



CONFLUENCE

Helping People Helping Nature

**Annual Report
2024-25**





Helping People Helping Nature

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Letter from the CEO

In the backpacking world, there's a phrase known as "type 2 fun." It describes the kind of adventure that doesn't always feel fun while you're in it—when your pack is heavy, the trail is steep, the ticks are relentless, and you question why you ever started. But once it's over, those tough moments blur, and what remains is a deep sense of satisfaction, accomplishment, and greater strength. Afterwards you recall the mountain vistas, the unexpected warbler encounter, or the kind stranger who gave you a lift to town, all reminders of why the journey was worth it.

Confluence's first year of operations felt a lot like "type 2 conservation." Our staff and board are not drawn to the easy path; we embraced the challenges because they are leading to results. We are focused on the unglamorous but essential work of keeping protected areas protected, strengthening organizations, and answering the clear call from our partners for capacity building that makes conservation better. These solutions may not always be prioritized by mainstream funding, but they are the ones that build lasting success.

In 2024 I travelled to Bolivia and Argentina to lay the groundwork with local partners for a new regional resilient protected areas conservation initiative. Alongside this, we developed tailored fiscal sponsorship services to help Bolivian NGOs raise and manage unrestricted funds during a period of intense economic volatility, ensuring their programs can endure and grow.

These early milestones are just the beginning. The momentum we're building reflects the trust our partners are placing in Confluence to "help people help nature". And just like type 2 fun on the trail, it's not only about the climb itself but also about the people we meet along the way. We are deeply grateful for the "trail magic" from many collaborators who have shared their time, expertise, and resources to make the Confluence journey possible. Looking ahead, we are energized by what's to come—more collaborations, more solutions, and more fun, even if some of it is still the type 2 variety.

Thank you for being part of this journey. The road is steep, but the vistas ahead are breathtaking. We invite you to continue trekking with us, supporting Confluence as we strengthen conservation across Latin America.

Happy Trails,

Wendy C. Willis

Wendy Cristina Willis
Conservation Confluence CEO

Mission & Values



Our Mission

Confluence helps people helping nature in Latin America by bringing together conservationists, locals, ideas, and resources to save essential ecosystems and keep watersheds flowing.

Our Values

1. Conservation at the Core

Our foremost priority is conservation. We recognize the intrinsic value of the natural world, embracing our responsibility to protect its interconnected beauty and life-sustaining power.

2. Trust and Long-Term Engagement

Transparency and long-term engagement define our work. We build relationships that extend well beyond funding cycles, forming the foundation of all we do.

3. Reciprocal Partnerships

We build partnerships grounded in shared conservation goals, joint responsibility, and mutual accountability. Together, we co-create strategies, share the workload, and ensure that every partner actively contributes to and benefits from the collective effort to achieve lasting impact.

4. Graduated, Long-Term Conservation Efforts

We prioritize steady, efficient, and long-term conservation work on the ground.

5. Conservation as a Growing Knowledge-Based Vocation

Conservation is more than a passion; it's a profession. We support its global growth as a respected and fairly compensated occupation in land and resource management, focusing on ensuring its long-term viability in Latin America.

6. Traditional Collaboration Models

Inspired by the community collaborative traditions of Ecuadorian mingas and Mexican tequios, we catalyze a conservation culture in which non-profit partners collaborate, cross-pollinate ideas, and share resources, knowing that together we can achieve far more than alone.

Our Team

This year we brought together new faces to conservation and long-time heroes, creating a true confluence of expertise to strengthen conservation capacity building. Our board and team bring decades of experience in conservation science, communications, marketing, strategic planning, and nonprofit leadership—and we cross-pollinate these skills to help organizations thrive. With this strong foundation, we’re excited to welcome new members next year, continuing to channel expertise and support for Latin American non-profits



Scan the QR code to learn more about our team.

