



**NATIONAL CONSERVATION FOUNDATION**

# Annual Report 2018



**NCF**

509 Capitol Court NE  
Washington DC 20002

[www.nacdnet.org/  
national-conservation-foundation](http://www.nacdnet.org/national-conservation-foundation)





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## Message from the Chairman

The National Conservation Foundation (NCF) had a busy year in 2018. Continuing our work to grow the foundation and its programs, the board of trustees embarked on several items to improve operations and management.

First, after careful consideration, the NCF revised its mission and vision statements to reflect growing leadership and partnership opportunities.

NCF also continued to improve financial management of the foundation, entering into an agreement with the National Association of Conservation Districts (NACD) to provide finance, accounting and professional services to support the foundation.

The NCF also amended its bylaws to add an executive director position to the board of trustees, filled by the NACD CEO,

to strengthen program management and administration.

NCF also had successful programs and fundraising efforts in 2018. The NCF-Envirothon held a very strong competition in Pocatello, Idaho, in July, and NCF launched a successful campaign in fall 2018 to raise funds for a new leadership program, the Next Generation Leadership Institute (NGLI).

I am immensely proud of everything NCF accomplished in 2018 and thank our board, our partners and our friends for supporting us in these endeavors.

Sincerely,

**Steve Robinson**  
Chair, NCF Board of Trustees



## Our Vision

The vision of the National Conservation Foundation is to support delivery of **locally-led conservation** and to create future conservation leaders.

## Our Mission

The mission of the NCF is to identify and advance strategic programs and partnerships to **deliver conservation solutions** through locally-led conservation and to **develop the next generation** of conservation leaders.



# Our Leadership

## 2018 NCF Executive Committee

<b>Chair Steve Robinson</b>	Ohio
<b>Vice Chair Tim Reich</b>	South Dakota
<b>Treasurer John Redding</b>	Georgia
<b>Secretary Mike Mosel</b>	Nebraska
<b>NACD Immediate Past President Lee McDaniel</b>	Maryland
<b>NACD Past President Gene Schmidt</b>	Indiana
<b>Immediate Past Chair Rudy Rice</b>	Illinois
<b>Executive Director Jeremy Peters</b>	Washington, D.C.

## 2018 NCF Board of Trustees

<b>Barbara Perlman-Whyman</b> Presidents Association Representative	Nevada
<b>Marc Cribb</b> NASCA Representative	South Carolina
<b>Irene Moore</b> NCDEA Representative	Ohio
<b>Karen Smart</b> NACD Auxiliary Representative	Utah
<b>Peggy Lemons</b> NCF-Envirothon Representative	Missouri
<b>Earl Garber</b> NACD Past President	Louisiana
<b>Rick Jeans</b> Past NACD Executive Board Member	Oklahoma
<b>Bob Warner</b> NACD Board Member	Colorado
<b>Nedra Turney</b> At-Large Representative	Arkansas
<b>Patricia Lardie</b> At-Large Representative	Wisconsin

# Our Team



**Jeremy Peters**

Washington, D.C.

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NCF Executive Director  
202-547-6223  
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**Laura Demmel**

Montana

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NACD Director of Development  
406-539-4670  
laura-demmel@nacdnnet.org



**Jennifer Brooks**

North Carolina

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NCF-Envirothon Program Manager  
1-800-825-5547  
jbrooks@envirothon.org  
jennifer-brooks@nacdnnet.org



**Debbie Waycott**

Nova Scotia

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NCF-Envirothon Public Relations and Outreach  
1-800-825-5547  
dwaycott@envirothon.org



