

# NORTHEAST WILDERNESS TRUST

## BUSINESS ALLIANCE

*Investing in a wilder tomorrow*



### *About Northeast Wilderness Trust*

Northeast Wilderness Trust, founded in 2002, is the only regional land trust focused exclusively on rewilding and protecting wilderness in a globally important and diverse ecosystem. The Wilderness Trust has a record of success:

- 🍁 Protects more than 52,000 acres as forever-wild—naturally storing more than 3 million metric tons of carbon
- 🍁 Safeguards 50+ wilderness preserves
- 🍁 Created the country's first ever carbon program—Wild Carbon™—focused exclusively on marketing carbon credits from future old-growth forests

### *About the Program*

Northeast Wilderness Trust's Business Alliance is an essential ingredient of our wildlands conservation success. Becoming a member of this business partnership program is an opportunity to give back to Nature.

**We offer a variety of ways that your business can ensure wild places grow and endure in this corner of the world:**

- 🍁 Make an annual or monthly donation
- 🍁 Contribute to a wilderness preserve located near, or with a special connection, to your business
- 🍁 Share a percentage of your business profits
- 🍁 Partner on a one-off product to benefit Northeast Wilderness Trust

**There are also other ways to help. Businesses can leverage their support of our work and engage employees by:**

- 🍁 Matching employee donations to Northeast Wilderness Trust
- 🍁 Providing volunteer opportunities on a wilderness preserve or at an event

**Business Alliance members will:**

- 🍁 Have a company logo and link on the program web page
- 🍁 Be spotlighted once annually in our Enewsletter, *The Wild Times*.

## Business Alliance Member Spotlight



*Saltwoods, Watertown, MA  
Owner: Dan Crossman  
Supporter Since 2019*

Saltwoods creates beautiful handcrafted custom tables, benches, and other furniture. Saltwoods is committed to using responsibly resourced materials with minimum impact on the environment and to reclaim, repurpose, and reforest. That is not just a slogan but a practice that Saltwoods owner, Dan Crossman, takes seriously. Inspired by (PRODUCT)RED's model of giving, Dan reached out to Northeast Wilderness Trust to become our first business partner by donating a percentage of Saltwoods profits on a quarterly basis. "I wanted to see our support make an impact on the ground and to support the restoration and preservation of wilderness," states Dan. "It was important to me that the Wilderness Trust was conserving trees that would only grow older over time; they are the only regional land trust with that focus."

### Partnering for a wilder tomorrow

Forever-wild conservation is among the most cost-efficient and immediate actions we can take to confront rapid climate chaos and biodiversity collapse.

Recent studies confirm the incredible ability of old, wild forests to absorb carbon.<sup>1</sup> Scientists have reported the importance of allowing forests to mature—a process called "Proforestation."<sup>2</sup> These forests are better at storing carbon than any technology, and aren't powered by fossil fuels! (As Northeast Wilderness Trust Advisor and 350.org founder, Bill McKibben says, "Also, they're beautiful.")

Unmanaged forests offer additional benefits: preventing extinction,<sup>3</sup> allowing life to evolve alongside a changing climate, and connecting wildlife corridors for far-ranging species.

The window is narrowing, and together we must act quickly. Every forest Northeast Wilderness Trust protects as wilderness today will become an old-growth forest of tomorrow.

The Business Alliance program offers businesses a way to make a difference for nature: saving wild places for future generations.

1. Anderson, M.G. 2019. Wild Carbon: A synthesis of recent findings. Northeast Wilderness Trust. Montpelier, VT USA
2. Moomaw WR, Masino SA and Faison EK (2019) Intact Forests in the United States: Proforestation Mitigates Climate Change and Serves the Greatest Good. *Front. For. Glob. Change* 2:27. doi: 10.3389/ffgc.2019.00027
3. Di Marco, M., Ferrier, S., Harwood, T.D. et al. Wilderness areas halve the extinction risk of terrestrial biodiversity. *Nature* 573, 582–585 (2019) doi:10.1038/s41586-019-1567-7

## Contact

To explore the Business Alliance program, please contact Cathleen Maine at 802.224.1000 x105 or at [cathleen@newildernesstrust.org](mailto:cathleen@newildernesstrust.org).

*Northeast Wilderness Trust is a conservation organization recognized by the IRS as a 501(c)(3) non-profit corporation. Contributions are tax deductible to the fullest extent of the law. Please consult with your business tax advisor or the IRS for guidance.*

PHOTOS—Front: David Middleton; back: Jon Leibowitz

