

## ABOUT US

The interconnection of people and nature is the Nature Conservancy of Canada's (NCC's) foundation; the idea that we are all one with nature. Together, through purposeful actions, we have the opportunity to build toward a greater good — a thriving world.

Because when nature thrives, people thrive.

NCC seeks solutions to the twin crises of rapid biodiversity loss and climate change through large-scale, permanent land conservation.

As a trusted partner, we work with people, communities, businesses and government to protect and care for our most important natural areas and the plants and animals they sustain.

We often work where others cannot, removing roadblocks to conservation and supporting transformational projects for the sake of nature and people.

We deliver sizable results for conservation. Since 1962, our evidence-based planning framework has helped us bring Canadians together to conserve and restore more than 15 million hectares (an area almost twice the size of New Brunswick). In the past two years alone, NCC has influenced the protection of more than one million hectares.

### OUR WORK

NCC's work directly benefits plants, animals, people and communities across Canada.

NCC maximizes impact primarily through conservation on private land, and through private interests in land.

Conservation at the local level has global impact, especially in Canada.

Our work benefits the world.

## MEDIA

The Nature Conservancy of Canada works with journalists across the country, and NCC's expert staff are often asked to present to community groups and at various local events.

NCC staff may be available to offer their knowledge on different topics related to conservation and today's trends, such as:

- climate change and adaptation
- endangered species
- forests
- fresh water, wetlands and oceans
- general conservation and wildlife
- grasslands
- habitat loss and fragmentation
- invasive species
- nature's health and economic benefits
- parks and protected areas
- visiting NCC conservation areas
- volunteer activities and connecting Canadians to nature

Please contact us at [media@natureconservancy.ca](mailto:media@natureconservancy.ca) to find out more. We are often able to provide photos and videos of species and landscapes, including our properties.

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### ACCELERATING OUR IMPACT

NCC is transforming support for nature conservation and mobilizing Canadians to do more.

We are accelerating conservation and will accelerate our impact by 2030.

We will do more to help unlock solutions by protecting Canada's species at risk, supporting Indigenous-led conservation, caring for significant landscapes and growing our community.

# PROTECTING CANADA'S NATURAL LEGACY

People support the Nature Conservancy of Canada in a variety of ways. Here are just a few:

## CONSERVATION VOLUNTEERS

Since 2006, NCC has operated its Conservation Volunteers program where we get people out in nature and involved in hands-on work to care for Canada's natural habitats and the biodiversity they sustain. The program offers events and ongoing volunteering opportunities across Canada that allow people to explore unique habitats, see rare species and learn about nature from experts in the field. Volunteers assist in activities such as tree planting, beach and shoreline cleanups, invasive species removal, fence repairs, project monitoring, identifying butterflies, and counting waterfowl and other species. Help NCC accelerate conservation by signing up to volunteer today.

>> [conservationvolunteers.ca](http://conservationvolunteers.ca)

## GIFTS OF LAND

Some of Canada's best conservation stories occur when families gift their lands in memory of loved ones, to ensure those natural areas are protected for the future. Owners of ecologically significant lands can donate a portion or all of it to NCC.

## CONSERVATION AGREEMENTS

A conservation agreement (also called a conservation easement, or servitude) is a voluntary, legal agreement between a landowner and a conservation organization that permanently protects the natural values of a parcel of land. Conservation agreements allow private landowners to continue to own and use their land, donate, sell it or pass it on to their heirs while protecting the natural values of the land.

## ECOLOGICAL GIFTS PROGRAM

Many land and conservation agreement donations to NCC are certified through the Ecological Gifts Program, which is administered through Environment and Climate Change Canada.

The program provides significant tax incentives to landowners who are seeking to protect their ecologically sensitive land.

>> [natureconservancy.ca/ecogift](http://natureconservancy.ca/ecogift)

## PLANNED GIFTS

- bequest
- charitable gift annuity
- charitable remainder trust
- conservation and trade lands
- gift of RRSP and RRIF
- named endowment fund
- life insurance

## MONETARY GIFTS

- cash
- publicly traded securities and mutual funds

## Making the most of your donations

79%	Land, programs and endowments
10%	Administration
9%	Philanthropy and marketing
2%	Communications, education and awareness

## OUR PROGRESS UNDER THE NHCP

The Natural Heritage Conservation Program (NHCP) is a unique partnership that mobilizes Canadians to conserve and care for nature. First launched in 2007 as the Natural Areas Conservation Program, the program is a model of collaborative conservation. It brings together individuals, Indigenous communities, industry and other levels of government to create lasting conservation solutions.

The program is administered by NCC, with contributions from partners like Ducks Unlimited Canada and the country's land trusts. Wildlife Habitat Canada administers the land trust portion of the program: the Land Trust Conservation Fund. NCC works with program partners to identify land for conservation and raises the funds to match the government's investment, with contributions from other sources.

Since 2007, this partnership model has achieved great things for conservation in Canada. NCC and program partners have protected and conserved more than 7,000 square kilometres of ecologically sensitive land, which provides habitat for more than 200 species at risk. This was accomplished with more than \$440 million invested by the Government of Canada and \$870 million in matching funds from NCC and other program partners — a total of more than \$1.3 billion in conservation outcomes.

>> [natureconservancy.ca/nhcp](http://natureconservancy.ca/nhcp)

To learn more about how you can join our community, visit [natureconservancy.ca/donate](http://natureconservancy.ca/donate).