

Letter from the President and Governing Council Chair

In 2019, you made the difference for America's public lands. Your generosity made possible all the progress you will read about in this annual report. We are deeply grateful for your support and leadership.

Every defense of public lands and advance for their protection last year was achieved in collaboration with many groups who look to us as a trusted partner and coalition builder. You are first and foremost among this network of millions of individuals and thousands of organizations.

Despite the relentless attacks of anti-conservationists, we stood together in 2019 and achieved important progress.

Together, we pressed Congress to pass the most important public lands legislation in nearly a decade, permanently reauthorizing the Land and Water Conservation Fund and protecting 2.3 million acres of wildlands.

Thanks to you, we worked with leaders in the House of Representatives to craft legislation that gained bipartisan support and will protect threatened wildlands, designate more wilderness and leverage the potential of public lands to address the climate crisis.

Without question, a critical firewall for our defense has been in the courts. Since we began this fight, 75 percent of the decisions rendered

Jan Willin

JAMIE WILLIAMS
PRESIDENT

in our legal cases have been in our favor. And we promise we will continue to defend public lands against the ferocious attacks of the Trump administration, in the courtroom and in the halls of Congress.

2019 was also a year of reckoning, as climate change and widespread species loss accelerated around the globe. In the U.S., public lands can—and must—be part of the solution to these crises. As a nation, we must re-imagine the role of public lands and shift from resource extraction for the benefit of a few, to conservation for the benefit of us all.

With your support, The Wilderness Society will play a critical role in this transformation, working with local communities and diverse interests on a shared agenda to protect the public lands so critical to our health and well-being.

We stand on the shoulders of conservationists like you, who have worked skillfully and doggedly to protect America's wildlands. Together, we will rise to the challenge of this moment, as we have for the last 85 years.

Thank you for your tremendous support and dedication!



Crandall C. Bowles
Chair, Governing Council



The path to a sustainable climate takes leadership.

In 2019, the Trump administration accelerated its efforts to strip away environmental safeguards and throw open public lands to oil and gas development. But we have a different vision for our wild places, and your leadership is making it a reality.

Public lands and the communities who rely on them are at the forefront of the climate crisis, and fighting for these lands means fighting for a sustainable future for all. Driven by your support last year, we pushed for bold action, knowing that public lands offer some of the greatest opportunities to address the climate crisis.



Recognizing The Wilderness Society's expertise, the House Natural Resources Subcommittee on Energy and Mineral Resources invited our President, Jamie Williams, to testify about a climate plan for public lands in July 2019.

Public Lands as a Climate Solution

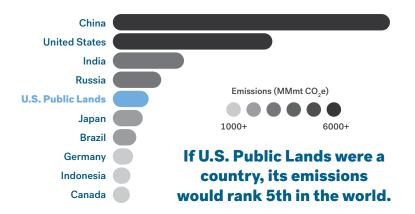
We ramped up our fight to make public lands a central part of the climate solution in 2019 by working to:

Protect, connect and restore critical landscapes

Reduce carbon emissions from fossil fuel extraction on public lands

Promote clean energy development on public lands

Strengthen climate resiliency for all, especially those communities most impacted by the climate crisis



The Bold Plan to Protect 30 Percent of U.S. Lands and Waters

In 2019, The Wilderness Society endorsed "30x30," a movement to protect 30 percent of the world's lands and waters by 2030—something scientists say is vital to avoid catastrophic consequences of climate change and species loss. The U.S. has a critical role to play in meeting this imperative goal.

"We need bold action to protect nature and connect large, healthy landscapes to prevent the worst impacts of climate change and address the extinction crisis."

 Drew McConville, Senior Managing Director, Government Relations "Conserving nature will tackle climate change, slow the quickening loss of irreplaceable wildlife, protect our clean air and water, and help people adapt to a rapidly changing world. The United States must lead in addressing these urgent global crises and there is no better place to start than on our public lands."

Melyssa Watson, Executive Director

Your commitment to protecting public lands has laid the foundation for an effective national response to the climate crisis. And we are thrilled to play a leadership role in this national effort, because we know our public lands provide a unique and powerful opportunity to ensure a better tomorrow for all.

