

FROM THE EXECUTIVE DIRECTOR

FULFILLING A LEGACY FOR ALL

On my first day 17 years ago, I had never worked for a conservation group. I was newly married, planning a family, and wanted to make sure the children I hoped for had the opportunity to experience the joy of the Great Outdoors that meant so much to me growing up.



Paul Austin
Executive Director

Today, my kids are 14 and 11 years old. But recent droughts, storms, and wildfires have made it clear that we have a lot more work left to restore our climate, lakes, and communities. Our lakes have, on average, 13 fewer days of ice each winter. And 4 in 10 young people are hesitant to have children, fearing climate change impacts on their lives. We must not allow fear and diminished opportunities to be our legacy.

I believe that together we can play a powerful role in creating a new climate legacy for Minnesota. All of nature is interconnected—so as we create new systems and policies to address climate change, we can also solve our most pressing conservation problems. We can reduce waste, restore wildlife habitat, and clean up our lakes and drinking water. We can replace air pollution that most heavily impacts low income communities and communities of color with improved health and economic opportunity.

In addressing climate change, we see a strategic opportunity to deliver a legacy we can all be proud of. That is the future we are working toward—a future everyone in Minnesota deserves.

Take a moment and think about how many lives we can improve by fulfilling this vision. What would it mean to you, your children, your grandchildren? Then realize one thing: If we do it together, we can turn this vision into reality.

The work of Conservation Minnesota is guided by your values and priorities. We listen to Minnesotans and focus on solving the conservation problems that matter most to you.

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HARNESSING THE POWER OF YES



Our mission is protecting the Minnesota you love by solving our state’s most important conservation problems. Success requires more than pointing out what is wrong. Solving a problem happens only when enough people agree on a new way to do things. It’s about **Getting to Yes**.

That’s why we built our organization around the idea of **bringing people together across regions, backgrounds, and beliefs, to find real solutions**. It’s what makes our organization unique. The best part is: It’s working.

News headlines may focus on inaction, disagreements, and division—but each day, with your help, we do the work of **Getting to Yes** by finding the solutions Minnesota communities need and agree on.

Recent wins include:

- **Passing nation-leading energy efficiency and clean energy policy** through the only divided legislature in the country, making 2021 the best year for clean energy since 2007.
- Protecting public health by helping citizens’ groups mobilize bipartisan leaders to become the **first state to ban the toxic chemical TCE**.
- Helping Rochester residents **expand funding for community parks and natural areas**.

With your help, we can continue to lead and inspire the nation.



YOUR CHANCE TO MAKE THE DIFFERENCE

In recent years, Conservation Minnesota has engaged over 150,000 people from every region of our state to work toward local and state solutions to conservation problems. You’ve played a critically important role in helping us **Get to Yes**. Every petition signed, every conversation with a neighbor, and each dollar donated has made meaningful, nation-leading conservation wins possible.

We couldn’t be more grateful for your commitment. We hope you’ll continue to say “yes” to build Minnesota’s legacy for future generations by making a gift today. Give online at: conservationminnesota.org/support



H O W D O

W E G E T T O

Y E S ?

COMMON GROUND

We bring people together around shared values, needs, and experiences, creating a statewide network committed to stewardship of our Great Outdoors.

TRUSTED INFORMATION

We provide clear and accurate information about conservation problems and practical solutions.

ENGAGED COMMUNITIES

We engage individuals, communities, and partner organizations to design and implement common sense policy.

EFFECTIVE LEADERS

We help people learn and grow as conservation leaders at all levels—from students to state legislators.

IMPACTFUL ADVOCACY

We focus our network at the right time, on the right policy, using the right strategies for success.

TRANSPARENCY

We deliver accountability by reporting the actions of elected leaders to their constituents.

