

# CROSS CURRENTS

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## You did it! You helped save state funding for conservation!

You gave the Knowles-Nelson Stewardship Program a strong voice when it was needed most.

Thanks to you, the Knowles-Nelson Stewardship Program was renewed—and it's available to protect land through at least 2026.

You helped send personalized messages to lawmakers. As part of Team Knowles-Nelson, you gave them over 10,000 reasons to care!

### **Pictures really are worth a thousand words!**

Because of your support, over 2,000 unique postcards landed on lawmakers' desks. They couldn't deny what they were seeing.

You helped people from lawmakers' home districts make it clear—this vital source of conservation funding is incredibly popular in local communities across Wisconsin.

**BECAUSE OF YOU  
LAWMAKERS KNOW WHY IT'S IMPORTANT TO PROTECT  
THE KNOWLES-NELSON STEWARDSHIP PROGRAM.**

Lawmakers would often have an epiphany and say things like, "*Knowles-Nelson paid for that? I had no idea! I run on that trail every day.*" Or, "I



Jim Welsh

**Thanks to you, it was hard for the legislature to deny funding for land protection.**

*visit that park with my family."*

**Because you supported the campaign, you helped secure \$130 million to protect land for the next four years!**

It's true this was not the full 10-year renewal we were seeking, but the outcome is still a victory—and the impact will last for generations.

You also helped build an impressive coalition of conservation advocates—uniting hunters, birders, cyclists, foresters, paddlers, and so many more.

**We can't thank you enough! Your generosity and commitment helped secure the Knowles-Nelson Stewardship Program to protect Wisconsin's land for four more years.**

# You helped make the 2021 Land Trust “Nonference” a reality.



Early this year, it was clear the pandemic was not going to allow for indoor group gatherings.

Unfortunately, that meant no in-person 2021 Wisconsin Land Trust Conference.

**But your support helped turn disappointment into a success!**

Thanks to your faithful commitment and dedication to land conservation, over 200 land trust staff, board members, volunteers, and other conservationists gathered virtually for what affectionately became known as the 2021 Land Trust “Nonference.”

The series of Zoom sessions, expertly facilitated by Meg Domroese, Gathering Waters’ Director of Programs and Impact, focused on bird

**Thanks to your support, important bird areas can be identified and protected. Birds are a visible of sign of the environment’s health.**

conservation, climate change, mastering board leadership, and planned giving.

You helped Wisconsin’s conservation community come together and learn about protecting land to help bird populations thrive and combat climate change.

**Because of your support, land trusts have new tools and knowhow to work with landowners and protect critical areas for wildlife habitat and a healthy environment.**

**THANK YOU  
 FOR STRENGTHENING  
 WISCONSIN’S LAND TRUSTS  
 SO THEY CAN CARE FOR  
 THE LAND FOREVER.**



**Because of your support, land trusts learned about ways their work can reduce the negative impacts of climate change.**

Photo by Brian Kermath,  
 Earth Heritage Designs



## During Wisconsin Land Trust Days, You helped people connect with the land!

After a year of social distancing and avoiding crowds, people were ready to have fun outside.

Thanks to you, people were able to find and enjoy outdoor, in-person events in August, September, as well as a few in October.

**BECAUSE OF YOUR SUPPORT, OVER 16,000 PEOPLE THROUGHOUT WISCONSIN RECEIVED THE LAND TRUST DAYS CALENDAR AND HEARD ABOUT LAND TRUST DAYS EVENTS ON WISCONSIN PUBLIC RADIO.**

Seventeen Wisconsin Land Trusts hosted over 35 events throughout the state. There was something for everyone.

People learned how nature promotes physical and mental well-being and supports wildlife.

Others learned how native plants and insects



support our food supply. And some just enjoyed hiking in the prairies and forests and being outside together with friends.

Because of you, more people experienced nature and know why it's important to protect land, water, and wildlife in Wisconsin.



Photo by Jennifer Rutten, Glacial Lakes Conservancy

**YOUR GENEROSITY HELPED PEOPLE OF ALL AGES GET OUTSIDE AND CONNECT WITH WISCONSIN'S LAND, WATER, AND WILDLIFE IN A MEANINGFUL WAY.**

**Your support helps people find protected places they can visit all year long at [gatheringwaters.org/places](https://gatheringwaters.org/places).**

Many of these places are open year-round for silent sports such as hiking, birding, cross-country skiing, and snowshoeing. Some of the properties allow hunting and fishing, too.



Sugar Creek Bluff - Courtesy of Mississippi Valley Conservancy

Check with the land trust before you go.

**Because of you, more people know they can enjoy Wisconsin's protected land and waters.**

*Thank You!*

# You can help fight climate change.

Protecting and restoring the land is our best defense against climate change. When you help protect the land you become part of the solution.

## Are you concerned about the warming climate, extreme weather, and the loss of our native wildlife?

If so, you're not alone. Countless others have the same concerns.

Many watched in disbelief as the strongest storm in centuries churned for days over the eastern U.S.—causing catastrophic flooding!

Massive fires in the West are threatening huge swaths of land, including the iconic redwood forests.

## Will you send a special gift to help protect Wisconsin's land and combat climate change?

Because of your commitment to conservation, you're probably aware of the devastating impact climate change is having in Wisconsin—increased flooding, more endangered species, and an increase in pests like ticks and mosquitoes.

### But you can help!

Every acre of forest, prairie, wetland, and sustainably managed farmland provides refuge for native flora and fauna, and can absorb the

Photo by Brian Kernath, Earth Heritage Designs



**YOUR GIFT - NO MATTER THE SIZE - HELPS PROTECT MORE OF WISCONSIN'S LAND AND HELPS COMBAT CLIMATE CHANGE.**

damaging greenhouse gases that contribute to climate change. That's why land needs to be protected.

## Will you send a special gift to help protect Wisconsin's land and combat climate change?

Your gift will help protect land that absorbs carbon, filters the water, and provides safe places for wildlife to live.

## I want to help protect land and combat climate change.

**YES!** Please use my special gift to help combat climate change. I want to help protect Wisconsin's land and water.

### Enclosed is my gift of:

- \$35 to help protect Wisconsin land and combat climate change.
- \$50 to help protect Wisconsin land and combat climate change.
- \$100 to help protect Wisconsin land and combat climate change.
- Count me in! I'm sending \$ \_\_\_\_\_** to help protect Wisconsin land and combat climate change.

I am giving:  by check  by credit card  I would like to join the Wisconsin Conservation Circle with a monthly gift.