

MICHGAN UNITED CONSERVATION CLUBS

Outdoor Heritage Society

UNITING CITIZENS TO CONSERVE, PROTECT AND ENHANCE MICHIGAN'S NATURAL RESOURCES AND OUTDOOR HERITAGE



ACTION. RESULTS.

A note from MUCC Executive Director Amy Trotter

Founded in 1937, MUCC is the nation's largest, most successful, statewide conservation organization. For more than eight decades, MUCC has been the leading advocate for wise-use conservation principles, science-based natural resources management and the protection and enhancement of our outdoor heritage. We do this through a robust suite of habitat, youth education, communication and policy platforms.

The <u>Outdoor Heritage Society</u> is the 21st-century vehicle for MUCC's growth and sustainability. Conservation priorities are rapidly changing, and our organization uses general donations and fundraisers to accomplish our organization's conservation-focused priorities at the state and federal level.

However, we need to be prepared for and expect contingencies. The <u>Outdoor Heritage Society</u> will help us establish a war chest to fight the next attack on our outdoor heritage from the antis, and we need to make the next significant investment in tomorrow's generation of conservation stewards.

Our policy endeavors require niche staff accomplished in building relationships and relaying members' priorities in an effective, concise manner to policymakers. Your commitment to the <u>Outdoor Heritage Society</u> ensures that hunting and fishing will remain a part of Michigan's outdoor heritage and that your conservation priorities will be heard in a timely fashion by those that matter.

Uniting citizens to conserve, protect and enhance Michigan's natural resources and outdoor heritage.



Amy Trotter is a vital relationship builder and key opinion leader who drives the development and implementation of conservation policy in Michigan. Amy has built and sustained the coalitions that bring broad perspectives and deep impacts to pressing conservation and natural resources policy issues. A well-known quantity within state government, Amy has developed relationships with agency leadership and key staff which provides crucial insight into MUCC's tactical and strategic approaches. Some key policy accomplishments Trotter has fostered include:

Successfully overturned an unconstitutional prohibition of motorized boating through litigation against the governor.

Expansion of firearm use, including straight-walled cartridges for deer hunting in Southern Michigan.

Defense of strong ballast water regulations to protect the Great Lakes.

Passage of Scientific Fish and Wildlife Conservation Act to promote science in naming game species, rather than by popular vote. MICHIGAN UNITED COMSERVATION CLUBS

OWOSSO, MICHIGAN

November 9, 1937

Harry Gaines of Grand Rapids, Presiding.

pened the first meeting of the Michigan United Const that each club represented announce its name as he clubs for attending, stating that he could see filiating as a state organization in the same mann affiliate in a small club. He said that purpose deration with state department of conservation and ion in general. He urged the clubs not to permit of interfere with the proper function of organization mind, with candid open discussion at all times and break up the organization. Majority should countright. Small local problems should not interfere organization, but should be thrashed out in the least the state of the state of the same was a state organization.

HISTORY

WHERE WE'VE BEEN...

On September 28, 1937, delegates from 19 different sporting organizations convened in Grand Rapids to organize the defeat of a political power grab that would have given the Michigan governor the authority to politicize the (then) Conservation Department. Those who gathered collected \$50 in donations to write letters, send telegrams and produce circulars which resulted in the defeat of the measure. Fresh off this success, 35 clubs sent representatives to the James Oliver Curwood Clubhouse in Owosso on November 9, 1937 to form what would become the nation's most effective statewide conservation organization.

Our natural resources, to which we are all powerfully connected, have undoubtedly been shaped by Michigan United Conservation Clubs.

to be held preferably in the avening and various sections of the state for good re He then urged the clubs to subscribe to "Conservation" using the magazine as a med conservation news, and that clubs contrib to the magazine.

and a telegram from the Macomb County Sportsmon's indicated their desire to cooperate with and and organization.



"I have found throughout my years of service in the U.S. House of Representatives that I could count on the MUCC for its insight on a variety of issues of national importance like clean air, clean water and protection of our wildlife and their habitats. In a state blessed with such a rich diversity of natural resources, grassroots citizen support has been crucial to restoring and preserving our outdoors heritage. I commend the MUCC for all its work." The late-Hon. John D. Dingell, Former Member of Congress,

Michigan Conservation Hall of Fame, MUCC Member

2019-2020 MUCC ACCOMPLISHMENTS

POLICY

FILED a lawsuit against the state of Michigan to protect the privileges and rights of recreational anglers and boaters, while maintaining necessary public health precautions during the COVID-19 pandemic.

