

## C&NN Milestones 2006 - 2008

### 2006

- Created C&NN as a New Mexico Corporation
- Formed Board of Directors
- Launched C&NN Web site, [www.cnaturenet.org](http://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

## 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
- Encouraged Movement Map listings, which now include 51 regional campaigns, 180 programs, and 7 Family Nature Clubs
- Added full registration feature with username and pass-code
- Set-up a non-profit channel on YouTube to distribute C&NN video to a larger audience
- Set-up a C&NN "Charity" and "Group" on Facebook
- Established a Donate function on the C&NN Web site
- Negotiated the transfer of the URL [www.childrenandnature.org](http://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, which passed in the US House of Representatives in September 2008
- Supported the coalition which helped passage of the No Child Inside Act in the US House of Representatives
- 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
- Working with local leadership, launched children and nature initiatives in Kalamazoo and Holland, Michigan
- Received substantially increased funding from several foundations as well as attracting new funding sources, including the Dean Witter Foundation
- With funding and support from REI, began work to develop a Toolkit and to establish a campaign to create Nature Clubs for Families and 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 25,000 information cards at public events
- Grew network membership from 5000 to 7000 with projected growth to 12,000 by the end of 2009
- Moved from a quarterly newsletter to monthly news and commentary – sent out more than 50,000 newsletters in 2008
- Presented by invitation more than 150 keynotes and workshops by C&NN Board members, coast to coast
- Completed Volume 3 of C&NN's Annotated Bibliographies of premier children and nature research
- Fostered the emergence of more than 50 local and regional initiatives to reconnect children and nature in most US states and several nations
- Had an instrumental role in the International Union for the Conservation of Nature approving a resolution to include a mandate to reconnect children and nature in the organization's work plan for the next four years
- Convened the second annual C&NN Grassroots Gathering with more than 100 participants from coast to coast and Canada

- Began work on creating Natural Leaders™, including conceptual work and encouragement for an on-the-ground prototype in New Hampshire, and the participation of 20 Natural Leaders™ in the 2008 C&NN Grassroots Gathering
- Posted an online report on the 2008 gathering with a summary article, working group notes and selected video excerpts from the proceedings
- Developed resources, including PDFs of 30 documents, for all C&NN Grassroots Gathering participants
- Developed C&NN Guiding Values and Organizational Principles
- Coordinated the development of and submitted a letter to the US Green Building Council with specific suggestions for LEED neighborhood certification to include children-and-nature friendly design principles
- Met with several potential C&NN funders, including a full day at the Kellogg Foundation
- Co-sponsored with Yale University and the University of Minnesota the first National Children and Nature Research Summit
- Expanded media coverage in print, on the Web and on television, including a special feature on NBC's Today Show in July 2008
- Finalized an agreement with The North Face for a product tag featuring C&NN with a percentage of sales to come to C&NN
- Raised more than three-quarter million dollars for C&NN from 2006 to 2008
- Made strides in developing and communicating Rich Louv's Third Ring and C&NN's approach to cultural change

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