



Forever Minnesota.



A Campaign to Preserve Minnesota's Essential Lands and Waters



Our hearts

Design: Barbara Pederson
With gratitude for these photographers who donated their work:
Rebecca Field, Don J. Olson, Paul Raymaker, Robert Hurt, Hansi
Johnson, Ned Phillips, Craig Blacklock, and Caroline Jensen.

are in the land of Minnesota.

**“We can find happiness in protecting the world around us...
because we cherish our fellow humans who live today and
those who will live tomorrow.” —Jacques Cousteau**

The time is now, the place is here.

Minnesota is an exceptional place, with a natural wild beauty and the kind of wildlife that has inspired generations of explorers. But today, this exceptional landscape is in dire need of protection.



Clean water:

More than 40% of Minnesota's tested waters are impaired, threatening drinking water, fish and migratory bird habitat, and even places to swim.



Wildlife habitat:

In western Minnesota, 90% of wetlands and 99% of prairies are already gone, leaving wildlife without safe places to feed and raise their young.



Scenic beauty:

Just like great pieces of art, some places in Minnesota deserve preservation so that their beauty can inspire generations to come.

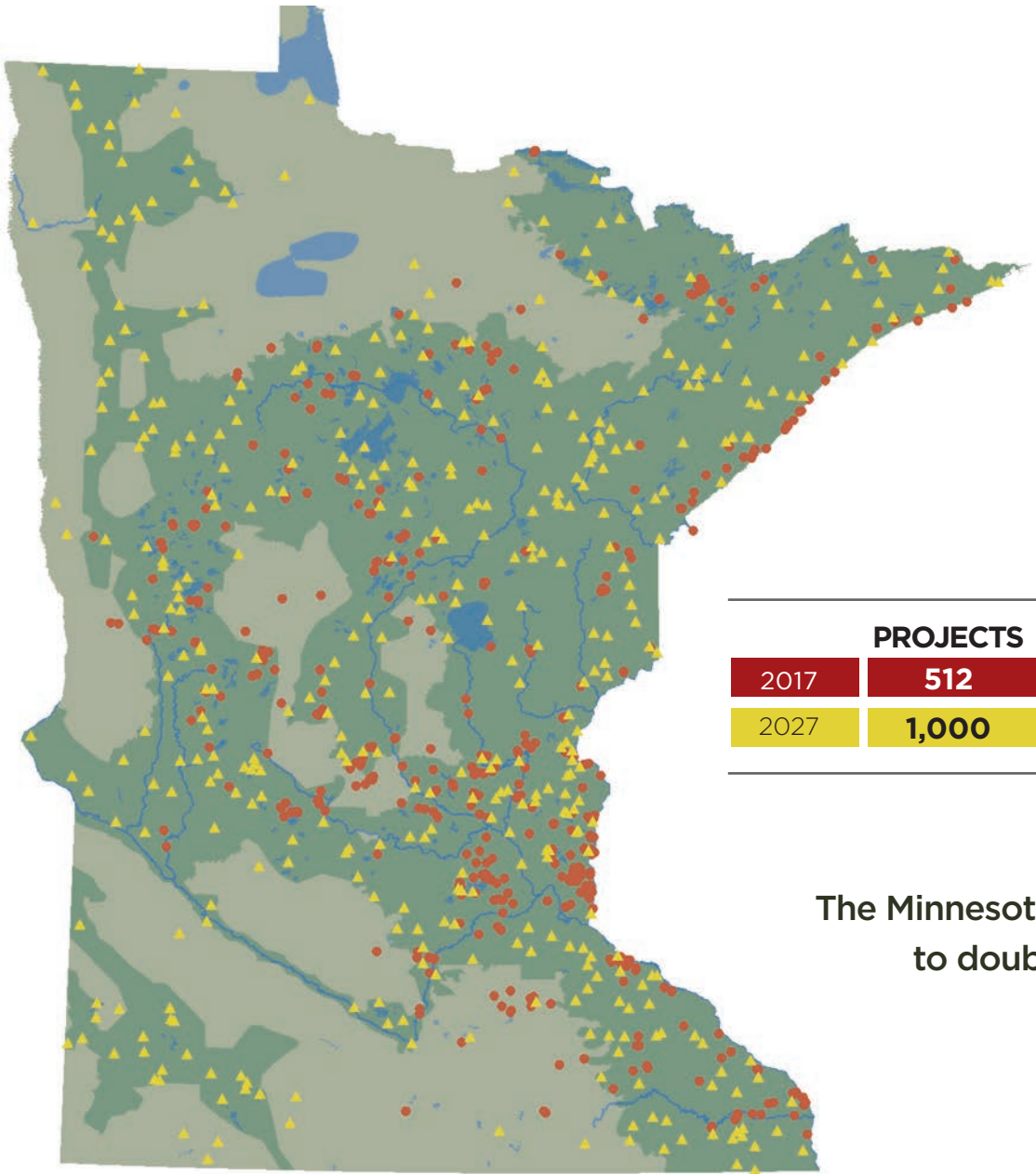


Places to play:

Every day our children spend just 7 minutes a day playing outside, versus 7-10 hours on a screen. Access to outdoor adventures is critical to our health and well-being.

Who will care about our land, water and wildlife habitat in the future?

We have a plan for the Minnesota of tomorrow.



	PROJECTS	ACRES	SHORELINE FEET
2017	512	49,000	1,100,000
2027	1,000	100,000	2,000,000

The Minnesota Land Trust’s Board of Directors has committed to doubling our pace, completing as much conservation in the next 10 years as we did in our first 25.

Together, over the next decade we will protect:

Another 1,000,000 feet of shoreline, the most critical zone in the life-cycle of fish and waterfowl.

