

# Conservation Colorado’s Family of Organizations

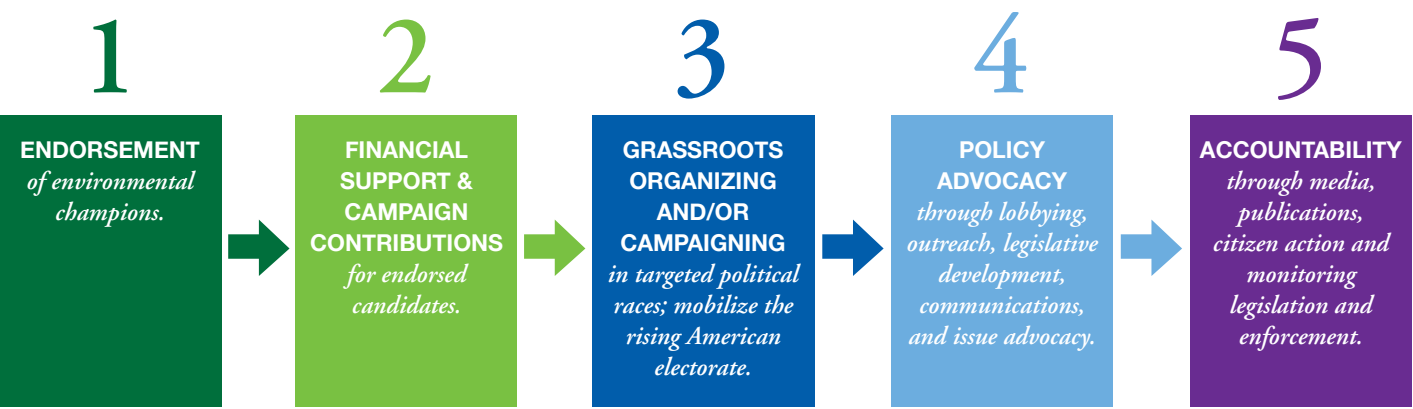
Conservation Colorado endorses pro-environment candidates for the state legislature and the governor’s office and educates voters about legislators’ conservation records. Conservation Colorado is a 501(c)4 organization and can accept unlimited personal and corporate contributions.

Members of Conservation Colorado support the Small Donor Committee (SDC) with the first \$50 of their memberships. By combining hundreds of smaller contributions, the SDC is able to directly support pro-environment candidates with significantly larger contributions in the most competitive races across the state.

A 501(c)3 charitable organization, Conservation Colorado Education Fund (CCEF) works in non-partisan ways to engage conservationists in the civic arena. It also conducts non-partisan civic engagement work such as Get-Out-The-Vote efforts, grassroots organizing on specific policy issues, and other campaigns of action on behalf of our environment. Gifts to CCEF are tax-deductible.

The Conservation Colorado Action Fund is a state political action committee (PAC) that funds the campaigns of conservation champions. The Action Fund can accept \$550 per individual each 2-year election cycle.

# A Cycle of Progress: From Endorsements to Policy



# Invest in Colorado’s Future



An investment in Conservation Colorado is an investment in our beloved state. Picture a Colorado that leads the nation in renewable energy, is on the cutting edge in green technology development, and protects its public lands and open spaces for future generations. Imagine a cleaner, healthier, more vibrant Colorado.

## Conservation Colorado provides a number of opportunities for you to support our work.

- **Join the Summit Society** with a gift of \$1,000 or more annually. Members of this group can join our Executive Director and other conservation thought leaders for exclusive environmental news and political updates.
- **Sponsor the annual Rebel with a Cause Gala** with a gift of \$10,000 or more. With your sponsorship, you will receive a premiere table for 10 guests, visual recognition and branding at the event, and other exciting perks.
- **Support a targeted campaign** - including phone banking, door-to-door canvassing, and direct mail pieces - in a key State House or State Senate race with a gift of \$25,000 or more.
- **Help leverage crucial support** for Conservation Colorado’s advocacy work, accountability efforts, and electoral priorities with a gift of \$50,000 or more. Examples include funding full-time positions, supporting lobbying efforts at the State Capitol, and electing pro-conservation candidates.

Join us to support this extraordinary endeavor.  
Your gift will leverage additional, significant support.  
Together, we will be the force for Colorado’s environment.



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There are so many reasons why we live in Colorado. Whether it is our majestic mountains, vast open spaces, clear waters or stunning blue sky, the natural environment is what makes our state so special. The petroglyph-filled canyons, rainbow-hued badlands and windswept sagebrush country of northwest Colorado’s Vermillion Basin, the powerful and majestic canyon walls and Class IV rapids pouring through Browns Canyon and the wildflower meadows and soaring grandeur of Spraddle Creek and the Maroon Bells are all special places that inspire us and lift our spirits.

## Protecting the Colorado we love and cherish.



Yet, expanding oil and gas development, anti-conservation interests, and a rapidly changing climate have placed our state and these precious landscapes in peril. To protect these and other Colorado treasures, it will take all of us working together.

No longer will we be satisfied with simply winning a handful of victories in the state legislature or playing a key role in some campaigns. Instead, we will make conservation a fixture in the political process, and we will ensure that our shared values play a central role in shaping Colorado’s future for years to come.

