





THE CONSERVATION FUND

2018

The Conservation Fund has the distinction of being the nation's Top-Rated land conservation organization. We have met the Better Business Bureau's 20 standards of excellence, received the Land Trust Accreditation Commission's accreditation seal, are rated A+ by Charity Watch, Guidestar Platinum and have achieved Charity Navigator's coveted 4-star rating for sound fiscal management and commitment to accountability and transparency.

Environmental Charities

	 Percent spent on program services	 Cost to raise \$100	 Grade
 The Conservation Fund	97%	\$2	A+
Conservation International	81%	\$6	A
Trust For Public Land	78%	\$12	A-
National Audubon Society	74-82%	\$15-25	B+
Wilderness Society	72-77%	\$19-24	B+
Sierra Club	73%	\$25	B+
Nature Conservancy	69%	\$17	B
National Parks Conservation Association	69-78%	\$15-25	B
World Wildlife Fund	75-81%	\$22-32	B
Ducks Unlimited	76-81%	\$29-38	B-
Ocean Conservancy	62-74%	\$19-34	C+
Greenpeace USA	59-79%	\$19-49	C-

At The Conservation Fund, we make conservation work for America. By creating solutions that make environmental and economic sense, we are redefining conservation to demonstrate its essential role in our future prosperity. We allocate the highest amount of our resources toward mission and the lowest toward fundraising. We have worked in all 50 states since 1985 to protect more than 8 million acres of land.

“The Conservation Fund continues to inspire us with a strong commitment to land and water conservation, the dedication to benefit people and communities and a spirit of innovation in making good things happen.”

—Sally Pian and Ira Silverman, donors since 2007

Administrative Fundraising



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