

ENVIRONMENTAL CAPITAL INVESTING



“The private sector holds the key to enacting significant, measurable change to water quality in Iowa – and beyond.”

— GRANT KVALHEIM, CEO, ATHENE USA & ATHENE HOLDING

## TABLE OF CONTENTS

ABOUT US	1
HOW WE WORK	3
PARTNERS	4
2025 PROJECTS	5
STAKEHOLDERS	7
HOW WE DO IT	9
BOARD OF DIRECTORS	12

**\$10M**

IN PRIVATE FUNDING SECURED TO DATE

**24M+**

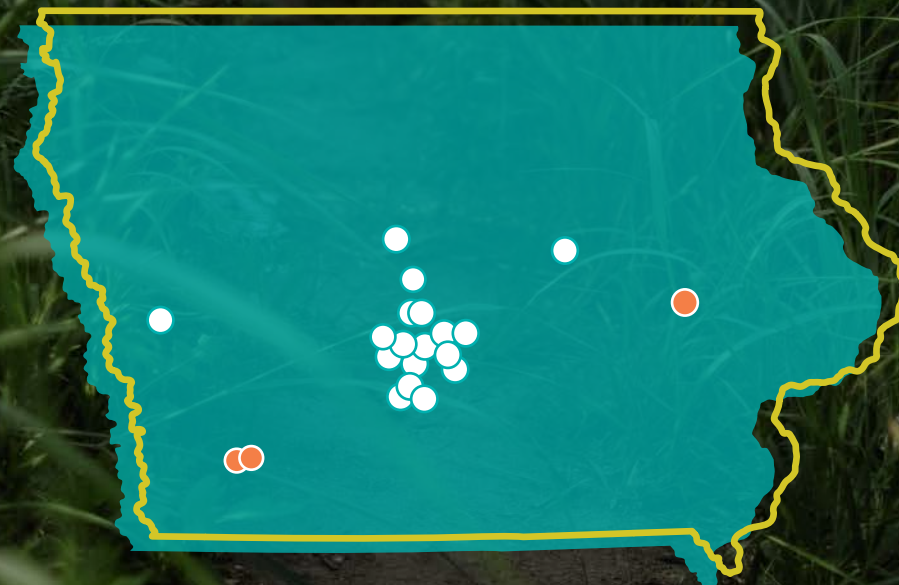
POUNDS OF LIFETIME MITIGATED NITRATE

**8:1**

AVERAGE PUBLIC-PRIVATE MATCH

**\$51M+**

IN FUNDING LEVERAGED TO DATE



- SINGULAR PROJECTS
- MULTI-SITE PROJECTS



### OUR WHY

Conservation and water quality are of more importance now than perhaps ever before, and fortunately, there has never been more engagement or momentum around these critical issues. Over the course of its existence, the Great Outdoors Foundation has played a role in numerous creative problem-solving efforts, and expediting and maximizing voluntary conservation practices on private land is no different. Historically, one of the greatest barriers to implementation is funding. If there was a way to unlock previously untapped public capital via match dollars, the state of Iowa, and beyond, could see a wave of water quality improvement unlike ever before. Enter the Conservation Acceleration Fund, a dynamic funding mechanism designed to activate key conservation initiatives via strategic investments.

