

Investing in Canada's Natural Future

“Some of my most vivid childhood memories are of long days outside camping, catching frogs and grasshoppers. This began my lifelong love affair with nature. I felt so fortunate when I came to work for NCC 15 years ago.”

Since joining the Nature Conservancy of Canada (NCC) in 1999, Lisa McLaughlin has served in a number of roles including stewardship manager (ON Region), government relations (ON Region), and national Conservation Volunteers manager. Today Lisa leads the development of conservation strategies as NCC's chief conservation officer.

Lisa has dedicated her career to the protection of Canada's natural treasures. But her love of the natural world goes beyond her job.

“I often connect with my friends and family by spending time in nature; whether we're hiking, camping or taking day trips in local natural spaces,” Lisa explains. “My husband and I also spend time talking with our kids about how the choices we make every day impacts the air we breathe, the water we drink and the habitat for wild animals and plants.”

To Lisa, protecting Canada's natural landscapes is essential. So when she and her husband sat down to plan for their future and draft their Will, it is not surprising that they included a gift to NCC.

“I made this gift because of my love of nature and my desire to leave a legacy for my children and for this country. I am leaving this gift to NCC because I know first-hand the organization will invest my money effectively,” says Lisa.

Bequests are important to NCC's long-term planning. While it may be years, even decades, before we receive any of these gifts, knowing about them helps NCC to plan better. We're able to make informed decisions and commitments to our future conservation efforts.

Planned gifts also ensure NCC can continue the management of existing lands under our care. Many of the areas NCC protects have been impacted by human activity. In order to maintain or re-establish functioning ecosystems we need to take care of the land today and in the future.

As both a donor and a staff member, Lisa has the satisfaction of watching how her gift will help NCC in the future.

“I can see directly the impact gifts from Wills have on our work – from helping us secure land in urgent need of protection to providing funds to ensure that those lands are cared for and well managed in perpetuity. These are results I can walk on, touch and smell whenever I visit one of our properties.”

It is Lisa's hope that a growing number of Canadians will also be inspired to leave their mark on conservation by pledging a future gift to NCC in their Wills.

LISA McLAUGHLIN, NATURE LEGACY SOCIETY MEMBER
CHIEF CONSERVATION OFFICER, NATURE CONSERVANCY OF CANADA

