



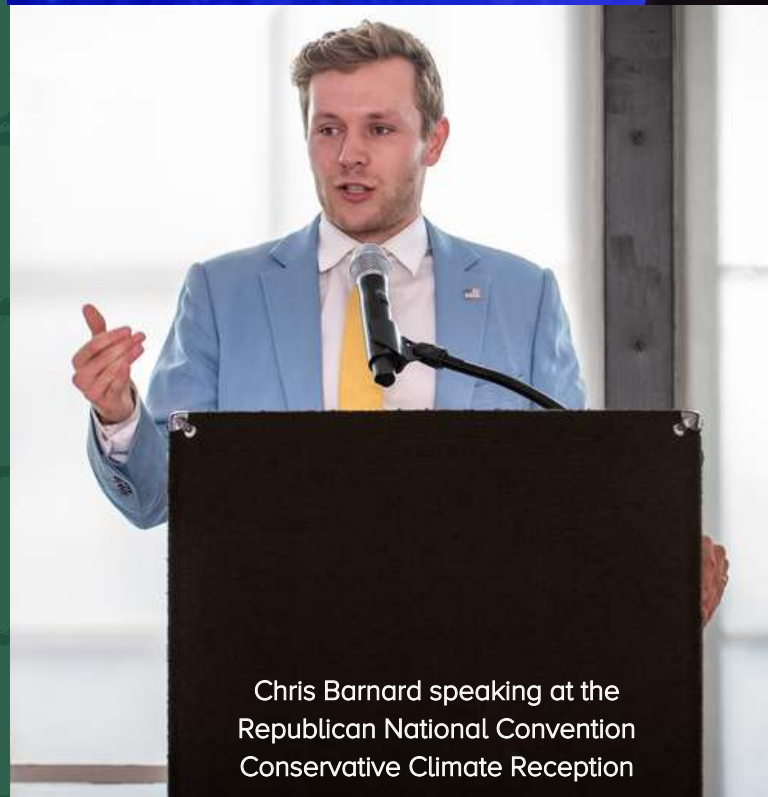
American Conservation Coalition



BUILDING THE CONSERVATIVE ENVIRONMENTAL MOVEMENT BRICK BY BRICK



Danielle B. Franz delivering her TED Talk in Belgium



Chris Barnard speaking at the Republican National Convention Conservative Climate Reception



Stephen Perkins joins the F3 Future Farmers Forum

A Letter from Our Senior Leadership Team

2024 has been full of exciting moments and wins across our great country and in Washington, D.C. ACC's movement continues to grow, and we are deeply proud to be a part of it.

From being the lone conservative voice at a TED event to hosting a bipartisan roundtable with the "Governator" Arnold Schwarzenegger to being a sponsor of the 2024 Republican National Convention, our team has stood up for conservative principles and built bridges to champion real environmental solutions. We're especially proud to see ACC allies Chris Wright, who spoke at the ACC Summit last year, and Doug Burgum, who joined an ACC Action townhall earlier this year, be nominated for Secretary of Energy and Secretary of Interior, respectively.

We pledged last year to reach 100,000 members by 2026, and this year, we are proud to announce that we are more than halfway with over 60,000 members. This achievement earned us recognition from the Atlas Network; we were awarded the Smart Bets Impact Award in November. Through more than 1,300 media appearances, we reached new audiences and gained national attention. On campuses and in their communities, our members hosted hundreds of events with policy and energy experts, elected officials, and our valued partner organizations.

The future of conservative environmentalism is bright. We believe that the ACC approach will unleash a cleaner, safer, healthier future – balancing both economic prosperity and environmental stewardship. From investing in conservation and critical ecosystems, to pursuing an all-of-the-above energy strategy that unleashes American innovation and truly competes with China, we have our work cut out for us in 2025.

It's time to build, and we look forward to doing so with all of you.

