

# Central Conservation

Our Divisions



the  
nature  
place

**WISCORPS**







# Central Conservation

## Vision

We are unifying the conservation movement to benefit our communities for generations to come.

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## Mission

We empower humans working to care for the 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 staff 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.



**UNIFYING THE  
CONSERVATION  
MOVEMENT**





## Table of Contents:

OUR STORY

OUR DIVISIONS

THE NATURE PLACE

WISCORPS

AMERICORPS FUNDING

OUR STAFF



# Our Story

- 2009** • Wisconsin Youth Conservation Corps, Inc. non-profit 501(c)(3) founded with \$5,000 and one crew doing one week of work on public lands in La Crosse, WI
- 2013** • Renamed WisCorps, Inc., and added several new crew partnerships, including The National Park Service
- 2014** • Moved offices to 789 Myrick Park Dr., soon after, invited to run the “Myrick Park Center” with a year-to-year lease with the City of La Crosse
  - Adopted the Environmental Education division under WisCorps, formerly run by the EcoPark and The Hixon Forest Nature Center – preserving a legacy of more than 25 years of nature education in the La Crosse Area
- 2022** • Entered into a 20-year lease with the City of La Crosse, allowing for investment and growth opportunities within the organization
- 2023** • Rebranded environmental education programs and Myrick Park Center rentals as The Nature Place, along with a redesign of the atrium to create “*nature’s living room*”, WisCorps program offices moved to 411 La Crosse St.
  - Programmatic divisions formalized: The Nature Place and WisCorps
- 2024** • WisCorps programs rebranded, organization renamed Central Conservation, Inc.
- 2025** • Central Conservation, Inc. upgrades foundational systems for organizational growth
  - The Nature Place installed a solar array and greenhouse
  - Eight WisCorps crews complete 105 weeks of work on public lands throughout the Upper Midwest





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 region's 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 fresh 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
- Crittermobile with *Animal Ambassadors*
- Specialized Programming

## VISITOR SERVICES & VENUE RENTAL



- Volunteer opportunities within our gardens, building operations, and front desk services
- Venue rental for: weddings, events, off-site corporate meetings
- Public Open Hours serving the community as an important "3<sup>rd</sup> Space"

## COMMUNITY COLLABORATIONS

Coulee Audubon  
Coulee Region Audubon Society



Friends of the  
Blufflands

SCHOOL DISTRICT OF  
LA CROSSE



UWE  
UW-LA CROSSE





## 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.

### HOMESCHOOL 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**

These early experiences in nature set up a lifetime of love for outdoor spaces! Each session of this 6-week program provides unique opportunities for 12 young children and their caregivers to engage with their surroundings, socialize with others their age, and make big connections in their little worlds.

### NO SCHOOL NATURE CAMP

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

This program provides a safe, structured environment where students can explore their love for nature during scheduled academic-year breaks, so parents can continue to go to work and know that their child is having a fun, "screen-free" day!





## SUMMER DAY CAMPS



## AN INVESTMENT IN OUR FUTURE

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

Summer Day Campers come aboard for 5 days or half-days of play, socializing, art, and fun, interactive lessons based on the weekly camp theme, including names like Colorful Creations and Butt What?. Campers spend the week enjoying summer to its fullest!

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



## 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 nearby 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 to 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**

Each FREE drop-in program provides families with nature-based activities for all ages, focusing on meaningful family experiences in 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.

The Nature Place





## ANIMAL AMBASSADORS



## CRITTERMOBILE

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

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

## OVERALL INVESTMENT

**\$7k**

The animal ambassadors offer our visitors and program participants a rare opportunity to interact with live animals they may never see up close in the wild. They are used in our programming to demonstrate understanding of their ecological roles and the inherent value of wildlife. To house and care for these popular teaching aides costs \$7K annually.

*"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 activities** 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

**Education** about 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

**12,900**  
Total Service Hours

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

**35+** Community  
Partners

**30+** Community  
Engaged Events

**98** Programs Offered

**12** Youth Scholarships  
Offered

**12** Animal Ambassadors

**1,035** Volunteer  
Hours

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

**5** Acres of Land  
Stewardship

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

**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 full-day participant for 1 week of Summer Day Camp

**Investment \$275**



### CAMP SUPPLIES

support our Education Team with needed program supplies

**Investment \$1,000**



### EDUCATOR SALARY

support one Environmental Educator for one summer of camp

**Investment \$6,000**



### BUILDING SUPPLIES

support to provide operating daily consumable supplies

**Investment \$2,500**



### 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 \$1,000**



### CAMPER T-SHIRTS

support annual cost to purchase camper t-shirts

**Investment \$2,000**




A full-page photograph of two WisCorps members in a forest. They are wearing blue shirts, yellow hard hats, and safety gear. One member is holding a chainsaw. The background is a dense forest with many trees.

