



NIAGARA PENINSULA
CONSERVATION FOUNDATION

Nature for all, for always

Create an enduring natural legacy in the Niagara Peninsula watershed Be part of a bold \$5-million conservation campaign

The Niagara Peninsula watershed's natural spaces are precious: from the soaring cliffs of the Escarpment and thundering waterfalls to wildlife-rich wetlands and wildflower meadows. As part of the Carolinian Zone, they form one of the most biodiverse ecoregions in Canada, and the environmental, social, recreational and economic impacts they create benefit us all.

As we face climate change, more frequent extreme weather events and ongoing development pressures, protecting green space is more urgent than ever.

Nature needs help and you can make a transformational difference.

Propel local conservation to new levels

Niagara Peninsula Conservation has launched a bold 10-year strategy to create a healthy, vibrant watershed for future generations. Leaders like you can make it happen.

When you choose to support *Nature for All, for Always*, you're bringing that vision to life in four powerful ways:



More trees — Strengthen the watershed's natural resilience by restoring 600 hectares of habitat and planting one million trees



More natural spaces — Protect 180 hectares of the Niagara Peninsula watershed's most significant land



More access — Ensure everyone in our community can enjoy our conservation areas



More engagement and education — Inspire environmental stewards of all ages



Nature for All, for Always

Partner with a conservation leader

For more than 60 years, Niagara Peninsula Conservation has been a steward of natural spaces across the Niagara watershed, including parts of Hamilton and Haldimand. Our environment-focused programs protect spaces that provide fresh air and clean water and support the health of plants, animals and people. Today, our 41 conservation areas total 2,880 hectares of publicly accessible green space. Together, we can do so much more.

Become a champion of the Niagara Peninsula watershed

To safeguard the health of the Niagara Peninsula, we need support from people like you — visionary donors who love our natural heritage and understand just how important it is to protect and enhance it.

Join *Nature for All, for Always* — a \$5-million, three-year campaign to support Niagara Peninsula Conservation. Choose to designate your landmark gift to a specific priority, or provide maximum benefit by making an unrestricted donation to the campaign.

Express your commitment to conservation in a way that suits you:

- Create a legacy with a transfer of ecologically significant land
- Inspire others by making a substantial gift
- Embrace a landmark project and be recognized
- Commit to generous annual contributions
- Become a monthly donor

Whatever form your tax-deductible contribution takes, and whether you opt to give publicly or anonymously, you'll make a powerful impact that will resonate for decades — and even centuries — to come.

*What better legacy to leave future generations than a thriving natural environment?
Join our group of extraordinary donors today.*

Contact us to discuss the possibilities.

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*Planting a million trees;
restoring 600 hectares*

Wainfleet Bog Conservation Area

How your leadership gift can strengthen the Niagara Peninsula watershed's natural resilience and leave a legacy for generations

Trees, shrubs, meadows and wetlands are so much more than scenery. They provide crucial environmental services: preventing soil runoff, improving water quality, protecting us from flooding, absorbing carbon and cooling our communities.

Natural spaces also provide shelter for countless creatures, which is particularly important in the Niagara Peninsula watershed – part of the Carolinian Life Zone. This fragile ecoregion is home to one-third of all at-risk plant and wildlife species in Canada.

You can help our precious ecosystems become healthier and more resilient.

Niagara Peninsula Conservation has an ambitious plan to plant a million trees across the watershed and restore 600 hectares of habitat – that's more than seven times the size of Ball's Falls Conservation Area.

It's a massive effort, but it is possible with the support of visionary donors like you.

Together, we can fight climate change, enhance biodiversity in our watershed and create positive impacts that will be felt for generations.





The Next Million

Between 2000 and 2021, Niagara Peninsula Conservation and its partners planted nearly 1 million trees and shrubs throughout the watershed. With your support, we'll plant a million more, faster, with greater impact.



PROGRAM TARGETS



500 hectares of forest restored



1,000,000 native trees



100,000 native shrubs



40,000 herbaceous plants



100 hectares wetland/shoreline restored

The Niagara Peninsula watershed needs protected, connected natural spaces

A 2006–2009 inventory revealed the Niagara Peninsula has about one-third of the natural cover required to sustain a healthy resilient watershed.

Your support can change that. By funding a bold effort to add a million trees across the watershed and restore 600 hectares of vital woodlands, wetlands and meadows, you'll strengthen the natural systems that sustain us and create benefits for decades to come.

You can make it happen

Niagara Peninsula Conservation has the know-how to plant the right species in the right places to create the biggest ecological benefits. We've established partnerships with the private sector, environmental organizations and community groups to get plants in the ground.

Hundreds of residents have already committed land. In 2022, \$150,000 from the federal 2 Billion Trees program got the ball rolling. What we need now is you.

By making a transformational gift to the *Nature for All, for Always* campaign, you'll help:

- Plant trees and shrubs across the watershed – reclaiming retired pastures and industrial lands, bolstering parks and shoreline and improving water quality
- Mitigate flood risk and increase the resiliency of forests amid climate change
- Restore vital wetlands, reconnect fragmented woodlands and create wildlife corridors

Join a group of visionary leaders

When you make a gift to restore the region's natural resilience, you're joining an extraordinary group of donors committed to *Nature for All, for Always* – a \$5-million, three-year campaign to support Niagara Peninsula Conservation. Together, we'll create a healthy, vibrant environment that sustains life for future generations.