Danielle B. Franz *C. Barnard* *Stephen Perkins*

Danielle B. Franz, CEO

Chris Barnard, President

Stephen Perkins, COO

2024 at The American Conservation Coalition

BY THE NUMBERS

60,000

Registered members closing out the year at ACC

718 million

social media impressions generated by our team

1,458

media hits mentioning ACC this year alone

28

individuals on our full-time staff

309,000

actions taken on our newly redesigned website

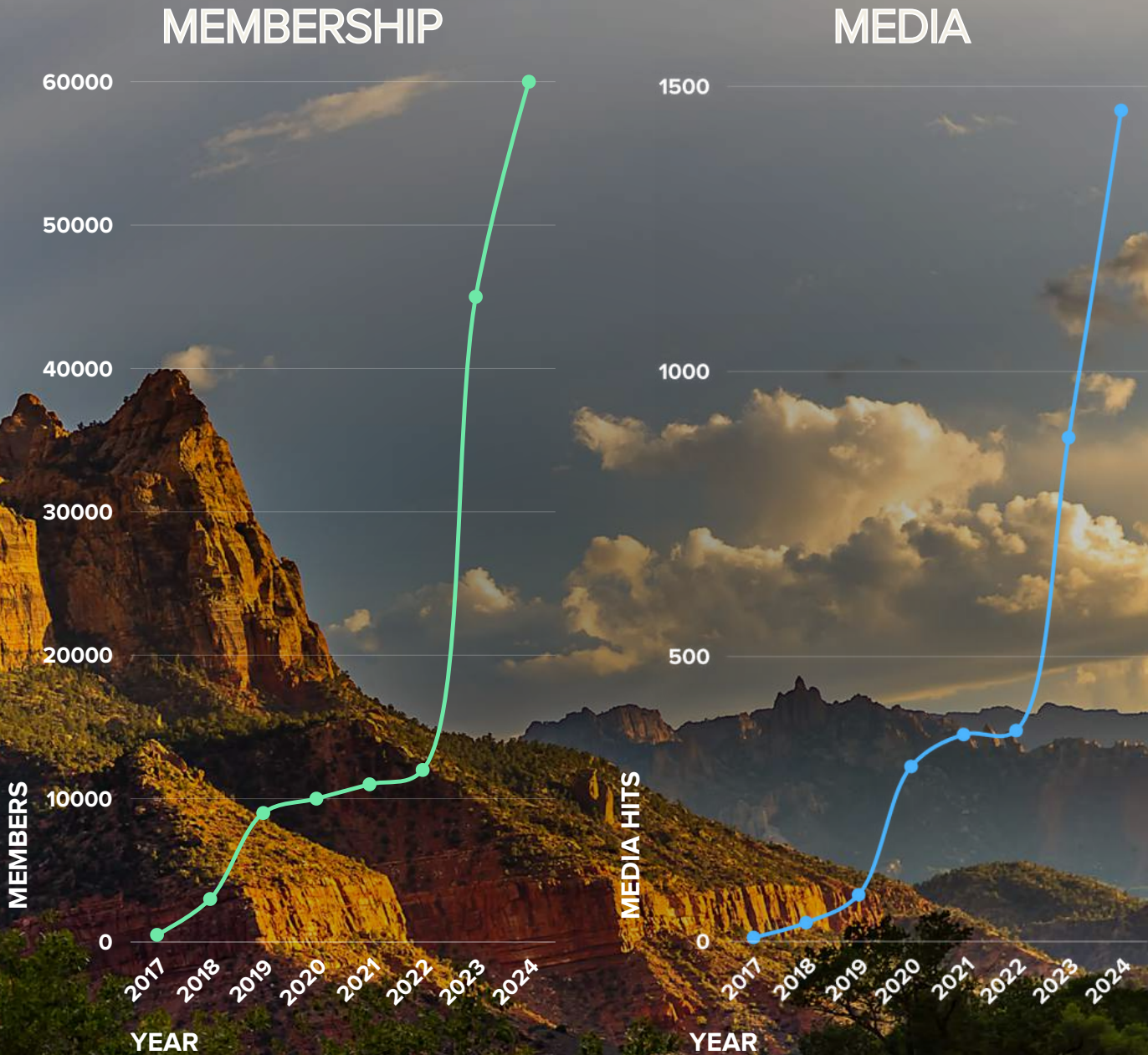
\$57 million

advertising equivalency of ACC's 2024 earned media

425

events held across the country

Our National Impact Is On The Rise



The graphs above illustrate the upward trajectory of ACC's impact over the years. On the left, our membership growth line graph showcases our explosive growth, from 5,000 members in 2018 to over 60,000 in 2024! The right graph plots ACC's dramatic rise in media attention from seven mentions in 2017 to well over 1,400 in 2024.