**Ray Ledgerwood**

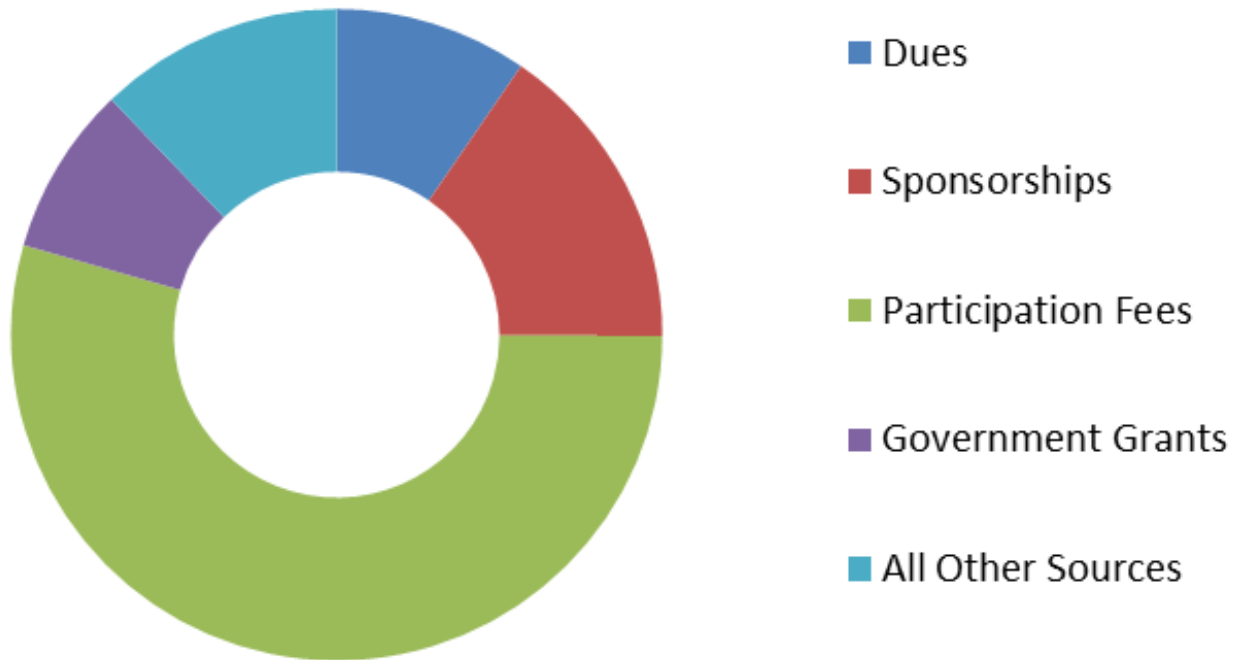
Washington

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NCF Next Generation Leadership Institute Facilitator  
208-301-4728  
rayledgerwood@msn.com

