

## James Crawford: Monthly Giving to Preserve our Future

*By Andrew Robinson, Nature Trust Volunteer Writer*



James Crawford discovered the Nature Trust, as do many people, through a publicity campaign to raise funds for a specific property—in his case, it was Troop Island. He chose to become a monthly donor when he realised how much the Nature Trust is doing to preserve and protect our wild spaces.

James recalls, “I read a CBC article in 2012 about the Troop Island campaign and how they needed to raise over \$800,000 in a month. I was really moved by the drive and determination of the Nature Trust and their partners, the St. Margaret’s Bay Stewardship Association, so I impulsively sent a donation. I was delighted to read shortly afterwards that the island had been saved. I didn’t think much more about it until a few months later, when I received a handwritten note

thanking me for my support. I looked into the work of the Nature Trust more deeply and I was very impressed, so I decided to make monthly donations. And as my donation had remained the same for a few years I recently increased my support by an additional \$5 a month.”

Like many people, James has a number of causes he supports, and finds monthly donations the ideal way to budget his support. “I’m sure if I wrote an annual cheque there would be times I would forget, but by donating monthly, I can easily budget and be sure that the Nature Trust has my ongoing support.”

Barbara Haley, Philanthropy Director at the Nature Trust, said, “We are always delighted when people join us in saving a piece of land, but when they choose to support us each month, as James did, that’s like a second gift. Not only are they supporting us financially, they are also giving us the gift of stability and security, knowing their support will arrive each month.”