**BACKGROUNDER for *In Our Nature* announcement**
**11 June 2025**

## In Our Nature

- *In Our Nature* is a fund specifically designated to support the Nature Trust's securement of high-priority land that has exceptional significance for nature – and for all of Nova Scotia.
- The initial fundraising target is $4 million.
- Right now we have a special, time-limited opportunity to leverage matching funds at a rate of four to one. This means that $4 million raised from the public could result in a total of $20 million to catalyze our land conservation work.
- Land conservation is one of the most important, most tangible ways to save biodiversity and provide nature-based solutions to climate change and its devasting impacts (including wildfires, floods and coastal erosion).
- Our land securement is part of a long-term strategic conservation plan to ensure that our limited resources are used most effectively to protect nature.
- Lands targeted for protection through the campaign will span the entire province and fall within more than twenty Nature Trust high-priority focus areas.
- These lands also fit within the Nature Trust's conservation priorities: protecting our freshwater legacy, saving endangered species, saving our last great forests, conserving critical habitat for birds, preserving our coastal treasures, and protecting urban wildlands.

## The Funding

- In 2017 the Government of Canada committed to protect 17% of Canada's lands and waters by 2020 and has since expanded that commitment to 30% by 2030.
- To achieve these targets, in 2018 they made the largest investment in biodiversity in Canadian history--an unprecedented 1.3 billion dollars.
- The Province of Nova Scotia has committed to protect 20% of Nova Scotia's land by 2030. They too recognized the critical role of the Nature Trust and other partners, through significant investment in the Nova Scotia Crown Share Land Legacy Trust.
- Those funding streams helped the Nature Trust and other partners dramatically ramp up the pace of land conservation, including the Nature Trust's successful *Twice the Wild* campaign which concluded last year.
- Those funding streams are not permanent. Some expire soon, while others may be replenished or replaced by other priorities. The conservation community – like the world at large – faces profound uncertainty and change.
- *In Our Nature* will position the Nature Trust to leverage any matching funds for land securement that are available at any time, strategically stretching donations to make the biggest possible impact.
- It will also give the Nature Trust flexibility to adapt to the constantly changing configuration of leveraging opportunities and take advantage of time-limited funds designated to secure land for nature-based solutions to climate change, habitat for species at risk, carbon sequestration, old forest, and more.
- Right now, donations to In Our Nature will be matched four to one, meaning that a gift of $50 unlocks an additional $200 in matching funds, generating a total of $250 to save land; a gift of $100 becomes $500, and so on.
- The sooner funds are raised, while they can still be matched, the more land can be saved.

**Twice the Wild**

- Launched in 2020, *Twice the Wild* was the Nature Trust's campaign to double the land under Nature Trust protection for a total of 30,000 protected acres across Nova Scotia.
- This major conservation initiative was a direct response to the urgent global call to action to address biodiversity loss and devastating impacts of climate change.
- The Nature Trust's ambitious conservation efforts contribute directly to the provincial commitment to protect 20% of Nova Scotia by 2030, and federal commitments to protect 30% of Canada's lands and waters by 2030.
- The success of this campaign was announced on June 12, 2024.
- Through *Twice the Wild*, the Nature Trust protected over 80 conservation lands across Nova Scotia, bringing the total number of lands protected by the Nature Trust to more than 190 properties covering over 30,000 acres.

**The Nova Scotia Nature Trust**

- The Nature Trust is Nova Scotia's leading private land conservation organization, active in protecting our natural legacy since 1994.
- The organization protects ecologically significant natural areas through private land conservation, offering a unique solution for a significant conservation challenge. Unlike most of Canada, over 65% of Nova Scotia is privately owned, not government land. Land Trusts provide landowners with a non-government community-based option for protecting their land.
- Private lands include many of the most ecologically important areas yet face unprecedented development pressures and other threats.
- The Nature Trust helps families protect their treasured and ecologically important family lands through permanent conservation easement agreements, land donations and bequests of land, and in exceptional cases, by purchasing outstanding and threatened natural areas.
- All conservation lands entrusted to our care become part of the land legacy that we safeguard for all Nova Scotians. Our commitment is to protect those lands, forever, through ongoing monitoring, stewardship and management.
- An active program of volunteer "property guardians" help care for this growing network of protected areas.
- Our innovative, community-based educational initiatives are helping to build understanding and appreciation for the natural world. We give Nova Scotians the knowledge and tools they need to take an active part in protecting the places they love and ensuring that the legacy is passed on to future generations.
- The Nature Trust is an active partner and collaborator in conservation with all levels of government, with other non-profits and local communities.