# Fiscal Year 2018 Statement of Activity

## FY18 Revenue

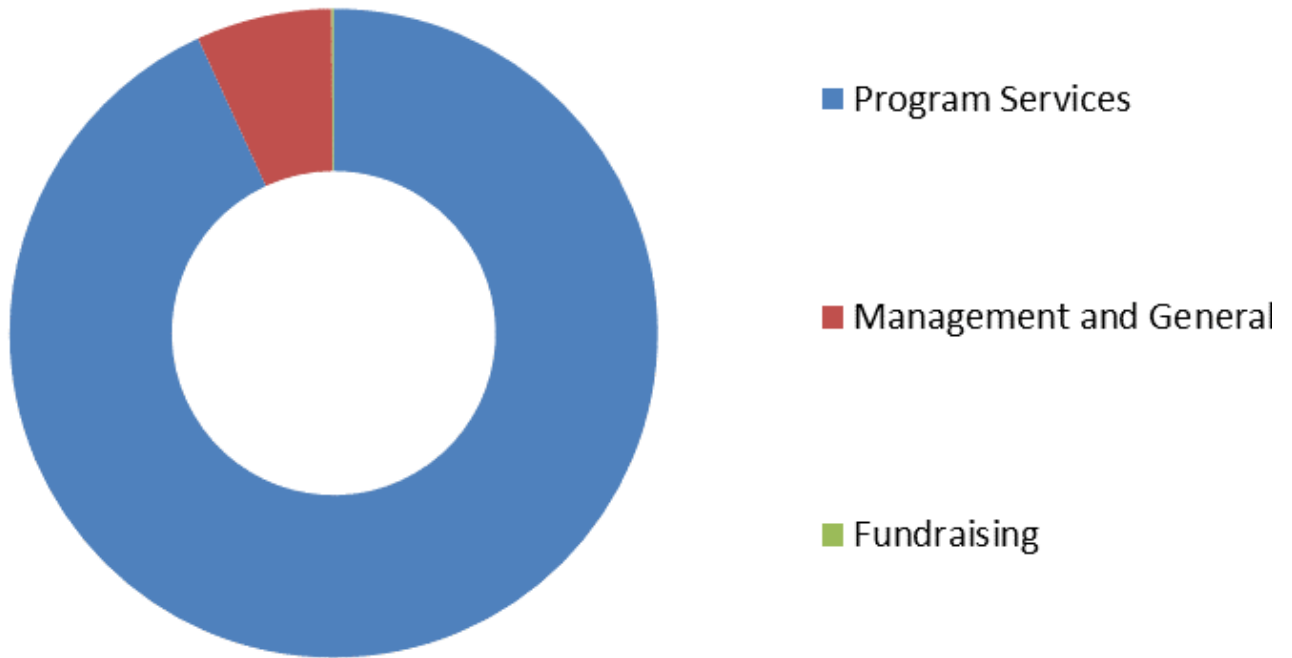


### Fiscal Year 2018 Revenue

● Dues	\$21,650	10%
● Sponsorships	\$35,000	15%
● Participation Fees	\$122,895	54%
● Government Grants	\$19,000	8%
● All Other Sources	\$27,484	12%
<b>Total</b>	<b>\$226,029</b>	<b>100%</b>

# Fiscal Year 2018 Statement of Activity

## FY18 Expenses



Fiscal Year 2018 Expenses		
● Program Services	\$267,576	93%
● Management and General	\$19,431	7%
● Fundraising	\$300	-
<b>Total</b>	<b>\$287,307</b>	<b>100%</b>

*NOTE: NCF operated on a loss in Fiscal Year 2018, however was able to support Program Services with revenue earned in previous years.*

# Program Updates



## How do we balance quality of life and the quality of the environment?

Over 25,000 high school students across the United States, Canada and China embark on a journey each year to offer solutions to this critical question through the NCF-Envirothon.



Connect with us  
@ncfenvirothon



# NCF-Envirothon

## Operating Committee

**Chair**  
**Lorelle Steach**  
Pennsylvania

**Past Chair**  
**Millie Langley**  
North Carolina

**NCF Trustee**  
**Peggy Lemon**  
Missouri

**Barry Burch**  
Maryland

**Kerin Hume**  
Delaware

**Jeff Folger**  
Connecticut

**Wendee Zadanski**  
Ohio

**Shonny Nordlund**  
Montana

**Ron Hellstern**  
Utah

**Sid Lowrance**  
Arkansas

**Jeanne Drybruch**  
Nebraska

**Andrea McKeown**  
Missouri

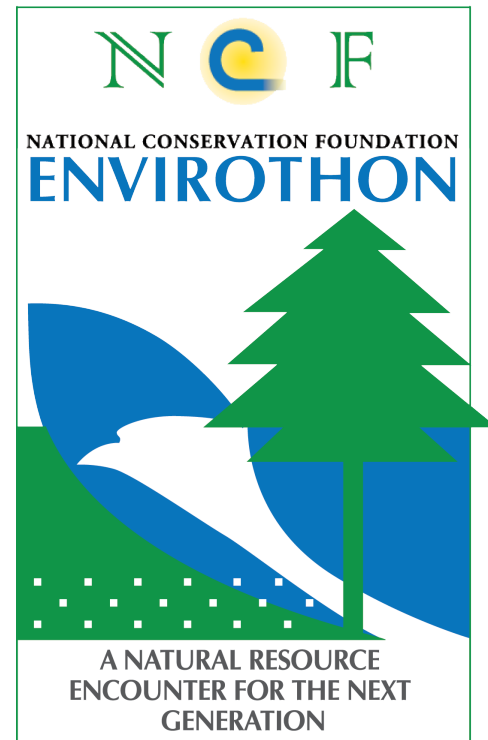
**Patricia Pohrebniuk**  
Manitoba

**Dana Collins**  
Ontario

**Becky Geneau**  
New Brunswick

## Mission Statement

To develop knowledgeable, skilled and dedicated citizens who have an understanding of natural resources and are willing and prepared to work towards achieving and maintaining a balance between the quality of life and the environment, accomplished by developing in young people an understanding of the principles and practices of natural resource management and ecology and through practice dealing with complex resource management decisions.