A Victory Decades in the Making

In the 1980s, oil and gas leases were illegally issued in Badger-Two Medicine—a wild area in western Montana adjacent to the Blackfeet reservation and considered sacred by the Blackfeet Tribe. Since then, we have stood in support of the Tribe's fight to stop energy development and remove the leases, which both threaten this irreplaceable landscape and accelerate the climate crisis. And after negotiating the permanent retirement of a nearly 8,000-acre lease from Moncrief Oil in October 2019, leaving just one lease remaining, we are closer than ever to that decades-long goal.

This important victory protects sacred Blackfeet land, preserves a vital area for wildlife, prevents new carbon emissions, and propels us closer to the long-term goal we share with the Tribe: permanent, legislated protections for these critical lands. Your commitment to sustained, locally based conservation has made it all possible.

The path to a livable planet

depends on thriving forests.

When we keep forests intact, we do more than preserve places of peace and beauty—we help ensure that our air is cleaner, sources of drinking water and wildlife habitat are protected, and our ecosystems are more resilient in the face of a changing climate.

Your support in 2019 elevated the fight to protect national forests and the essential role they can play in:

- Combatting climate change by taking roughly 20 percent of harmful carbon emissions out of the air and storing them
- Providing clean drinking water for more than 60 million people
- Creating a network of connected wildlands that allows plants and animals to migrate in response to a changing climate



You led the resistance to a proposal to open up logging and road-building on 9.3 million acres in Tongass National Forest in Alaska. The Tongass is the world's largest remaining temperate rainforest and stores massive amounts of carbon. Beyond threatening this essential resource, the proposal, if successful, would also set a dangerous national precedent, leaving 58.5 million acres of our wildest forest lands open to the same destructive development.

Because of your investment, we laid the groundwork for a forceful response by raising media visibility and bringing activists and partners to Washington, DC. There, we rallied Congressional allies to defend the "roadless areas" that keep the Tongass—and forests everywhere—pristine. Most importantly, you helped us reach thousands of supporters who spoke out during the public comment period, building a stronger case for when the fight goes to court in 2020.

You helped protect national forests in Utah and fought back when the governor petitioned the Trump administration to allow roadbuilding and commercial logging in four million acres of untracked backcountry forests. In partnership with Utahns across the state, we took the facts straight to the U.S. Forest Service, showing how increased disruption of forests jeopardizes access to clean water and increases the risk of wildfires. With your help, we convinced the Secretary of Agriculture to table the governor's request, protecting wild forests from irreparable harm.

DocuSign and Dave Matthews

Forests are an incredible, life-sustaining wonder of our planet. They are also at the center of a bold effort initiated by DocuSign and musician Dave Matthews that signals new hope in the fight to combat climate change and provide two fundamental human needs: clean air and water.

Consistently, climate reports show that in order to secure a livable future for human and natural communities, we need to act boldly and quickly to accelerate the protection of the earth's remaining wild places, including our forests. Many corporations are showing leadership in responding to the threat of climate change including DocuSign, a pioneer of eSignature technology. By saving paper, DocuSign's products have saved an estimated 2.5 million trees since the company was founded in 2003. In 2019, the company created the DocuSign for Forests initiative to support organizations doing critical work to preserve the world's forests and to date has committed \$2.5 million in support of forest protection.

As the sustainability team at DocuSign considered the right partner to create significant, sustained global impact, they came across musician Dave Matthews' work with The Wilderness Society. A respected leader on environmental causes, Dave is most widely recognized as the headliner of the Dave Matthews Band, which was recently





DocuSign CEO Dan Springer (center) with Jamie Williams and Dave Matthews.

designated as a Goodwill Ambassador by the United Nations Environment Programme for their sustained commitment to offsetting tour emissions and mobilizing their fan base in the fight against climate change. In his tenth year of service on The Wilderness Society's Governing Council, Dave introduced DocuSign to the organization, highlighting our more than 80 years of experience protecting the nation's forests.

A new partnership emerged, and The Wilderness Society inspired DocuSign to host its first Hack for Forests, where hundreds of software developers demonstrated how technology can be used to accelerate conservation work.