Another 50,000 acres of the best native habitats for iconic resident species like wolves, eagles, black bear and moose, as well as migratory birds.

Another 500 projects in the landscapes that nourish our soul, such as the North Shore, the Southeast Blufflands, and the Border Lakes.

Places to experience adventures that build character, relieve stress and provide the foundation of an outdoor ethic for future generations.

Today's investments will pay off forever...

The first phase of our ten-year plan will be implemented over the next three years and focus on these strategies for permanent land conservation:

Pace: Complete strategic land protection and restoration projects including public and private partnerships to deliver this transformative work at double our current pace.

Permanence: Bolster conservation easement enforcement and defense funds in order to deliver on our promise of perpetuity.

Resilience: Provide for organizational infrastructure that will boost our operating reserve and increase capacity for outreach, fundraising, and a growing staff.

Innovation: Develop projects that engage the conservation leaders of tomorrow and respond with agility to the challenges of climate instability.





...with maximum impact.

Every dollar you give
will leverage \$15
in public funding and
private landowner
donations.

	PRIVATE FUNDING	LANDOWNER/ PUBLIC LEVERAGE	TOTAL
PHASE 1 2017 - 2020	\$5 million	\$75 million	\$80 million
FULL CAMPAIGN 2017 - 2027	\$16 million	\$251 million	\$267 million

We have a clear agenda for Minnesota's conservation future.

By 2027, we will have completed 1,000 projects that protect Minnesota's clean water, natural habitat, scenic beauty and places to play.



MIGRATORY FLYWAYS

Agassiz Beach Ridges & Alexandria Moraine

Total Projects: 129

Develop prairie complexes in Audubon Important Bird Areas with a diversity of native prairie, pothole lakes and woodlands.



HERITAGE LAKES

Mississippi Headwaters

Total Projects: 113

Protect water quality and fish habitat to maintain our "Up North" lake culture while we still can.