## History

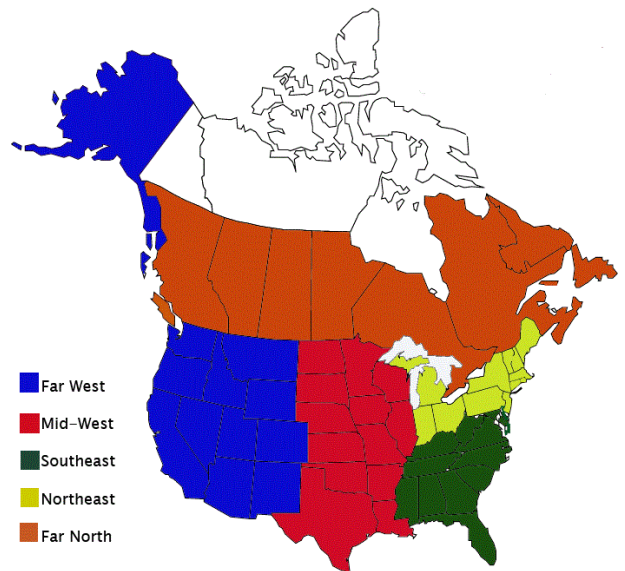
Created in 1979, the Envirothon is a hands-on environmental problem-solving competition, team building and leadership experience for high school students in the U.S., Canada and China. As the complex natural resource issues facing our ecosystem and planet today change, the mission and impact of the Envirothon has never been more important. The Envirothon is managed and directed by NCF and its NCF-Envirothon Operating Committee. Participating high school teams are trained and tested in five natural resource categories: Soils/Land Use, Aquatic Ecology, Wildlife, Forestry and Current Environmental Issues.

The Envirothon works in partnership with local, state, national and international conservation agencies to organize and conduct competitions across North America and beyond. Winning teams from each state and/or province advance to the international level event for an opportunity to compete for recognition, scholarships and prizes.



## NCF and the NCF-Envirothon Operating Committee

The National Conservation Foundation (NCF) assumed leadership of the Envirothon program in 2014. The mission of the NCF is to identify and advance strategic programs and partnerships to deliver conservation solutions through locally-led conservation and to develop the next generation of conservation leaders. The Foundation understands how the big impact Envirothon makes on so many students' lives will help develop new leaders in conservation.



The NCF-Envirothon Operating Committee (NCFEOC) is comprised of elected representatives from the five Envirothon regions in North America: the Southeast, the Northeast, the Far West, the Mid-West and the Far North; as well as one representative from the National Conservation Foundation board. The NCFEOC provides recommendations to the NCF Executive Committee regarding the direction of the NCF-Envirothon. They work continually to update educational guidelines and curriculum frameworks to aid states and provinces in better serving their educators and students. In addition, they assist the host state/province in promoting, organizing and conducting the NCF-Envirothon annual competition and are responsible for the development of rules and policies for conducting the program.

# Letter from the Chair

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As we close out 2018, all those engaged with the NCF-Envirothon have a lot to be proud of.

Thanks to the leadership of Idaho's Host Committee, the 2018 NCF-Envirothon competition was a success with 250 student participants, comprising 50 teams. Besides coming away with a little dust on our boots, teams gained new knowledge in the context of rangeland ecosystems, performed well through rigorous testing and competitive oral presentations and walked away with awards, a sense of pride in their accomplishments and a better sense of the culture of the West. I also want to wish special congratulations to the New York team from The Mount Academy for taking the first place win at the 2018 NCF-Envirothon competition!

In 2018, we are grateful for the continued support from three of our top sponsors: **Smithfield Foods** for generously sponsoring this year's cash awards for the top three teams in addition to wonderful

barbecue dinner for all the teams, volunteers and guests; **Canon U.S.A. Inc.** for sponsoring this year's cash awards for teams that placed fourth through tenth; and **the United States Forest Service** for funding the Diversity Enhancement and Underserved Audience Grants.

The North Carolina host committee has been diligently planning the 2019 NCF-Envirothon event to be held at North Carolina State University located in Raleigh. The Current Issue chosen by North Carolina is "Agriculture and the Environment: Knowledge and Technology to Feed the World," a theme that gives students a look into our current relationship between the environment and agriculture, while also exploring how one can benefit from the other to meet our future needs.

As we begin to prepare for this year's round of local, state and provincial competitions to identify the top teams that will participate in the 2019 NCF-





“Your time, dedication and knowledge of the environment and natural resource management is educating our next generation of leaders.”