Then, in June 2019, in front of 1,500 of its customers and employees and alongside Dave Matthews and Jamie Williams, DocuSign for Forests committed a two-year, \$1 million gift to support The Wilderness Society in our pursuit to protect half of the nation's forests by 2030. This extraordinary grant provides us with necessary resources to advance scientific research into how forests can help combat climate change and to develop innovative communications that educate targeted communities about the value of healthy, intact forests. Our climate and our future depend on this work, and The Wilderness Society is proud to be tackling it with the leadership of strong partners like DocuSign and Dave Matthews.

The path to a vibrant future

starts with defending what we have.

As the Trump administration increased its relentless attacks on public lands, your support helped us all stand together and fight back wherever threats arose: challenging illegal actions in court, finding common ground in Congress around our shared stake in America's natural heritage, and defending the irreplaceable lands we love—and the vibrant future they must be part of.

Together, we:

Secured critical legal victories,

with more than 75 percent of rulings rendered in our favor. This affirmation of our central legal arguments in 2019 bodes well for our most significant court cases to protect places like Bears Ears and Grand Staircase-Escalante National Monuments in Utah.

Empowered lawmakers to stand strong and oppose over 200 environmentally harmful "riders" on must-pass appropriations bills.

Set the foundation for future

victories with prominent bills to halt drilling in the Arctic National Wildlife Refuge, which was passed by the House, and to reduce fossil fuel production on public lands and make them part of the climate solution, which was introduced by leaders of the House Committee on Natural Resources after nearly a year of public engagement.



Robert W. Wilson Charitable Trust

To mount a fierce defense of public lands today and to sustain our important work for decades to come, The Wilderness Society depends on the meaningful engagement of our loyal supporters. And no partner has been more transformative to our ability to build a base of leadership donors than the Robert W. Wilson Charitable Trust.

Named for the late environmental philanthropist Bob Wilson, the Robert W. Wilson Charitable Trust focuses on leveraging gifts that ensure long-term financial stability. Bob gravitated to The Wilderness Society's mission and established a matching challenge grant in 2011 to empower us to develop the strong base of leadership donors we need to be financially strong. The impact of this initial challenge grant far exceeded its financial goal, Jamie Williams recalls. "Bob's challenge was as valuable to us as an organization as it was to our donors: he inspired us all to think bigger, raise our own sights and create a stronger culture of major gift support," he says.

Today, Bob's incredible conservation legacy continues to live on through the work of his long-time advisor and trustee, Richard

Schneidman, and the other trustees, Ronald Zimmerman and Robert Feidelson. With Richard's direction, The Wilderness Society has completed two challenge grants with the Trust, securing \$1.6 million in matching funds and adding vital new leadership donors to the fight for public lands. In 2019, we commenced a third matching challenge grant of \$750,000—a decision, Richard says, that was born out of "The Trust's strong confidence in The Wilderness Society's management and our continued belief in your mission to protect and defend wild places." The Trust will offer a 50 percent match for a limited number of new \$50,000 and \$100,000 gifts through March 2022.

It is vital to secure the resources we need to defend our country's natural heritage against unprecedented attacks, while also advancing a positive agenda for public lands. The Robert W. Wilson Charitable Trust's unique philosophy will continue to play an important role in The Wilderness Society's success. We are enormously grateful for their partnership—as well as for the many donors who helped us meet these challenges and inspired the Trust to continue their leadership in encouraging transformational giving.





The path to lasting protection is marked with watershed victories.

The public's commitment to America's shared wildlands transcends political divisions and the challenges of this moment. Thanks to years of work, investment and advocacy, which donors like you made possible, we were able to secure passage of the most significant wilderness and land conservation bill in years.

You were part of every wilderness designation and every conservation victory included in this landmark bill, because your support enables us to focus on long-term, high-impact strategies and invest in consistent advocacy and grassroots coalition-building where it makes the biggest difference.

The Biggest Conservation Win in a Decade

Passed with overwhelming majorities in both houses of Congress, the John D. Dingell, Jr. Conservation, Management and Recreation Act represents the biggest win for public lands in a decade. Your support and advocacy made this bipartisan breakthrough possible—and resulted in:

Permanent reauthorization of the Land and Water Conservation Fund, which has supported more than 41,000 conservation and recreation projects in almost every county in America—from local soccer fields to your favorite hiking trail to national parks—at no cost to taxpayers.