**Metrics span January 1st, 2024 to December 18th, 2024.

MISSION

Building the conservative environmental movement.

VISION

A cleaner, more prosperous world fostering collaboration in pursuit of environmental conservation.

American Conservation Coalition

THEORY OF CHANGE

ACC's theory of change utilizes a "surround-sound" approach that leverages three of our organizational strengths: grassroots, communications, and grassroots engagement. We rally our 60,000+ nationwide grassroots base, amplify their voices in local and national dialogues, and influence key policies that ensure both environmental protection and economic prosperity.

»» Building the
CONSERVATIVE environmental
»» *movement* <<<

Young conservationists are leading with our values to ensure every American has clean air, clean water, and a healthy environment to call home. Fund the young leaders shaping their communities for the better.



To donate online, access our donation page via the QR code or through www.donate.acc.eco/2024.

To donate by mail, please make your check out to The American Conservation Coalition and send it to 1100 H Street NW, Suite 1200, Washington, DC 20005

To donate via wire transfer, please contact our Development Director, Alex Joyce at Alex@ACC.eco.



Pictured: CEO Danielle B. Franz addresses the room during DEPLOY's NYC Climate Week panel.

A Look at the ACC Media Machine

From a multi-million-dollar social media presence to record-breaking media hits, our communications team is the premiere voice and thought leader for a new kind of environmentalism.



Led by Vice President of Communications Karly Matthews

Our Unprecedented Media Reach

1,458

Total number of media hits about the American Conservation Coalition in 2024

201 OP-EDS 1,148 PRINT 77 BROADCAST 32 KEYNOTES



Highlighting Our Spokespeople

A Year of Transformation

ACC's rapid growth outpaced our scrappy Squarespace website, turning it into a bottleneck for our operations. Over the past year, we've worked diligently to redesign our website into a seamless tool for the movement. The new site streamlines membership access, better highlights our media hits, and boosts SEO to increase visibility and engagement. It reflects ACC's momentum, designed to better serve our mission and connect more people to our vision for a stronger, innovative future!

309,000

The number of actions taken on our site since relaunch.

125,000

Page views of our site on desktop or app since January.

40,000

The number of users that visited ACC's website for the first time this year.

105%

The increase in people taking meaningful actions on the website compared to last year



Influencing Culture, Empowering Young Voices: Our Digital Footprint

718 million

AN ESTIMATE OF THE IMPRESSIONS ACC'S SOCIAL INFLUENCE SPHERE EARNED IN 2024

Press & Praise



Our growth was recognized at the Atlas Network's Liberty Forum & Freedom Dinner! We are honored to be the 2024 Smart Bets Impact Award winners.

Stoked to share our very own @ZackAbnet was honored as @MavPAC's 2024 Future40 Class! 🎉

Zack serves as our Texas State Director. Future40 recognizes conservative young professionals from across the country who embody the next generation of leadership. 🇺🇸

Congratulations, Zack!



ACC's mission attracts the best staff! Our own Zack Abnet is a member of the 2024 MavPAC Future40 class.

theisabelbrown 🌟 The word *conserve* is right there in the word *conservative.* 🌱

COMBINED FOLLOWING: 1.3M

Dr Jordan B Peterson reposted
Christopher Barnard @ChrisBarnardDL
The Stonehenge climate protestors proved, again, that the far left is the biggest enemy of the environment.

COMBINED FOLLOWING: 26.1M

grace.stanke 🌟 In our Nuclear era for sure!!!!

COMBINED FOLLOWING: 78K

Our work mobilizes some of the internet's biggest and brightest!