Envirothon, I'd also like to thank all the organizers and coaches across the country who give of their time and resources to invest in youth in their community.

Your time, dedication and knowledge of the environment and natural resource management is educating our next generation of leaders. We stand committed to supporting you and your local programs as you teach these future leaders, conservationists and decision makers, enabling them to make sound choices in the future.

Finally, the National Conservation Foundation and the NCF-Envirothon

Operating Committee are committed to strengthening the Envirothon program at all levels.

As always, I would encourage anyone to reach out to our NCF-Envirothon staff including **Jennifer Brooks**, NCF-Envirothon Program Manager, and **Debbie Waycott**, NCF-Envirothon Public Relations and Outreach, for local or state program building, outreach support and any NCF-Envirothon related questions.

Sincerely,

**Lorelle Steach**  
NCF-Envirothon Chair



# Local, State and Provincial Envirothon Competitions Across the Globe

Each year, states and provinces across the U.S., Canada and China host local Envirothon competitions among high school students, grades 9-12 (ages 14-19), utilizing the five areas of study; soils, forestry, aquatics, wildlife and current environmental issues.

Teams consist of up to five students from the same school, non-traditional school or youth organization. Led by a volunteer advisor, teams usually meet from late autumn until spring, studying and practicing. The teams are often organized and sponsored by local conservation districts, tribal organizations and/or state or province agencies.

The competition consists of a blend of in-class curriculum and hands-on field experiences that incorporate both indoor and outdoor learning opportunities for students.

Teams work collaboratively to develop their knowledge of ecology and natural resource management and to practice

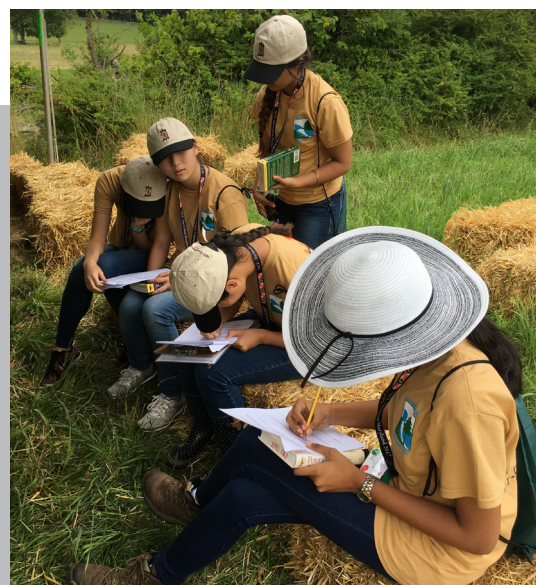
their environmental problem-solving skills in preparation for Envirothon competitions.

The Envirothon program is structured to allow participating states and provinces maximum flexibility to individualize their program. The state or province Envirothon committee acts as the voting body for the state/provincial Envirothon program and establishes the policies and administrative structure.

Each participating state or province holds a competition in the spring of each year. The winning team from each state/province competition is then eligible to attend the NCF-Envirothon Annual Competition the following summer.

The NCF-Envirothon is active in three major nations across the world: the United States of America, Canada and China.





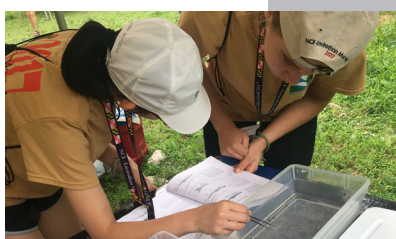
## Envirothon in the United States

Began in Pennsylvania in 1979 as the “Environmental Olympics”, the Envirothon has grown and expanded across the United States ever since. In 2018, 45 states participated in the NCF-Envirothon program and attended the annual competition to compete for prizes and scholarships.



## Envirothon in Canada

The first Canadian province, Nova Scotia, began participating in the Envirothon program in 1992. In 2018, nine Canadian provinces and one territory (Newfoundland, Labrador, Nova Scotia, New Brunswick, Prince Edward Island, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia and Yukon Territory) participated in the international competition.



## Envirothon in China

In 2018, the Envirothon China program celebrated its third year of competition with a record high number of student participants, an estimated 336, from two Chinese provinces. In April, provincial competitions to determine which two teams would travel to NCF-Envirothon were held at the Duke Kunshan University.

