

The Brainerd Foundation Program "Theory of Change"

MISSION: To protect the environment of the Northwest and to build broad citizen support for conservation

Grantmaking

Value-added Guidance

Leveraging Funds

- Investing in place-based conservation strategies that engage diverse and strategic constituencies and build community support for protecting natural resources
- Investing in state-level policy priorities that build a track record of success and demonstrate the benefits of pro-conservation policies to public officials
- Investing in the capacity and effectiveness of conservation advocates

STRENGTHENED BASE OF SUPPORT

- Increased ability of pro-conservation groups and constituents to reach key audiences or decisionmakers
 - This allows the conservation community to build power and support for conservation priorities by engaging a broader set of constituencies
- Improved credibility of conservation groups among community and policy leaders
 - This results in conservation organizations being integral to mainstream public concerns
 - Community and policy leaders viewing conservation organizations as effective and credible advocates
- Increased support of conservation in the region's communities

STRENGTHENED ORGANIZATIONAL CAPACITY

- Improved practices of conservation groups resulting in more community relevance
- Increased capacity of service providers to address the technical and organizational needs of the conservation community
- Increased ability of conservation groups to better understand and respond to trends and threats in the field
- Increased new or total dollars in grantee budgets

IMPROVED POLICIES

- Achievement of concrete steps toward development, adoption, implementation, enforcement and defense of conservation policies
- Demonstration that conservation is a winning issue in state and local issue campaigns, public opinion polls and in voting booths
- Achievement of significant and durable conservation wins over time

KEY

Strategies

Outcomes

Goal

To Strengthen the Ability of nonprofits, communities, and decision-makers to Protect Our Region's Air, Land and Water