



Saint Paul Bird Alliance

SAINT PAUL BIRD ALLIANCE FAQ*

What prompted the Saint Paul Audubon Society Board to reexamine its name?

Birds are in trouble, and we need everyone to be part of the effort to protect them and their habitats. Our new name represents the reality that we must create alliances among a broader coalition of people and organizations to serve our mission of engaging a diverse community in the enjoyment, understanding, and protection of birds and the habitats all living things need to thrive. The Board of Directors' decision to change the name comes in response to troublesome revelations about the organization's namesake, John James Audubon. These revelations prompted the board to explore how the Audubon name is perceived, considering the organization's work, mission, and community and how it impacts its ability to attract younger and diverse audiences in future years.

What was your assessment process?

Through membership surveys, one-on-one conversations, and discussions with partners, the board learned that many fellow bird conservationists, current members, and prospective bird lovers feel unwelcome and uncomfortable using the Audubon name. In October 2024, Saint Paul Audubon's Board of Directors voted unanimously to drop Audubon from our name and adopt Saint Paul Bird Alliance as our new name.

Will Saint Paul Bird Alliance still be affiliated with the National Audubon Society?

Yes, we will remain a chapter of the National Audubon Society. The national organization says it will leave it to independent chapters to determine their positions on the "Audubon" name, and we continue to value the strength of collaboration in our mission to love and protect birds and the habitats they share with people. Our work as Saint Paul Bird Alliance will not change, and we will continue to work alongside other organizations to maximize success for birds and habitats.

If I make my annual gift to the National Audubon Society, will I still automatically be considered a member of the Saint Paul chapter?

Yes. The National Audubon Society assigns donors to their local chapter based on their zip codes. People with zip codes in Ramsey and Washington counties are assigned to the Saint Paul chapter. You may also make a gift directly to Saint Paul Bird Alliance (formerly Saint Paul Audubon Society) and be considered a member of our chapter.

Why was Bird Alliance selected for the new name?

Many Audubon chapters nationwide that have dropped Audubon from their names have adopted Bird Alliance as part of their new names. This includes New York City, Georgia, Madison, Chicago, Portland, Minneapolis, and many more. We agreed that those words reflect the reality

that we must all create broader alliances to protect birds and their habitats, and we decided to align our chapter with others by also including Bird Alliance in our new name.

Will your logo change?

We decided to keep the same logo but update the name. We are still the same organization with the same mission, and we do not feel the need to undertake a major re-branding of the organization now.

What if I send an email to your old “saintpaulaudubon.org” addresses?

No problem. Our emails are set up to be forwarded to the correct person in our organization. Feel free to use the new addresses, however.

I recently wrote out a donation check to the Saint Paul Audubon Society. Can you cash it? Saint Paul Bird Alliance has retained the right to use Saint Paul Audubon Society. Our bank will continue to process checks written using either name. All donations remain tax deductible.

I made a bequest to Saint Paul Audubon Society. Do I need to change my will?

No, Saint Paul Bird Alliance has retained the right to use Saint Paul Audubon Society. All the essential, relevant information, including address, Federal Tax ID Number, and banking, will remain the same. If you happen to be updating your trust, insurance, or retirement accounts, replacing our former name with Saint Paul Bird Alliance can make future processes a little easier.

Where can I learn more?

In the June-July 2024 issue of the *Cardinal*, we provided a link to some frequently asked questions about why we were considering dropping Audubon from our name, and this document includes more information about JJ Audubon’s background and why the name has created a barrier to engaging more people in protecting birds. You can find that document here:

[Background information.](#)

*Thank you to the many Audubon chapters that paved the way for us to change their names. These chapters have shared much about their process and have posted many thoughtful documents online explaining why they decided to take this step. We have learned much from these examples and have adapted much of their language for our use. Thank you especially to New York City Bird Alliance, Georgia Bird Alliance, Chicago Bird Alliance, Bird Alliance of Oregon, and many more.