



# CAMPAIGN FOR CONSERVATION

**“Conservation can accomplish its objectives only when it springs from an impelling conviction on the part of private land owners.”**

**- ALDO LEOPOLD**

“Sand County Foundation is a positive force working with landowners to improve soil, water and wildlife habitat across the U.S. I learned while working in Africa that if people think animals are more valuable alive than dead, they turn from poaching to protecting. The same idea holds true in the U.S. Positive incentives work. I support Sand County Foundation because they think differently about conservation and take an entrepreneurial approach to environmental issues.”

- Ed Warner, Sand County Foundation Board Member and Campaign Chair



Colorado Leopold Conservation Award recipient, Livingston Ranch. Photo: DJ Glisson II, Firefly Imageworks

**The greatest opportunity to address our nation's most pressing environmental issues is by unleashing the power of farmers, ranchers, foresters and other private landowners.**

That comes as a surprise to people who don't see farmers and ranchers as part of the solution. In reality, the owners and managers of working lands hold the keys to environmental improvement in this nation.

**Consider this:** farmers, ranchers, foresters and businesses take care of most of the land in the contiguous U.S. They make decisions every day that affect soil health, water quality, wildlife habitat and opportunities for outdoor recreation.

---

### **The numbers speak for themselves:**

- 75% of land in the contiguous U.S. is privately owned
  - 85% of that land is used for agriculture
  - 1% of American citizens manage productive agricultural land
- 

**We simply can't make meaningful environmental improvements without the help of people who own and manage working land.**

Their livelihoods are tied to the health of the land. They want to enhance our natural resources.

**But here's the catch:** It has to make economic sense. Landowners are in need of practical, common-sense conservation options that can improve the environment and their bottom line.

**This balancing act of achieving economic and environmental success is where Sand County Foundation comes in.**

- ➔ We work with landowners and community partners across the U.S. to **research and demonstrate practical, scientifically-sound conservation methods** that improve water quality, soil health and wildlife habitat
- ➔ We **seek conservation policy improvements** to break down barriers and empower landowners interested in conservation on working land
- ➔ Through our Leopold Conservation Award program, we **tell the stories of leading land stewards** whose conservation success inspires other landowners and informs the general public

