

C&NN Milestones and Current Challenges

2006

- Created C&NN as a New Mexico Corporation
- Formed Board of Directors
- Launched C&NN Web site, www.cnaturenet.org
- With the Brandwein Institute, held a National Press Club event in April and announced the Campaign to Leave No Child Inside
- Presented by invitation more than 50 keynotes by C&NN Board Members, coast to coast
- Fostered the emergence of 10 local initiatives, nationwide, to reconnect children and nature
- Co-sponsored the National Dialogue on Children and Nature, National Conservation Training Center, with the US Department of Interior and The Conservation Fund
- Received our first significant grant, from the Sierra Club
- Grew network membership to 2000 in first year

2007

- Convened C&NN Community Action Guide and Grassroots Planning Meeting, Denver, Colorado in January with funding support from Hooked on Nature, Bellcomb Technologies and the Association of Fish and Wildlife Agencies
- Based on need and demand, held the first C&NN National Gathering of Regional Leaders, 80+ participants, coast to coast, Minneapolis, MN
- Developed and published C&NN Regional Leadership Tools and Resources
- Presented by invitation more than 100 keynotes by C&NN Board members, coast to coast
- Established the C&NN Speakers Bureau and Senior Associates
- Formed the C&NN Board of Advisors, an incredible group of visionaries and spokespeople
- Fostered the emergence of more than 40 local and regional initiatives to reconnect children and nature in 27 states and at least two nations
- Developed and published Two Annotated Bibliographies of Premier Research on Children and Nature
- Received sponsorships and funding by the Sierra Club, Foundation for Global Community, Hooked on Nature, Association of Fish & Wildlife Agencies, Texas Parks & Wildlife, National Recreation and Parks Association, REI, The Trust for Public Land, National Environmental Education Foundation, The Conservation Fund and other groups

- With the Sierra Club, helped organize regional conferences in New Mexico, New Hampshire, and California
- Helped launch the National Forum on Children & Nature with The Conservation Fund
- Developed the Briefing Book for the National Forum on Children & Nature
- Made major enhancements to the C&NN Web site to facilitate the publication and archiving of movement news and reports
- Testified at two Congressional Hearings
- Talked with members of the press, resulting in more than 50 major articles, including front page stories and the USA Weekend edition to more than 20MM people, while stimulating international coverage and interest in the issue
- Implemented and completed the C&NN branding initiative including Logo design and implementation across all communication channels
- Distributed over 16,000 information cards at public events
- Grew network membership from 2000 to 3800
- Created quarterly newsletter service – sent out 26,000 newsletters

So Far in 2008

- Developed and published the *C&NN Community Action Guide: Building the Children and Nature Movement from the Ground Up*
- Developed and published *Children & Nature 2008: A Report on the Movement to Reconnect Children to the Natural World*
- Launched the first annual C&NN Children & Nature Awareness Month, with over 190 registered events in April
- Assembled a powerful and rapidly expanding email list, and published several newsletters for that list
- Created a sophisticated Map of the Movement, using Google technology
- Introduced the "Field Notes from the Future" blog
- Set-up a non-profit channel on YouTube to distribute C&NN video to a larger audience
- Negotiated the transfer of the URL www.childrenandnature.org to C&NN
- Began to set up a useable system of teleconferencing technology for worldwide presentations
- Established a C&NN Grassroots Leadership Team, with representation coast to coast and in all regions
- Helped inspire and shape legislation in at least three states and the federal No Child Left Inside Act
- Partnered with ecoAmerica on a national social marketing campaign, including a web site in development and support for the grassroots, focused on parents and other caregivers

- Developed core content for the C&NN/ecoAmerica parents' Web Site and the associated campaign
- Assisted in the update and revision of the Second Edition of *Last Child in the Woods*, with its new Field Guide of 100 Actions families and communities can take, and other tools
- Applied for and received approval for a planning grant from the Kellogg Foundation to focus on implementing the *C&NN Community Action Guide* process in three prototype communities with vulnerable children, in urban, suburban and rural Michigan
- Received substantially increased funding from several foundations as well as attracting new funding sources, including the Dean Witter Foundation
- Began work on creating Natural Leaders™, including conceptual work and encouragement for an on-the-ground prototype in New Hampshire
- Worked with REI (and possibly North Face) to establish a campaign to create Family Nature Networks nationally
- Moved toward producing higher quantity and quality of Web content, reports and publications, including preliminary plans for several additional "Hot Topic" and grassroots leadership reports
- Distributed over 12,500 information cards at public events (YTD)
- Grew network membership from 3800 to 5000 with projected growth to 6500 by the end of 2008
- Moved from quarterly newsletter to monthly news and commentary – sent out 16,000 newsletters (YTD)

Possible Challenges Ahead

- Create and acquire funding to continue to develop the infrastructure necessary to successfully build the movement to reconnect children and nature
- Make tangible progress in achieving all of the 2008 C&NN Priorities, goals and objectives
- Establish a program to identify needed research and encourage the funding of it
- Establish a baseline for research and the measure of progress
- Document our successes and establish metrics for monitoring progress
- Expand the number and effectiveness of spokespersons for children & nature
- Hold several regional ally-building and fundraising events around the country
- Hold at least one Natural Leaders™ conference in the coming year, and create the infrastructure and web-presence for Natural Leaders™
- Develop John Parr Fund for Community Organization and Action
- Create infrastructure and web-presence for Family Nature Networks
- Establish a children & nature news service

- Explore new approaches, including more creative and focused efforts to reach inner-city families, a Natural Grandparents campaign, a Natural Teachers campaign, and other efforts
- Expand the use of Web 2.0 tools to facilitate the addition of user-created content, events, program listings, strategies discussions and commentary
- Hold a Biophilic Built Environment national conference focused on children and nature
- Synthesize and disseminate guidelines for designing children and nature-friendly environments
- Hold a Futures-oriented small conference to address how to successfully build the children and nature movement
- Address the children and nature movement as a moral imperative and define the moral argument
- Launch a series of “issues to action” papers, with the first focused on early childhood development and one soon after on Nearby Nature
- Set up a grassroots fund to provide regional seed funding and capacity building
- Establish partnerships with health and wellness agencies and organizations
- Develop our Media Advocacy/Leadership Communications Campaign
- Make progress in four overlapping stages, or concentric circles: the growth of public awareness; the creation of a movement; concrete actions on all levels including regional, state, and national; and, ultimately, lasting cultural change; Today, we see signs of progress in all of these arenas, including early indications of cultural change, as individuals and families begin to make very different choices in support of children’s health and well-being

Examples of Additional Challenges and Opportunities

- Establish GreenStart™ to reach the early childhood development and care-giving community, including day care and preschools
- Form from Green Play to Green Pay™: a conference and working session to develop a common language and vision for connecting the children and nature movement to the green collar movement with a special focus on inner city and youth development, tied to prosperity being a major factor in health and wellness
- Establish ways to move funds from the national to the grassroots, and from the grassroots to the national, e.g., GrassRoots Fund with a % of retail sales to grassroots

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