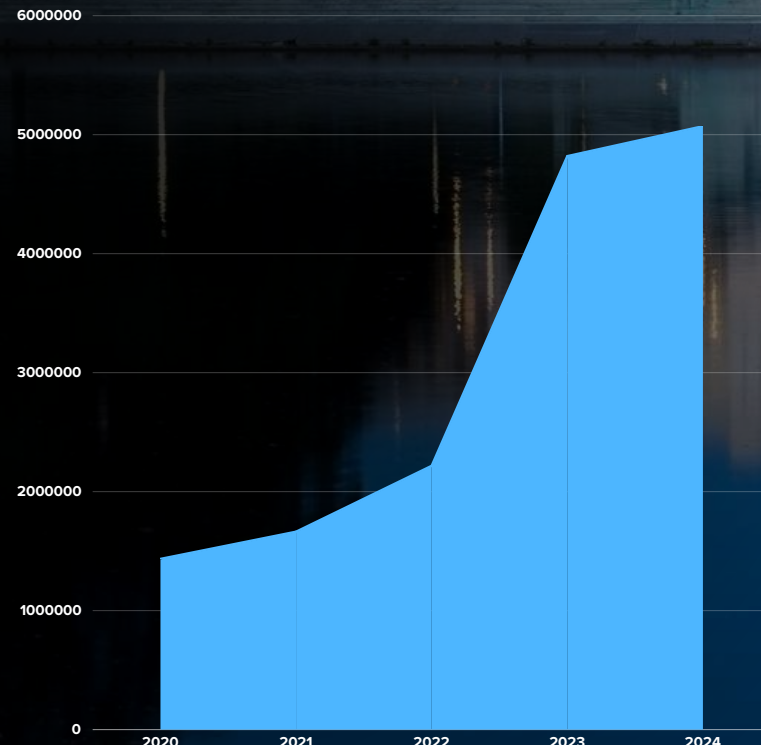
➤ FINANCIALS

In 2024, ACC enjoyed its best fundraising year to date. We have widened our net to include more funding sources than ever and have deepened relationships with some of our existing stakeholders. Highlights of this year include hosting our in-person fundraisers with key allies in Colorado, Florida, and Washington. At the time of publishing, we have raised over \$5.1M, all while pushing some of our traditional funding resources toward ACC Action and ACC PAC.

We sit at the precipice of the most crucial year in our organization's young history and are excited to build on this year's success in 2025.



ACC Ecosystem Financial Overview



Fundraising Totals Year-Over-Year Since 2020

Please note that these numbers are accurate as of 12/19/2024, the date of publishing and there may have been additional funds raised between then and the end of the fiscal year.

ON CAPITOL HILL



ENERGIZING BIPARTISAN COLLABORATION ON PERMITTING REFORM

This year, we continued our successful bipartisan permitting reform roundtables, engaging top Hill staff to address critical energy infrastructure challenges. With dozens of staff participating, these discussions drove meaningful progress and helped spur bipartisan legislative proposals, such as the Energy Permitting Reform Act.



BRINGING CONGRESS AND ENERGY INDUSTRY CEOS TOGETHER UNDER ONE ROOF

In September, ACC we hosted an exclusive dinner with renowned pollster and communications expert Frank Luntz, alongside leading energy companies, and members of Congress. The event fostered critical conversations about the future of clean energy and innovative strategies to advance policies that support these technologies.



PROMOTING CONSERVATION AND NUCLEAR ENERGY WITH THE WESTERN CAUCUS

In February, we teamed up with the Farm Bureau and Audubon for a Lunch & Learn for the Congressional Western Caucus, highlighting the vital role of Farm Bill conservation programs. In July, we partnered with the Nuclear Energy Institute to showcase innovation in the nuclear space.



EXPANDING KNOWLEDGE THROUGH THE MARKET ENVIRONMENTALISM ACADEMY

Our Market Academy reached a new milestone this year with the launch of Natural Gas 101, equipping members with the tools and knowledge to champion pro-market solutions for environmental challenges. To date, ACC has produced 20 common-sense environmental courses!

“For too long, the environmental movement has alienated conservative voices. Often, it feels like both sides are speaking fundamentally different languages. Yet, all Americans support clean air, clean water, and a healthy environment to live in. Rather than imposing impossible litmus tests or moralizing about these issues, we need to find common ground and rally around pro-innovation, pro-growth solutions that actually work.”