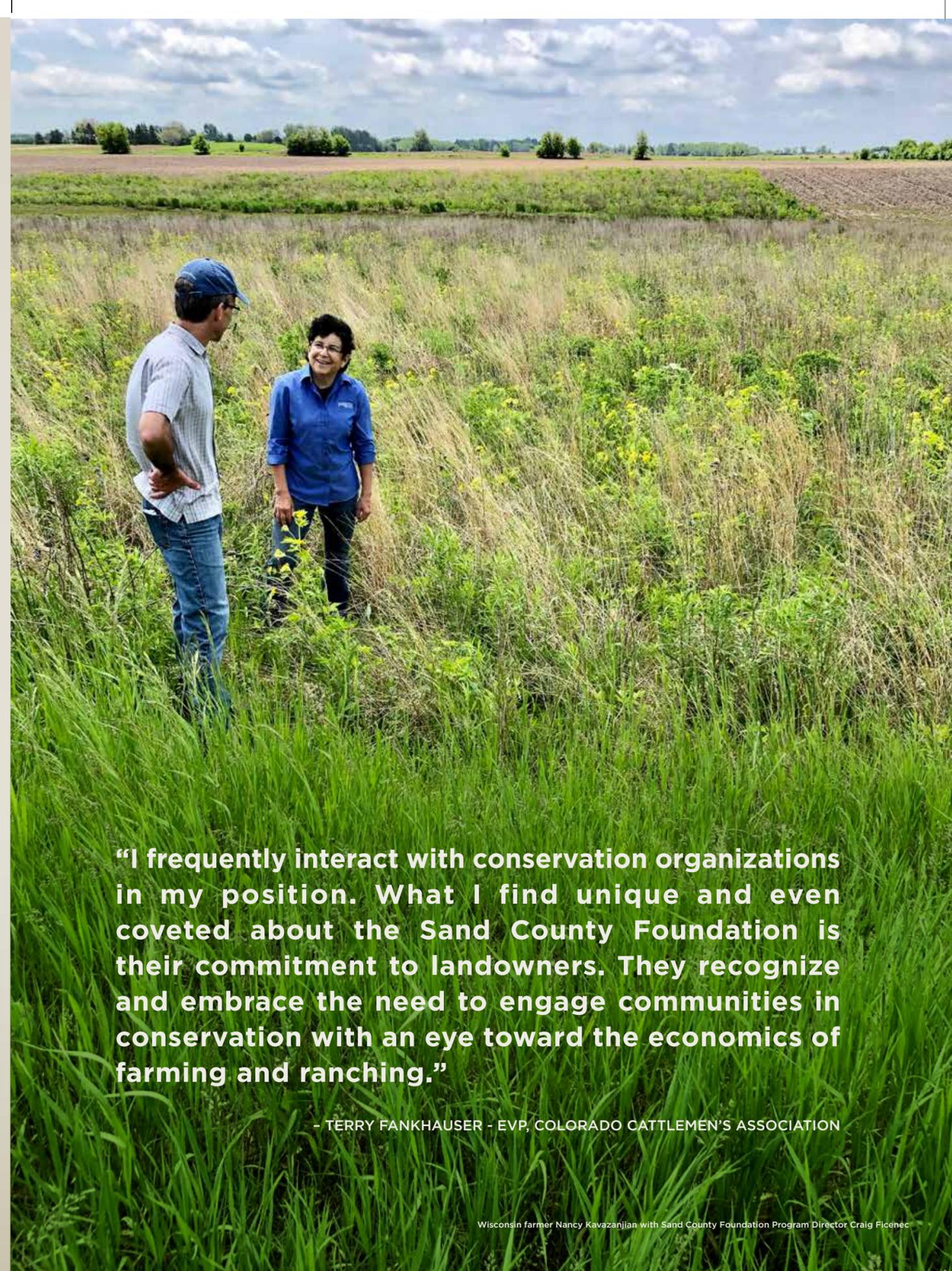
For more than 50 years, Sand County Foundation has responded to unmet environmental challenges with early investment, coalition building, ingenuity and trusted partnerships with private landowners. There is simply no other organization leading this type of positive, science-based, private land-focused environmental work across our country.

Today, we need your help to expand our capacity to engage with more landowners.

**The next five to ten years represent an historic opportunity to achieve this. Why? Because a generational shift is underway. More than a third of American farmers and ranchers are over age 65 and will soon transition their businesses to the next generation. An estimated two thirds of American farmland will change hands in the next few decades.**

Now is the time to influence new landowners as agricultural production intensifies and natural resources are at a greater risk of degradation. You can help Sand County Foundation build our leadership capacity to achieve better water quality, soil health and wildlife habitat by making an investment in our Campaign for Conservation.

Help us engage landowners in this important environmental work.



**“I frequently interact with conservation organizations in my position. What I find unique and even coveted about the Sand County Foundation is their commitment to landowners. They recognize and embrace the need to engage communities in conservation with an eye toward the economics of farming and ranching.”**

**- TERRY FANKHAUSER - EVP, COLORADO CATTLEMEN'S ASSOCIATION**



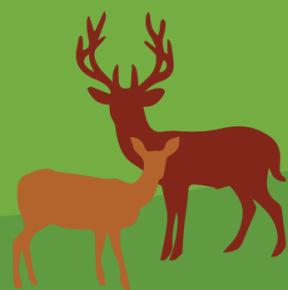
# MORE THAN 50 YEARS OF SAND COUNTY FOUNDATION

## A LAY OF THE LAND

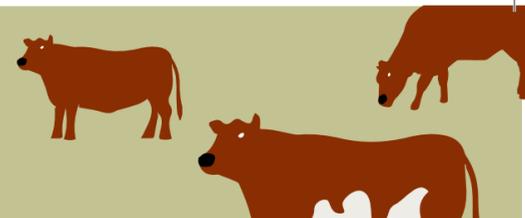
Sand County Foundation was built on a singular idea advanced by Aldo Leopold, the leading voice of the modern conservation movement. In his book, *A Sand County Almanac* (1949), Leopold introduced the concept of a *land ethic* – a deeply held conviction of individuals’ responsibility for the health of the land.