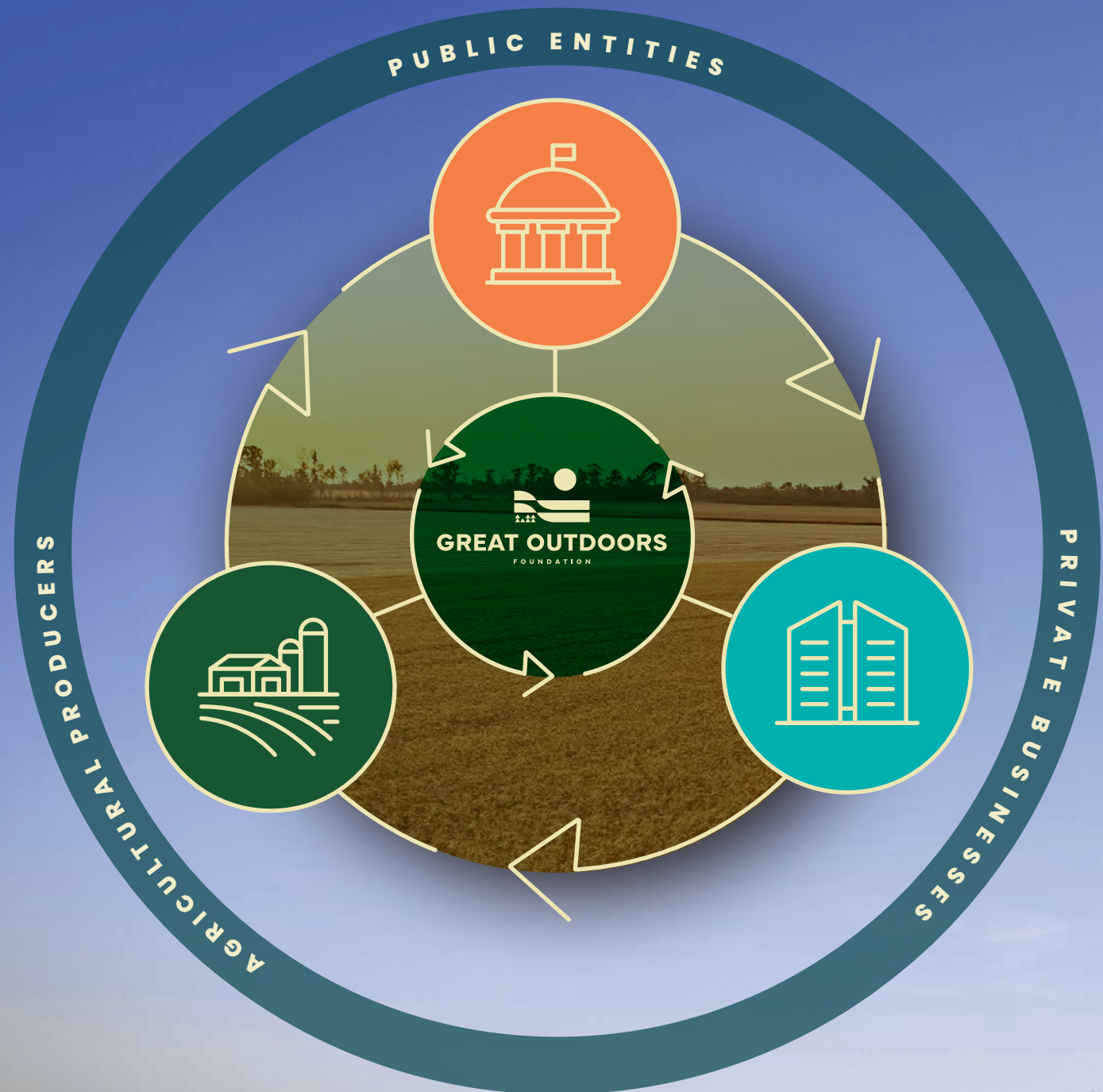
### OUR HOW

The Conservation Acceleration Fund is like any other investment opportunity; it's not a capital campaign. By matching value-driven private donors with an expertly selected conservation portfolio, the

Conservation Acceleration Fund effectively fills public funding match requirements, yielding high impact on investment for both the environment, and its supporters. This multiplying effect makes private dollars go even further and creates even greater change, as all Conservation Acceleration Fund projects **guarantee at least a 4:1 public to private match.**

### OUR IMPACT

By supporting the Conservation Acceleration Fund, you, or your organization, are entrusting the Great Outdoors Foundation to direct your capital into the highest impact on investment initiatives on an ongoing basis. The Conservation Acceleration Fund's creative method to capital stacking takes private investments – valuable on their own – and multiplies the dollars by meeting match requirements to activate public dollars. This allows partner organizations to leverage existing funding to enact massive change.



**PARTNERS**

- Agriculture’s Clean Water Alliance
- Athene
- Athletic Brewing Co
- CoBank
- Community Foundation of Greater Des Moines
- Drake University
- Environmental Defense Fund
- Google
- Heartland Co-Op
- Iowa Agriculture Water Alliance
- Iowa Department of Agriculture & Land Stewardship
- Iowa Department of Natural Resources
- Iowa Economic Development Authority
- Iowa Finance Authority
- Iowa Lakeside Lab
- Iowa Natural Heritage Foundation
- Iowa Nutrient Research & Education Council
- Iowa Soybean Association
- Iowa Stormwater Education Partnership
- ITA Group
- Meta
- Microsoft
- Polk County
- Polk County Conservation
- Prairie Meadows
- Principal Financial Group
- Syngenta
- Union Pacific
- U.S. Fish & Wildlife Service
- Vermeer
- Walton Family Foundation



### Sustainability Linked Loan

#### Project Partners

- CoBank
- Environmental Defense Fund
- Heartland Co-Op

#### Benefits

- 91,401 acres of cover crops planted.
- 138 tile outlets treated.
- 6,718 acres of agriculture runoff captured.
- 59,790 pounds of annual mitigated nitrate.
- 11,741 stakeholder outreach touchpoints.