# 2018 NCF-Envirothon Annual Competition



Each team arrives at the NCF-Envirothon annual competition as a result of extensive training and superior performance at state/provincial Envirothon competitions.

The 2018 NCF-Envirothon annual competition was held at Idaho State University in Pocatello, Idaho. More than 500 students, volunteers and guests, representing 50 teams from three different countries, journeyed to Idaho from July 22-28, 2018, to learn and compete in environmental ecology and natural resource management, with a focus on the fifth study topic of "Western Rangeland Management: Balancing Diverse Views".

The week-long competition included hands-on and written tests and oral presentations on the students' knowledge of aquatic ecology, forestry, wildlife and soils/land use.

Each team receives extensive on-site training to help familiarize themselves with the host region, oftentimes a vastly different world from their home region. The competition culminated with an announcement of the winning teams and \$54,000 in cash awards to be used as scholarships.

A special thank you to **Smithfield Foods** for their support of the NCF-Envirothon program in 2018. Employees from 40 Smithfield Foods facilities and divisions across the United States volunteered at local Envirothon competitions and contributed over 420 hours of service to the Envirothon.

In addition, Smithfield Foods contributed \$35,000 to the NCF-Envirothon program for team scholarship awards and sponsored the barbecue dinner during the Idaho Day events in historic Chesterfield, Idaho.

# Top Ten Teams and Prizes

1. New York - \$15,000
2. Missouri - \$10,000
3. Virginia - \$5,000
4. New Mexico - \$4,500
5. South Carolina - \$4,000
6. Maine - \$3,500
7. North Carolina - \$3,000
8. Mississippi - \$3,000
9. Rhode Island - \$3,000
10. Georgia - \$3,000



## Mount Academy Team

Esopus, N.Y.

Bill Gill (far left), Assistant Vice President of Sustainability with Smithfield Foods presenting the 2018 NCF-Envirothon First Place Team from New York state a \$15,000 cash prize to be divided among the team members for scholarships.



## Alumni Spotlight - Dr. Emily Molberg

Envirothon was the best experience of my high school career and set the stage for my future work. It provided an entree to ecology, highlighted the importance of environmental health for society, and challenged me to assimilate new knowledge quickly and to apply that information and present it to others. I pursued applied environmental science in my undergraduate studies of environmental engineering at MIT, and in my doctoral studies in biological oceanography at Woods Hole Oceanographic Institution (which is suspiciously similar to my Envirothon category - aquatic ecology!) Currently, I research the impacts of climate change on fisheries (both the fish populations and fishermen) using mathematical models.

- Dr. Emily A. Molberg, Pennsylvania

Read more Envirothon alumni testimonials at [envirothon.org](http://envirothon.org). If you have a story to share of how Envirothon impacted your life, please send it to [administration@envirothon.org](mailto:administration@envirothon.org).

# Outreach and Education

Numerous studies have shown the benefits and importance of engaging students in STEM- (Science, Technology, Engineering and Math) based education. Just as important are programs that incorporate the environment into the curriculum.

Dubbed 'E-STEM', this style incorporates environmental education into student learning, and the NCF-Envirothon program perfectly encompasses that concept. From the science of ecological systems to technologies, engineering practices and mathematical calculations used to determine environmental health or mitigate environmental problems, the NCF-Envirothon uses real-life situations to help students learn.

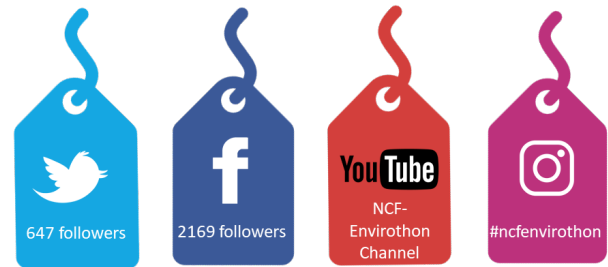
NCF-Envirothon continues its outreach through various social media avenues. NCF-Envirothon's presence on social media allows for promotion of the program, but also allows the NCF-Envirothon to gather immediate feedback and deliver educational content to our followers.

