



BACKGROUND for *Twice the Wild* announcement 12 June 2024

Twice the Wild

- *Twice the Wild* is the Nature Trust's most ambitious campaign to date – to double the land under Nature Trust protection for a total of 30,000 protected acres across Nova Scotia.
- In 2020, the Nature Trust committed to protecting another 15,000 acres of Nova Scotia's most important natural areas, as much land as it saved in its first quarter century, in just a few years. This campaign was titled *Twice the Wild*.
- 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.
- Land conservation is one of the most important, most tangible ways to save biodiversity and provide nature-based solutions to climate change and its devastating impacts (including wildfires, floods and coastal erosion).
- 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 Lands Saved Through *Twice the Wild*

- Through *Twice the Wild*, the Nature Trust has 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.
- These lands span the entire province and fall within more than twenty Nature Trust high-priority [focus areas](#).
- These lands also match 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.
- *Twice the Wild* has saved lands in iconic areas of the province including the Mabou Highlands, the Blue Mountain-Birch Cove Lakes wilderness, the St. Mary's River, Kespukwitk, the Tusket Island group and other remote islands off the southern coast of the province, and more.
- New Nature Trust focus areas established through the campaign include Acacia Valley, the Margaree Watershed, and the Canso Coastal Barrens.

The Funding

- The accelerated pace of *Twice the Wild*'s conservation goals were made possible by the vision and leadership of the Government of Canada, who recognizes the scale and severity of our environmental crises.
- In 2017 they committed to protect 17% of Canada's lands and waters by 2020, and have 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.
- The initial financial goal of *Twice the Wild* was to raise \$4 million from the public, which would be matched 4:1 by unlocking federal and provincial funding for a total of \$20 million.
- Halifax Regional Municipality was a critical leader in municipal support, with a \$750,000 investment to the Blue Mountain Wilderness Connector in the Blue Mountain – Birch Cove Lakes area.
- The Sobey family contributed a leadership gift of \$1 million through the David and Faye Sobey Foundation and Paul and Marsha Sobey, to kick off the campaign.
- The campaign ultimately raised over \$5 million dollars in community support from across Nova Scotia and beyond. These community donations leveraged over \$23 million dollars in government and other matching funds to save *Twice the Wild* – far surpassing the initial financial target and making the protection of the 30,000 total acres possible.

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.