHUSETTS** – The Massachusetts Community Preservation Act (CPA), the landmark legislation that protects open space, supports affordable housing and promotes historic preservation, needs critical legislative support to maintain state matching funds to municipalities that adopt a small CPA property tax surcharge. In 2007, Conservation Campaign staff and lobbyists introduced an amendment to the legislation that will raise additional revenue for the state’s Community Preservation Trust Fund. We are still working hard to pass the amendment.

**NEW MEXICO** (pictured on cover) – Conservation advocates succeeded in passing a bill that expands New Mexico’s Land Conservation Incentives program by both allowing tax credits to be transferred and increasing the tax credit available for qualified donations of land or conservation easements.

**OREGON** – Significant increases in funding for established conservation and environmental programs were gained in 2007 through the Conservation Campaign’s advocacy efforts.

**TEXAS** – A Conservation Campaign advocate successfully worked with the State Parks Advisory Board to increase state and local parks funding.

**WASHINGTON** – Advocacy led by a Conservation Campaign partner, the Washington Wildlife and Recreation Coalition, led to a doubling of funding for the Washington Wildlife and Recreation Program (WWRP).
Often, conservation funding legislation leads to statewide ballot measures, such as our work in New Jersey in 2007, which was highlighted earlier in this report. State legislation can also set the stage for town and county referenda. In 2007, the Conservation Campaign worked with local partners on 15 town, county, regional and state ballot measures, which are listed on the chart below.

The Conservation Campaign brings a different set of services to these ballot measure campaigns. A good example of how we work with local partners to pass ballot measures can be found in the successful $60 million bond campaign in Oyster Bay, New York, in 2007. This was the third time we teamed up with the North Shore Land Alliance to win public funding to protect increasingly scarce open space on Long Island. Each time, the Conservation Campaign established a campaign committee and bank account. We provided legal assistance with campaign finance reports, handled IRS filings for the campaign, and covered its officers under our liability insurance. By taking care of these administrative details, we freed the campaign’s volunteers to focus on raising money and talking to the voters in Oyster Bay.

The Conservation Campaign supports ballot measures in a number of other ways. We make small grants to enable a campaign to open an office or to begin raising donations. Our national network of consultants and vendors provides quick, high-quality services, from direct mail design to public opinion surveys. By using our nonprofit mail authorization, campaigns minimize direct mail postage costs. A number of campaigns have also taken advantage of the free Campaign Wizard, a simple website hosting service featured in this report and found at www.ConservationCampaign.org.

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15 MEASURES TOTALS: $624,907,400 13 $624,907,400
The internet is where more and more Americans go to find information about current events and issues they care about—and to take action on these issues. The local and statewide ballot measure campaigns supported by the Conservation Campaign always ask voters to make an investment to protect land and water. It is important that these voters have a place to learn more about these measures and policies and how to support their adoption.

The Conservation Campaign created the Campaign Wizard, a free website hosting tool, to help campaigns make their own website easily. A number of local ballot measure campaigns, from Santa Fe, New Mexico, to Buckingham County, Pennsylvania, have used this new tool (see web page snapshot below). Visit www.ConservationCampaign.org and click on “Campaign Wizard” to learn more about this tool or to create your own site.
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Gifts from April 1, 2007 to March 31, 2008

$10,000 or more
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Massachusetts Audubon Society
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Maine Council Atlantic Salmon Federation
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Minnesota Center for Environmental Advocacy
Minnesota Environmental Partnership
Robert C. S. Monks
J. Mason Morfit
National Trust for Historic Preservation
Neighborhood Parks Council

New Jersey Audubon Society
New Jersey Conservation Foundation
New Jersey Farm Bureau
New Jersey Recreation & Park Association
New York–New Jersey Trail Conference
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Maine Rivers
Maine Wilderness Watershed Trust
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Minnesota Waterfowl Association
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JAMES MANN, Chicago, Illinois, is the executive director of the Illinois Clean Energy Community Foundation. He is a lawyer with more than 40 years of experience in public policy and community development in the public, nonprofit and private sectors. He has also held leadership positions in major Chicago-area civic organizations.

CAROLINE NIEMCYK, Irvington, New York, serves as chair of the Irvington Land Use Committee and vice-chair to both the Open Space Institute and the Westchester Land Trust. She is actively involved with the NY League of Conservation Voters, the Town of Bedford Citizens Coalition to Preserve Open Space, the Town of Bedford Conservation Board, the Federated Conservations of Westchester and The Trust for Public Land’s National Leadership Council.