— President Chris Barnard on bridging the language divide

The Schwarzenegger Institute Works with ACC To Bring Young People Together in Search of Real Solutions

In collaboration with The Hill, Browngirl Green, and the Rockefeller Foundation, ACC and the Schwarzenegger Institute hosted Building Consensus Around Environmental Policy at Arnold Schwarzenegger’s office in Los Angeles. Together, we gathered a group of progressive climate activists and conservative environmentalists to find common ground on nuclear energy, permitting reform, and community engagement. While the roundtable was a private event to ensure robust and honest discussion, follow-up conversations, moderated by The Hill’s national politics reporter Julia Manchester, reached more than 14,000 viewers across the country.

Key Takeaways

- **Language Matters:** Effective messaging should avoid alarmism and use terms that resonate across ideological divisions.
- **Young Leaders Unite:** While there were disagreements on policy, this discussion resulted in surprising agreement on the need to balance economic prosperity with environmental protection.
- **Clean Air, Clean Water:** Environmental issues affect us all, and all Americans deserve access to clean resources and a healthy environment to call home.
- **Power of Partnerships:** Collaborative events like this roundtable highlight the strength of bipartisan and cross-sector partnerships in bringing stakeholders together.



Pictured: Arnold Schwarzenegger (left) in conversation with ACC President Chris Barnard (first middle) as Nalleli Cobo (second middle) and Isaac Michael Ybarra (right) listen intently.



ACC Makes Waves at the 2024 RNC

“But this year, for the first time in recent memory, conservatives had a climate showing at the Republican National Convention.”

npr — Ximena Bustillo for NPR



Pictured: President Chris Barnard giving remarks at the Conservative Climate Reception (top left), Jeremy Harrell, Heather Reams, Senator John Curtis, Representative Mariannette Miller-Meeks, and Chris celebrate at the Conservative Climate Reception (top right), CEO Danielle B. Franz, VP of Communications Karly Matthews, and COO Stephen Perkins speak with NPR (bottom left), ACC Staff at the Conservative Climate Reception (bottom right).

scan to read the full NPR profile



NPR writes, “ACC was an RNC sponsor, cementing its mark at the Republican gathering. It’s considered a significant milestone for the group, which formed in 2017 during the first Trump administration.

...Some of that has evolved. During the first GOP debate, an ACC member asked presidential candidates running against Trump how they would ease fears that the GOP doesn’t care about climate. There were few direct answers. Although climate is not a top issue for Republicans, it does rank higher on the list of policy priorities for younger Republicans. The steps are small but ACC hopes a younger generation of conservatives can reframe the conversation. One way of doing so was with the large booth at the convention. Most visitors were curious and generally supportive. They picked up stickers, and fliers and colored a large poster that spelled out the word ‘legacy.’

There was the occasional pushback — like an oil lobbyist who denied climate change. ‘Approaching every conversation with empathy is the first place to begin,’ said Aidan Shank, who was staffing the ACC table. ‘There’s so many places where we can agree, and just assuming that the conversation revolves around finding those agreements, sometimes that’s the most constructive way to create dialogue.’

The leaders at ACC wanted to create the organization in order to facilitate the conversations Shank is having at the convention now. Like Perkins, Danielle Butcher Franz grew up in the outdoors. Raised in a more liberal family, she said she never thought of the environment as a partisan issue, until she started talking to others. ‘As we would speak to our peers, we would notice over and over them saying things like, ‘I’m conservative except on the environment’ or ‘I want to support Democrats because of climate change,’ Butcher Franz said.”

