



CONSERVATION VOICES



**CONSERVATION
TRUST** FOR NORTH
CAROLINA

LAND WITH PURPOSE

DECEMBER 2020

For me, the holiday season presents a wonderful time to reflect on the past twelve months. I often think about my gratitude for family and friends. This year, I'll also be considering ways I can safely connect with loved ones through socially-distant opportunities outside or online. Although the COVID-19 pandemic has brought significant challenges to each of our lives, 2020 has been unique in other ways.



In a year that has presented challenges like no other, COVID-19 has challenged us all to find creative and innovative ways to advance the strategic goals of CTNC. Resilience has taken on a new meaning for our board, staff, community partners, and the entire state.

As you read the stories highlighted in this newsletter, I hope you're as inspired as I am by how CTNC staff have continually demonstrated what resilience means as a staff and as a mission. They continued to purchase and protect additional climate-resilient lands along the Blue Ridge Parkway. They continued to invest in the young people of North Carolina who have stepped up to make a difference for communities as AmeriCorps service members. They continued to offer much-needed capacity to Princeville, a place close to my heart, as its people rebuild the town in ways that uplift its natural and cultural heritage.

I hope, as you read this newsletter, you are able to spend a moment to reflect on what makes you grateful to be a past, present, or future North Carolinian, a supporter of CTNC, a conservationist or an outdoor enthusiast. Your continued support and investment in the work of CTNC inspires me and gives me hope for what the coming year will bring.

With gratitude,

Jamilla Hawkins, CTNC Board Chair 2020-2021



**RAISING \$130,000
FOR CONSERVATION**

Help us achieve this goal!

It is only with the help of multiple funding partners and support from generous donors like you that CTNC will continue to make major strides toward building resilient, just communities throughout North Carolina. Because of your investment in our work, we are able to develop a model for community resilience that can be replicated across the state and the nation and inspire new, more holistic conservation approaches.

**WE HAVE SET AN AMBITIOUS GOAL –
RAISE \$130,000 BY THE END OF THE YEAR.
WE CAN'T DO IT WITHOUT YOU.**

If you've been inspired by the stories you've read in this newsletter, we hope you will join us and make an end-of-year contribution to further our work. A gift before the end of the year would help ensure that CTNC is able to continue our conservation work in 2021 and beyond so that our model for conservation can continue to inspire other community-led conservation efforts.

This is a large ask, but you have been with us every step as we have undertaken a bold new approach to conserving land with purpose. Learn how your dollars can build resilient, just communities for North Carolinians.

Visit ctnc.org/donate or return the envelope in your newsletter.

Conserving More of North Carolina One Acquisition at a Time

Our efforts to conserve land across North Carolina have driven CTNC to protect more than 35,000 acres across 77 properties, and each year we are determined to protect more through donations and acquisitions. This fall, CTNC donated three properties totaling 123-acres to the National Park Service (NPS) for addition to the Blue Ridge Parkway. The Parkway is a national treasure and is a significant economic driver for Western North Carolina in addition to being a key part of the natural and cultural heritage of the region. CTNC owns three more adjoining properties that will also be donated to the NPS in the future.

We're also excited to report that with the investment of a Raleigh family and long-time supporters of our Blue Ridge Parkway work, CTNC was able to acquire 23 acres adjoining a 31-acre protected property. CTNC will transfer both tracts to the Park Service for incorporation into the boundary of the Parkway in the future.

These transactions are part of a collaborative effort to bolster the area's resilience to climate change, protect water quality, and strengthen the local economy through greater outdoor recreation opportunities.

Read more about our efforts to conserve land along the Parkway for natural and community resilience at ctnc.org/parkway.

Few things are more fundamental to life than water. Yet more and more we face water shortages, declining water quality, and rising waters that flood communities. With this knowledge, CTNC has made significant contributions to the protection of water for millions of North Carolinians.

In the Triangle, CTNC worked with the Caterpillar Foundation to invest \$250,000 in Raleigh's watershed protection efforts. This initiative fits into a growing movement to integrate natural infrastructure with traditional concrete-and-steel infrastructure to improve delivery of core services, like drinking water and flood protection, while increasing resilience. World Resources Institute, a global research organization, has advised this alliance on strategies to combine "green" and "gray" infrastructure by leveraging new partnerships and funding opportunities. The Caterpillar Foundation is one of the first corporate foundations to develop a dedicated program to support this new approach.

The Caterpillar Foundation investment will supplement public and private funds to help land trusts protect more than 16,000 feet of river and stream front that are highly vulnerable to development. Novel partnerships and long-term collaboration are critical to addressing watershed health across the region, and everyone has a role to play.