### Southwest Iowa Grade Stabilization Portfolio

#### Project Partners

- Private landowners
- Iowa Department of Agriculture & Land Stewardship
- Google
- Drake University
- Soil and Water Conservation District

#### Benefits

- 1,245,900 pounds of mitigated nitrate.
- 2,820 acres of agriculture runoff captured.
- Added to an existing 47-site portfolio.

### City of Dunlap Treatment Train

#### Project Partners

- City of Dunlap
- Iowa Department of Agriculture & Land Stewardship
- Google
- Soil and Water Conservation District

#### Benefits

- 210,930 pounds of mitigated nitrate.
- 474 acres of agriculture runoff captured.
- Additional habitat and ecological benefits as well.

### Reinbeck Oxbow Restoration

#### Project Partners

- Heartland Co-Op
- Iowa Soybean Association
- U.S. Fish and Wildlife Service

#### Benefits

- 133,500 pounds of mitigated nitrate.
- 300 acres of agriculture runoff captured.
- Provides additional water quality and flood mitigation benefits.

### Legacy Woods

#### Project Partners

- City of West Des Moines
- Iowa Department of Agriculture & Land Stewardship
- Microsoft
- Additional private donors

#### Benefits

- Stormwater wetland capturing urban runoff.
- Native landscaping provides additional water quality benefits.
- 4,895 pounds of mitigated nitrate.

### Chichaqua Bottoms Greenbelt

#### Project Partners

- Iowa Department of Agriculture & Land Stewardship
- Polk County Conservation
- Meta

#### Benefits

- 17,800 pounds of mitigated nitrate.
- 40 acres of agriculture runoff captured.
- Strategically placed two-pump system that will rehydrate more than four miles of the old South Skunk River.

### Browns Woods

#### Project Partners

- Polk County Conservation
- Microsoft

#### Benefits

- Native prairie restoration.
- Rain garden capturing parking lot runoff.
- Invasive species removal allowing natives to grow within wooded area.



**YOUR  
STAKEHOLDERS**

**CONSUMERS &  
COMMUNITY**

ATTRACTING AND RETAINING CUSTOMERS BY INVESTING IN WHAT MATTERS TO THEM.

**64%**

willing to spend more to do business with environmentally friendly companies.

**88%**

will continue to do business with companies who invest in environmental sustainability.

**70%**

Prospective employees look for companies with environmentally sustainable investments.

**EMPLOYEES**

IMPROVING PERCEPTION IN A COMPETITIVE LABOR MARKET IS KEY TO LONG-TERM SUCCESS.

**68%**

More willing to accept a position with a company perceived as environmentally friendly.