Renewal of the Every Kid Outdoors program for the next seven years, providing all fourth grade students and their families with free admission to national parks and other public lands.

New protections for 2.3 million acres of land and water, including new or expanded designated wilderness areas in New Mexico, Utah, Oregon and California, and new protections from mining in Washington's Methow Valley and Montana's Custer Gallatin National Forest.

Passage of the 21st Century
Conservation Service Corps Act to give
the next generation of conservationists
more work opportunities maintaining our
public lands.

The path to a better tomorrow must be shaped by all.

Public lands are *for* all—and the movement to protect them must *include* all. With your support in 2019, we established and expanded innovative initiatives that reach people where they live, work and gather, inspiring them to step forward as conservationists and activists.

In Cities

Years of investments to support local communities—along with partnerships you made possible—helped activists push Los Angeles County to become the first jurisdiction in the nation to apply an equity lens to regional park funding. County supervisors set aside 13 percent of annual funding for parks, trails and beaches for underserved areas where parks are needed most. This landmark decision not only places a priority on making outdoor opportunities available to everyone—it sets an important precedent for urban areas around the country.

In the Classroom

Offered free of charge to all, the new "Public Lands in the United States" curriculum helps people of all ages understand how public lands came to be, how they are managed and how we can all help protect them. By telling a more inclusive story, the curriculum positions public lands as a welcoming place for us all—one we all should have the ability to enjoy and the power to protect.

Learn more about the curriculum and register to download it at wilderness.org/plcurriculum.

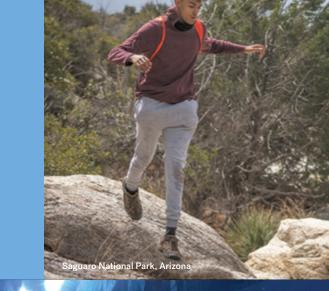
In Person

Few will have the chance to see the majestic expanse of the Arctic Refuge in person or hear the sounds of a herd of caribou on the move, but in 2019, people in New York City, Washington, DC and San Francisco got an opportunity to do just that—in a limited-run, one-of-a-kind immersive exhibit.

Designed and promoted to attract young people in particular, the Arctic Refuge Experience introduced a new and creative way for thousands of people to feel, reflect and act together. In addition to bringing the power and significance of far-off lands closer to home, the Experience amplified the voices of our Gwich'in partners, built new relationships with conservation and social justice activists and helped them deliver a clear message to oil and gas companies that drilling anywhere in the Arctic is simply too risky.



Within the first few months of its release, more than 1,200 people requested our new "Public Lands in the United States" curriculum so they could learn and share the complex, unvarnished story of America's public lands. It is being used in schools, colleges and universities; national parks, forests and wildlife refuges; and scores of museums and outdoor education programs.



By the end of the year, the Arctic Refuge Experience had:

Reached **21 million** people

Engaged nearly **10,000** new activists

Motivated **12,000**actions to protect the
Arctic Refuge including
voicemails to Big Oil CEOs

The sights and sounds of the project can be viewed online at: bit.ly/ArcticExperience.



Giving Back to Public Lands

Freddy Avis

Los Angeles-based composer and producer Freddy Avis has felt an intense connection to the natural environment for as long as he can remember. He credits this awareness to his family's frequent trips to Bozeman, Montana, where he enjoyed hiking, mountain biking and fishing throughout his childhood. After graduating from high school in California, he returned to Montana to complete a 30day National Outdoor Leadership School backpacking course in the Absaroka Mountains. The extended backcountry experience was enlightening. Freddy says, "It hit me that I felt most at home when I was completely stripped away of the conveniences of modern life. That was the beginning of my permanent emotional identification with the wilderness."

Four years later and with a pair of bachelor's degrees in Music and Political Science from Stanford University, Freddy launched his career writing music for film and media in the Los Angeles area. But he quickly realized he was losing confidence in the music industry's relevance, particularly in the face of the growing climate crisis. "I felt insecure about my detachment from the wilderness and disillusioned with music altogether," he recalls.

