

# Central Conservation

Our Divisions



the  
nature  
place

**WISCORPS**



## **Table of Contents:**

COMPANY PROFILE

OUR STORY

OUR DIVISIONS

THE NATURE PLACE

WISCORPS

AMERICORPS FUNDING

OUR STAFF



# COMPANY PROFILE

## VISION

To empower our divisions to focus on their purpose, not their paperwork.

We streamline operations so more resources fuel the programs that strengthen communities, inspire giving, and cultivate the next generation of land stewards.

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## MISSION

We empower humans working to care for our Earth.

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## WHAT WE DO

Payroll & Benefits Administration  
Legal & Compliance  
Staffing & Hiring  
Internal Systems & Operations  
Marketing & Communications  
Development & Donor Relations  
Fundraising & Grant Management

Our experienced Central Conservation team and Board members are passionate about making a real impact on our planet. We exist to empower humans and organizations to thrive. By helping the public understand the importance of their missions, we amplify their impact.

Central Conservation is the ideal partner for environmentally focused organizations seeking growth, transformation, and lasting success.



Central Conservation

## CORE VALUES

Transparency  
Effective Communication  
Passion for Purpose  
Innovation  
Collaboration  
Inclusivity  
Excellence

## OUR STORY

2009

**WisCorps, Inc. a non profit 501 (c)(3) founded with \$5,000 and one crew providing service to benefit public lands.**

2010

- Added new service partners & projects outside of La Crosse County.

2011

- Engaged in our first partnership with the National Park Service.
- Invited to take over the Myrick Park Center, resulting in a year-to-year lease with the City of La Crosse.

2014

### **WisCorps, Inc. restructuring and growth**

- The Environmental Education division was formed to deliver programming. The division offers community education and environmental education programs.

2020

- WisCorps, Inc. becomes its own division to deliver services through Crew-based conservation projects, benefitting public lands.
- WisCorps, Inc. added the Individual Placement Program.
- WisCorps, Inc. organization enters into a twenty-year building lease with the City of La Crosse - Myrick Park.
- Expanded regional and Upper Midwest partnerships and collaborations.

2022

- Added Community Programs & Visitor Services departments and expanded community and environmental education opportunities.
- Origination of two donor sponsored UW-L Fellowships in the areas of Marketing and Development.

2023

- WisCorps, Inc. expands services locally, statewide, and throughout the Upper Midwest.
- Divisions formalized: The Nature Place and WisCorps.

2024

### **Central Conservation, Inc. rebrand (formerly WisCorps, Inc.). Rebrand launch in September 2024, "Unifying the Conservation Movement"**



- Completed official organization rebrand and naming for the 501(c)(3) and its divisions - The Nature Place and WisCorps.
- WisCorps division completes Master Agreement with the National Park Service which enables work in any national park property.
- Negotiated a Master Agreement with US Fish & Wildlife Service.
- Central Conservation, Inc. upgrades foundational systems for organizational growth.
- Organization-wide: website development and enhancements.

2025

### **Capacity Building for the Future!**

- Solar Array installation on The Nature Place.
- Greenhouse construction complete at The Nature Place.





The mission of The Nature Place is to inspire and cultivate meaningful connections between people and nature, **for the benefit of both.**

## WISCORPS

WisCorps engages the next generation of environmental leaders through guided, hands-on service opportunities that benefit our regions public lands.



## Our Divisions

It is with joy and commitment that we empower humans to care for Earth. We equip our workforce to thrive and meet their mission.

Central Conservation, Inc. shoulders the organizational challenges that can slow them down and we create space for them to focus on the work that matters most: serving their communities.

Through the systems and efficiencies we build, we strengthen culture, empower teams, and help each organization move confidently toward a brighter, more sustainable future for all.