**OUTCOMES**

**ENVIRONMENTAL  
CONSERVATION**

**AVOIDING HARM**

**PUBLIC PERCEPTION**

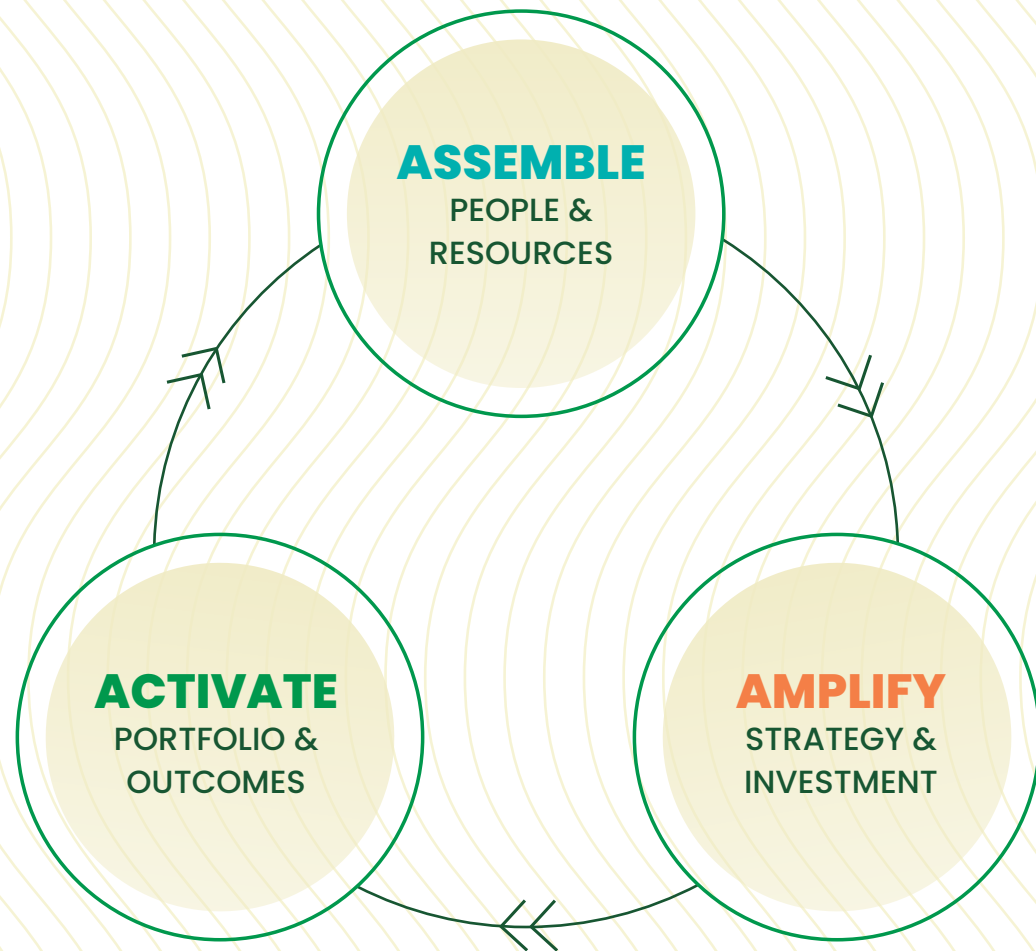
**INVESTORS**

BUILDING VALUE INCLUDES PROACTIVE EFFORTS TO SAFEGUARD LEGAL, REGULATORY/COMPLIANCE, & PUBLIC REPUTATION.

“We’re committed to improving local watershed health in the communities where we operate, including southwest Iowa – a place we’re proud to call home. We’re excited to be a part of these high-impact grade stabilization projects with the Great Outdoors Foundation, helping improve flood control and water quality within the drainage area of the Missouri River.”

– BEN TOWNSEND, GLOBAL HEAD OF INFRASTRUCTURE AND SUSTAINABILITY AT GOOGLE

HOW WE DO IT



“I guess I’m old enough [that I know] it’s not just good for me, it’s good for the next generation.”

— JOE JARDEN, MULTI-GENERATIONAL FARMER & VETERAN  
on implementing water quality practices via the Conservation Acceleration Fund.



“At Microsoft, our dedication to environmental sustainability is strengthened by collaborating with inspiring partners like the Great Outdoors Foundation. Together, we accelerate positive change—transforming vision into action for a healthier planet and thriving communities.”

— SARA HANSEN, Sr. Community Affairs Manager, Microsoft



## GREAT OUTDOORS FOUNDATION BOARD OF DIRECTORS

### Chair

Chris Costa, *President and CEO, Knapp Properties LLC*

### Past-Chair

Joey Taylor-Moon, *Vice President of Marketing, Hubbell Realty Company*

Ben Arato  
*Associate Attorney, Wandro & Associates, P.C.*

Lauren Burt  
*Head of Global Corporate Affairs, Kemin Industries*

Stephanie Fleckenstein  
*Project Manager, Sherwood Design Engineers*

Grant Kvalheim  
*CEO, Athene USA & Athene Holding*

Gene Meyer, *Retired*

Kurt Mumm, *President and Owner, Cushman and Wakefield Iowa Commercial Advisors*

Karen Novak Swalwell  
*President & CEO, Francis & Associates*

Ashley Shafer, *Senior Vice President, Financial Advisor, Family Wealth Director, Morgan Stanley*

Georgia Van Gundy, *Deputy Director, Iowa Workforce Development*

### HANNAH INMAN, CEO

[hannah@greatoutdoorsfoundation.org](mailto:hannah@greatoutdoorsfoundation.org)  
515.452.0024 x. 103

### JEN CROSS, VICE PRESIDENT OF STRATEGIC PARTNERSHIPS

[jen@greatoutdoorsfoundation.org](mailto:jen@greatoutdoorsfoundation.org)  
515.452.0024 x. 104

### MELISSA CAMPBELL, SENIOR PROJECT MANAGER

[melissa@greatoutdoorsfoundation.org](mailto:melissa@greatoutdoorsfoundation.org)  
515.452.0024 x. 107



**GREAT OUTDOORS**  
FOUNDATION