

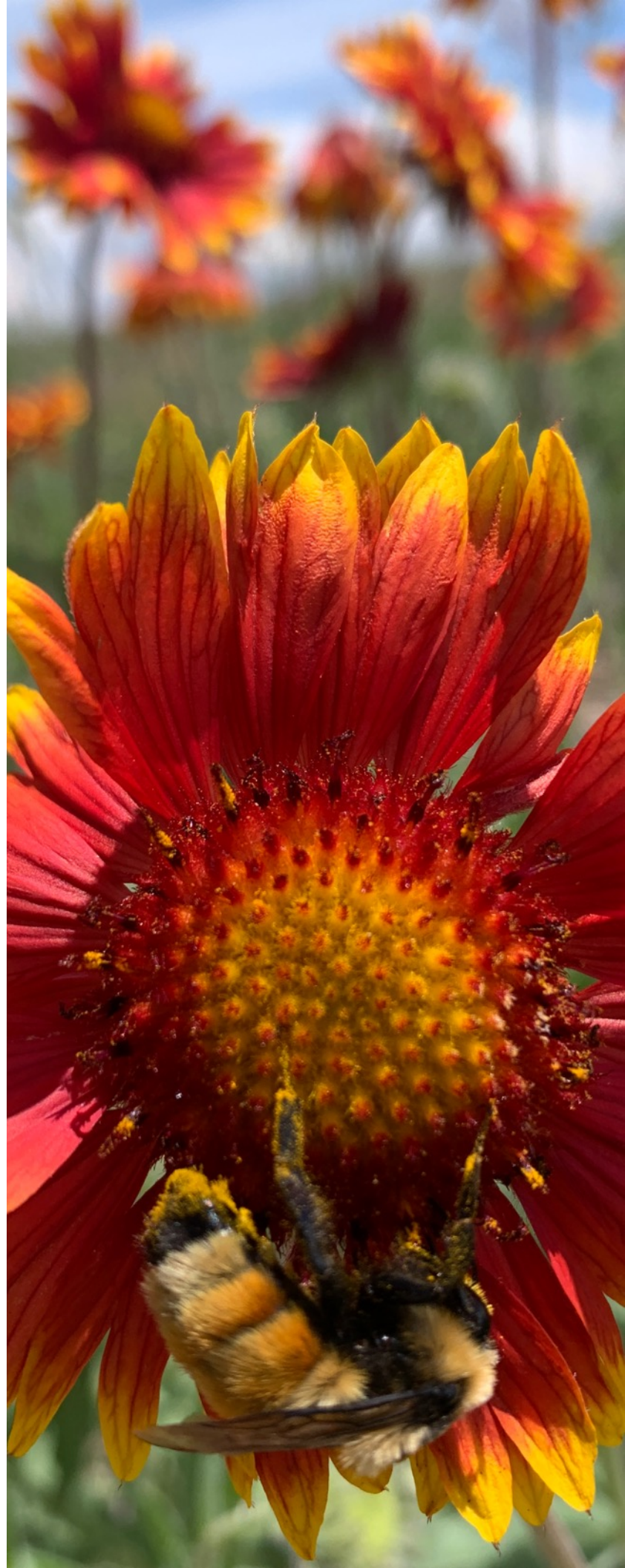
New Mexico Wild 30X30 Campaign

Protecting 30% of
New Mexico's
lands and waters
by the year 2030



New Mexico and the 30X30 Goal

Many countries are adopting a bold idea: save our natural world by protecting 30% of our lands and waters. The Biden-Harris Administration has set out a challenge to meet this 30% goal by the year 2030. At New Mexico Wild, we believe we play a substantial role in convening partners and investors to make this goal a reality. The New Mexico Wild 30X30 Campaign sets that effort in motion.