*“As a business owner in Colorado, I rely on groups like Conservation Colorado to advance policy that is good for our economy, families, and environment.”*  
-KIM JORDAN, OWNER, NEW BELGIUM BREWING COMPANY, INC.

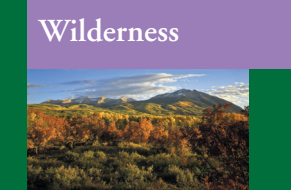


## Mobilizing Coloradans and Electing Conservation Champions

Thomas Friedman made one of the best cases for what we do when he wrote in the New York Times, “the greenest thing you can do is this: Choose the right leaders.” Conservation Colorado is doing just that! Conservation Colorado’s mission is clear: to protect Colorado’s environment and quality of life by mobilizing people and electing conservation-minded policymakers. We do this by:

- Building long-term capacity and power for Colorado’s environment through grassroots organizing and by recruiting new members each year.
- Advocating for laws that protect our environment including: regulating greenhouse gases and carbon pollution; thwarting detrimental impacts of oil and gas drilling; improving standards for clean air and water; managing our water supply amidst droughts and wildfires; and leading the nation in our use of clean, renewable energy.
- Forging new partnerships with many of Colorado’s environmental thought leaders while strengthening our existing relationships with our more than 7,500 members.
- Broadening the base of conservation voters by engaging a diverse array of communities, including young voters, Latinos, and other historically disenfranchised communities.
- Winning state and local elections in Colorado’s critical races by providing endorsements, volunteer support, and much needed financial resources – building momentum for future policy and political victories.
- Holding elected leaders accountable through targeted media campaigns and organizational publications like our *Legislative Conservation Scorecard* and our *Governor’s Report Card on Conservation*.
- Fostering connectivity with Colorado’s high-profile lawmakers, sustainability pioneers, outdoor industry leaders, and community activists.

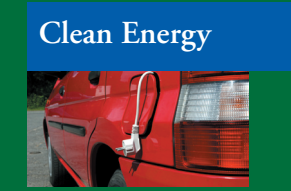
## Our key priorities



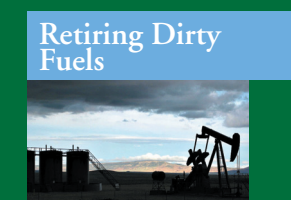
Colorado is blessed with the most iconic public lands in the nation, including the Maroon Bells near Aspen, the Weminuche Wilderness in Southwest Colorado, and the Collegiate Peaks in the Arkansas Valley, to name a few. All of these areas are permanently protected under the Wilderness Act of 1964, but many stunning landscapes remain at risk. In an effort to diversify and expand Colorado’s wilderness areas, Conservation Colorado and our partners have identified more wilderness quality lands across the state. By working with supporters at the local level from residents to business owners and partnering with our congressional delegation, we can demonstrate broad support for protection.



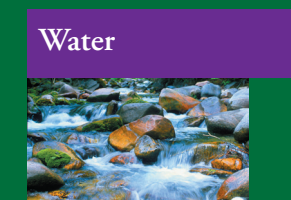
Global climate change is the most pressing concern of our time. Greenhouse gas pollution is creating an atmospheric blanket that holds in the sun’s energy and drives up global temperatures. Exactly how fast and far temperatures will rise is uncertain, but climate scientists fear that accelerated heating in Colorado could well lead to a jump of 10-12°F by the end of this century. Such a dramatic increase, shocking though it may sound, would give Aspen the climate of today’s Amarillo, Texas. With Colorado’s population expected to double by 2050, even a few of the myriad consequences of climate change – explosive wildfires, annual water shortages, shortened ski seasons – are not pleasant to envision. Now is the time for us to demand that our elected leaders tackle climate change and make it a policy priority in our state.



Colorado is getting back to work building our clean energy future. Now is the time to build on a decade of achievements and continue investing in renewable energy options such as solar and wind to power our homes and offices and energy efficiency to put dollars back in the pockets of families and businesses. By continuing to lead on wind and solar energy, we can create thousands more jobs in our clean tech sector, secure cleaner, healthier air for Colorado families, and make real progress tackling climate change.



As oil and gas drilling continues to expand across the Front Range and many parts of our state, Conservation Colorado is committed to protecting our air quality for children, the elderly and all Coloradans. In 2010, Colorado became the first state in the country to mandate the retirement of coal-fired power plants and reduce toxic emissions – offering greater protection to vulnerable populations and cleaner air for our citizens. We are working to continue dramatic reductions in air pollution from Colorado power plants, including cutting back the pollution that causes climate change by at least 2% per year.



In arid Colorado, water is the lifeblood of our communities. Generations of Coloradans have relied on our streams and rivers to support farms and ranches, and every year people come from around the world to enjoy our beautiful rivers and lakes. Rivers and streams also provide clean and plentiful drinking water for our cities and towns and are essential to our abundant fish and wildlife populations. Our state’s water supply management and sustainability is central to our economy. Our driving philosophy is that we can achieve greater conservation and efficiency measures that use our water wisely. We can help Colorado’s economy to thrive while still maintaining the invaluable water resources that make our state so special.



We have worked tirelessly to build a pro-conservation majority in the state House and pro-conservation leadership in the state Senate. We will continue our work of making the environment a central issue that motivates voters and one we can use to elect pro-conservation leaders while holding anti-environmental legislators accountable.