Meet the Co-Founders of Confluence



Wendy Cristina Willis & Rita Fenwick

Wendy Willis and Rita Fenwick bring passion, experience, and grit to Confluence. Wendy is a conservation social scientist with deep roots in Latin America, and Rita is a seasoned conservation leader with decades of global experience. Together they share a commitment to tackle the tough challenges in conservation, roll up their sleeves, and support the people and ecosystems too important to lose. Their synergy fuels Confluence’s mission to cross pollinate ideas, channel resources, and strengthen local conservation organizations.

CONFLUENCE’S BOARD



George Fenwick
Chair



Rodrigo Soria-Auza
Treasurer



Joel Saferstein
Secretary



Jim Fetig



Meet Our Partners!



We are honored to work alongside some of the most dedicated and inspiring conservation organizations in Latin America.

Our partnerships aren't transactional. We don't parachute in; we are embedded. We show up, listen, build trust, and stay the course. Confluence collaborates with organizations who care as deeply as we do and who are driven by shared values and committed to lasting conservation. Together, we share risks, design bold ideas, and bring global attention and funding to the places and people that need it most.



Our Programs



2024 HIGHLIGHTS

We Built A Better Nonprofit!

In our first fiscal year, Confluence moved from startup to action. We secured 501(c)(3) status, established Human Resources and financial systems, built a transparent board, defined our mission, and approved our first long-range plan. By year's end, we were not only in the black but had five months of operating reserves. Just as importantly, we provided grant funding to three partners and piloted fiscal sponsorship frameworks in Bolivia, giving NGOs like Armonía access to international funding and financial tools otherwise unavailable. These unglamorous but essential steps ensure Confluence's growth is orderly, compliant, and scalable, while also strengthening our partners' financial sustainability.

We began by listening. We asked our partners what was slowing them down, where resources were scarce, and how fresh ideas could help them move forward. Those conversations shaped our programmatic approach.

Today, Confluence works through two complementary programs. **Conservation Capacity Building** equips local organizations with the tools, systems, and training they need to thrive. **Resilient Protected Areas & Watersheds** safeguards and restores ecosystems that are too important to lose, ensuring protected areas and watersheds have the resources for long-term management. Together these programs channel support where it is most needed, helping organizations and ecosystems across Latin America build durable and lasting conservation solutions.



Helping Partners Help Nature: Conservation Capacity Building Program

Our partners across the region told us their greatest needs are stronger fundraising and communications. These two elements are inseparable, yet most Latin American nonprofits lack the staff and support to invest in these essentials.

Confluence stepped in not only with coaching and tools but by rolling up our sleeves to help partners get the work done. This year we provided grant funding to three Bolivian partners while also helping them strengthen their fundraising, communications, and financial systems. We co-wrote proposals and budgets, identified new funding prospects, and worked alongside staff to restructure operations. In Bolivia, we hosted two executive directors in Washington, DC for donor visits and strategic planning sessions and piloted fiscal sponsorship frameworks that opened access to international funding. In Argentina, we began working with a local leader to establish a new nonprofit to expand private protected area conservation in the Yungas. Across the region, we launched a monthly communications roundtable and provided one-on-one coaching in media strategy, website design, and annual reporting—already transforming how four NGOs share their stories and inspire donors.

Latin American nonprofit capacity building will remain a major focus in the years ahead. By ensuring that our partners are stronger, we ensure that the ecosystems they defend are too.



Protecting What's Too Important To Lose: Resilient Protected Areas And Watersheds Program

Our goal is bold but necessary: to make underserved protected areas and watersheds resilient across Latin America. For too long, conservation has celebrated the creation of new reserves while neglecting the harder work of long-term management. Confluence is redirecting the focus to what matters most: investing in steady stewardship, securing new funding streams, and strengthening the organizations and communities that keep these essential ecosystems intact.

