

BACKGROUND

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.
- Through permanent conservation easement agreements, we help families to protect their treasured and ecologically important family lands. We also accept land donations and bequests of land, and in exceptional cases, we purchase 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.

Twice the Wild

- In September 2020, the Nature Trust announced its goal of doubling its protected lands - for a total of 30,000 protected acres - by 2023. This campaign is called [Twice the Wild](#).
- Thanks to matching funds from the government and other major funding partners, every dollar donated to Twice the Wild will generate four additional dollars to save nature.
- This campaign will help add land to signature projects across [eight focal areas](#): the St. Mary's River, Mabou Highlands, Bras d'Or, Kespukwitk, South Shore Coast and Islands, Wentworth Valley, 100 Wild Islands, and urban wildlands like the Blue Mountain - Birch Cove Lakes.
- The campaign will also include creating brand new protected areas across Nova Scotia.
- The lands conserved through Twice the Wild will include critical habitat for wildlife from turtles and terns to marten and moose, coastal island sanctuaries for birds, towering old forests, pristine lakes and rivers.
- The public fundraising goal is \$4 million, which will leverage an additional \$16 million from the available matching funds, for a total of \$20 million to help us double our protected acres by 2023.
- Including the gift from the Sobey family, we are now over 90% of the way to maximizing the available matching funds. We are still raising funds to meet our \$4 million target.
- Reaching the public fundraising target will mean that we have fully maximized the matching funds available to help support our work. However, we will continue to raise funds in future to save and steward land through and beyond the campaign.
- We have already begun using campaign funds to save new lands, including the [Blue Mountain Wilderness Connector](#), [Port La Tour Beach](#), and more. We will continue to announce new lands as they are saved, taking us toward our goal of 15,000 new acres protected by 2023.