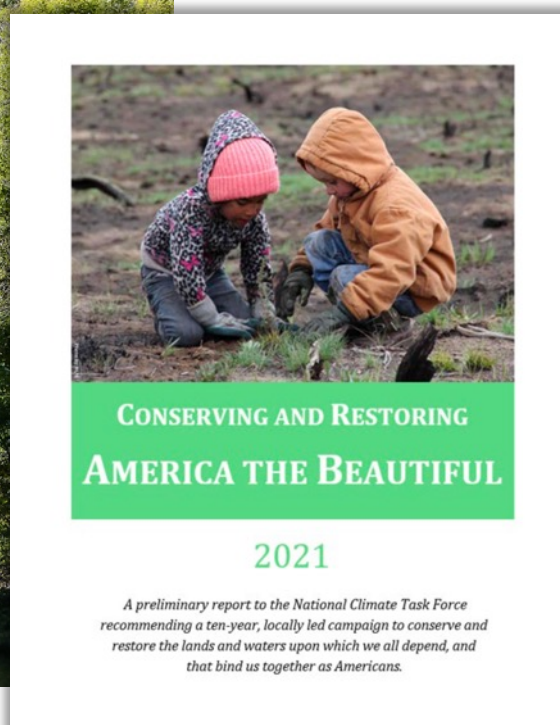
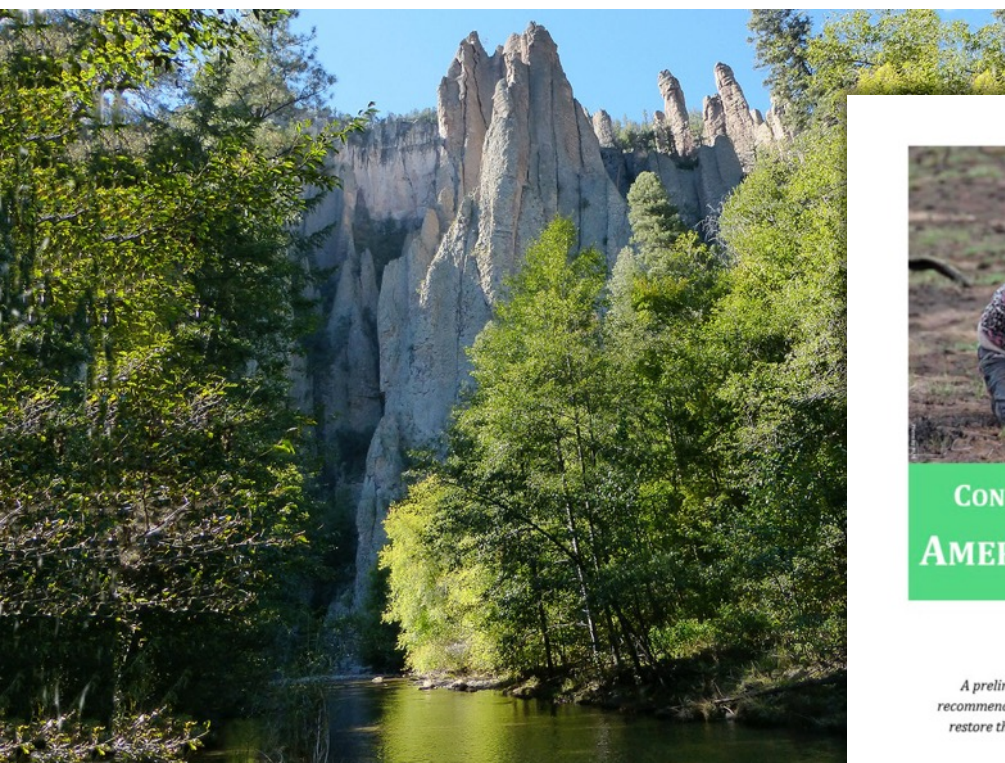


The national conservation plan

As one of his first acts as President, Joe Biden challenged all Americans to join together in pursuit of a goal to conserve at least 30% of our lands and waters by 2030. The Administration makes this call to action to reflect the urgency of the challenges we face: the need to safeguard clean and abundant water, protecting wildlife, fighting climate change, and the need to give

every child in America the chance to experience the wonders of nature.

This decade-long effort incorporates a set of principles including a commitment to collaboration and a need for locally-led conservation that addresses needs of the people who depend on these lands and waters. These principles are core to the work of New Mexico Wild.



The national plan was documented in the Administration's "America the Beautiful Campaign" being led by Deb Haaland, Secretary of the Interior and native New Mexican.