The audience ranges from current Envirothon competition participants to alumni, teachers, informal educators, conservation districts, local/state/province/federal agencies, environmental journalists and other natural resource/conservation outlets.

The NCF-Envirothon's two major social media outlets are Facebook and Twitter. In 2018, NCF-Envirothon used YouTube to live broadcast the final



## 2018 Social Media Presence



oral presentations during the annual competition and created a new Instagram account.

The NCF-Envirothon was mentioned several times in 2018 using the **#ncfenvirothon** tag.

## Diversity Grant Program

Through support of the U.S. Forest Service, the NCF-Envirothon offers diversity grants to help state and provincial Envirothon programs increase the diversity of participants.

Native American and First Nations populations, French-speaking Canadian students, urban and inner-city youth and those separated by geographic and/or economic barriers have all been the focus of state and provincial Envirothon growth.

The 2018 Diversity Grants were awarded to six states: Arizona, Texas, Montana, Virginia, Massachusetts and Ohio.

Awards totaling \$12,000 were given in the last year, resulting in 260 more students with a diverse background participating in the Envirothon.

## 2018 NCF-Envirothon Partners & Sponsors

In addition to the National Conservation Foundation, the NCF-Envirothon has several other vital sponsors and partners.

The Envirothon program has been recognized by leading corporations and organizations nationwide. These caring corporate citizens, nonprofit organizations and government agencies have partnered with us to find innovative ways to provide natural resource/environmental education to the world's youth. A special thank you to our loyal sponsors and donors for their support.



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**USDA NRCS**  
U.S. Department of Agriculture  
Natural Resources Conservation Service



**NCDEA**  
National Conservation District  
Employees Association





National Conservation Foundation  
**LeadershipInstitute**

**#NCFNextGen**

*“If your actions inspire others to dream more, learn more, do more and become more – you are a leader.”*

**– John Quincy Adams**

## About

In the United States, grassroots conservation delivered by locally-led conservation districts has a long-standing history of success, going back more than 80 years. These local community leaders are the ideal voices to promote the stewardship of our nation’s natural resources, and the demand for this approach continues to grow and expand as resource priorities are further realized.

Many leaders of conservation districts are faced with challenges of transitioning their work to the next generation of local leaders, as well as managing the shifting needs of local conservation priorities. Many conservation districts are planning long-term to overcome these challenges but require support in identifying and training those who will champion this work for decades to come.

Those who will continue this legacy will achieve their greatest success with the specific skills and tools to lead conservation efforts at the local level. Conservation leaders with a comprehensive education in these skills will be valuable assets for conservation districts, and many members of the next generation lack options to understand and develop these skills.

To address these concerns, the National Conservation Foundation (NCF) has launched an effort in partnership with the National Association of Conservation Districts (NACD) called the Next Generation Leadership Institute (NGLI). Upon successful completion of the program, these NextGen leaders will continue a successful legacy for the benefit of their communities, regions and our nation.

# Statement of Purpose

To provide first-class leadership development opportunities for the next generation of conservation leaders.

## Goals

### 1. Develop Program for Future Leaders

Train and create a pipeline for future leaders within the locally-led conservation community.

### 2. Create Knowledgeable Leaders and Ambassadors

Educate NextGen leaders on NCF, NACD and conservation partnership programming, policy and history to create effective ambassadors to conservation districts and state associations.

### 3. Create Grassroots Advocates

Equip NextGen leaders to effectively tell the locally-led conservation story and engage with the larger conservation community.

### 4. Create Financial Model for Sustaining the Initiative

By 2022, create a sustainable funding model to support the initial concept in the long term and expand as needed to meet future opportunities.

## NGLI Advisory Committee

**Ray Ledgerwood** – Facilitator

**Laura Peterson** – Syngenta

**Andrew Lauver** – Syngenta

**Patti Lardie** – NCF

**Gene Schmidt** – NCF

**LeAnn Buck** – Minnesota Association of SWCDs

**Chip Jones** – Virginia Association of SWCDs

**Chad Ellis** – Noble Research Institute

**Samuel Green, Jr.** – North Carolina Association of SWCDs

**Andrew Fritz** – Hamilton County SWCD

**Jeremy Peters** – NACD CEO

**Laura Demmel** – NACD Director of Development

**Sunni Heikes-Knapton** – NACD Northern Plains Region Representative

Existing leadership plays a key role in recognizing the values of the initiative and establishing the benefits of the effort as a priority focus. With this acknowledgment and support, successful participation by NextGen leaders in this initiative will create an **effective network of leaders**, establish a sustainable program, support the long-term efforts of NCF and NACD, and **ensure the betterment of the conservation communities of our nation.**

To help equip these leaders of tomorrow, the National Conservation Foundation, in partnership with NACD, launched the Next Generation Leadership Campaign on Oct. 1, 2018, to raise funds to go toward an endowment fund to support the next generation of leaders within locally-led conservation.