In 2024 we selected our first priority ecosystems in the Central Andes and the Chocó. Together with partners, we laid the groundwork for a new regional initiative called Forever Yungas to improve long-term protection, management, and restoration of more than 20 protected areas in urgent need of support. At the same time, we joined the Save the Chocó initiative to bring new resources to one of the world's most threatened ecosystems.



The true added value of Confluence is not just capacity building but helping partners secure the resources they need to protect ecosystems that are too important to lose.

Financial Summary

October 1, 2024 | June 30, 2025

Statement of Activities

In our first year, Confluence focused on building a strong foundation. We are deeply grateful to the many individuals who supported us with both funding and in-kind expertise while we awaited our 501(c)(3) status. During this time, we also established the legal framework to serve as fiscal sponsor for our Bolivian partner, Armonía, ensuring that more resources flow directly to conservation. We are pleased to close the year with a balance that will carry over into FY2025, giving us a strong start. With this groundwork in place, we are excited to expand our revenue base and increase our impact in the years ahead!



FY24-25 Financials (July 1 - June 30)

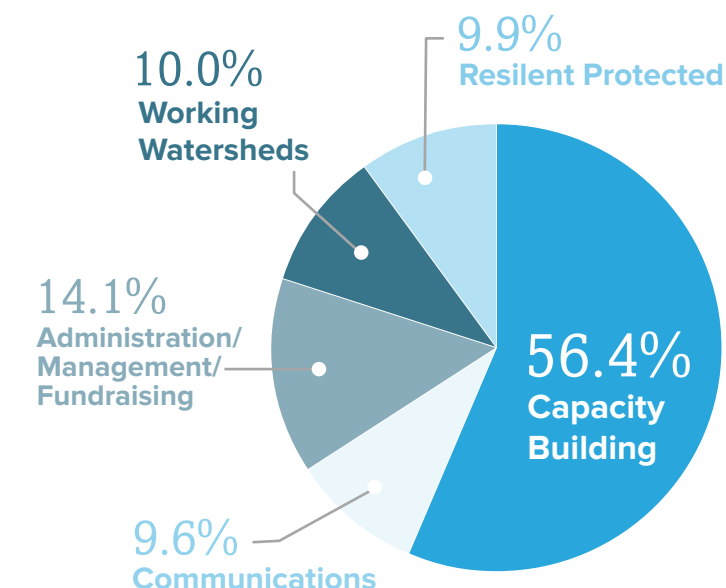
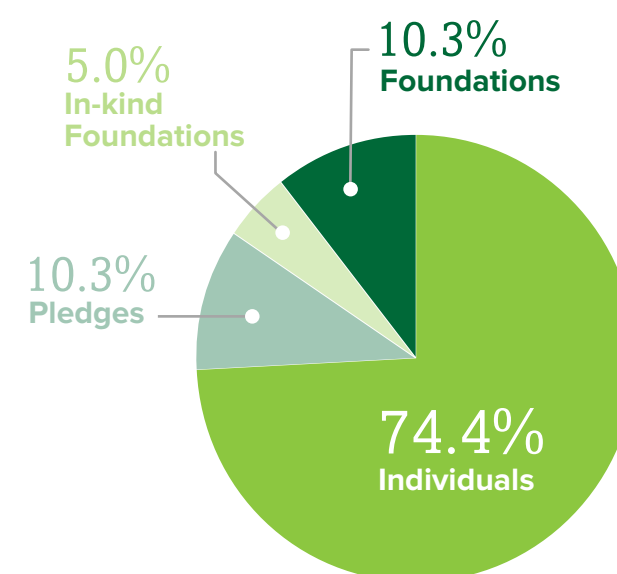
Revenue (Cash)	
Individuals	\$90,359
Foundations	\$12,500
Cash Total	\$102,859
In-kind donations	\$6,124
Pledges	\$12,500
Total	\$121,483

Expenses	
Administration/Management/ Fundraising	\$9,479
Programs	
Communications	\$6,451
Capacity Building	\$37,920
Resilient Protected Areas	\$6,634
Working Watersheds	\$6,711
Total Expenses	\$67,195

Overhead 14%

↑ Revenue

Expenses ↓



Our Supporters



Confluence’s conservation work is made possible through a mix of unrestricted and program specific support from individuals, foundations, partners and corporations. We keep our operations lean thanks to in kind contributions, a board that gives both time and money, and a community of professionals who share their expertise.

