

# Twice

## THE WILD



ADAM CORNICK

## Twice the Wild

**Donate today. Protect twice as much of the Nova Scotia you love.**

Over the past 25 years, the Nature Trust has protected **15,000 acres** of irreplaceable natural places across the province. But with growing threats to nature, we need to save more, and more quickly.

Imagine twice the wild—**30,000 acres**—protected. **For nature, for us to enjoy, forever.**

## The challenge

The world faces immense challenges. An urgent, growing climate emergency. Unprecedented biodiversity loss. The continuing global pandemic. But there has been one unexpected shining light in these troubling times—and that is nature.

*The Nova Scotia you love is rocky shores and wind-swept sandy beaches, majestic forests and winding rivers.*

*It's family adventures and stunning sunsets over the water.*

*It's the solace of hearing birdsong and forest bathing under old-growth canopy.*

*It's refuge.*

*It's inspiration for a vibrant future.*

Nature has been the antidote to the stress, anxiety and isolation of COVID-19. People are rediscovering that spending time in nature brings us joy. That being outdoors makes our kids happy and brings families together. That nature can keep us healthy—mentally and physically. And that it heals and restores us.

### We need nature now more than ever.

But despite everything it gives us, nature is threatened. Over a million species are at risk of extinction. Bird populations are plummeting. Here in Nova Scotia, many of our most important natural areas, including critical habitat for endangered wildlife, are privately owned and at risk.

So the Nature Trust is stepping up to meet this challenge.

### Our goal is to double our protected space for nature by 2023.



## The opportunity—why now?

Nature has never been more at risk. But we can still save Nova Scotia's irreplaceable wild spaces and species—if we vastly accelerate the pace of land conservation.

The federal government has recognized the urgency for conservation action and committed to protect 30% of Canada's land for nature by 2030. They've backed this promise with the single largest investment in nature conservation in Canadian history. Other major funders are also ready to act, and we have inspired them to invest in our bold plan.

But this funding runs out in 2023. We have a time-limited opportunity to leverage these once-in-a-lifetime funds.

### This is the moment to protect the Nova Scotia you love.

Chosen as one of Canada's conservation leaders to secure big, immediate wins for nature, we achieved unprecedented biodiversity wins for Nova Scotia through the Lasting Landscapes Campaign. Now we are aiming even higher: **15,000 new acres, by 2023.**

And you are the key to success.



## You make the difference

YOU can have a huge impact on protecting the Nova Scotia you love - because right now, **every dollar you donate unlocks four more in matching funds.**

Our Lasting Landscapes campaign's bold achievements inspired this historic federal funding. Other key partners are ready to invest.

Together these commitments will generate \$4 additional dollars for every \$1 you donate towards our \$4 million public campaign.

Join us for this once-in-a-lifetime win. Twice the wild—right now, and forever.

## Campaign Details

**LANDS SAVED**  
Over 15,000 acres of new protected land by 2023

**PUBLIC CAMPAIGN GOAL**  
\$4 Million

**FUNDS LEVERAGED**  
At least \$16 Million  
(Leveraging power 4 to 1)

Every dollar you donate will leverage four more dollars to save land, through government and other funders.

*Your \$1000 gift generates another \$4000, for a total of \$5000 new funds for land conservation.  
Your \$10,000 gift generates another \$40,000 for a total of \$50,000 to save more space for nature.*

Help save the wild places you love. Ensure that our wildlife thrives. Protect a healthy planet. And preserve a legacy of wild spaces for future generations to enjoy. Make your tax deductible campaign donation today.

# What does twice the wild look like?

## WENTWORTH VALLEY

This vast forest and freshwater wilderness is home to endangered mainland moose, turtles and birds - and some of Nova Scotia's best outdoor adventures.



## MABOU HIGHLANDS

A growing land assemblage in the highlands and along the Cape Breton coast preserves over 2000 acres of hardwood forests, brooks and ravines, rugged seashore and world-class hiking trails.



## BEAUTIFUL BRAS D'OR

Two growing projects around this globally recognized Biosphere Reserve protect rare karst (gypsum) landscapes with unusual sinkholes and caves, and critical habitat for endangered bats.



## KESPUKWITK WILD

One of Canada's Priority Places for conservation, these critical lakes, rivers and wetlands are home to species of plants and wildlife found nowhere else in Canada and at risk of extinction.



## ST. MARY'S RIVER

This stunning "ribbon of green" shelters towering old growth forests, rare forested floodplains, endangered turtles, birds and Atlantic Salmon.



## URBAN WILDLANDS

Access to nature, right in our own backyard. Intact urban wildlands also provide refuge for wildlife and essential services from carbon sequestration to flood prevention.



## 100 WILD ISLANDS

One of North America's last great wild archipelagos, these spectacular islands support every coastal habitat in the province, from pristine sand beaches to vast wetlands to coastal rainforests.



## SOUTH SHORE WILD ISLANDS

These coastal islands are essential for recovering and preserving our imperilled populations of migratory birds, nesting seabirds, increasingly rare songbirds, and shorebirds.



...and brand new protected areas, all across Nova Scotia!



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## Donate now to save twice the wild

You can save nature by donating online, mailing your cheque, or calling us. Make a pledge over time, or become a monthly donor. Save even more taxes by donating securities!

For more information, contact Barbara at (902) 579-9977 or [Barbara@nsnt.ca](mailto:Barbara@nsnt.ca)

[twicethewild.ca](http://twicethewild.ca)