To inspire and cultivate  
meaningful connections  
between people and nature,  
**for the benefit of both.**





**When a child tastes a raspberry for the first time, their curiosity sparks.**

**When a monarch returns to its milkweed, life renews itself.**

**When an adult living with dementia recalls a cherished memory, connection blossoms.**

**When we notice the rhythm of the changing seasons, joy quietly unfolds.**

**Nature shows us that restoration is always possible—in small moments and subtle connections.**



## WHAT WE DO

### ENVIRONMENTAL EDUCATION



- Homeschool Science
- Early Explorers
- No School Day Camps
- Summer Day Camps
- School Field Trips

### GARDENS & GROUNDS



- Gardens (including native, produce, pollinator and community gardens)
- Species Diversity Educational Opportunities

### COMMUNITY PROGRAMS



- Nature Saturdays
- Enviro-Wednesdays with partner, *Friends of the Marsh*
- Bird Programs with partner, *Coulee Region Audubon Society*
- Community Science
- Critter Mobiles with *Animal Ambassadors*
- Specialized Programming

### VISITOR SERVICES & RESERVATIONS



- Community volunteer opportunities within our gardens, business team, building operations, and front desk services
- Reservations for: weddings, events, off-site corporate meetings
- Community Public Hours serving the community as an important 3<sup>rd</sup> Space

## COMMUNITY COLLABORATIONS

Coulee Audubon  
Coulee Region Audubon Society



## ENVIRONMENTAL EDUCATION PROGRAM

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Our programs serve families and school districts throughout the Driftless Region with the purpose of introducing children to nature-based education.

We create opportunities to promote engaged learning and connections with nature.

### HOME SCHOOL SCIENCE

**Serves 100+ youth annually | Ages 6-12**

Each session provides children with 12 focused, screen-free hours of outdoor learning through our Homeschool Science programming. Four-week sessions are offered during Fall, Winter, and Spring.



### EARLY EXPLORERS

**Serves 100+ youth annually | Ages 2-5**

Each session of this program provides 12 unique experiences for 16 children and their caregivers to experience our outdoor spaces that improve cognitive function and well-being, as well as social interactions and connectedness. STEM activities utilizing nature reinforce the resilience of children when encountering stress, challenge, or adversity.

### NO SCHOOL NATURE CAMP

**Serves 175+ youth annually | Ages 5-11**

This program provides the continuation of education during scheduled academic-year breaks while delivering activities in a secure, safe, and dependable environment for parents to bring their kids while they are at work.





## SUMMER DAY CAMPS



## AN INVESTMENT IN OUR FUTURE

*Kids need a place where they can explore, connect, and discover the world.*

Scholarships for children ages 4–12 support: learning time outside, physical fitness through play in the outdoors, boosted brain development, expanding confidence, growing curiosity, and social connection with others. It's vital to raising tomorrow's strong, smart, and independent leaders.

**WE ENROLL 600+  
YOUTH CAMPERS  
EACH SUMMER**

\*Source: NEARBY NATURE: A Buffer of Life Stress Among Rural Children by NANCY M. WELLS & GARY W. EVANS



## SCHOOL FIELD TRIPS

Natural areas draw children together, provide a context for making friends, and impact stress levels. Outdoor spaces foster social interaction and community networks.



### 45+ FIELD TRIPS PER YEAR

The Nature Place proudly welcomes schools and groups from communities including Arcadia, Fountain City, La Crosse, Onalaska, Sparta, Stoddard, Tomah, West Salem, Whitehall, Caledonia, Dakota, Lanesboro, Rushford, and St. Charles.

Each visit from these students allows us to incorporate the greater mission of fostering meaningful connections with our natural resources through immersive, values-driven environmental education.



### 1,700+ STUDENTS RECEIVE HANDS-ON LEARNING OPPORTUNITIES

\*School environments that support effective learning and students' psychological and physical well-being are essential.

The most beneficial settings include outdoor spaces that encourage activities beyond the classroom. Research in environmental and architectural psychology offers evidence-based design guidelines that should inform these spaces.

## IN OUR SCHOOLS & UNIVERSITIES

Staff are often invited by local schools and universities to share their environmental expertise and present on environmental education topics—expanding the reach of our mission and strengthening the future of environmental education careers in the years to come.

## COMMUNITY PROGRAMS

Our community programs offer specialized nature programming to connect a wide range of groups with activities and resources to be active stewards of the natural world. Programs are driven by community interest and serve individuals, families, community groups/clubs of all ages and backgrounds.

### NATURE SATURDAYS

**400+ participants annually | All Ages**  
*1<sup>st</sup> Saturday of each month*

Each 2 hour session provides learners with age appropriate nature-based activities focusing on families, socialization, and building a stronger connection to nature.



