



New Mexico Conservation Alliance  
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## HOW IT ALL BEGAN

In the rugged landscapes of New Mexico, where the sun painted the vast deserts with hues of orange and red, Jacob Dacus and Marco Lueras found their shared passion for preserving the natural beauty that surrounded them. Born from a deep love for their home state, their journey began with a simple idea that would later blossom into the New Mexico Conservation Alliance (NMCA), a 501(c)(3) non-profit dedicated to safeguarding the state's precious ecosystems. Jacob and Marco, childhood friends with a shared fascination for the diverse flora and fauna of New Mexico, often found solace in exploring the untamed wilderness. As they ventured into the heart of the Land of Enchantment, they witnessed the fragile balance between nature and human development. Inspired by their experiences, the duo felt a calling to take action and ensure the preservation of the unique environments that defined their homeland.

The journey to establish the NMCA was not without its challenges. Jacob, with a background in health sciences, and Marco, a skilled researcher with a passion for grassroots movements, complemented each other's skills. Together, they tirelessly engaged with local communities, rallied support from environmental experts, and navigated the bureaucratic intricacies of founding a non-profit organization. Their hard work bore fruit when, in the winter of 2023, the New Mexico Conservation Alliance officially came into being. The organization's mission was clear: **Empowering New Mexico's youth to become stewards of their environment by connecting them with meaningful service opportunities in collaboration with water and environmental organizations across the state.** With unwavering dedication, Jacob and Marco began implementing programs that addressed issues ranging from water conservation and wildlife protection to sustainable development practices.

Through the vision and tenacity of Jacob Dacus and Marco Lueras, the New Mexico Conservation Alliance became a beacon of hope for the state's water future. Their origin story serves as a testament to the transformative power of two friends who, inspired by the beauty of their surroundings, took it upon themselves to be stewards of the land they loved, ensuring that the enchanting landscapes of New Mexico would endure for generations to come.