Rather than abandon his passion, he chose to channel his anxiety into an album about climate change—a decision that was inspired by the book *The Great Derangement*, which questions our separation of nature and civilization. It was a moment of clarity for Freddy: "If we only look at the climate crisis through the lens of science and politics, how can we emotionally make sense of the loss we're experiencing? I decided that there was really nothing else worth making music about, and that was how I moved forward." His debut album *Partitioning*, which he describes as "dark and vulnerable," was released in January 2020.

Beyond his music, Freddy is eager to find other ways to engage his peers about the topic of climate change. He finds conservation to be a particularly effective entry point. "Because it's the perfect combination of the practical versus the emotional," he explains. "Practical in the sense that the work is impactful—it is preserving open spaces that not only serve to sequester carbon, but also provide habitat for wildlife. And emotional because wild places inspire awe. In L.A., we're fortunate to be

"It's the perfect combination of the practical versus the emotional. Practical in the sense that the work is impactful—it is preserving open spaces that not only serve to sequester carbon, but also provide habitat for wildlife. And emotional because wild places inspire awe."

in such close proximity to some incredible natural wonders, and the more people can experience those, the better. But even if you never visit them, just knowing that they exist and are protected gives people peace of mind and something to fight for."

"The biggest 'no-brainer' is supporting an organization that is committed to tackling the climate crisis head-on."

While the climate situation is staggering, Freddy insists there are important actions we can all take to keep moving forward. In addition to voting for the environment, he asserts that the biggest "no-brainer" is supporting an organization that is committed to tackling the climate crisis head-on. "If you have the means and you live a carbon-intensive lifestyle, I think it's your responsibility," he says. In 2019, Freddy made that step himself, joining The Wilderness Society as an Advocate for Wilderness in order to give back to the public lands that have given him so much. With confidence, he says, "This organization has its tentacles in so many corners of the conservation effort, that to me, it seems like a dollar with The Wilderness Society goes a very, very long way."

Thank You to **Our Supporters**

The Wilderness Society extends our deepest gratitude to all of our supporters. Your generosity has helped preserve and defend the places we love, from the remote wilderness of Alaska's Arctic to the serene lakes and rivers of Maine's north woods. The commitment of our donors is what enables The Wilderness Society to work tirelessly to unite people to protect America's wild places. Together, we will harness a rising pro-conservation movement for the future. Thank you for being a partner in our work.

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The donors listed on the following pages generously contributed \$1,000 or more in 2019. We would also like to thank the many contributors who supported our work with gifts under \$1,000, not listed here due to space limitations.

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As a child, Kim spent countless and lakes near her northern their love of nature with her and instilled a drive to protect it. campaign to shut down the

Kim Stevens The Wilderness Society's Campaign Manager, **Too Wild to Drill**

hours exploring the forests, streams Michigan home. Her parents shared

She first harnessed the power of community organizing a decade ago when she joined a successful coal-burning power plant on her university's campus. She knew how important it was to both to protect people from the dangerous effects of unhealthy air quality and to combat climate change. She talked to students, professors. staff and administrators alike. finding common ground and forging a unified message. Along the way, she learned that organizing takes time; it means getting to know people, meeting

them where they are, listening carefully, and understanding what's important to them and how they would like to help.

And today, Kim brings those

skills to The Wilderness Society, where she works to protect irreplaceable wildlands from oil and gas development—not only because these places are beautiful and important, but also because we need to phase out fossil fuels in order to reduce the impacts of climate change.

Managing the Too Wild to Drill campaign gives Kim the opportunity to work with local partners to defend iconic landscapes from resource extraction, while building the support necessary to permanently protect those landscapes for generations to come.

Her favorite part of this work is helping people who care about public lands learn how to direct their passion and organize to make the biggest impact possible.

"I am passionate about lifting voices above my own—using my privilege to uncover injustice and to ensure that we build a future where public lands are truly for everyone and benefiting everyone. not just the fortunate few. I am so grateful for the support I'm given at The Wilderness Society to become a better organizer and advocate every day and to connect public lands and climate change in a way that brings me back to my roots, while keeping my eyes on the future."