The opportunity in New Mexico

Ironically, New Mexico is among a small number of states that has a clear line-of-sight toward achieving the 30X30 goal but lags well behind many states in land and water protections. The predominance of public land in the state makes the potential for permanent protections more feasible than for states with a greater ratio of private to public lands. According to the U.S. Geological Survey, 6 percent of New Mexico's lands and waters—a total of 5.5 million acres—are protected and managed to conserve nature, representing the smallest proportion of

protected lands among Western states.

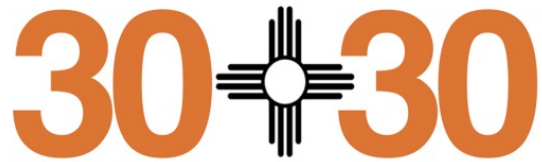
Another 18 million acres will need to be protected and conserved over the next decade to reach the 30 percent goal and reverse the loss of natural lands and biodiversity in our state. New Mexico ranks 4th in the country for biodiversity, 2nd in the number of bird species, and 3rd for reptiles and mammals. Given our large size, low population density, and high biodiversity, it makes sense for New Mexico to be in the forefront nationwide in achieving the 30X30 goal.



Leading the effort

The 30X30 goal cannot be achieved without collaboration at the grassroots level to conserve the country's lands, waters, and wildlife. The Administration's campaign understands that conservation at this scale must link local, state, and national efforts. At New Mexico Wild, we've been doing that for more than 20 years developing trusted relationships with broad and diverse coalitions of stakeholders, including businesses, acequias, communities of faith, hunters and anglers, Pueblos, Tribes, NGOs, traditional communities, and all levels of government.

We're committed to leading the effort to achieve the 30X30 goals for New Mexico and will make this central to our work for the coming years. Initial state goals include protections for nearly 700 additional river miles and more than 5 million acres. Our state is an ideal "laboratory" for demonstrating how to achieve these goals. We're ready to do that and welcome your support.



*New Mexico
Wild's
Campaign
to meet the
30X30 goals
in our state
to protect
our lands,
our waters,
and our natural
world.*



Investing in New Mexico's 30X30 future

We have identified what we will need in the coming several years to set New Mexico's 30X30 goal on a path to success. The three-year funding below, combined with the resources we already have at New Mexico Wild, will help us set this work in motion. Thank you for considering this investment.

New Mexico Wild 30X30 Campaign

To increase our organizational capacity to position New Mexico Wild to address this urgent, historic moment and opportunity, we have identified the following new positions and resources we believe necessary:

Conservation Director – to lead and manage additional volume and complexity of work

Communications Director – to help grow and diversify support and increase digital presence

Traditional Communities Organizer – to focus on acequia parciales, land grant heirs, border communities, and ranchers

Pueblo and Tribal Organizer – to enable us to work even closer with New Mexico's twenty Pueblos, the Navajo Nation, and Apache Tribes

Wildlife and Restoration Coordinator – to lead species protections and habitat improvements

Water Policy Coordinator – to provide policy expertise and organizing capacity around rivers and streams

Tools, travel, and implementation costs

Scientific study of impact of New Mexico 30x30 on climate change and species extinction crises

Total funding need for this campaign: \$1,800,000 (3 years)



New Mexico Wild

The New Mexico Wilderness Alliance (New Mexico Wild) is a non-profit 501c(3) grassroots membership organization dedicated to the protection, restoration, and continued enjoyment of New Mexico's wildlands and wilderness areas. Founded in 1997, we achieve our mission through administrative protection, federal wilderness designation, and ongoing stewardship. We have a membership of individuals from all corners of New Mexico and across the nation. Our organizing efforts span the state and involve many diverse groups, including ranchers, sportsmen, land grants, acequia communities, tribal and religious leaders, scientists, youth, and community leaders.

We have a proven track record of building diverse coalitions to protect our public lands and leading successful campaigns that have been called "national models."

Our 30X30 Campaign builds on our past work at a scale to meet the challenge of this ambitious goal. Your support of the campaign will be appreciated by New Mexicans today and our grandchildren tomorrow.

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