



## The Catalyst Fund

### Flexible Funding for Innovation

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The Nature Conservancy in Colorado is a leading organization with a proven track record of long-lasting, tangible results for nature and people. To meet the ambitious goals presented in our new strategic plan that will lead us towards our 2030 and 2050 outcomes, **we must build the capacity to act swiftly when an innovative idea is presented that has promise but is not yet proven.**

**We are in a critically urgent decade for the planet.** We are losing animals and plants at an unprecedented rate—one million species are at risk of extinction, many within decades. Every species lost disrupts the web of life and reduces nature's ability to respond to change. Our communities are already feeling the impacts of climate change, and our world economies are seeing the red flags. In Colorado, a state where our economy and quality of life is inextricably linked to a vibrant and healthy environment, the stakes could not be higher.

TNC Colorado is dedicated to acting quickly and decisively to push for aggressive policies and scalable pragmatic solutions that protect our natural resources and way of life. To find those solutions, we must encourage our teams to take risks and act nimbly to scale our impact more quickly.

**The Catalyst Fund provides available capital to fund an agile and iterative approach to conservation.** It is designed to encourage emerging strategies, creative thinking, and a disciplined risk-taking approach.

“We are launching the Catalyst Fund to bring innovation into how we advance our new strategic plan. Innovation, learning, and collaboration are priorities and we’re aiming for all staff to feel encouraged to grow, learn, be creative and fail forward. It’s something new for us but something we have been excited about for a long time.”  
– Carlos Fernandez, Colorado State Director

## Statement of Purpose

To provide a flexible financial model for the testing and implementation of innovative concepts and emerging strategies that will propel us towards Colorado's 2030 and 2050 goals.

## Goals

- 1) To rapidly test and evaluate new, emerging, and innovative ideas that could help us achieve higher-impact results
- 2) To address barriers to achieving our strategic plan where funding would otherwise be difficult to secure
- 3) To support a culture of active learning that encourages and funds emerging strategies, creative thinking, and a disciplined, evidence-based risk-taking approach
- 4) To catalyze projects across all disciplines within the chapter

Recognizing that implementation of this fund should model the same principles as the projects funded, we will test, learn and adapt as needed to maximize the value and impact of the fund.

## How You Can Help

This flexible funding will allow us to make progress toward achieving our goals using innovative methods and learning from them along the way. Our aim is to capitalize the fund up to \$5 million. Once it is established, we will fund projects for up to \$250,000 per project in the stages of idea generation, prototyping, testing and development.

With this flexible funding, we can rapidly test new, emerging ideas that could yield big results, support a culture of active learning, catalyze progress across all disciplines. **Please consider supporting this innovative funding tool to ensure TNC can accomplish its mission at the pace and scale that we need to meet today's challenges.**