



### Media Contact

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### FOR IMMEDIATE RELEASE

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## Support Bird Conservancy of the Rockies on Colorado Gives Day!

**Fort Collins, CO** – Bird Conservancy of the Rockies invites Coloradans to support our mission of conserving birds, people and land by donating to us on **Colorado Gives Day**, December 7, 2021.

**Did you know that one of North America’s most renowned bird conservation organizations is based in Colorado?** Since 1988, Bird Conservancy of the Rockies has been a leader in the field of avian scientific research and monitoring, conservation delivery on private and public lands, and award-winning environmental education programs for people of all ages. Our reach radiates from our headquarters in Brighton, CO, across the western U.S. and in Northern Mexico

In 2019, Bird Conservancy of the Rockies scientists co-authored a groundbreaking study which appeared in the journal *Science*, revealing the loss of 3 billion of North America’s birds in the last 50 years. Bird Conservancy is working hard to understand the causes of these declines, and playing a leadership role in a multi-partner *Road to Recovery* coalition. Bird Conservancy scientists are spearheading a new conservation delivery framework that integrates biological and social sciences and a three-pronged model of Science, Stewardship and Education. Using science as a foundation, we are engaging people of all ages—across Colorado and beyond, from the Northern Great Plains to Mexico’s Chihuahuan Desert grasslands—in our mission to conserve birds and their habitat.

Presented by Community First Foundation and FirstBank, Colorado Gives Day is an annual statewide movement to celebrate and increase philanthropy through online giving.

“Colorado Gives Day is one of our most important fundraisers of the year. Donations have immediate impact and lasting effects. Today’s summer camper is tomorrow’s conservation scientist. Current efforts

by our private lands wildlife biologists ensure resilient habitat and thriving communities for the future. Migratory bird data collected now inspires and informs the research of future scientists and guides the decisions of resource managers.” says Tammy VerCauteren, Executive Director.

Bird Conservancy of the Rockies has set a goal is to raise \$35,000 this year during Colorado Gives Day by engaging 250 or more supporters. We invite our community to **join our flock** on Colorado Gives Day with a donation! Your contribution helps ensure a future where Colorado’s State Bird, the Lark Bunting—and many other species—continue to grace the skies and fill the airwaves with their song!

Donations can be made online now at [www.birdconservancy.org/cogives](http://www.birdconservancy.org/cogives). You do not need to live in Colorado to participate, so we encourage everyone to spread the word about Colorado Gives Day with friends and family, regardless of their location! Thank you for your support!

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**About Bird Conservancy of the Rockies** is a Colorado-based nonprofit that works to conserve birds and their habitats through an integrated approach of science, education and land stewardship. Our work extends from the Rockies to the Great Plains, Mexico and beyond. Together, we are improving native bird populations, the land and the lives of people. Visit [birdconservancy.org](http://birdconservancy.org) for more information.

#### **About Community First Foundation**

Since 1975, Community First Foundation has been helping generous donors and innovative nonprofits come together to improve the quality of life and create positive change in Jefferson County, the Denver metropolitan area and beyond. We serve as a connector, partner, collaborator and resource to fuel the power of community for the greater good. We are proud to use our energy, leadership and trusted stewardship of financial resources to energize giving across our state, strengthen nonprofits, support donors and find new ways to address community needs. For more information, visit [CommunityFirstFoundation.org](http://CommunityFirstFoundation.org).

Community First Foundation is accredited by the National Standards for U.S. Community Foundations®, a designation affirming we have met the nation's highest standards for philanthropic excellence. We are committed to transparency, quality, integrity and accountability as we carry out our mission as a community foundation.

#### **About FirstBank**

FirstBank, the nation’s third largest privately held bank, operates more than 125 locations in Arizona, Colorado and California and serves more than 750,000 customers. Since 2000, FirstBank has been recognized as a top corporate philanthropist and contributed more than \$60 million and thousands of volunteer hours to charitable organizations. FirstBank is unique in that a majority of its stock is owned by management and employees. For more information, visit [efirstbank.com](http://efirstbank.com).