



## *It's time for PROJECT NALT 2011!*

Over the past 16 years, the Nanaimo & Area Land Trust has carried out a wide variety of land protection projects in the Nanaimo area—including land acquisition campaigns, conservation covenants, voluntary stewardship projects, habitat restoration work, development of a native plants nursery, and many other services that promote and protect the natural values of land in the Nanaimo area.

### **Some Background**

In past years, while times were good, assorted project grants helped to cover much of NALT's operational costs. But the problem with project-based grants is that they are "one-time"—they start, then they end—and sometimes it is difficult to get the next one started. With various provincial and federal funding cuts over the past few years, NALT is now facing a financial challenge that threatens us with staff and program cuts—unless we can build a broader, more sustainable financial infrastructure.

### **The Financial Reality**

At present, NALT's only on-going funding sources are annual grants of \$30,000 each from the City and \$20,000 from the RDN, plus revenues from merchandise sales, memberships and private donations. These sources together add up to about \$120,000. To continue to operate our programs and services effectively, NALT needs revenues of about \$180,000 annually.

### **The "Pitch"**

To this end, PROJECT NALT was launched in 2010—an annual membership and fundraising drive to secure ongoing funding that will sustain NALT's operations over the long term.

To achieve this, NALT is appealing to our members and supporters who have been so supportive in the past with donations for specific land campaigns.

Until last spring's campaign, NALT had never conducted a full-scale membership drive. Last year's response to PROJECT NALT increased our membership from less than 200 to 300 individuals, families and organizations. Although this is a significant increase, we know that many thousands of individuals and groups have donated towards land acquisitions and other NALT projects.

NALT needs its membership to expand to around 600 members, and needs members to join as pre-authorized monthly donors or pledgers. If enough people make an annual commitment, this sustainable source would ensure that NALT is able to continue to provide services to the community year after year..

To begin your monthly donation, please fill out the form on the back of this brochure and return it to NALT with a voided cheque or credit card # (cheque preferred). Or, consider making a pledge to donate regularly.

## What This Means in Services

Achieving financial security will ensure that NALT can continue to provide services that Nanaimo area residents have come to expect and value, such as:

- coordinating land stewardship outreach and education programs for school and in the community
- operating NALT's native plant nursery and its outreach services
- organizing and presenting special events and speakers—like the Wild Foods Festival and Rivers Day celebration
- organizing volunteer work parties
- developing and managing conservation covenants
- mentoring new land stewardship groups
- taking a leadership role with regard to environmental issues
- responding daily to community needs and questions through the Stewardship Resource Centre
- providing enough staff time to research and develop new projects and initiatives

With adequate funding on an ongoing basis, NALT's regular staff could each focus on working their main job descriptions—instead of trying to juggle two or three roles under the threat of lay-off.

And, any one-time project money that is received could be directed *solely* toward running that one-time project or campaign. What a concept!

Through this campaign to increase NALT memberships, we are also appealing to members who are not already monthly donors and approaching supporters who have been donors in the past asking that you please consider signing up for an ongoing monthly contribution or pledge to NALT.

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### PROJECT NALT DONATION

*Any donation of \$20+ includes annual membership*

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Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code \_\_\_\_\_

Email: \_\_\_\_\_ Phone \_\_\_\_\_

#### PAC INFORMATION

I authorize NALT to automatically withdraw \$ \_\_\_\_\_ from my bank account on the 1st of each month:

I have enclosed a cheque marked **VOID**.

**OR**

I authorize NALT to charge my credit card \$ \_\_\_\_\_ on the 1<sup>st</sup> or 15<sup>th</sup> of each month (*circle one*).

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

**OR**

I am making a pledge of \$ \_\_\_\_\_ to donate \_\_ annually \_\_ quarterly \_\_ monthly

Signature: \_\_\_\_\_

Starting (month and day) \_\_\_\_\_

**OR**

I want to make a one-time donation of \$ \_\_\_\_\_ which will include a one-year membership

Membership Information: new  renew

I would like to remain anonymous

**NOTE; Tax receipts will be issued for \$20+. Receipts for total monthly donations will be issued at the end of the tax year. You may change or cancel your donation at any time by sending NALT written notice.**

*NALT does not sell, trade or loan our database of donors, members or any contacts to individuals or other organizations.*