Thanks to many generous donors and to a benefactor who matched the amount raised by 100 percent until the end of 2018, over **\$86,914** was committed toward Next Generation Leadership.

Thank you to everyone that contributed to the 2018 Next Generation Leadership Campaign:

Andrew Fritz  
Bowman/Slope Conservation District  
Brenda Shambaugh  
Brownson Family Fund  
Burnett Farms  
Candice Abinanti  
Catocin Conservation District  
Chip Jones  
Coronado SWCD  
Cunningham Family Farm LLC  
Dale Renee Threatt-Taylor  
Dan Lane  
David Rowlett  
Debbie Waycott  
Denise Savageau  
Dennis Carney  
Eric Dodrill  
Floyd County Conservation District  
Frederick SCD  
Gary Blair  
Gina DeMarco  
Hamilton County SWCD  
Hardin SWCD

Irene Moore  
Jake Tibbitts  
Jeff Burwell  
Jeremy Peters  
Joe Glassmeyer  
John H. Redding  
Karl Jensen  
Karla Maldonado  
Kentucky Association of CDs  
Kris Swartz  
Larry Davis  
Laura Demmel  
Lee Davis McDaniel  
Louisiana Association of CDs  
Luis Dieguez  
Michael R Crowder  
Missouri Association of SWCD  
Northwest Connecticut CD  
Patricia Sueck  
Richard L. Duesterhaus  
Rick Jeans  
Rogers County Conservation District  
Ron Willis

Shane Wells  
Shawnee CD  
Shiawassee Conservation District  
Steve Robinson  
Suffolk SWCD  
Tim Palmer  
Tom Wehri

Union SWCD  
Upper Pecos SWCD  
Warner Ranch  
Webster County SWCD  
Whyman Family Fund  
Wyandot SWCD

*Thank you to anonymous donors as well.*



”

This program will provide **energy** to allow the conservation district movement to **transition** into the future.

“

Minnesota Association of SWCD's  
Executive Director LeAnn Buck

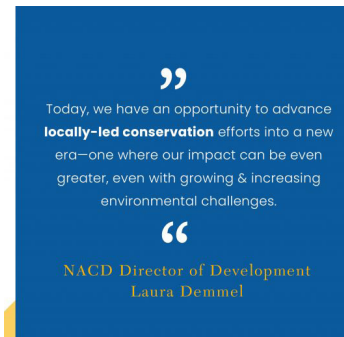


”

The **leaders** in our **past** are part of who we are today, and in the very same way, our lives are intertwined with the leaders of **tomorrow**.

“

NACD CEO Jeremy Peters



”

Today, we have an opportunity to advance **locally-led conservation** efforts into a new era—one where our impact can be even greater, even with growing & increasing environmental challenges.

“

NACD Director of Development  
Laura Demmel



”

This initiative takes the next step toward **recruiting** and **cultivating** strong leaders to **lead** districts in the future.

“

NACD Auxiliary President Karen Smart



”

We've been implementing conservation for generations, so we have the knowledge, but it is our **responsibility** to pass it on.

“

NCF Chairman Steve Robinson



”

We can't have enough voices **representing** us in conservation and agriculture, and in order to get more people involved, we have to **educate** new leaders on what NACD is about.

“

NACD Board Member Jeff Rice



# Become a Partner

The NCF is actively seeking partners and corporate sponsors who have a passion and dedication to educating today's youth and developing the next generation of conservation leaders in tomorrow's world. If you or your organization/agency are interested in helping the NCF succeed in its mission, contact:

**Laura Demmel**

Director of Development

National Association of Conservation Districts

[laura-demmel@nacdn.net](mailto:laura-demmel@nacdn.net)

406-539-4670