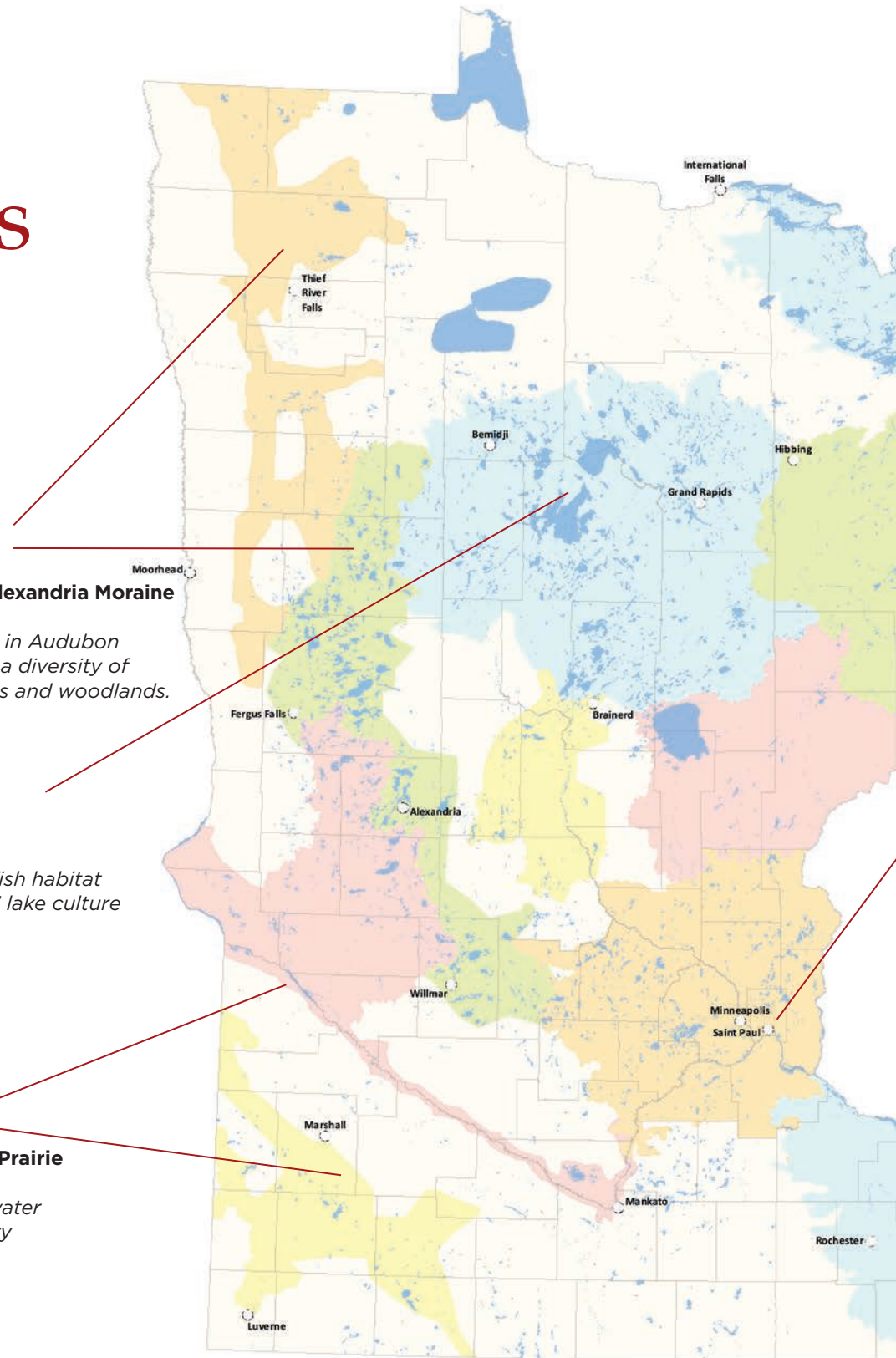


VANISHING PRAIRIES

Minnesota River & Southwest Prairie

Total Projects: 62

Protect and restore land and water quality for pheasants, migratory birds and overall water quality.



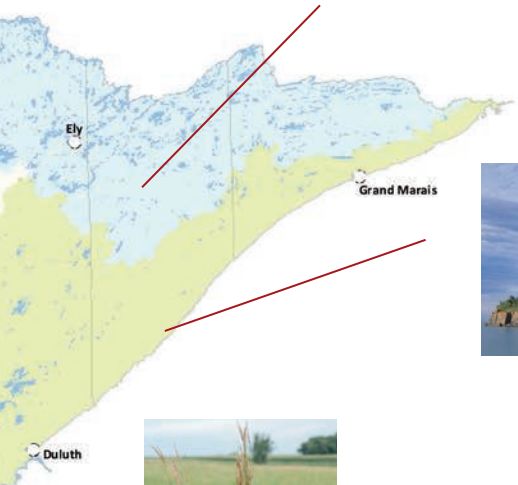


BOREAL FORESTS

Border Lakes

Total Projects: 52

Protect areas that are adjacent to public lands such as the BWCA, benefiting iconic wildlife, outdoor experiences and the tourism economy.