TRACKED more than 100 bills in the Michigan legislature and provided testimony during 31 distinct committee hearings.

TESTIFIED/ATTENDED every Michigan Natural Resource Commission meeting to advocate on behalf of member-passed resolutions regarding hunting and fishing regulations — the only group in the state to do so.

PROVIDED comments on numerous federal rules in the Department of Interior and Department of Agriculture, ranging

from proposals impacting the Endangered Species Act and the Migratory Bird Treaty Act to rules improving recreational access to federal lands.

COLLABORATED to improve stakeholder engagement and increase transparency in the rulemaking process for hunting and fishing regulations.

ADVOCATED in support of federal legislation to advance conservation priorities here in Michigan in the United States Congress, including the Great American Outdoors Act and the John Dingell Conservation. Management and Recreation Act.

HOSTED regular meetings in collaboration with the Michigan Legislative Sportsmen's Caucus Advisory Council to educate state lawmakers on issues related to natural resource

conservation.

PROVIDED critical input for the Michigan Department of Natural Resources' ongoing public lands strategy.

ORGANIZED fly-in events in Washington D.C. to educate federal legislators and their staff on issues of great importance to the conservation community in Michigan and the Western Great Lakes region. including Asian carp.

WORKED on issues impacting the Great Lakes ranging from commercial fishing regulation reform and natural resource sovereignty to invasive species management and pollution control.

WORKED with the state of Michigan to ensure public health precautions were taken to enable the reopening of outdoor recreational shooting ranges and fishing charters.

FIFI D

IMPACTED 1.272 acres. by conducting 62 projects and engaging 1,514 volunteers who donated 7.020 hours of their time to conservation efforts through our awardwinning On the Ground program.

CELEBRATED 3.000th event volunteer for our habitat programs

REMOVED more than 3,500 pounds of trash and 2.000 pounds of invasive species from Michigan lakes and streams. While engaging nearly 500 volunteers recording 2,000 volunteer hours during two OTW field seasons.

RECEIVED 2018 Pillar Award for Land Use from the Mid-Michigan Environmental Action Council for the OTG Jr. program ENROLLED

more than 360,000 acres of private land in the Michigan Wildlife Cooperatives program..

EDUCATION

WORKED with more than 20,000 youth and 65 adults on recruitment, retention and reactivation programs for hunting and fishing.

HOSTED 711 youth at Michigan Out-of-Doors Youth Camp teaching them skills such as hunting, fishing, trapping, kayaking and wilderness survival. In total, more than 58,000 youth have attended MUCC's camp since 1946.

DISTRIBUTED 27.300 magazines to fourth-through sixth-grade students around Michigan. teaching them about wildlife and conservation in the Great Lakes region.





To ensure the conservation of our treasured resources and the preservation and perpetuation of our out-door heritage, MUCC is focusing its efforts and orienting its programs in the following areas. Your investment in MUCC will make this possible.

Expanding and Protecting Public Access

Land that was purchased by hunters, anglers and trappers must continue to be open, available and well-managed if we are to ensure the future of the sport. Yet, efforts are underway to fracture public hunting land and, in some cases, force other, competing uses into property that was acquired for hunting, fishing and trapping and is managed with the monies derived from license sales. We have battled legislative packages that would turn our state game areas into golf courses and balance the books of local governments at the expense of hunters, anglers and trappers.

Engaging People

MUCC is changing what being involved conservation means and looks like. Through our award-winning On The Ground program, MUCC engages volunteers to perform vital habitat improvement work on public lands. These projects not only benefit wildlife, but they tell the story that hunters, anglers and trappers are a community of true conservationists. Growing this program has allowed us to reach a young, diverse set of conservationists who want to be engaged in the mission of MUCC.

MUCC continues to be the leading organization that shapes and convenes the hunting, fishing, trapping and conservation community into a forceful voice for our heritage.

Conservation Through Education

Education remains one of our unswerving principles. Since 1946, MUCC has educated more than 58,000 kids through our youth camp and has reached hundreds of thousands of upper-

elementary-aged school children through TRACKS Magazine.

Increasingly, organizations like PETA, the Humane Society of the United States (HSUS) and other anti-science, animal rights organizations are actively seeking to recruit children to influence adult behaviors and attitudes about hunting, fishing, agriculture and a host of other issues. By characterizing animals as humans, they deliberately distort and obscure facts and reality to advance their agenda.

Defending Professional, Science-Based Management

Animal rights extremists have used litigation, propaganda and lobbying efforts in other states to prevent biologists and fish and wildlife professionals from being able to offer their professional opinion to the public on the value of hunting, fishing and trapping in natural resources management. HSUS, and similar organizations, have specifically named MUCC in litigation challenging our founding principle: conservation.