LISA OTT, Oyster Bay, New York, is president of the North Shore Land Alliance. She led successful ballot measure campaigns in 2004, 2006 and 2007 that created $210 million for land protection on Long Island. She previously served as president to the North Country Garden Club and is currently Zone III chair for Scholarship for the Garden Club of America.

VAN PARISI, Washington, DC, is senior vice president of Winning Directions, a strategic communications firm specializing in the direct mail needs of political candidates, nonprofit associations and labor organizations. He creates strategy, messaging and voter contact programs for Winning Direction’s major clients in the nation’s capital and throughout the country. Founder and Principal of the Parish Group prior to joining Winning Directions, he has an extensive background in politics and public affairs.

WILL ROGERS, Kensington, California, is president of The Trust for Public Land and former director of its Western Region. He was previously a project manager of infill urban development projects for a commercial real estate company based in Chicago.

MIKE ROSSE, Aurora, Colorado, serves on the Arapahoe County Open Space and Trails Advisory Board. As chairman of the Conservation Campaign’s campaign committee, Arapahoe Neighbors for Open Space, Water Quality, and Parks, he led the successful campaign for a new sales tax for open space in Arapahoe County, Colorado, in 2003. He also serves on the Colorado Advisory Board of The Trust for Public Land.

MARIA SALDANA, Chicago, Illinois, is an investment banker with Duncan-Williams, Inc. and former managing director for Popular Securities, Inc., a subsidiary of the nation’s largest Hispanic financial institution, Banco Popular. She has more than 20 years of experience in the municipal bond business. She also served as president of the Chicago Parks District Board of Commissioners.

ANGELO AGOSTINO, Chicago, Illinois, is a partner at the law firm Adler Colvin. Her firm represents nonprofit organizations exclusively, and her practice focuses on political advocacy issues and nonprofit corporate governance. Currently she serves on the board of the Center for Lobbying in the Public Interest. She also serves on the Public Policy Steering Committee of Northern California Grantmakers.

DOUGLAS P. FERGUSON, Mill Valley, California, is an attorney concentrating in business, entertainment and real estate law. He serves on boards of directors of The Trust for Public Land and Lucasfilm Ltd, and is an advisor to a number of other nonprofit organizations in the areas of the environment and the performing arts.

REESI FULLERTON, Santa Fe, New Mexico, serves as deputy cabinet secretary for the Energy, Minerals and Natural Resources Department of New Mexico. Previously, he served as executive director to the Governor’s Office of Workforce Training and Development; facilitator of “The Southwest Strategy” and of public policy planning and disputes in environmental areas; Assistant Attorney General of New Mexico; and manager of Senator Jeff Bingaman’s first U.S. Senate campaign.

JENNIE E. GERARD, Oakland, California, is chief of staff to Oakland Councilmember Patricia Kernighan, a board member and former chair of the Rails-to-Trails Conservancy, and a former member of the senior executive staff of The Trust for Public Land. She was co-leader of the campaign for the successful City of Oakland’s Trust for Clean Water & Safe Parks in 2002, a $198.5 million bond measure to renovate and build waterfront parks.

WILLIAM B. JOHNSTON, Arlington, Virginia, is the president of the Jane Goodall Institute, and a member of its board of directors. Prior to joining the Institute, he was executive director of the Conservation Campaign. He also served as managing director and executive vice-president of the public relations firm Burson-Marsteller, leading the firm’s environmental and knowledge management groups.

VAN PARISI, Washington, DC, is senior vice president of Winning Directions, a strategic communications firm specializing in the direct mail needs of political candidates, nonprofit associations and labor organizations. He creates strategy, messaging and voter contact programs for Winning Direction’s major clients in the nation’s capital and throughout the country. Founder and Principal of the Parish Group prior to joining Winning Directions, he has an extensive background in politics and public affairs.
Financial Summary
Fiscal Year 2008
(Ending March 31, 2008)

INCOME
Total $1,779,000
- Other Income 11% (203,000)
- Interest Income 1% (17,000)
- Contributions 88% (1,559,000)

EXPENSES
Total $1,702,000
- Administration and Fundraising 15% ($250,000)
- Lobbying and Campaigns 85% ($1,452,000)