

TCA - Gila Wild Grant Application

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Group or organization seeking funding: Nuestra Tierra Conservation Project

**Brief description of the group seeking funding (mission statement, size, location, tax status)
100 words or less:**

Website:

<https://www.nuestra-tierra.org/>

Does your group identify as being led by historically marginalized people?

Yes

How long has your group been working together?

Five years or more

What is the name of your project?

The M.H. Dutch Salmon Greater Gila Wild and Scenic River Act - Elevating Community Voices in Support of the Gila River

Which state or province is your project located in?

New Mexico

Is the primary focus of your project

NONE

In one sentence, please tell us what project success looks like (50 words or less)

Elevating Community Voices in Support of Protecting the Gila River will be achieved by amplifying the voices of Hispanic, Tribal and Pueblo communities living around the Gila River to advocate for its protection through designation as Wild & Scenic. In addition, the signing of the Bill is obviously the main goal.

Please tell us about the land and/or water your group is working to protect, your plan to protect it, and how it will help foster a planet where natural places, wildlife and people thrive together.

The Gila Wilderness and the Greater Gila bioregion is a sacred land, a living cultural landscape, a hunting ground, a wildlife sanctuary, a place of refuge for wild nature, and an importance of community values, especially for local tribes. A majority Hispanic community populates the region surrounding the Gila River, yet their voices are not adequately heard or amplified when it comes to decisions about protecting the Gila River. Additionally, Tribal and Pueblo groups continue to be left out of the conversation and decision-making process. In 2024 Nuestra Tierra will continue to organize for the protection of the Gila River as well as celebrate the past 100 years of conservation achievements inspired by the protection of the Gila Wilderness.

- NTCP will create original social media content that promotes the voices of Hispanic, Tribal and Pueblo communities around the Gila region that speak in favor of protecting the Gila through designation as Wild & Scenic.
- NTCP will create a video with grassroots and grassroots community leaders from Grant, Luna and Hidalgo Counties, stressing the importance of water conservation in the region and of protecting the Gila River.
- NTCP will be an active participant in the Gila Wild & Scenic coalition.
- NTCP will make direct contact with members of Congress and their staff, urging their support for the Gila Wild & Scenic Rivers Act.
- NTCP will host a community event based on Community, Cultura y Conservación around the Gila - amplify community voices, educating attendees on Wild and Scenic Protections, and creating bridges between local storytellers and decision-makers

Please tell us how your project elevates the voices and perspectives of people working to protect land and water. (250 words or less)

The project elevates the voices and perspective of people working to protect land and water by promoting the voices of Hispanic, Tribal and Pueblo communities around the Gila region, creating content and videos with community leaders, participating in the Gila Wild & Scenic coalition, making direct contact with Congress members, and hosting a community event to educate attendees on Wild and Scenic Protections, and creating bridges between local storytellers and decision-makers.

It addresses the issue of inadequate representation and decision-making processes that exclude the communities most affected by the protection of the Gila River.

What are the three primary ways you plan to use Conservation Alliance Funding in 2024?

1. Conducting outreach and engagement initiatives such as conducting workshops, training and educational sessions that increase awareness and understanding of Wild and Scenic Protections among the local communities and decision-makers.
2. Creating and distributing marketing materials such as brochures, pamphlets, posters, and promotional videos to promote the Gila River protection and its benefits among the target audiences.
3. Hiring a communications and media team that can support the project with developing outreach strategies, creating content and implementing social media campaigns to amplify community voices and promote the protection of Gila River.