### COMMUNITY SCIENCE

**12+ programs annually | Ages 14+**

Bridging academic research and the community-at-large. These programs create collaborative spaces, engages the public, and creates a more ecologically literate community. Sponsorship opportunities include:

- Driftless Area BioBlitz
- Monarch Watch
- Great Backyard Bird Count
- Audubon Christmas Bird Count
- Wisconsin Frog & Toad Survey



### ENVIRO-WEDNESDAYS

**200+ learners annually | Ages 14+**

Sponsor an evening or the entire nature series and support enhancing nature knowledge. Different topics and speakers every month engaging community members with similar interests.





## ANIMAL AMBASSADORS



## CRITTER MOBILE

**Traveling Nature Education Programs  
serve 1,500+ individuals annually**

- Education about live animals
- Creates real world connections
- Fosters empathy and responsibility
- Helps to make complex subject matter accessible & understandable

## OVERALL INVESTMENT

\$7k

To humanely house and care for these popular teaching aides is growing as is our use of these very effective animal ambassadors. The ambassador animals promote engagement, provide understanding of the ecological roles and inherent value of wildlife. Learners the opportunity to interact with live animals during eco-programs offered on-site and throughout the region.

*"We all had a wonderful time! The kids loved the presentation, playing games and touching the bearded dragon and snakes. The Educator did an amazing job keeping the group engaged."*

*-Parent, 2024*

## VISITOR SERVICES

The Nature Place believes in outdoor access for all people. Programs and experiences are designed to welcome people of all ages, races, and genders to connect with nature, learn, and grow together.

**WE SERVE 12,000+ VISITORS ANNUALLY**



From September 2024 to August 2025, The Nature Place staff coordinated over 114 volunteers who contributed more than 1,034 hours to restoring native habitats, removing 220 pounds of trash from Myrick Park and the La Crosse River Marsh Trails, and maintaining our free community produce garden. Together, we're creating an inclusive, welcoming space where everyone can connect, learn, and feel supported by nature and one another.

### FREE KIDS PLAY

**Benefitting parents**  
with kids of all ages

### GUIDED GARDEN TOURS

**ADA Compliant**  
self-guided audio tours

### ACCESS TO LIVE CRITTERS

**Discovery Room** available  
during public hours

### TAKE HOME ACTIVITIES

**Extended Learning** for  
parents and kids

### TAXIDERMY CRITTERS

**Educational opportunity**  
for visitors of all ages

### LOCAL ART GALLERY

**9-month studio** showcasing  
local nature-inspired art

### EXPLORER BACKPACKS

**Hands-on Learning** for  
parents and kids

### TREASURE TABLE

**Sensory actives** for  
visitors of all ages



## DRIFTLESS BIODIVERSITY

The Nature Place promotes the preservation of the Driftless Region's unique biodiversity through hands-on education focused on native plants, pollinators, and locally grown produce.

Our programs teach AmeriCorps participants and volunteers about invasive species management and soil health. Across five acres of thriving gardens and grounds—home to 127 plant species and 88 native varieties vital to the La Crosse Marsh—through community science initiatives, they've documented encounters of the endangered native Rusty Patched Bumble Bee.



## CLIMATE RESILIENCE

**Restoring** landscapes to withstand climate change.

## ECOSYSTEM SERVICES

**Educating** on air, water, and soil quality through sustainable agriculture practices.

## POLLINATOR SUPPORT

**Protecting** essential insects that power our food system.

## BIODIVERSITY &amp; HABITAT

**Identifying** unique species only found in the Driftless area.

## WILDLIFE FOOD &amp; SHELTER

**Strengthening** our soil to build sanctuaries for native species.







## OVERALL IMPACT

**13** AmeriCorps  
Members in  
Service Annually

**12** Animal Ambassadors

**12,900**  
Total Service Hours

**1,035** Volunteer  
Hours

114 Volunteers provided a value of  
\$36,007 through service

- \* Supporting environmental education and land stewardship for the greater Driftless Region
- \* This does not include staff time, only AmeriCorps participant hours

**5** Acres of Land  
Stewardship

- \* 9 native gardens hosting 106 native plants
- \* 220 pounds of trash removed from the La Crosse marsh area