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Our legacy society is named for Robert "Bob" Marshall. a visionary whose bequest served as the foundation for The Wilderness Society. His generous gift decades ago paved the way for spirited individuals to continue serving at the forefront of America's conservation movement today.

Bob's gift through his will was the first planned gift to The Wilderness Society, and we gratefully acknowledge today's visionaries who are following Bob's example by including The Wilderness Society in their wills or other estate plans.

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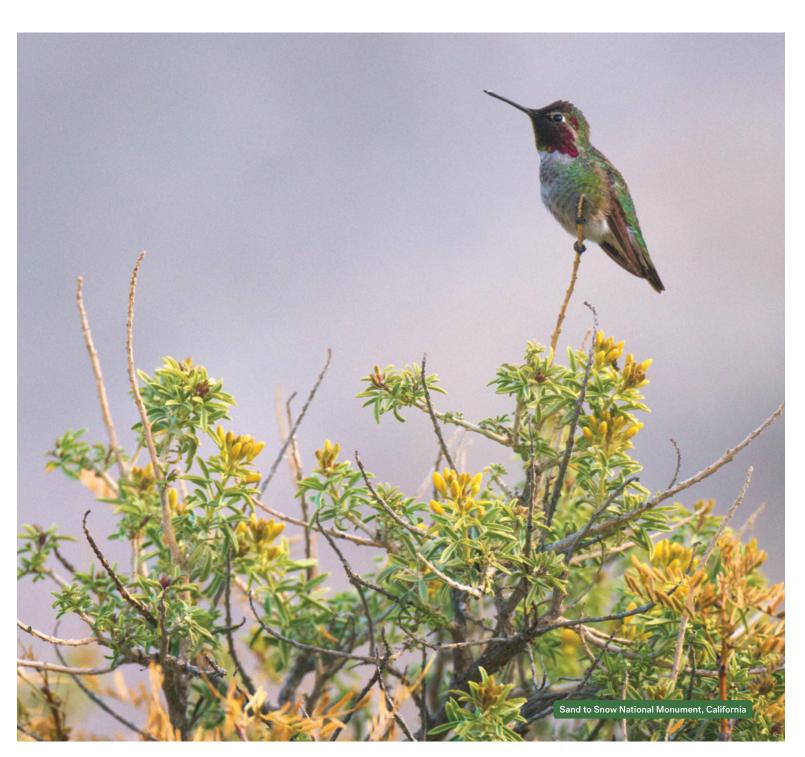
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The path to change

begins with the ballot.

The Wilderness Society Action Fund brought critical new tools to the movement to protect public lands against the most severe attacks in history. The Action Fund, as a separately incorporated 501c4, is empowered to invest in unlimited grassroots lobbying to promote public lands protection and hold elected officials accountable for their votes. It also can engage in electoral politics, including supporting pro-public lands candidates for office. The Action Fund has grown rapidly and in 2019, just its third year, had a significant impact on the politics around supporting and protecting public lands.

Throughout 2019, the grassroots lobbying power of The Action Fund helped to lay the groundwork for lasting conservation gains in the future, as well as defend against the unprecedented assaults of the Trump administration and its allies in Congress. By holding a few key members of the House and Senate accountable to their constituents, The Action Fund was able to pressure them to advance positive legislation—such as permanent reauthorization of the Land and Water Conservation Fund—or block bills harmful to public lands.

In January 2019, Representatives Jason Crow (CO-6) and Jared Golden (ME-2) took their seats in Congress for the first time. Support from The Action Fund helped both newcomers defeat anti-conservation incumbents. Rep. Crow and Rep. Golden voted in favor of all the legislation to protect public lands that reached the floor of the House, including the landmark public lands bill that permanently reauthorized the Land and Water Conservation Fund, as well as legislation to protect the Arctic National Wildlife Refuge, the Boundary Waters, Chaco Canyon and the Grand Canyon.



In 2019, Representatives
Jason Crow (CO-6) and
Jared Golden (ME-2) were
sworn into office after
defeating anti-conservation
incumbents with the help
of The Wilderness Society
Action Fund.