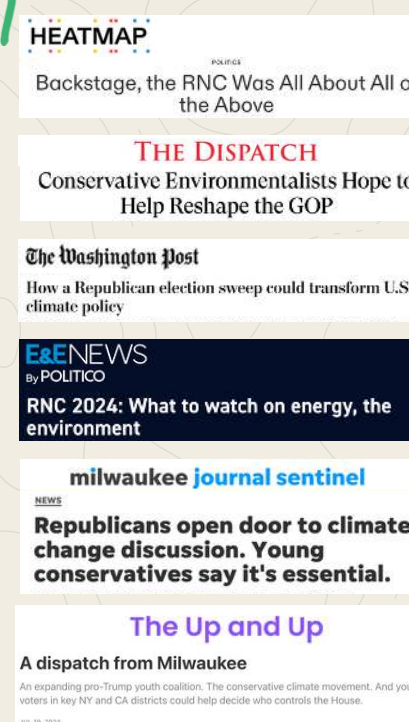
Our Surround-Sound Impact

19
Media
Hits

100+
Event
Attendees

11+
Leaders
Engaged

12 million
Social Media
Impressions





Pictured: Students attend the Ohio State University Branch's Earth Day Festival! The group garnered an astonishing 2,000+ attendees.

Grassroots Impact Across The Nation

From coastal clean-ups to state advocacy, our grassroots movement is amplifying conservative conservation in every corner of America.



Led by Vice President of Grassroots Lily Long

2024 In Review

Key Grassroots Stats

60,000

total number of ACC members at the end of 2024

425

total number of events hosted by ACC across the country

54

total number of paid ACC ambassadors mobilizing in key communities



Series Highlight

ACC Texas Leads The Atomic Generation

They say everything's bigger in Texas and that extends to nuclear power advocacy! Our Texas members are leading the atomic generation by hosting a series of educational nuclear panels across the state, activating key industry members, and sending a clear message: young Americans want clean, affordable, and reliable power!

To the right, you'll see one of the events in action. Austin members join the team at Aalo Atomics for a tour of their facilities and to learn about how they are spearheading next-gen nuclear advancement.



This year, ACC got personal by inviting our most promising grassroots leaders from each region and key states on an intimate retreat to connect with each other and gain the skills needed to grow this movement! A special thank you to the Leadership Institute for helping train our members.



EASTERN REGION

Regional Event Highlights

Calvert Cliffs Nuclear Plant Tour:

15 D.C.-based members and national staff toured the Calvert Cliffs Clean Energy Center, gaining insights into clean nuclear energy.

NC Atomic Hope Screenings:

North Carolina hosted three screenings of the pro-nuclear film Atomic Hope, partnering with The Locke Foundation and on-campus branches.

NYC Launch & Climate Week Event:

Over 70 attendees joined our first NYC Climate Week event, featuring GE Vernova CEO Scott Strazik. This also marked the launch of our NYC Young Professionals branch.



MIDWESTERN REGION

Regional Event Highlights

Earth Day Festival at OSU:

On April 19th, over 2,000 students explored 50+ sustainability-focused vendors, artists, and speakers at Ohio State University.

Rejoicing Vines Vineyard Tour:

Indianapolis's first event in August drew 25 young people eager to learn about regenerative farming. The tour fostered a vibrant discussion on localized conservative environmentalism.

Clean-Up at Wrigley Field:

In partnership with the Chicago Cubs, 17 volunteers joined us for an Earth Day clean-up at Wrigley Field to promote recycling, bringing community and conservation together.



SOUTHERN REGION

Regional Event Highlights

WKU Climate Science Talk:

Western Kentucky University hosted a climate science presentation with a briefing by the Director of the Kentucky State Climate Center.

Baton Rouge Riverbank Cleanup:

Baton Rouge kicked off with a clean-up and social event, despite challenging weather.

Houston Cleanup:

35 volunteers collected 73 bags of trash at the "Clean Up America" event in Houston.

Hurricane Recovery Efforts in Florida:

Tampa led recovery events to assist flood-impacted communities alongside local partners following Hurricane Helene.



WESTERN REGION

Regional Event Highlights

ACC x PERC Film Screening:

We hosted screenings of PERC's Good Fire, Bad Fire film in Los Angeles and Phoenix, sparking insightful discussions on fire management and conservation.

Salt Lake City Launch Party:

In May, we launched our Young Professionals branch in Salt Lake City, building momentum for conservative environmentalism in the region.

Solar Farm tour with Senator Curtis:

National staff and partner organizations toured a solar farm in Utah with the founder of the Conservative Climate Caucus in the House, now-Senator John Curtis.

