

Doug Fletcher believes “it’s important to give animals a chance to roam without endangering the lives of wildlife or people.”



And because this belief matches so well with American Wildlands’ work in Safe Passages, Doug Fletcher, CEO and Co-Founder of [North Star Consulting Group](#), based in Bozeman, Montana, supports American Wildlands through his company’s participation in 1% For The Planet (FTP).

A 1% for the Planet membership requires that a business make grants totaling at least 1% of annual revenues or sales to a qualifying environment nonprofit. American Wildlands is grateful to be one of North Star Consulting’s recipients.

North Star Consulting Group is a global market research firm with in-depth experience in leading large, web-based market and organizational research projects. Using proprietary software to design surveys and analyze data, North Star Consulting Group helps companies get a snapshot of their organizational health, whether from employee feedback, client responses, performance evaluations, or e-voting. North Star Consulting Group has a new, e-based product called Rave Review, a tool for annual performance evaluations, ultimately aiding in staff growth and development.

“For companies where the people are their assets, this type of annual analysis is vital, similar to an annual medical checkup”, said Doug.

Doug chose to donate to American Wildlands after researching local nonprofits and becoming excited about American Wildlands’ efforts to allow wildlife the freedom to roam wild lands safely. He’s especially interested in the [Safe Passages](#) program work along I-90 on Bozeman Pass, where he can see his money at work in the fencing project, which guides wildlife to travel beneath I-90 via tunnels, safely away from the intersection of highway traffic. (See [I-Spy](#)).

Doug says that supporting American Wildlands through 1% For the Planet is a strategic method of giving to environmental causes, enabling businesses to take a lead role in being environmental stewards, and to set an example for the rest of the business community. He hopes that one of his clients will notice his efforts and follow the giving trend, whether through the vehicle provided by [1% For the Planet](#) or a planned method of their own choosing. 1% For the Planet was co-founded by two other American Wildlands supporters: Yvon Chouinard of Patagonia, and Craig Mathews of Blue Ribbon Flies.

Thank you for choosing American Wildlands, Doug!