# 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. In the center, a person is seen from the side with one arm extended. On the right, a person has both arms raised. The overall mood is one of joy and connection with nature.

*"When you're living outdoors,  
you 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

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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 while continuing to refine their skills under WisCorps staff's guidance. They also complete the Wisconsin Herbicide Applicator exam and are added to WisCorps' commercial pesticide license, enabling safe invasive species management.

**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







*"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."*

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





## INDIVIDUAL PLACEMENTS WHAT WE DO

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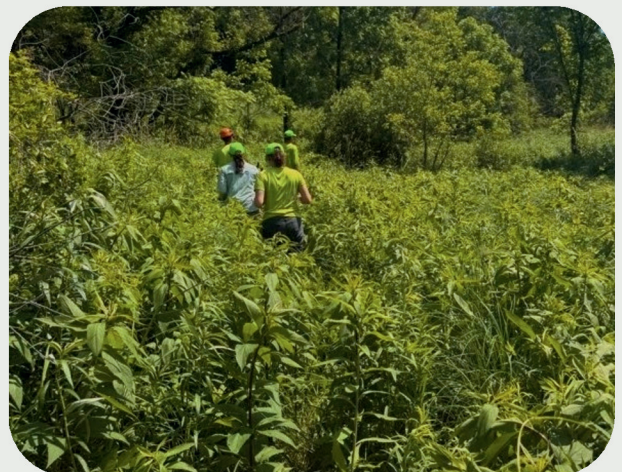
Environmental Education



Sustainability & Green  
Building Initiatives



Parks, Trails & Recreation



Habitat Restoration &  
Invasive Species



Gardening & Food Systems





## INDIVIDUAL PLACEMENTS 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 PLACEMENTS COMMUNITY PARTNERSHIPS

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### NATIONAL PARKS & FEDERAL AGENCIES



OTTAWA  
NATIONAL  
FOREST



VOYAGEURS  
NATIONAL  
PARK

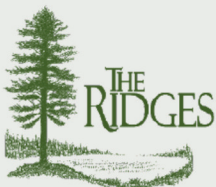


PERROT STATE PARK

### MUNICIPALITIES / OTHER SITES



### NONPROFIT ORGANIZATIONS SITES







WISCORPS

**"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







## 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** LOCATE AND FUND 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** CONTINUE TO EXPAND PARTNERSHIPS THROUGHOUT THE MIDWEST







## INDICATORS OF SUCCESS

2025 IMPACT

### Participant Certifications

**\$2k**

Secure funding (through program revenue, grants, or contributions) to expand Crew Member and Individual Placement Member training from 2 days to 5 days, and have every single AmeriCorps Member in 2026 complete the program with industry-recognized certifications.

### Additional Master Cooperative Agreements

Master Cooperative Agreements more or less guarantee funding for project sites over multiple years, which secures the future and viability of the program. They make it easier for new project partners to contract a WisCorps crew or placement site by removing some “red tape”.

### Residential Base of Operations

**\$15k**

In late spring, our annual training is based at the Girl Scouts’ 200-acre summer camp; however, the camp is unavailable during much of the summer and fall. To better support all participants, we need a permanent residential base in addition to maintaining our partnership with the Girl Scouts of Wisconsin Badgerland.

A residence for 15+ participants will strengthen recruitment and retention for both our Crew and Individual Placement Programs. 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.





## PHILANTHROPIC SUPPORT

# SAFETY EQUIPMENT & TRAINING

WisCorps Crew 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, 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 growth happens 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 personal expenses. 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 outdoor enrichment activities together during their field season



💰 **\$500**

#### EDUCATIONAL VISITS

Supports one crew (6 participants) to access educational opportunities, 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 most 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.



## Overhead Costs

We remain inspired every single day by the people we serve, the communities that benefit from conservation efforts, and the shared stewardship felt when we care for the Earth we love.