**35+** Community  
Partners

**30+** Community  
Engaged Events

**98** Programs Offered

**12** Youth Scholarships  
Offered

**12,000+**  
Participants Attended  
Education Programs or  
Community Events



1

PROVIDE A SAFE AND  
INCLUSIVE LEARNING  
ENVIRONMENT

2

FOSTER APPRECIATION  
AND A SENSE OF  
STEWARDSHIP FOR THE  
ENVIRONMENT

3

CREATE HANDS-ON  
OPPORTUNITIES FOR ALL  
AGES TO EXPLORE OUR  
REGIONS' ECOSYSTEMS

4

TEACH CRITICAL  
THINKING SKILLS TO  
RESPECT NATURE AND  
DEVELOP PROBLEM-  
SOLVING SKILLS

5

PROVIDE SHARED NATURE  
EXPERIENCES ALLOWING  
SOCIALIZATION AND  
GROUP PROBLEM SOLVING

6

ADVANCE OUR  
AMERICORPS MEMBER  
PARTICIPANTS'  
KNOWLEDGE-BASE OF  
THE NATURAL WORLD

## INDICATORS OF SUCCESS

Success of our programs and events are met through a variety of indicators that reflect both **participation and impact**. Attendance and engagement provide a foundational measure, while participation satisfaction surveys offer direct feedback on how well the program met attendees' expectations.

Safety is prioritized through clear protocols, training, and consistent reinforcement of safety expectations. We assess whether the curriculum, activities, and events effectively address the needs of each group, with a focus on fostering learning and skill development. Success is also observed through attendees' growth in problem-solving confidence, their active interest in lessons and activities, and their demonstrated appreciation for nature and wildlife. Additionally, we look for evidence of appropriate independence, ensuring that participants are gaining not only knowledge but also the confidence to apply it.

## PHILANTHROPIC SUPPORT

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Your investment in The Nature Place ensures the greater La Crosse region will benefit from a nature-focused community center open to the public, offering year-round, onsite, and regional services with an emphasis in the areas of **education**, **community**, and **land stewardship**.

Together with your gift, we will continue to deliver nature-based learning opportunities for people of all ages. This important education promotes lifelong learning and is beneficial to teaching our community to care for the Earth. We are dedicated to the delivery of these programs through quality learning experiences in the outdoors.

We are a **welcoming** and **inclusive space** where individuals may foster appreciation and a sense of stewardship for the environment and our natural resources. As a result, our collective community will develop a deeper understanding of environmental issues and have the skills to make informed and responsible decisions.



### CAMP SCHOLARSHIP

support one participant  
for Summer Day Camp

**Investment \$275**



### CAMP SUPPLIES

support our Education  
Team with needed  
program supplies

**Investment \$1000**



### EDUCATOR SALARY

support one  
Environmental Educator  
for one summer of camp

**Investment \$6000**



### SUPPLIES

support to provide  
operating daily  
consumable supplies

**Investment \$2500**



### GARDEN SEEDS

support our garden  
crew with annual  
native herloom seeds

**Investment \$500**



### ANIMAL AMBASSADORS

support annual care &  
maintenance costs for  
one of our critters

**Investment \$500**



### STAFF TRAINING

support one staff  
members annual  
training

**Investment \$250**



### UNIFORMS

support our annual  
uniform fund for staff and  
AmeriCorps Participants

**Investment \$1000**



### CAMPER T-SHIRTS

support annual cost  
to purchase camper  
t-shirts

**Investment \$2000**



A photograph of two people, a man and a woman, in a forest. They are both wearing yellow hard hats and blue t-shirts with 'WISCORPS' and 'WISCONSIN CONSERVATION CORPS' printed on them. The man on the left is smiling and holding a chainsaw. The woman on the right is also holding a chainsaw. They are surrounded by tall trees and green foliage.

# WISCORPS

WISCONSIN CONSERVATION CORPS

Engaging the next generation of  
environmental leaders through guided,  
hands-on service opportunities that  
**benefit our region's public lands.**



The image features three silhouetted figures against a bright, cloudy sky. On the left, a person's arm is raised high, reaching towards the top left corner. In the center, a person is seen from the side, with their arm extended outwards. On the right, a person stands with both arms raised, hands open, reaching towards the top right corner. The overall mood is one of joy and connection with nature.