MAJESTIC SHORES

Lake Superior

Total Projects: 93

Protect the natural beauty of our North Shore, and improve outdoor access from Duluth to Grand Marais, including the Superior Hiking Trail.



NATURE NEARBY

Metro Area

Total Projects: 226

Protect and restore water quality, remaining wildlife habitat and places to play for the metro's 3 million residents.



RARE AND WONDROUS

Southeast Blufflands

Total Projects: 96

Protect and restore the forests, prairies and trout streams in this scenic area that holds the state's greatest biodiversity and the least conservation attention.



Additional project areas

Rum River/St. Croix

Total Projects: 120

Protect prairie, oak woodlands, shoreline; preserve land along wild and scenic river stretches, and Audubon Important Bird Areas.

Mississippi Corridor

Total Projects: 33

Protect water quality, oak savanna and deciduous forest habitat that will support fishing, hunting and other outdoor activities.

Other outstanding habitat complexes: Total Projects: 76

The right tool for the job:

Permanent: No other class of non-profits promises to permanently steward its assets. We call it our promise of perpetuity.

Efficient: Our average cost for permanent land conservation is \$330 per acre.

Strategic: The Minnesota Land Trust works in concert with other public and private conservation partners to ensure that we are targeting places that will provide the greatest conservation benefits.

Effective: Conservation easements preserve some of the most important and strategic lands in all 50 states.

Land trusts are now permanently protecting as much land as the National Parks in the lower 48 states — an historic achievement.



I believe in preserving clean water and abundant wildlife, but isn't that the government's job?

This necessary work requires strategic partnerships between the public and private sector. Non-profit land trusts play an immense role in meeting our state's conservation priorities. In fact, land trusts have now permanently preserved more than 1 million acres of Minnesota's most essential lands.

Aren't all conservation programs permanent?

Several federal programs such as the Conservation Reserve Program (CRP) are temporary. In fact, more than 800,000 acres of Minnesota's prairies and grasslands will disappear over the next few years because of the short-term nature of these programs. Nationwide, our grasslands are being plowed up at a rate faster than the loss of the Amazon rain forest.

How do you ensure long-term conservation?

The Minnesota Land Trust works only with perpetual conservation easements which are recorded on deeds and enforceable in court. We monitor *every* project *every* year to make sure that these investments remain sound. And if a violation is found, we defend it to the fullest extent possible.

Why is it important to protect private lands?

With more than 76% of the state in private ownership (as much as 95% in some counties), Minnesota will not be able to meet its clean water and wildlife habitat protection goals without an effective, permanent private lands strategy. Fortunately, private landowners are some of Minnesota's most innovative land managers, making their lands exceptional conservation opportunities, particularly when concentrated in larger complexes.



How does the Minnesota Land Trust differ from other conservation organizations?

The Minnesota Land Trust focuses specifically on Minnesota and holds 98% of all conservation easements held by non-profits in Minnesota, making us the private lands experts. We're a resourceful entrepreneurial organization and we deliver solid, measurable results on the ground.

How do I know my gift will be well-spent?

The Minnesota Land Trust sets high standards for our work and takes seriously our role as a national leader in conservation. We were one of the first land trusts in the country to be accredited by the Land Trust Accreditation Commission. We meet the rigorous standards of the Charities Review Council, and are audited each year by an independent firm with expertise in non-profit accounting law. Most importantly, nearly 90 cents of every dollar goes directly to land protection and restoration.





“Twenty-five years ago, a group of citizens formed what would ultimately become the Minnesota Land Trust - one of the first state-wide land trusts in the country, and still the only non-profit land trust focused exclusively on private land protection throughout the entire state of Minnesota.

I was one of those people, and continue today to be a strong supporter of the Minnesota Land Trust.”

“Please join me and support this campaign to increase the pace of private land protection in Minnesota.”

— David Hartwell
Founding Board Member



“Each generation has
its own rendezvous
with the land...

By choice, or by default,
we will carve out a land
legacy for our heirs.”

— Stewart Udall



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