



For Immediate Release

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NEEF & PwC Launch Free Financial Education for Public Lands Organizations

Online Training to Increase Groups' Capacity to Support Lands

WASHINGTON, December 4, 2012 — To boost the capacity of public lands groups nationwide in supporting parks and other public lands, the National Environmental Education Foundation (NEEF) and PwC have launched free, online financial training at the Public Lands Every Day website, publiclandseveryday.org.

NEEF and PwC collaborated on the development of six learning modules to meet a growing need for knowledge of financial management and reporting among organizations known as public lands friends groups. The training is designed to help organizations monitor and manage their finances, successfully seek grants, and overall become more sustainable.

The online modules cover topics such as budgeting, filing a Form 990 IRS return, developing balance sheets and understanding different accounting methods. Users can dive into the topics at their own pace and in any order, based on their needs and interests.

"The financial training is a tremendous addition to the capacity-building opportunities we offer public lands organizations," said Diane Wood, President of NEEF. "We are proud to be partners with PwC and together catalyze more public involvement with public lands through the educational and recreational activities, as well as volunteering events that these groups offer in their communities."

"We are proud to have worked with NEEF in developing these modules, which reflect PwC's commitment to financial literacy," said Shannon Schuyler, U.S. Corporate Responsibility Leader, PwC. "We hope the online training will help these vital organizations grow and thrive in all their endeavors."

The training is free and offered through NEEF's Public Lands Every Day program, nationally sponsored by Toyota, to encourage Americans to enjoy, protect and maintain public lands through public engagement, professional development and partnerships. The direct link to the online modules is: publiclandseveryday.org/learning-center.

"The online training modules are a great resource for public lands groups and will support and strengthen their work on the nation's lands," said Charlie McCabe, Director of Public Programs, Rose Fitzgerald Kennedy Greenway Conservancy in Boston, Mass. "The modules offer lots of valuable information, presented in an organized, user-friendly way."

The Public Lands Every Day program will soon offer other resources for public lands organizations, including more online training and tools that will help public land managers connect their communities with service, recreation and environmental education. Public Lands Every Day also links groups to grant opportunities to further strengthen their organizational capacity.

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About NEEF

The National Environmental Education Foundation is the nation's leading organization in lifelong environmental learning, connecting people to knowledge they use to improve the quality of their lives and the health of the planet.

To accomplish this, NEEF provides knowledge to trusted professionals and other leaders who, with their credibility, amplify messages to national audiences to solve everyday environmental problems. Learn more at www.neefusa.org, follow us on Facebook at <http://goo.gl/FidAX> & Twitter [@neefusa](https://twitter.com/neefusa).