**A little bit stronger and a  
little more connected.**

*There's no better place than  
outdoors to notice as leaves  
bud in the spring, stretch to  
catch the sun in the summer,  
dazzle with vivid color in the  
fall, and crunch beneath your  
feet as winter approaches.  
You learn about the land and  
the sun, watching as they too,  
**change with the seasons.***

-Beth DeFoe - Crew Leader '24





## CREW PROGRAM WHAT WE DO



Invasive Species Removal & Treatment



Trail Construction & Maintenance



Boardwalk Trail Installation



Dry Stone Masonry "Rock Work"



Plant Identification for  
Habitat Restoration



Reforestation & Planting





## CREW PROGRAM CONTINUING EDUCATION

WisCorps strengthens the conservation workforce by **providing professional certifications for its Crew Members. Forty-five certifications were awarded in 2025**



**CHAINSAW SAFETY**



**WI HERBICIDE APPLICATION**



**WILDERNESS FIRST AID**



**LEAVE NO TRACE**

**Crew Leaders** receive chainsaw certification—half through the National Park Service and half via regional instructors—while continuing to refine their skills under WisCorps staff guidance. They also complete the Wisconsin Herbicide Applicator exam and are added to WisCorps' commercial pesticide license, enabling safe invasive species management and volunteer education.

**All WisCorps Members** are trained and certified in Leave No Trace principles, fostering lifelong respect for ethical land stewardship. Through a partnership with the National Outdoor Leadership School (NOLS), they also earn Wilderness First Aid and CPR certifications, often training alongside community members in hands-on scenarios.







## CREW PROGRAM WISCORPS PARTNERSHIPS

### NATIONAL PARKS & FEDERAL AGENCIES



OTTAWA  
NATIONAL  
FOREST



U.S. ARMY  
FORT  
McCOY



#### ISLE ROYALE NATIONAL PARK

#### GREAT LAKES INVASIVE PLANT MANAGEMENT TEAM

- ST. CROIX NATIONAL SCENIC RIVERWAY
- RIVER RAISIN NATIONAL BATTLEFIELD PARK
- PICTURED ROCKS NATIONAL LAKESHORE
- SLEEPING BEAR DUNES NATIONAL PARK

### STATE PARKS

#### UW-MADISON EXTENSION



WYALUSING STATE PARK



PERROT STATE PARK

WILLOW RIVER  
STATE PARK

### COUNTIES & MUNICIPALITIES




GREUTSMACHER PARK



### NONPROFITS







*Facing challenges and overcoming them has been another great aspect of being a Crew Leader. Things will not go perfectly, but being able to roll with the difficult realities of leadership and being in the woods for an extended period has made me more confident in my ability to overcome and adapt to challenges. Each has taught me something new. After any season with WisCorps, you can expect to be changed in some way and prepared to work in the conservation industry.*

**-Silas Patten - Crew Leader '24**





## INDIVIDUAL PLACEMENT WHAT WE DO

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Environmental Education



Sustainability & Green  
Building Initiatives



Parks, Trails & Recreation



Habitat Restoration &  
Invasive Species



Gardening & Food Systems



## INDIVIDUAL PLACEMENT CONTINUING EDUCATION

Each Individual Placement position requires unique certifications tailored to our partners' needs. Funding supports the following training and certifications:

**Chainsaw Safety / S-212**  
*(Wildland Fire Chainsaws course)*

**Occupational Safety and Health Administration - OSHA 10 & 30 Certification**

**Wilderness First Aid First Aid & CPR**

**Photovoltaics (PV101) Training Course**

**Lifeguard Certification**

**National Crosscut Training**

**Government Vehicle Defensive Driving**







## INDIVIDUAL PLACEMENT COMMUNITY PARTNERSHIPS

### NATIONAL PARKS & FEDERAL AGENCIES



OTTAWA  
NATIONAL  
FOREST



VOYAGEURS  
NATIONAL  
PARK



PERROT STATE PARK

### MUNICIPALITIES / OTHER SITES



### NONPROFIT ORGANIZATIONS SITES







I loved learning about the benefits the plants will bring to the soil and future prairie plants, and getting to be part of the history of a future prairie. I also formed meaningful connections with FSPA sisters, employees, and a fellow WisCorps placement. This project brought people together in the shared joy of bettering the planet we live in and strengthening relationships with each other and our community."