Read more about this exciting partnership at ctnc.org/caterpillar.

Investing in the Triangle's Watershed Resilience





Born and raised in Edgecombe County, Kelsi Dew enrolled in Appalachian State's Anthropology program to seek a different experience from her Eastern North Carolina childhood. But now, Kelsi has returned to her roots where her passion for Eastern NC history called Kelsi back to Princeville.

Land conservation and cultural heritage directly weave into Kelsi's work because this land has an inspiring story to tell. Kelsi now spends her days dedicated to researching the town's forgotten and lost history as the AmeriCorps service member for the Town of Princeville in partnership with CTNC.

"I want to understand where I came from and why things are the way they are. Princeville is too important to not care about, locally and nationally. It's a historical gem. I hope more people can care and understand, visit and experience, and ultimately respect what Princeville is."

With the guidance of town manager, Dr. Glenda Knight, Kelsi is actively building a record of Princeville's history and heritage to be featured in the town's mobile museum and permanent museum that is currently being restored from damage from Hurricane Matthew. The AmeriCorps member placement is part of a growing partnership between CTNC and Princeville's leadership to chart a resilient future that respects and reflects on Princeville's local character and history.

Read more about the impact Kelsi and others are making.
ctnc.org/kelsi-dew.

From Plan to Action: Princeville's "Floodprint"

In September, the Princeville Board of Commissioners voted unanimously to approve a "Floodprint" to help guide how Princeville can better live with flood risks while enhancing its historic center and economic future. Through meetings with community members and leaders, the planners have identified how town-owned, vacant, and flood-prone properties could provide new, resilient benefits to Princeville. It examines how spaces like the History Museum, Farmer's Market at Heritage Park, and the Princeville Elementary School campus connect residents to history and culture.

CTNC was recently awarded a \$200,000 grant from the National Fish and Wildlife Foundation and Wells Fargo Resilient Communities Program to implement the first phase of the Floodprint. The project will improve the landscape around the Princeville Elementary School so it can better manage future floods. Conservation Corps North Carolina members will build a trail connecting the school with the Princeville History Museum. A Resilience Corps NC member will work with teachers to develop an environmental education curriculum related to water management.

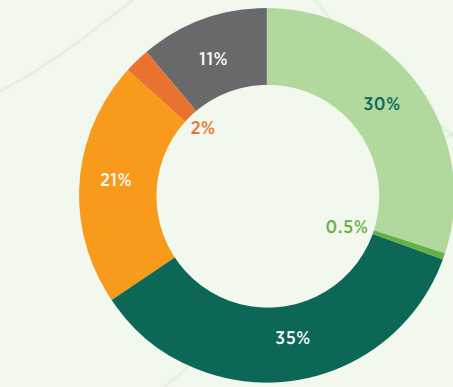
Investing in these conservation-focused resources alongside the Town of Princeville is part of a shared vision we can all be proud to help fulfill. **Learn more at ctnc.org/elementary.**



Total Operating & Program Revenue

Excluding land transactions

\$1,914,887

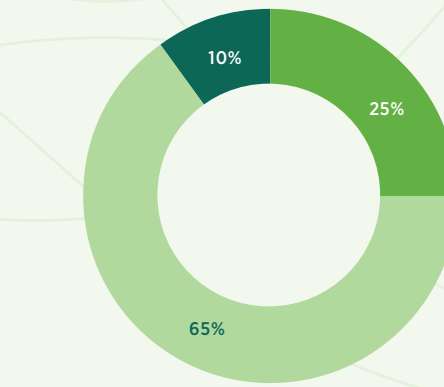


Individual Contributions	30%
Corporate Support	0.5%
Government Support	35%
Foundation Support	21%
Investment Income	2%
Program Revenue	11%

Total Operating & Program Expenses

Excluding land transactions

\$1,914,887



General & Administrative	25%
Program Services	65%
Philanthropy	10%

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Land Protection

CTNC receives contributions and government support to purchase conservation lands and easements directly or as the administrator of these funds to other land trusts. This restricted revenue is not available for CTNC operations. Over the 2019-2020 year, approximately \$2,100,000 of land protection funds were used for these purposes.

Revolving Loan

CTNC operates two revolving loan funds, holding \$4,559,675 in assets, to enable land trusts to protect properties in the mountains of North Carolina threatened by development. These funds are not available for CTNC operations. During 2019-2020, CTNC made two loans totaling \$1,280,000 and \$128,461 in small grants supporting land transaction costs for six land trusts.

We extend deep gratitude to our donors who made gifts between July 1, 2019 and June 30, 2020.

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