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THE NATURE CONSERVANCY

Since 1951, The Nature Conservancy (TNC) has worked to create a future in which people and nature can thrive. We began by protecting ecologically important lands, and we have expanded our work to encompass our key priorities of climate action and land and water conservation. We strive to engage partners and supporters in projects that make a real difference to our world, now and into the future.

OUR MISSION, VISION, AND VALUES

TNC's mission is to conserve the lands and waters on which all life depends. Our vision is a world where the diversity of life thrives, and people act to conserve nature for its own sake and its ability to fulfill our needs and enrich our lives. Knowing the way we work is as important as the work we do, our values guide us to integrity, respect for the people and cultures we partner with, a commitment to diversity, collaboration within our organization, and tangible, lasting results.

CHALLENGES & SOLUTIONS

Climate change and biodiversity loss represent the twin crises of our time, and TNC is all-in on both of these challenges. Our goals directly address the planet's most pressing needs while ensuring our solutions achieve equitable conservation for diverse communities. Our window of opportunity to address nature's challenges is years, not decades, and we must work together for ambitious change.

OUR 2030 GOALS

- **Climate:** Using natural climate solutions, policy, and markets, we will reduce or store 3 gigatons of CO₂ emissions yearly.
- **People:** We will help 100 million people at severe risk of climate-related emergencies by protecting and restoring the health of natural habitats.
- **Oceans:** We will conserve nearly 10 billion acres of ocean through protected areas, sustainable fishing, innovative financing, and policy change.
- **Lands:** Partnering with communities around the globe, we will conserve 1.6 billion acres of land.
- **Freshwater:** We will conserve 621,000 miles of river systems and 74 million acres of lakes and wetlands.
- **Local Leaders:** We will support 45 million people whose well-being and livelihoods depend on healthy oceans, freshwater, and lands, including Indigenous People and other communities.

NONPARTISAN

The Nature Conservancy works with all stakeholders in a non-confrontational manner that embraces differences and spans both sides of the aisle. Together we have achieved results from community conservation to major legislation.

SCIENCE-BASED

Our staff includes more than 400 scientists whose conservation research guides diverse programs in all 50 U.S. states and more than 70 countries. Guided by science, we better understand the needs of nature.

SOLUTIONS-ORIENTED

TNC focuses on solutions, not differences. We come to the table with partners and stakeholders around shared needs and find solutions that benefit all. We know our solutions must equitably deliver conservation to communities and cultures.



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OUR WORK IN KENTUCKY

CRITICAL PROJECTS FOCUSED ON OUR STATE'S UNIQUE NEEDS

The Kentucky program focuses on four primary areas: Land, Water, Climate, and Community. Underscoring all of these areas is the essential public and private investment needed to carry out our most important conservation work. In addition to the projects outlined below, our goal to create a new state funding stream of at least \$5 million per year will benefit land and water conservation, climate, outdoor recreation, local economies, and public health.

LAND

The Appalachians, which run through eastern Kentucky, play an outsized role in addressing our world's climate change and biodiversity loss crises. In fact, TNC has designated the Appalachians as a global priority landscape for addressing these challenges. Our priorities for the Appalachian Mountains of Kentucky include protecting tens of thousands of acres, reforesting former mine lands, securing a conservation easement on the Cumberland Forest Ataya property, and restoring forested areas and the wildland/urban interface using prescribed fire.

WATER

The Mississippi River represents another critical landscape for people and nature. The world's fourth-largest river basin touches two Canadian provinces and 31 states before emptying into the Gulf of Mexico. Our focus on this river basin in western Kentucky centers on reconnecting the river to its floodplain and restoring degraded wetlands to bottomland hardwood forest. Healthy wetlands provide critical services for communities, from protecting water quality to storing flood waters. We are also working with farmers to reduce pollution going into the river by increasing conservation agriculture practices such as cover crops and nutrient application efficiency.

CLIMATE

Our climate work in Kentucky focuses on the Appalachian Mountains as a critical landscape in a changing climate. The Cumberland Forest Project protects nearly 55,000 acres of these mountains. Through enhanced management, sustainable forestry and enrollment in carbon markets, the Cumberland Forest Project is a



key opportunity for TNC's Kentucky program to make a real difference for climate. The Project's Community Fund is also supporting community solar projects, further avoiding carbon emissions.

These mountains are also full of small, family forests that store carbon diox-

ide and provide additional important benefits to people and nature. TNC is engaging with these family forest owners with the Family Forest Carbon Program, a project that will protect these lands while benefitting families economically.

COMMUNITY

The Kentucky program's work benefits communities in many ways, from reducing flood risk in the western part of the state to reducing wildfire risk in eastern Kentucky. Our community solar projects lower energy bills, while our planned first partnership with Native American tribes will help return lost lands to their ownership. Our work with communities underscores the interconnectedness of people and nature.

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