~Carolyn Johnson, WisCorps Ecological Assistant  
Franciscan Sisters of Perpetual Adoration





## 2025 REGIONAL IMPACT

### KEY



2025 CREW PROJECTS



2025 INDIVIDUAL  
PLACEMENT SITES

\* LA CROSSE, WI HEADQUARTERS





## MAKING A DIFFERENCE OVERALL IMPACT

2025 IMPACT

**21** Crew Program  
Partners

**12** Individual Placement  
Partners

**67** AmeriCorps  
Members in Service

\*Crew Program = 40  
Individual Placement = 27

**92** Miles of improved  
trails and waterways

\*Crew Program = 42 miles  
Individual Placement = 50 miles

**51,000**

Total Service Hours

- \*Enhancing natural spaces visited annually by 3.4+ million people
- \*This does not include staff time, only AmeriCorps participant hours
- \*Crew Program = 33,500 hrs  
Individual Placement = 17,500 hrs

**247** Acres restored

- \*This includes invasive specie removals, tree plantings and habitat restoration work in over 17+ communities.
- \*Crew Program = 387 acres  
Individual Placement = 160 acres

**35** Crew Program  
Projects Accomplished

**249**  
Education Programs or  
Community Events hosted  
by Individual Placements

**8,159**

Education Programs or  
Community Event participants



WisCorps





## PROGRAM GOALS

2025 IMPACT

1

PROVIDE STAFF & PARTICIPANTS WITH WILDERNESS FIRST AID AND ONE ADDITIONAL INDUSTRY RECOGNIZED CERTIFICATION.

2

SECURE ADDITIONAL MASTER COOPERATIVE AWARD

*(EXAMPLE: USFS, USFWS, WI-DNR)*

3

SECURE RESIDENTIAL BASE IN LACROSSE TO HOUSE UP TO 15+ PARTICIPANTS

4

ADD ADDITIONAL SEASONAL NON-AMERICORPS CREW LEADER POSITIONS

5

ADD CONTROLLED BURNS TO THE LIST OF SERVICES OFFERED TO PARTNERS

6

EXPAND PARTNERSHIPS OUTSIDE OF WISCONSIN THROUGH A NON-SERVE WISCONSIN AMERICORPS GRANT





### Participant Certifications

**\$2k**

Funding is secured through program revenue, grants, or contributions, allowing for the implementation of a comprehensive onboarding week at the beginning of the Crew Member and Individual Placement terms.

The necessary instructional resources are already secured through partnerships with the National Park Service and the National Outdoor Leadership School. Training dates for summer 2026 align with this goal.

### Master Cooperative Agreement

Securing additional master agreements to enhance partnership opportunities for new projects. Active communication with the US Forest Service and the Wisconsin Department of Natural Resources (WI DNR) has happened due to their needs for more labor and consistency among their contractors.

#### **EXAMPLES:**

#### **WISCONSIN DEPARTMENT OF NATURAL RESOURCES | FALL 2025**

Crew Program hired to provide trail improvements to Wyalusing State Park. This project serves as a trial to ensure that both parties are satisfied with each other's outputs before considering a more extensive partnership, such as establishing a dedicated WisCorps crew at the state park for the summer, which would need to fall under a larger agreement.

#### **NATIONAL PARK SERVICE MASTER COOPERATIVE AGREEMENT | 2024-2029**





### Residential Base of Operations

**\$15k**

To better support all participants, we need to secure a permanent residential base in addition to maintaining our partnership with the Girl Scouts of Wisconsin Badgerland. Annual training and onboarding are held at the Girl Scouts' 200-acre summer camp; however, the camp is unavailable during much of the summer and fall.

Our program needs a residence for 15+ participants to strengthen recruitment and retention for both our Crew and Individual Placement Programs. Funding from partners covers partial housing costs, but additional funding is needed to secure lease agreements and furnish the space. To have the residence operational in 2027, WisCorps must sign a lease by the end of 2026, with occupancy starting by March 2027 to allow time for setup and policy development.

### Increase staffing

The WisCorps Crew Division is currently supported by one Director, three Managers, and two full-time Field Coordinators. Each Coordinator oversees an average of two crews. To expand to six crews, WisCorps will need to add one seasonal Coordinator.

Investing in full-time staffing strengthens program quality, technical expertise, and long-term stability. Consistent staffing deepens partner relationships, improves project outcomes, and enables the return of a spring service session.

