



I think a key focus for The Rewilding Institute, through our website and Rewilding Earth publications, is to be a portal for people to step through, so they go from being somebody who watches nature shows on TV to somebody who steps outside and gets involved in helping rewild nature.

*- Dave Foreman, co-founder of The Rewilding Institute,
from his interview on the initial episode of TRI's Rewilding Earth Podcast*

Dear Rewilding Advocate (or Supporter)... or “Dear Rewilding Earth Subscriber” (since that’s the audience),

The above quote speaks to Dave Foreman’s vision of The Rewilding Institute’s website serving as a portal through which conservation professionals and laypeople alike can find inspiration and direction for getting involved in the work of rewilding nature. With this fundraising appeal, we are asking for your support to help us launch a revised website that will better serve the important role it holds in Dave's vision for the organization.

Our new website will serve as the informational hub for our five rewilding programs (see details below). It will have a more user-friendly design and be more comprehensive in its content. The website will play a key role in TRI redoubling its efforts to inform and advance continental-scale conservation that recovers wild species, restores wild landscapes, and builds a stronger rewilding movement.

To do this well, we are making a \$30,000 investment in upgrading our website. Here is the backstory to why we have chosen now to improve our website, for the benefit of TRI and the rewilding movement as a whole.

Why an Upgraded Website Now?

For those who may not know, Dave Foreman was a lifelong conservationist who *Audubon Magazine* named as one of the 100 Champions of Conservation of the 20th Century. Dave earned such recognition in part by coining the term "rewilding" in 1993, co-founding The Rewilding Institute in 2013, and serving as the rewilding concept's main ambassador until his passing two years ago today.

It has been a rough few years for The Rewilding Institute. In addition to Dave, three of TRI’s other leaders passed away: Nancy Morton, Michael Soule, and Kim Crumbo. Nancy was Dave's co-conspirator both in marriage and in all things rewilding. Michael, often referred to as the father of conservation biology, was a lead advisor to The Rewilding Institute. And Kim had been an influential member of TRI’s Board of Directors and Leadership Council for many years. The loss of these four leaders was a major blow to The Rewilding Institute.

All of this serves as an acknowledgment that while TRI's remaining staff continued our work during the last few years, the organization has admittedly been in a bit of a mourning phase. We are now poised for a new morning, a new day for the organization. Thus far in 2024, we have brought on new program and fundraising staff, as well as new Board members. Our expanded staff and board recently held a strategic planning retreat, out of which came a renewed sense of mission and purpose. This organizational growth and strategic realignment are reflected in our newly reframed programs and projects. The first step toward implementing these programs and projects is to upgrade our website.

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TRI's New and Expanded Programs

Rewilding Earth: This is the information arm of our work, which in addition to our new website includes our existing podcast, newsletter, blog, and rewilding library (offering the latest and greatest thinking, science, policy, and practices regarding rewilding nature).

Keystone Species: Part of our on-the-ground work, we will be advocating for the reintroduction and restoration of missing keystone species such as large carnivores (jaguars, wolves, and pumas) and ecosystem engineers (beavers, prairie dogs, and bison).

Wildways: As the other aspect of our on-the-ground advocacy work, we are devoted to securing protection of wildlife movement corridors and habitat connectivity, with a present focus on the southwest region (for wolf and jaguar recovery) and northeast region (for puma and wolf recovery) of the United States.

Governance Reform: Here we will expand our efforts to address the need for wildlife management reforms at the federal, state, and local level to ensure existing and future rewilding efforts are backed by appropriate policies and practices (because without wildlife governance reform, many rewilding goals are unachievable).

Movement Building: This is a new program to engage our staff, Board, Leadership Council and others in strengthening and growing the rewilding movement through TRI-managed speakers' bureau, strategic planning summits, skills trainings, and partnerships.

Fundamental to all of this is our website. Its role in advancing TRI's mission can't be understated. So much of what we do is focused on providing information and inspiration to, while encouraging discussions and engagement with, the conservation practitioner and layperson alike. Equally so, our website is essential to advancing TRI's rewilding vision and achieving our advocacy goals.

Your Contribution Will Help TRI Relaunch and Redouble Our Rewilding Efforts

A \$30,000 investment is no small undertaking for an organization like The Rewilding Institute. We pride ourselves on being grassroots lean, but not at the expense of being globally influential. We need to upgrade our website in a manner that matches the impact we know it can have. Your financial contribution now will allow us to launch this website in a timely manner without taxing our core budget.

Knowing it is election season, we suspect much of your present giving may be going toward the candidate(s) of your choice. Thus, we will be grateful for whatever contribution you could make to our big communications improvement. We look forward to unveiling our new website by the end of 2024.

With you for a wilder Earth (John, please add your preferred ending here),

E-Signature

John Davis
Executive Director