The Action Fund also worked with a broad set of partners, including The Wilderness Society, to elevate public lands issues in the campaign for the presidency. Joe Biden, Pete Buttigieg, Amy Klobuchar, Bernie Sanders and Elizabeth Warren all said that they would restore Bears Ears and Grand Staircase-Escalante National Monuments to their original boundaries, eliminate federal subsidies for fossil fuel companies, and reduce or eliminate fossil fuel extraction from public lands. All five also embraced the 30X30 goal to protect 30 percent of U.S. lands and waters by 2030 to tackle the growing nature, extinction and climate crises.



Financials

We are grateful to the committed supporters who have stood with us to defend against some of the greatest assaults ever on America's public lands and to lay the groundwork for lasting conservation gains. Your generosity is uniting people to protect America's wild places.

By carefully tracking our revenue and expenses on a cash basis, we ensure our financial stability and sound stewardship of your philanthropic support.

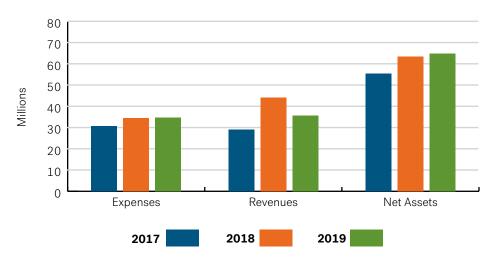
The Wilderness Society and The Wilderness Society Action Fund follow generally accepted accounting principles, which require that the full amount of multi-year pledges be shown as revenue in the year the pledges are made. The sharp increase in revenue in 2018 reflects exceptional gifts and large multi-year pledges. The effects of these generous contributions continued to be felt through 2019.

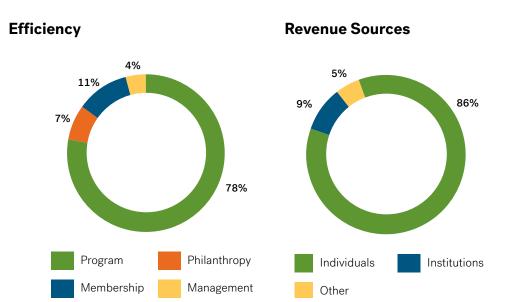
Thank you for sustaining the fight to protect America's wildlands.

If you would like a copy of the consolidated audited financial statements or have any questions, please contact us at:

The Wilderness Society
Attn: Donor Relations
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Organizational Growth¹





Leadership Changes

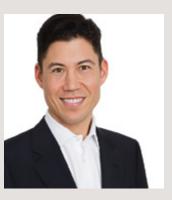


Crandall Bowles
Elected to Chair the Governing Council

For Crandall, land conservation is a family affair. In 1995, she and her seven siblings created the 2,100-acre Anne Springs Close Greenway in Fort Mill, SC, to honor her mother's lifelong labors to protect the environment. Crandall is equally dedicated to protecting public lands.

Crandall is past Chairman of The Springs Company, a private investment firm, and was CEO of Springs Industries, a textile company. She also served on the boards of JPMorgan Chase, Deere & Company, The Brookings Institution and the Packard Center at Johns Hopkins University.

She earned a BA in economics from Wellesley College and an MBA from Columbia University.



Jeffrey Rhodes *Elected to the Governing Council*

Jeff has a long-standing love of America's wild public lands and a commitment to protecting them.

He is a Partner of TPG, a leading global private investment firm with more than \$119 billion under management. Based in the San Francisco office, Jeff co-leads the healthcare group and the firm's investment activities in the healthcare services, pharmaceutical and medical device sectors and serves on several corporate boards.

Jeff earned his MBA from the Harvard Business School and his BA in economics from Williams College.



Melyssa Watson
Promoted to Executive Director

Melyssa is determined to do everything in her power to ensure there is a sustainable environment for future generations.

She leads The Wilderness Society's programmatic work, from making public lands part of the climate solution, to securing a continental network of protected landscapes, to ensuring all people equitably benefit from public lands. In addition to effectively integrating work across the organization and supporting a welcoming and inclusive culture, Melyssa is also leading the implementation of our new strategic plan.

Melyssa earned her BA in political science from Boston University.

^{1.} Taken from the consolidated audited financial statements