While this growth requires additional funding, the investment will reduce recruitment and onboarding costs over time, allowing the program to scale more efficiently. Budget planning and conversations with current staff are already underway.



## PHILANTHROPIC SUPPORT

# SAFETY EQUIPMENT & TRAINING

WisCorps Crews and Individual Placement members provide services to municipalities, agencies, and non-profit organizations in need of conservation solutions. Because of YOUR support, we train and fully equip our Crews and Individual Placement members to effectively complete a variety of complex conservation projects such as trail construction and maintenance, habitat restoration, and invasive species management. Each project requires its specialized training and appropriate safety equipment.



### EQUIPMENT FUND

Gear loan-out program for camping equipment (sleeping bags, pads, etc)

**Investment \$100**



### BRUSH CUTTER

One commercial grade brushcutter

**Investment \$750**



### AED MOBILE DEVICE

One needed per crew

**Investment \$750**



### BOOT REIMBURSEMENT

One new pair of boots

**Investment \$200**



### FIRST AID

One needed per crew

**Investment \$350**



### UNIFORMS

Each participant receives two shirts

**Investment \$500**



### CHAINSAWS

One commercial grade saw

**Investment \$1,000**







## PHILANTHROPIC SUPPORT SPONSOR A CREW

2025 IMPACT

### How your support makes an impact:

A WisCorps crew costs \$9,000 per week to operate. This includes six crew members and a staff visit to ensure safety, quality, and impact at every partner project site. ***Our project partners generously cover about 80% of these costs, while WisCorps contributes another 20% to keep our programs running strong.*** This leaves roughly \$2,500 per week that WisCorps must secure through competitive funding and donor support. Your contribution helps us keep crews in the field, expand opportunities for young adults, and grow the reach of our conservation work.



#### 🌲 ONE MEMBER | ONE WEEK

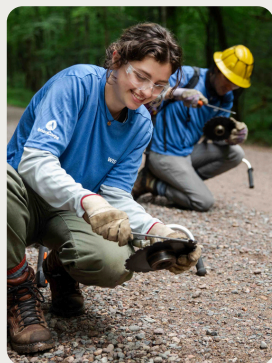
support **one** participant for **one** week of the field season.

**Investment \$500**

#### 🌲 ONE CREW | ONE WEEK

support **one crew (6 participants)** for **one** week of the field season.

**Investment \$2,500**



#### 🌲 ONE CREW | ONE SEASON

support **one** crew (6 participants) for **one field season (12 weeks)**.

**Investment \$30,000**

#### 🌲 SIX CREWS | ONE SEASON

support **six crews (36 participants)** for **one field season (12 weeks)**.

**Investment \$180k**

“

*"I've spent a year of my life doing this stuff, going places and seeing things, making friends and building connections, and I've grown through it. Now as I hang up my WisCorps boots and prepare for new adventures."*

- Beth DeFoe | Crew Leader 2024



# PHILANTHROPIC SUPPORT SPONSOR AN INDIVIDUAL PLACEMENT

2025 IMPACT

## How your support makes an impact:

Behind every WisCorps Individual Placement is a partnership built on shared purpose. It costs \$600 each week to make one placement possible. Our host sites generously cover 80% of these costs, while WisCorps contributes the remaining 20%. That means each placement costs WisCorps about \$100 per week, which we fund through competitive grants and donor support. Your contribution helps keep members serving communities across the Upper Midwest for up to 12 weeks at a time.

### ONE INDIVIDUAL PLACEMENT | ONE WEEK

support **one** participant for  
**one** week of their service term.

**Investment \$100**

### ONE INDIVIDUAL PLACEMENT | 12 WEEKS

support **one** participant for  
**12** week of their service term.

**Investment \$1,200**

### 12 INDIVIDUAL PLACEMENTS | 12 WEEKS

support **12** participants for  
**12** week of their service term.

