

Natural Resources
FOUNDATION

of Wisconsin

**Presentation for the Student Chapter of the
Wisconsin Society for Conservation Biology**

March 9, 2022



Natural Resources Foundation of Wisconsin

NRF was founded in 1986 to *connect generations to the wonders of Wisconsin's lands, waters, and wildlife through conservation, education, engagement, and giving.*

- **Connect people** to Wisconsin's natural heritage
- **Catalyze collaborative conservation** with our network of partners
- **Invest in and build permanent, sustainable funding** for priority conservation and environmental education needs in Wisconsin

Learn more and become a member:

WisConservation.org





How we work: Philanthropy



- **Membership:** more than 6,000 members support our work.
- **Planned gifts:** help people plan their conservation legacy.
- **Wisconsin Conservation Endowment:** A sustainable funding mechanism to provide long-term support for Wisconsin's natural resources.
- **Nonprofit Endowments:** build capacity for organizations supporting conservation work in Wisconsin.
- **Grantwriting:** Partnerships with foundations, corporations, and agencies can leverage private sector funding for public natural resources



How we work: Outreach

- **Field Trip Program:** 260+ expert-led outings across Wisconsin each year
- **Wayfarers:** a peer group for 20- and 30-somethings to connect to Wisconsin's outdoors
- **Great Wisconsin Birdathon:** the largest fundraiser for bird conservation
- **Volunteer Opportunities:** SNA Volunteer Program, Snapshot Wisconsin, WI Master Naturalist, Wisconsin Citizen-Based Monitoring Network





How we work: Grantmaking



Our grant programs fund 200+ projects and more than \$1 million for on-the-ground conservation and education projects each year.

Competitive grant programs include:

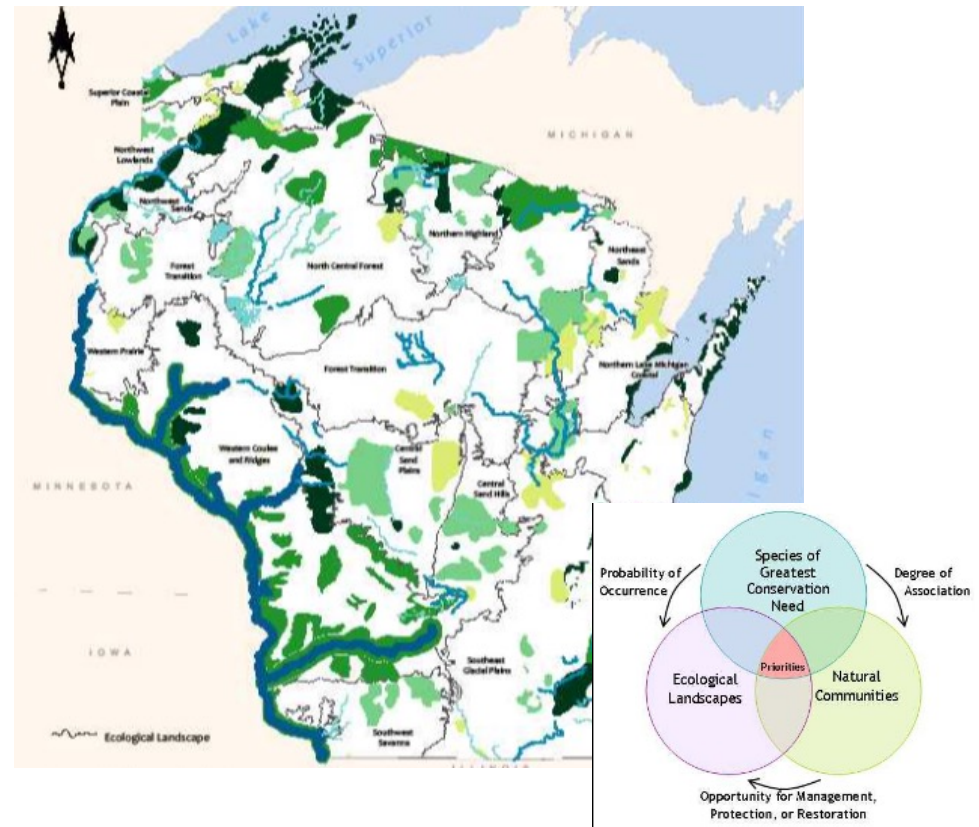
- **Bird Protection Fund**
- **C.D. Besadny Conservation Fund**
- **Go Outside Fund**
- **Norma & Stanley DeBoer Quiet Trails Fund**
- **Teachers Outdoor Environmental Education Fund**
- **Wisconsin Rare Plant Preservation Fund**
- *+ other funding opportunities*



How we work: Conservation Programs

We invest in high priority needs for Wisconsin's lands, waters, and wildlife, focusing on our most *ecologically important yet imperiled* landscapes and species.

- **Invest nearly \$1 million** in conservation projects annually, across nearly every county in Wisconsin
- **Network of thousands of conservation partners** across the state
- **Strategic plan focus:** climate resiliency and diversity, equity and inclusion





Lands and Waters Program

We support Wisconsin's most biodiverse and imperiled landscapes and natural communities:

- Focus on **Wisconsin's State Natural Areas** and Conservation Opportunity Areas
- Moving towards **landscape scale conservation** and planning frameworks like the Conservation Standards
- **Building funds to provide permanent support** for restoration and management, such as the Cherish Wisconsin Outdoors Fund





Wildlife

We support Wisconsin's rarest and most threatened wildlife species.

- **400+ SGCN** in Wisconsin
- NRF has played a **critical role in the return** of the trumpeter swan, whooping crane, Kirtland's warbler, gray wolf, and many other species
- Funds held by NRF like the Bird Protection Fund, WI Bat Conservation Fund, and WI Amphibian and Reptile Conservation Fund **provide ongoing financial support for wildlife conservation**





Education

We support organizations, projects, and programs that connect people to Wisconsin's natural heritage.

- We **support statewide environmental education strategy** and established the WI Environmental Education Collaborative
- We provide **hundreds of grants to schools**, nature centers, and nonprofits and have a strong partnership with FIELD Edventures
- We support **community science programs** that promote continued learning for people of all ages





Join the NRF community

- **Follow us!** Sign up for email updates to get the latest updates and follow us on social media **@WisConservation**
- **Join!** Become one of more than 6,000 NRF members across Wisconsin. Membership starts at \$25/year and gets you access to our Field Trip Program ↓
- Join us to explore Wisconsin on a **Field Trip** or at a **Wayfarers** event!
- Create a **Great Wisconsin Birdathon Team!**
- **Rep** your love of Wisconsin with our new NRF merch! →



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Thank you!

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