The 2025 Game Plan

THE BIG THREE

The conservative approach to environmental and energy challenges has never been more vital—or more impactful! In 2024, our focus on unleashing American energy, strengthening communities, and protecting the environment laid the groundwork for an ambitious year ahead. We will be mobilizing our base in our most targeted campaign yet: The Big Three.

The Big Three is our response to the stagnant progress our generation feels on environmental issues. Through unleashing nuclear energy, letting America build, and establishing American energy dominance, ACC will accelerate real environmental solutions like never before!



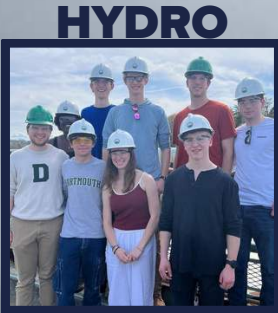
UNLEASH
NUCLEAR
ENERGY



AMERICAN
ENERGY
DOMINANCE



LET
AMERICA
BUILD



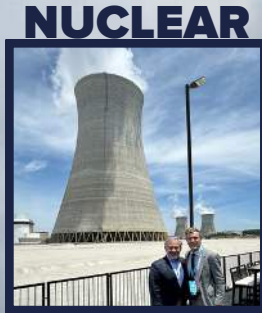
HYDRO
MINERALS



SOLAR



NAT. GAS



NUCLEAR

The 2025 Game Plan

CONSERVATION IS WHO WE ARE

Conservation is at the heart of everything we do at ACC. As we look ahead to the new year, we're doubling down our dedication to conserving America's iconic landscapes, strengthening rural communities, and ensuring a thriving environment for future generations. Together, we're proving that conservation is inherently conservative. Our 2025 priorities are:



ACTIVE FOREST
MANAGEMENT



REGENERATIVE
AGRICULTURE



RESTORING
ECOSYSTEMS



WHAT'S INSIDE

01 *Senior Leadership Team Introduction*

03 *By The Numbers*

05 *About the American Conservation Coalition*

08 *A Look At the ACC Media Machine*

13 *Financials*

14 *On Capitol Hill*

15 *Arnold Schwarzenegger Collaboration Event*

17 *ACC At the Republican National Convention*

20 *Grassroots Impact Across the Nation*

23 *The 2025 Game Plan*

Published by: The American Conservation Coalition

Editor-in-Chief: Alex Joyce

Editorial Team:

Karly Matthews, Content Editor
Brooke Ogles, Copy Editor
Senior Leadership Team, Layout & Content Approval

Creative Team:

Lucero Cantu, Graphic Designer & Layout Artist
ACC Members, Partners, & Professionals, Photography

Branch Photography Featured:

Colorado School of Mines
University of North Carolina
Baton Rouge, LA
Houston, TX
Fayetteville, NC
Miami, FL
D.C., Maryland, Virginia

Senior Leadership Team:

Danielle B. Franz, Chief Executive Officer
Chris Barnard, President
Stephen Perkins, Chief Operating Officer

Leadership Team:

Karly Matthews, Vice President of Communications
Lily Long, Vice President of Grassroots
Michael Esposito, Operations Director
Hanna van Loon, Grassroots Operations Director
Amy Mastrine, Social Media Director
Lucero Cantu, Creative Director
Madison Link Rees, Administrative Affairs Director
Alex Joyce, Development Director

Senior Advisors:

Andrew Mills
Tony Kreindler
Jessica Brouckaert Bartlett
Lisa Wagner

Board of Directors:

Executive Chairman, Benji Backer
ACC Chief Executive Officer, Danielle B. Franz
Dan Grossman, Entrepreneur & Nonprofit Executive
Mike Reszler, Citizenship & American Identity Program Director, Aspen Institute
Doug Frey, Owner, ATX Glazing
Gary Rappeport, Chief Executive Officer & Principal, Far Horizons Capital
Sarah Hunt, President, Rainey Center
Hannah Downey, Policy Director, Property and Environment Research Center
Shoshana Weissmann, Digital Director and Fellow, R Street Institute
Stephen Rowe, Director of Digital Training, Leadership Institute

Special Thanks:

Our members, supporters, and donors who make our work possible
ACC's local branches for their vital contributions
Volunteers and staff who shared their stories and insights

Printed by:

FedEx