
Natural PartnersSM

The need ...

At a time when the capacity of U.S. foundations and individual donors has been significantly diminished by the decline in stock values and portfolios, new approaches are urgently needed to raise money for conservation projects in the world's top biodiversity 'hotspots'. Failure to do so can only mean the loss of opportunities to save what little is left and a diminished natural legacy for future generations.

The approach to address it ...

Natural Partners is an international nonprofit with an innovative program to empower local environmental groups to raise funds for and manage large-scale, integrated conservation projects of the type that are required today to establish and maintain vital parks, protected areas, and conservation easements for the future.

Three distinguishing aspects of the *Natural Partners* program are:

- (a) Its empowerment of local groups through training and partnerships;
- (b) A balanced approach to conservation through 'integrated projects' that have components not only for preserving biodiversity but also for promoting sustainable development of nearby communities; and
- (c) Outreach to the business community with international support.

NP mentors environmental leaders in a more business-like approach to the serious business of biodiversity conservation and sustainable development. It teaches them to use the language of finance and business management to write proposals that are more readily understood by corporate and foundation leaders and facilitate dialogue with them.

Natural Partners works with its local partners to bridge the present gap between environmentalists and the corporate world. The objective is to find common ground where business and environmental leaders can work together as *natural partners* on practical projects, to build and/or maintain parks and promote sustainable development, so as to benefit the local country and its people, now and for generations to come.

The Partners of Natural Partners

By deciding to partner with NP, your organization becomes part of an *international team* that provides support (beginning with staff training) to successfully design, fund, and manage large conservation projects. The *NP* Program will provide *participatory training* to your staff through pilot projects affording hands-on experience and mentoring in each phase of the *project cycle*. In the fundraising phase, this means:

1. Full engagement of your local environmental group in the ...
2. Cultivation of the most overlooked local stakeholder, i.e., major local companies (especially subsidiaries of multinationals) to seek corporate financial sponsorship of parks and protected areas *with the backing of ...*
3. International environmental NGOs that agree to provide their scientific endorsement, handle funds administration, etc. plus ...
4. Natural Partners as trainer/mentor/facilitator in the writing of business-style proposals for corporate fundraising and in the cultivation of long-term corporate relations and sponsorships, with attention to appropriate forms of recognition to encourage corporate participation.

Training and related services

Initiatives to establish parks, protected areas, and conservation easements require not only "good science" but also a wide spectrum of financial, legal and managerial skills. Therefore, *Natural Partners* offers training and ongoing mentoring, as needed, in key areas, including:

- Nonprofit management (core business skills)
- Conservation finance and strategic planning
- Project design, financing, and management
- Proposal writing and fundraising methods
- Funds management and accountability
- Environmental law / legal instruments
- Results measurement and evaluation
- Rural community participation
- Sustainable development, and
- Environmental education.

Motivating corporate participation

There is much talk today of corporate “social responsibility” and “corporate citizenship” as reflected in the press (e.g., *Business Week*) and in Chamber of Commerce programs. In that context, *Natural Partners* builds on the long tradition of companies that make a practice of “giving something back” to the communities where they operate. Believing there can be no finer gift to a community or country than the natural legacy of a park, *Natural Partners* works with its local partners to develop projects of exceptional quality to persuade companies to become sponsors of new parks and help preserve existing ones.

In return, *Natural Partners* sees to it that each sponsor receives ample public recognition, beginning at the park visitors center itself. *NP* also arranges for appropriate press coverage and features the sponsor’s name in its education campaigns related to the park. In this way, the sponsor becomes closely identified with the natural legacy it has helped preserve and gains lasting recognition for contributing to the quality of life of the local people. Finally, those firms that meet this new standard of corporate citizenship are placed on our Honor Roll and are awarded a *Natural Partner in Conservation* certificate with the name of the park.

Becoming a partner

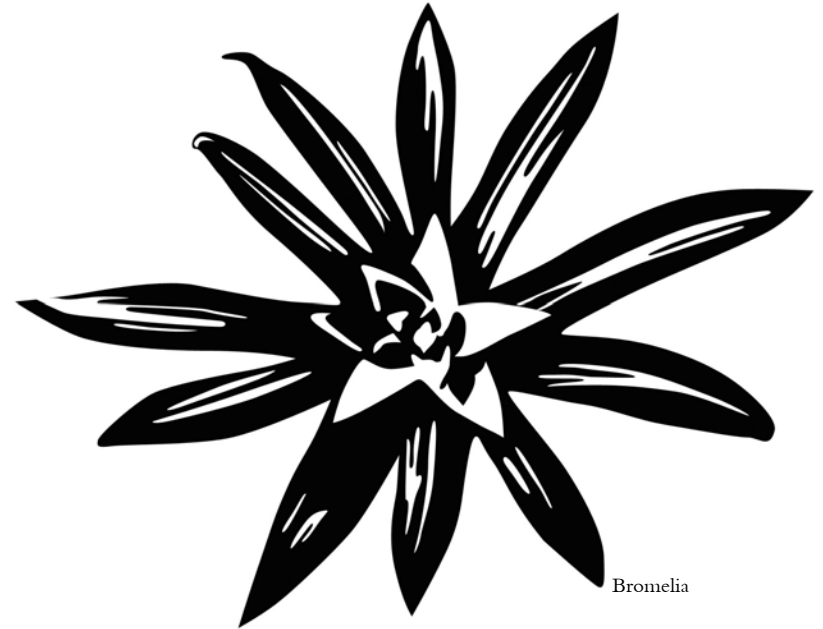
We invite you to contact us to learn more about becoming a partner in this outreach effort to enlist the financial support of major corporations as *Natural Partners in Conservation*.

For more information:

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Natural Partners



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In the Serious Business of Conservation