



New approaches are urgently needed to raise money for well-managed conservation projects in the world's top biodiversity 'hotspots' where human activities are seriously threatening the natural legacy that we leave to our children and future generations.

■ The Natural Partners Program

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 protected areas and promote sustainable uses of our diminishing natural resources.

Three distinguishing aspects of the Natural Partners program are:

1. Its empowerment of local groups through training and partnerships;
2. 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
3. Outreach to local businesses to gain their vital 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 help bridge the gap between "environmentalists" and the corporate world. The objective is to find common ground on this shrinking planet, where business and environmental leaders can work together as natural partners on practical grassroots projects, to build and/or maintain nature reserves and promote sustainable development, so as to benefit local 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 local 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.
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.
3. International environmental NGOs that agree to provide their scientific endorsement, handle funds administration, etc.
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 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
- Environmental education, and
- Sustainable development





■ 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. The Natural Partners Program builds on that trend and the fact that, for many years, multinational firms in their country of origin have had a practice of “giving something back” to the communities where they operate. Believing that the same standard of corporate citizenship should apply in Latin America, Natural Partners is working with local NGO partners to develop projects that companies can sponsor to “give something back” to the local country and its people... in the form of parks and protected areas. In return, each participating firm receives ample public recognition.

All firms adopting this new standard of corporate citizenship gain recognition on our Honor Roll of Natural Partners in Conservation.

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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PARTNER PROSPECTUS



NATURAL PARTNERS

In the serious business of conservation

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