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Securing precious natural spaces

Wainfleet Wetlands Conservation Area

How your transformational gift can protect more of the Niagara Peninsula watershed's most significant lands forever

The natural wonders of the Niagara Peninsula watershed enrich the lives of all who live here and draw tens of thousands of visitors to this region each year providing economic dividends.

Even when they're not taking viewers' breath away, magnificent waterfalls, woodlands and wetlands provide vital ecological services — like filtering our air and water, sequestering carbon and protecting us from flooding. They sustain all manner of life, including at-risk plants and animals — from trees to butterflies to turtles.

Unless we secure and steward natural spaces now, privately owned ecologically important properties could be developed rather than protected. That's why Niagara Peninsula Conservation has an ambitious plan to secure the watershed's most significant lands and protect them in perpetuity, so that you, your children and grandchildren can enjoy a healthy environment for years to come.

With the support of visionary donors like you, we can add at least 180 hectares to our network of protected areas — the equivalent of 450 football fields of rich natural ecosystems — within the next three years.

Together, let's create a legacy that will endure for generations.



Building on big wins

In 2021, NPCA secured 70 acres at Morgan's Point — a critical stopover for migratory birds and butterflies in Wainfleet. In 2022, 1.21 acres of land was secured to expand Rockway Conservation Area and improve access to the trails in one of NPCA's most-visited parks. Still, there is much more work to be done.

Morgan's Point Conservation Area



The Niagara Peninsula's greenspace is under threat

As the region's population continues to grow, so does pressure for housing and infrastructure. With most of the land in the Niagara watershed privately owned, market forces and the need for development means ecologically significant lands could be lost forever.

Countries all over the world including Canada have committed to protecting 30% of natural spaces by 2030. Today, less than 2% of the Niagara Peninsula watershed is protected.

As a result of the Niagara Peninsula Conversation 10-year strategic plan, in 2023, NPCA began work on seven potential properties that would protect an additional 100 hectares of ecologically sensitive lands across the watershed.

You can help keep crucial spaces natural forever

Gifts of property or landmark funding are needed if crucial lands are to be protected. There are many ways you can make it happen:

- Provide a gift of cash or stocks to ensure Niagara Peninsula Conservation has funds to draw on quickly when market opportunities arise
- Donate property directly to Niagara Peninsula Conservation
- Create a conservation easement on your land
- Leave a bequest of land in your will

We'll leverage your gift by partnering with governments and stakeholders, and by engaging support from local businesses and foundations.

Join a group of visionary leaders

When you make a gift to protect the Niagara Peninsula watershed's most significant spaces, you join an extraordinary group of donors committed to *Nature for All, for Always* — a \$5-million, three-year campaign to support Niagara Peninsula Conservation. Together, we'll create a healthy, vibrant watershed that sustains life for future generations.



"My father first had the vision to protect this land from development, and now it's my turn. NPCA is helping us leave a legacy for our children and grandchildren..."

— Anna H. Lathrop

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Making natural spaces more accessible

How your leadership gift will ensure everyone can enjoy the Niagara Peninsula watershed's spectacular landscape

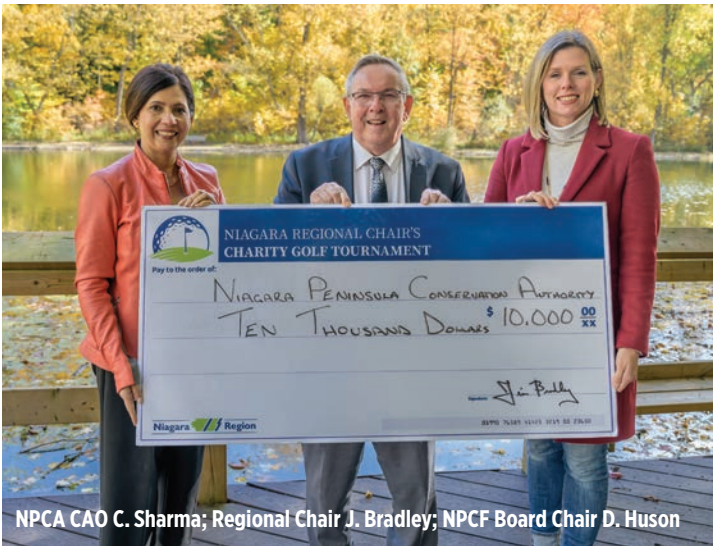
Access to green space is precious. It's where we go to boost our physical health, clear our minds and deepen our connection with the natural world around us.

Each year, Niagara Peninsula Conservation properties serve hundreds of thousands of guests - people of all ages and abilities. Our spaces need to be accessible so all members of our community can safely enjoy and explore. You, your neighbours, the family with a toddler in a stroller, the nature lover who uses a mobility scooter or wheelchair.