**This work is only possible when the foundation under it is strong.**

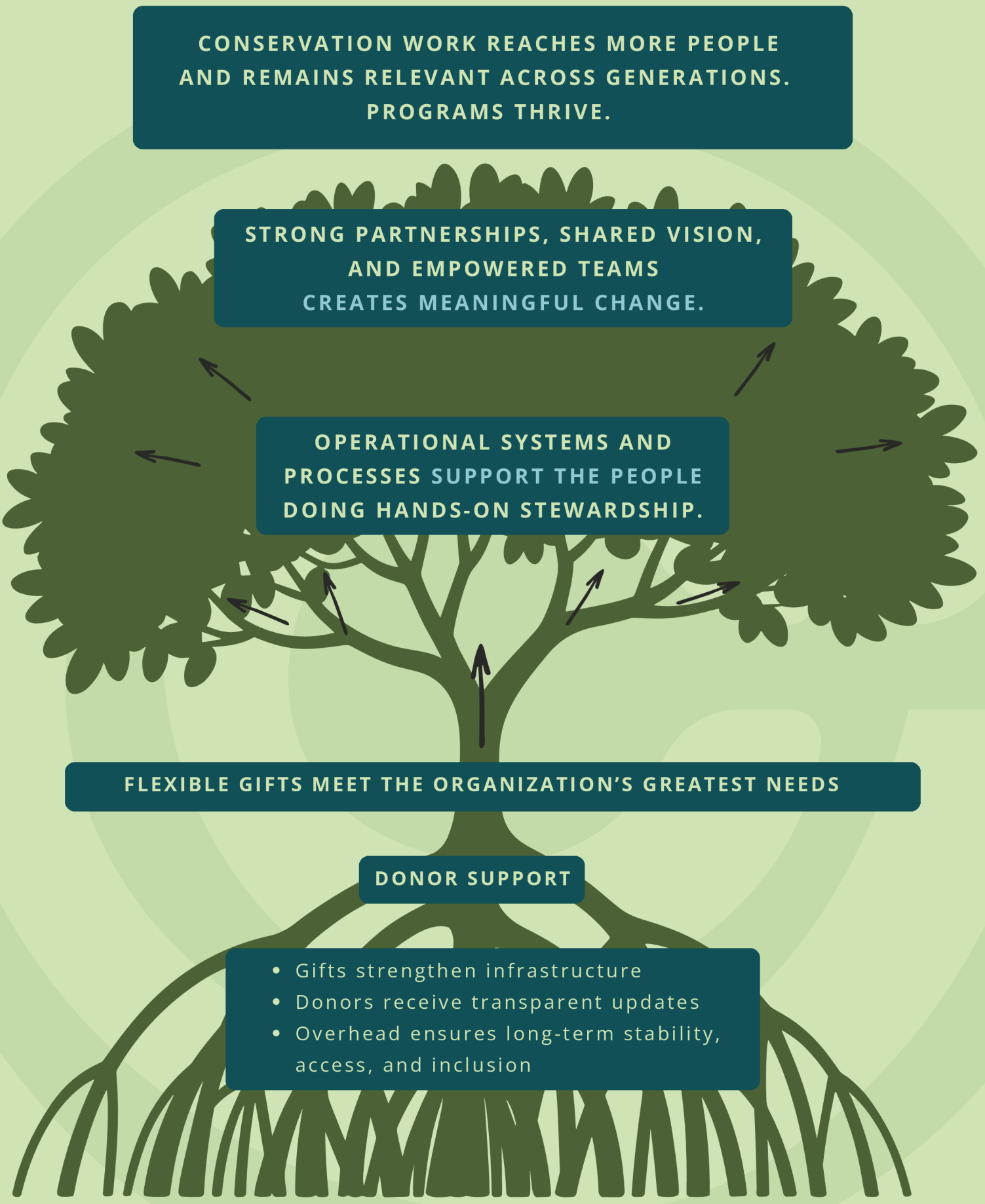
Behind every acre restored, every trail built, and every young person discovering their place in environmental stewardship, **there is overhead infrastructure and administrative support staff.**

Administrative work, grant and legal compliance, HR, finance, and IT are the heartbeat of an organization. They are what keep our programs ethical, equitable, safe, accountable, compliant, and sustainable.

It's time to shift how we think about supporting the organizations doing mission-driven work, **because when overhead is funded, passion becomes possibility.**

When processes run smoothly, our people can do what they were meant to do: **Teach. Restore. Lead. Inspire. Protect. Connect.**





CONSERVATION WORK REACHES MORE PEOPLE  
AND REMAINS RELEVANT ACROSS GENERATIONS.  
PROGRAMS THRIVE.

STRONG PARTNERSHIPS, SHARED VISION,  
AND EMPOWERED TEAMS  
CREATES MEANINGFUL CHANGE.

OPERATIONAL SYSTEMS AND  
PROCESSES SUPPORT THE PEOPLE  
DOING HANDS-ON STEWARDSHIP.

FLEXIBLE GIFTS MEET THE ORGANIZATION'S GREATEST NEEDS

DONOR SUPPORT

- Gifts strengthen infrastructure
- Donors receive transparent updates
- Overhead ensures long-term stability, access, and inclusion



## 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

## Board Members

**Michael Scott**

**Jess Medema**

**Amy DuPont**

**Tim Sprain**

**Buzz Bocher**

**Barbara Thompson**

**Lauren Cordy**

**Justin T. Reineking**

**Jackie Gerke-Edwards**





UNIFYING THE  
CONSERVATION  
MOVEMENT

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