



2015 Annual Report

PARTNERING

In our first year supporting Story County Conservation's Service Learning Project, students provided more than 425 volunteer hours. They removed invasive honeysuckle and garlic mustard as well as collected prairie seed. This project reimburses schools for some of their transportation cost. We are supporting this project for the second year with our partner, Pheasants Forever.

The Outdoor Alliance completed a trail-resurfacing project at Hickory Grove Park with Kohl's employees and volunteers as part of a \$1500 grant from Kohl's to the Outdoor Alliance. We look forward to working on more service projects in the upcoming year.

The Outdoor Alliance supported Story City's South Park REAP grant. Although the application was not successful this time, we began a new relationship with a strong partner and look forward to supporting their efforts in the future.

ENHANCING AWARENESS

With a \$2,500 development grant from the Story County Community Foundation to provide funding for public outreach, the Outdoor Alliance printed new brochures, made a first membership informational mailing to outdoor enthusiasts in Story County and hosted our first public presentation with Jim Pease.

As part of our outreach efforts, the Outdoor Alliance attended several public forums: Story County's OWLS program, Ames Ecofair, and Story County Conservation Partners. We also hosted the second annual legislative reception with Story County Conservation. Steve Lekwa wrote a *Tribune* article about the Outdoor Alliance; and, the Outdoor Alliance went on the air for the first time at KHOI.

DEVELOPING NETWORKS

The Outdoor Alliance also filed a grant on behalf of Story County Conservation that was available only to non-governmental groups. The application was not successful, but underscores our efforts to work together, making new opportunities possible.

The Outdoor Alliance provided initial and supporting information on filing a 501-c3 application with the IRS to a group in Johnson County. This resulted in a new group: the Friends of Johnson County Conservation. Even a newly formed group like the Outdoor Alliance can cast a long shadow.

The Outdoor Alliance made progress in growing a permanent endowment with Story County Community Foundation. The permanent endowment provides a source of funding for tomorrow and far into the future. Our partner, Story County Community Foundation, makes donations to the Outdoor Alliance endowment particularly attractive. Details can be found on our website www.oasco.org.

ACQUIRING ADDITIONAL RESOURCES: Looking Ahead

Plans for 2016 include helping to raise funds for Story County Conservation to acquire a restored prairie area, flood plains and other lands that are adjacent to the South Skunk River just south of Ames. This project will need the support of Outdoor Alliance members, volunteers and partners.

Enhancing outdoor recreation, education and conservation in Story County

John Pohlman, President Diane Birt, Vice President Bruce Wright, Secretary Gregory Vitale, Treasurer