





"I have been struck by the wisdom of the older Broads, an unexpected gift, and see the leader of my broadband as a mentor for being an older woman living her life from her values and trying to make a difference."

- A Georgia Broad



BROADS' ROOTS

our beginning

Our history is one of exceptional and visionary women who stood up to the destruction of wild lands. They joined together, raised their voices, and took action to protect wilderness. Established in 1989 by a feisty bunch of older hikers, our founders were outraged when certain politicians used “access for the aged and infirm” as an excuse to oppose wilderness and roadless areas.

With sudden clarity, they recognized an important voice was missing from leadership in the environmental movement: the older woman—impassioned, experienced, and unafraid. They committed themselves to advocacy and outreach to preserve wilderness and wild places for current and future generations.

In 2008, the organization expanded its local advocacy influence with the launch of grassroots chapters known as Broadbands. Led by volunteers trained and guided by the national office, Broadbands work to defend public lands and waters near their communities. Today, Broads has grown to 8,500 members and supporters, with 40 Broadbands across 20 states.

Great Old Broads for Wilderness (*Broads*) holds a powerful niche as a women-led organization, at a time when women’s leadership is essential and rising. We believe in democracy, dialogue, and collaborative leadership.

mission

**Great Old Broads for Wilderness
is a national grassroots organization,
led by women, that engages and inspires
activism to preserve and protect
wilderness and wild lands.**



Our wild lands and waters are under attack like never before. As women, we must step up and meet these challenges now and for future generations.



WOMEN FOR THE WILD CAMPAIGN

step up and mother earth

Goal:
\$3.1M

THE TIME IS NOW

Our wild lands and waters are under attack like never before, and we must step up and meet these challenges now and for future generations. Our brand of grassroots advocacy, women's collaborative leadership, and savvy use of humor makes us uniquely qualified to address this crisis and advocate for change.

Over three decades, we have gained prominence as an organization taking on the ever-increasing threats to public lands. We are ready to expand our work to a new level of effectiveness and impact. To build organizational power means we must strengthen our fundraising efforts to:

- Train and mobilize grassroots advocates across the country
- Recruit and retain an inspired, professional staff
- Build a diverse and equitable organization
- Achieve improvements on public lands and more legislative and administrative wins.

To attain these goals, in true Broads' fashion, we kicked off a three-year fundraising campaign at our 30th anniversary celebration in September of 2019.

The Women for the Wild campaign offers donors three funds to choose from, which together support the essentials of our mission: Program, Annual, and Capital.



"The voices and passion of we mature women are so critical at this moment, especially given all of the challenges the world faces today. Great Old Broads for Wilderness empowers and activates us to apply our collective wisdom to these important issues better than any other organization I know of."

*- Ronni Egan
Former Broads' Executive Director*





CAMPAIGN GOALS

PROGRAM FUND

Train more advocates

Program gifts enable Broads to expand advocacy trainings and support for volunteers who step up as Broadband leaders. Gifts also support the implementation of our diversity and inclusion plan to recruit women of all backgrounds to take the lead for public lands.

Increase advocacy for wild lands

Your gift gives us the opportunity to focus on more targeted advocacy initiatives. And when we've done all we can in advocacy and grassroots lobbying, we'll step up litigation when necessary.

Embolden climate action

An early campaign gift allowed Broads to hire a new Program Manager to expand education on the link between public lands and climate change. The program will mobilize and coach citizens to be effective climate advocates and train them to restore and monitor land health. The first year of the program is funded; additional gifts will secure its continuation and expansion.

ANNUAL FUND

Be a stronger—and wildly fun—organization!

The Annual Fund forms the backbone of the campaign, with donations allocated where most needed to support important day-to-day operations, such as the development of informative communications, outdoor learning experiences, and the enhancement of staff training and retention.

CAPITAL FUND

Secure our future

After outgrowing our rental space, initial gifts to the Capital Fund provided a down payment on a larger, more professional office building to house our national staff. Gifts will help us build equity in this investment and assist with maintenance costs.

Our impact over 30 Years

18.5
MILLION Acres of Wilderness established and defended
with key partners since 1989

11
MILLION Acres of public lands defended in Utah after
a decade-long legal fight

1
MILLION Trees, shrubs, and grasses planted and invasive
vegetation removed to restore habitat

500M Volunteer hours worked, by 70,000 participants
for advocacy, stewardship, and lobbying efforts

5,500 Miles hiked by advocates to document impacts
on public lands and waters across the country

8,500 Members and supporters

150 Women graduated from our Wilderness
Advocacy Leadership Training

70 Broadband leaders organize and direct
Broadband chapters

40 Active Broadband chapters in 20 states



WHAT WE DO

leadership • education • advocacy

TRAIN WOMEN LEADERS

Our Broadband chapters are led by volunteers who tackle threats to local and national public lands. Each year, we present a free week-long Wilderness Advocacy Leadership Training for Broadband leaders. Additional support includes ongoing training events, webinars, and one-on-one coaching.

BUILD A GRASSROOTS MOVEMENT

We encourage people to get involved and join a Broadband chapter in their community. We train members on advocacy techniques, how to hold decision makers accountable and interact with elected officials, write substantive comments, and develop alternatives to agency plans.

EDUCATE & INSPIRE ADVOCATES

Broads present multi-day Broadwalk events to bring attention to wild lands or waters in need of protection. Speakers discuss topics such as wilderness value and protection, key environmental laws, habitat connectivity, and the impacts of climate change on ecosystems. These events create inspired, confident public land advocates.

DEEPEN IMPACT THROUGH PARTNERSHIPS

We join forces with other organizations to educate, advocate, and litigate. Broads supports tribal coalitions and protects public lands sacred to sovereign nations, such as Bears Ears National Monument.

FOSTER CAMARADERIE & FUN

Humor helps us sustain this serious work. We bring our signature style of fun to conservation, dressing up as rolling-pin toting grannies or super-heroines.



"I love Broads because of the relationships I have developed with like-minded women to fight issues attacking our public lands and democracy.

I support the Women for the Wild Campaign because I want to increase our effectiveness in fighting climate change and stewarding public lands so that my children and grandchildren can enjoy these treasures.

Public lands belong to all of us and Broads brings us together to become the mighty protectors of Mother Earth."

— Laurie Kerr, Co-Leader, Oregon's Cascade Volcanoes Broadband





STEP UP

we need your wild heart

"Of all the dangers we face—from climate chaos to nuclear war—none is so great as the deadening of our response."

— Joanna Macy

Help us grow a diverse grassroots movement of knowledgeable, motivated, and energized advocates to protect America's public lands.

We can do this, but we can't do it alone. Join our Women for the Wild Campaign and help us become an even more powerful force for nature.

With your support, we will grow into our full potential—and still remain grounded in all things fun and wild—while growing a diverse women-led movement to protect our public lands and waters for future generations.

If you passionately believe in the importance of wilderness, protecting wild places to curb climate change, and the value of effective women's leadership in the conservation movement, please step up and give generously to our Women for the Wild Campaign.

Join us, you are our wild future.

STEP UP Leave a
wild land
legacy.



WOMEN FOR THE WILD CAMPAIGN

Great Old Broads for Wilderness
PO Box 2924 | Durango, CO 81302
greatoldbroads.org | 970.385.9577
EIN: 87-0479828