**Investment \$14,000**

“

*“This year has taught me so much about the community and environment I taught in. It was such an honor to work along with parents, volunteers, and fellow educators to show children the wonders of the environment all around us and be a stepping stone into learning. I'm so grateful for all the smiles I could see and the lives I could be a part of.”*

- Lin Rose | Kickapoo Valley Forest School  
Individual Placement Member





## PHILANTHROPIC SUPPORT CERTIFY A FUTURE LEADER

2025 IMPACT

### How your support makes an impact:

An investment in the future of the conservation industry is upheld through industry-standard certifications. At WisCorps, every member—whether participating in a crew or serving in an individual placement—receives at least a week of professional training. Participants earn certifications in Leave No Trace, NOLS Wilderness First Aid, Wisconsin Herbicide Application, and Chainsaw Safety. These trainings ensure that every WisCorps member enters the field with the skills, knowledge, and confidence to complete high-quality projects safely and sustainably—building a stronger conservation workforce for the future.

💰 \$500

#### ONE LEADER | 2 CERTIFICATIONS

Support **one** future leader to receive **two** industry-standard certification

💰 \$3,000

#### ONE CREW | 2 CERTIFICATIONS

Support **one crew (6 participants)** receive **two** industry-standard certifications

💰 \$18k

#### CERTIFY OUR CREW PROGRAM

Support the **entire crew program (approximately 36 members)** with **two** industry-standard certifications

💰 \$24k

#### CERTIFY BOTH PROGRAMS

Support **both programs** (*crew program 36 members and Individual Placement Program 12 members*) with **two** industry-standard certification



## PHILANTHROPIC SUPPORT FUND A LIFE EXPERIENCE

### Investing in Leadership Through Experience

Leadership grows when individuals step outside their comfort zones and embrace new challenges, experiences, and adventures. Our programs aim to do more than equip participants with valuable work skills; we want them to leave feeling like they developed the necessary life skills that emerge from self-exploration and shared experiences.

Our crews live and work together for seven months, often camping and spending weekends side by side. While they manage on our provided modest living stipends, many opportunities for personal growth—*learning new skills, exploring hobbies, or engaging in unique experiences*—remain out of reach because participants are saving to cover daily expenses.

This period of a young adult's life is critical: new hobbies are discovered, habits are formed, and confidence is built. By supporting these experiential opportunities, donors help our participants grow as leaders, strengthen bonds within their crews, and gain experiences that will shape their lives for years to come.

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### Examples include:



**\$1,000**

#### OUTDOOR ENRICHMENT

Supports one crew (6 participants) to complete an outdoor enrichment activity within the area they're staying.



**\$500**

#### EDUCATIONAL VISIT

Supports one crew (6 participants) to attend an educational opportunity, such as governmental buildings or museums.





## AmeriCorps Funding

AmeriCorps is the backbone of service in our country. People who choose to serve are inspiring change, blazing new pathways, and impacting people and nature alike.

# WHY AMERICORPS MATTERS



**AmeriCorps is the federal agency for national service and volunteerism. For more than 30 years, it has created opportunities for mentorship and service nationwide—supporting the environment, disaster recovery, healthy aging, and other pressing community needs.**

Central Conservation, Inc. and its divisions are current recipients of a competitively funded AmeriCorps grant (September 2025–August 2026). This funding supports critical staffing across our programs, with AmeriCorps reimbursing 72% of member costs. From placing individuals at partner sites to supporting environmental educators and conservation crews, this bipartisan investment makes service possible at every level—sitting at the heart of our mission.

Federal AmeriCorps funding is just one part of our funding model. To create a sustainable future for continued service, Central Conservation seeks donor support for non-AmeriCorps staffing, sustaining program needs, building community initiatives, and expanding partner missions in 2026 and beyond.





## In Conclusion

In the end, connection is hard to measure.

Was it a single spark? A moment in childhood? A series of encounters that finally took root? A mentor filled with encouragement and knowledge?

***The truth is, it looks different for everyone.***

Just as no two snowflakes are alike, there are infinite ways that nature can inspire us, community can shape us, and joy can carry us forward. We remain committed to supporting the organizations that bring these moments to life each and every day.

Your consideration to invest in our mission is important to ensure continued services for our community and beyond.



## Our Staff



**Emily Post**

Interim Executive Director;  
Director of Administration



**Mary Freybler**

Director  
of Development



**Kristy Brown**

Administrative  
Manager



**Paige Manges**

Director of  
Communications

## Division Staff



**Eric Robertson**

Director,  
WisCorps



**Rebecca Schwarz**

Director,  
The Nature Place





UNIFYING THE  
CONSERVATION  
MOVEMENT

Mary Freybler

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