Beyond this, we raise funds each year to fuel our conservation programs and partner led projects across Latin America. In a true testament to our shared mission, our partners often include Confluence in their own fundraising proposals—because when they succeed, we all move forward together.

Confluence in 2024 is deeply grateful for the generosity and encouragement of the people, groups, and photographers who make our work possible.

Contributing Photographers

Aldo Echeverria
Sebastian Veira
Marton Hardy

Corporate

American Park Network
Sexi Mexi Burrito Bar

Individuals

Familia Argaez-Calderón
Aaron Collegeman
Dennisse Cruz
Cuauhtemoc Escobar
George & Rita Fenwick
Kate Jordan
Jim Muchmore
Kathryn Masson
Joel Saferstein
Familia Streklov-Cuñado
Byron Swift

Foundations

Asociación Civil Armonía
DAF360 Giving
Jeniam Foundation
PROMETA
Natura International
Save the Chocó



Confluence would like to extend a heartfelt thank you to Kathryn Masson, our very first founding supporter. Mil gracias for believing in our vision and helping us build momentum from the very beginning.



Looking Ahead

As we look ahead, we are energized by the trail before us—our initiatives are taking root, our staff is growing, and our capacity to help people help nature is expanding every day. Having built a strong foundation, we are now ready to expand our initiatives and reach even further with our partners. We chose to begin where the need and opportunity intersect: rooted in the Central Andes of Bolivia and Argentina, and in the Chocó of Ecuador and Colombia. Now it's time to lay the groundwork and build out the capacity needed to scale this work. None of this progress would be possible without the generosity, trust, and vision of supporters like you. You are the reason we can accompany our partners in Latin America as they safeguard ecosystems too important to lose.

With your continued support, we can deepen our impact, strengthen the organizations on the frontlines of conservation, and ensure that protected areas and watersheds remain resilient for generations to come. We invite you to stay with us on this journey—consider making a gift today, joining us on this trek, and being part of the confluence of people and ideas that is changing conservation for the better.

With gratitude,



The Confluence Team



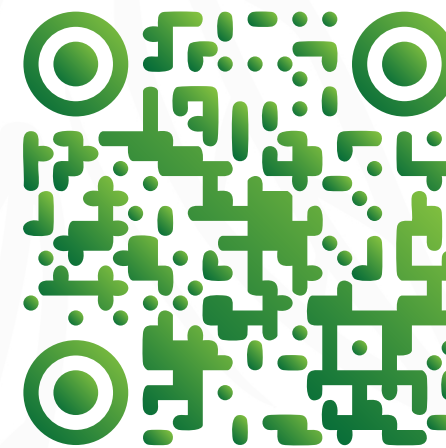
Support Our Work

Your support enables Conservation Confluence to apply your dollars where they will do the most conservation good. It is general support donors that make the “whole greater than the sum of its parts” as we fill small and large funding gaps to simultaneously strengthen Confluence and advance our three major program areas: local conservation NGO capacity building, building resilient protected areas and keeping watersheds working. Quite literally, **it makes you part of everything we do. Mil Gracias!**



WAYS TO GIVE:

Donate online seamlessly:



If you would like to mail your donation, you can send your gift to:

**Attn: Conservation Confluence
PO Box #407
The Plains, VA**

Conservation Confluence is a tax-exempt 501(c)3 organization. Contributions to Conservation Confluence are tax-deductible to the fullest extent of the law.

QUESTIONS?

If you are interested in learning more about our organization and how you can partner with us, please don't hesitate to contact us.



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