We need your support to ensure the antis don't handcuff our biologists and their ability to play a critical role in the management of Michigan's wild spaces and wildlife.

CONSERVATION PARTNERS

JAY'S SPORTING GOODS | SHOWSPAN | THE AVERAGE CONSERVATIONIST CENTERSHOT GUN RANGE | THE MICHIGAN WILDLIFE COUNCIL

WHERE YOUR DOLLARS WILL GO ANNUALLY

\$150,000

Goal

Improving MUCC Stability and Capacity in Fundraising and Communications

\$50,000

Goal

Establishment of War Chest

\$50,000

Goal

Grow Full-time
Policy Staff Capacity

\$25,000

Goal

Increase Lobbying Capacity

\$20,000

Goal

Camp Facilities
Capital Fund

Working towards fulfillment of these goals will increase MUCC's political capital, lobbying effectiveness and create a strong, durable organization for years to come. Investment in staff capacity and camp facilities will allow MUCC to ensure we can adapt to the ever-changing conservation landscape.



Grassroots, member-driven policy is at the core of who we are...



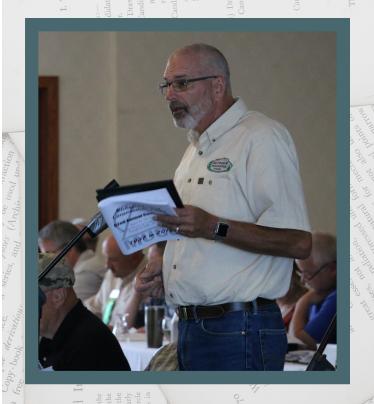


When MUCC takes a policy stance, we can be sure that we have our members' interests in mind

GRASSROOTS ADVOCACY

"You aren't always going to agree with everything Michigan United Conservation Clubs works to implement — that's the beauty of the organization. They are able to take complex, diverse sets of issues and effect meaningful policy change in the conservation world at a scale no other Michigan NGO can accomplish."

Host of Mike Avery's Outdoor Magazine
MUCC Member



OUTDOOR HERITAGE SOCIETY

THE 1937 CIRCLE

FOR GIFTS OF \$10,000+ ANNUALLY

- Recognition in MUCC's Annual Report
- Recognition in Michigan Out-of-Doors Magazine
- Complimentary team at MUCC's Sporting Clays Shoot
- Table at MUCC's Annual Convention Award Luncheon
- Monthly briefings from MUCC's Executive Director
- Invites to select legislative and policymaker meetings
- A Life Membership to MUCC

THE THOMAS L. WASHINGTON CLUB

FOR GIFTS OF \$5,000-\$9,999 ANNUALLY

- Recognition in MUCC's Annual Report
- Recognition in Michigan Out-of-Doors Magazine
- Table at MUCC's Annual Convention Awards Event
- Monthly briefings from MUCC's Executive Director
- A Life Membership to MUCC

If not you, who? If not now, when?



THE PENINSULA CLUB

FOR GIFTS OF \$2,500-\$4,999 ANNUALLY

- Recognition in MUCC's Annual Report
- Recognition in Michigan Out-of-Doors Magazine
- Monthly briefings from MUCC's Executive Director

THE STEWARDS CLUB

FOR GIFTS OF \$1000-\$2,499 ANNUALLY

- -Recognition in MUCC's Annual Report
- -Recognition in Michigan Out-of-Doors Magazine

THE RETURN

The resources we cherish and the heritage we celebrate are through the investments and active support of our forebears. MUCC's record of achievement speaks for itself — no other conservation organization can claim the number and scale of victories we have achieved and continue to achieve.

The Outdoor Heritage Society Supporter Form

YES! I want to invest in the future of conservation! I/we want to invest by making a contribution to the Outdoor Heritage Society:		If you wish to make your tax-deductible donation online or setup a recurring payment, please visit:
The 1937 Circle The Thomas L. Washington Club The Peninsula Name:		The Stewards We are working on building this page
Organization:Address:		
City: State: Zip:		
Business Phone:Home/Mobile Phone: Email: METHOD OF PAYMENT		If you have any questions, comments or would like to schedule a meeting please contact:
Check (Enclosed) Visa MasterCard Discover Name on Credit Card:		Amy Trotter Executive Director atrotter@mucc.org 517-346-6484
Credit Card # Exp. Date Please return this form to:	CVV	or Nick Green Public Information Officer

517-346-6486

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