Ensuring spaces are accessible means keeping trails in good shape. It means maintaining boardwalks that let you wander through wetlands and stairways that bring you face to face with the Escarpment. It means providing more benches and creating more wheelchair-friendly amenities. It means improving wayfinding and safety signage and upgrading roadways and parking lots to welcome all who want to immerse themselves in nature.

By supporting this work with a transformational donation, you'll ensure everyone can benefit from the restorative power of our conservation areas.





NPCA CAO C. Sharma; Regional Chair J. Bradley; NPCF Board Chair D. Huson



Accessible fishing pier at St. Johns Conservation Area

Demand for access to green space keeps growing. Every year, the call to get outdoors means more people with complex needs, including mobility challenges, are seeking out our sites. Upgrades are needed so that people of all abilities can enjoy the social, physical and mental health benefits nature provides.

Give more people the benefits of time spent in nature

Niagara Peninsula Conservation maintains 41 properties. User fees at some sites contribute to upkeep, and we've secured grants to fund some improvements. We've also got an incredible team of volunteers who give their time to help maintain trails. However, there's a great deal more that needs to be done.

We need to raise \$1.5 million to boost accessibility and enhance visitors' experiences, and your support can make all the difference.

Your foundational investment will:

- Enhance trails, stairs and boardwalks, making parks safer and easier to navigate
- Improve connections to inter-regional trails
- Create barrier-free parking areas, facilities and pathways for visitors of all abilities
- Make finding conservation areas easier and reduce traffic impacts to neighbours

Six down, dozens to go

In 2022, Niagara Peninsula Conservation secured \$750,000 in federal funding to improve green space and accessibility at six conservation areas: Ball's Falls, Binbrook, Cave Springs, St. Johns, Louth and Rockway. There is much more to do. You can make it happen.



Accessible pathway at St. Johns Conservation Area

Join a group of visionary leaders

When you make a gift to upgrade facilities within the watershed, you're joining an extraordinary group of donors committed to *Nature for All, for Always* — a \$5-million, three-year campaign to support Niagara Peninsula Conservation. Together, we'll create a healthy, vibrant environment for all to enjoy, and that sustains life for future generations.

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Igniting environmental stewardship

How your leadership gift can inspire a new generation of environmental champions

When you foster a connection to nature, you create passionate environmental stewards — people of all ages who not only love and appreciate natural spaces but who strive to preserve and protect them.

The outdoor education and outreach programs provided by Niagara Peninsula Conservation make those connections happen.

Programs for students from across the Niagara Peninsula watershed take place on the trail, in the forest and along the shoreline so learners experience all that nature has to offer. From eco field trips and adventure camps to nature school and leadership training, participants are immersed in nature, engaging all their senses to learn about local plants, animals and insects.

Community outreach initiatives openly engage residents, educate them about native species, biodiversity and the human impact on watershed health, and invite them to take action.

Interactive experiences leave lasting impressions. They deepen appreciation of the benefits natural spaces provide, and spark lifelong commitments to care for nature, locally and globally. Outdoor education and engagement programs inspire learners to become leaders.

By making a transformational investment in our educational facilities, bursaries and programming, you'll help cultivate a new generation of environmental stewards.





Planting a pollinator garden in Thorold

The world needs more eco-leaders

Our planet is heating up. More and more species are at risk of extinction. Waste and pollutants are found in fragile places within our ecosystem. Addressing climate change and the biodiversity crisis — in the Niagara Peninsula watershed and globally — requires action by leaders who care deeply about the natural world and understand what it takes to protect it.

You have the power to inspire environmental leadership by supporting and expanding Niagara Peninsula Conservation's immersive environmental education and community engagement programs.

When you invest in education, you invest in the future

Niagara Peninsula Conservation offers a diverse range of programs for learners of all ages, from kindergarten to college and university students to life-long learners. Our education programs go beyond play to include lessons *in nature about nature* while our community outreach helps build awareness and uptake of sustainable practices.

Your support will help create new educational opportunities and facilities to inspire even more learners to become Niagara's next green leaders.

Your leadership gift will support meaningful and educative initiatives to:

- Improve and expand education spaces and facilities
- Establish bursaries to remove barriers for students in accessing programs
- Support stewardship projects and community outreach opportunities that foster environmental action in leaders of all ages
- Enhance programming and planting of pollinator gardens to create habitat for butterflies, bees and wildlife and inspire residents to support biodiversity.



Ball's Falls Summer Camp

Scaling up success

Every year, the demand for Niagara Peninsula Conservation programs grows. Thousands of students experience immersive outdoor learning, yet many more miss out. Our suite of outreach activities helps people of all ages embrace the watershed's natural treasures, but requests for programming exceed our capacity. Your support will afford many more people the opportunity to connect with nature and be inspired to protect it.

Join a group of visionary leaders

When you choose to support environmental educational programming, you're joining an extraordinary group of donors committed to *Nature for All, for Always* — a \$5-million, three-year campaign to support Niagara Peninsula Conservation. Together, we'll create a healthy, vibrant environment that sustains life for future generations.

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