In our first 50 years, since stopping careless development around Leopold’s shack property in central Wisconsin, Sand County Foundation’s impact on conservation on private land has been felt on farms, ranches, forests and other working lands across the U.S. and abroad.

Our story is one of identifying unmet environmental challenges, and responding with early investment, coalition building and ingenuity. Our successes are rooted in seeking practical, scientifically-sound options for landowners to replicate as they adopt a land ethic of their own.



We proudly launched the prestigious Leopold Conservation Award in 2003 in Colorado. Since then, we have honored more than 130 outstanding private landowners who manage more than two million acres in 20 states.



Our early work with Mississippi Basin farmers helped reduce farm runoff to improve fisheries in the Gulf of Mexico and clean up streams and lakes in the Midwest. From 1999 to 2009, we brought community-based conservation to eastern and southern Africa to benefit villagers and give them greater control of wildlife resources.

By working collaboratively with commercial fishermen, we improved the Magnuson-Stevens Act, to achieve more secure fishing rights, safer and more profitable fishing, reduced waste and better-quality fish.



We pioneered safe, efficient dam removal efforts in a partnership that became the gold standard. Our work compensated private dam owners while improving fisheries on the 115 mile Baraboo River.



In the early 1990s, we dug into ecological issues for landowners related to carbon sequestration.

We kept the Greater Sage-Grouse off the endangered list through voluntary conservation and collaboration in Western states.



We partnered with the Blackfoot Nation to lead a quick, cost-effective, non-controversial recovery of the Swift Fox, a small predator on the High Plains.



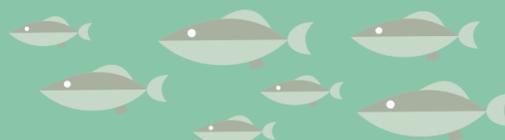
By working with private landowners and U.S. Fish & Wildlife Service, we revived habitats of the endangered Karner Blue Butterfly.



Our Quality Hunting Ecology Program advanced landowner-hunter relationships for more effective deer management and healthier forests.



With an early investment, we helped ranchers make river improvements to benefit the Arctic grayling and prevent an endangered species listing.



## The Time is Now

Landowners urgently need access to information, data, examples to follow and other resources to help them improve the environment while making a living on the land.

With a massive transition in land ownership taking place in the coming years, Sand County Foundation needs your support to leverage this change and make more impactful environmental improvements.

Sand County Foundation is expanding its capacity to simultaneously enhance environmental stewardship on private, working land, and to catapult issues of private land conservation into the national dialog.

Kansas Leopold Conservation Award recipient, Hoeme Family Farm and Ranch



Sand County Foundation Field Director, Greg Olson, conducting water quality research

## Your gift advances needed on-the-ground research and demonstration of practical, scientifically-sound agricultural conservation methods

- ➔ Sand County Foundation is at the forefront of testing and demonstrating innovative conservation methods that pave the way for wider adoption and greater environmental improvement.
- ➔ Your investment will allow our **Agricultural Conservation** team to conduct needed assessments of water quality and wildlife habitat improvement practices. We do this in partnership with farmers and stakeholders like businesses and communities downstream of agricultural land. This work can require substantial funding.
- ➔ We also make a difference by delivering \$1,000 grants to schools interested in engaging kids in creating necessary habitat for declining populations of pollinators.



## Your gift supports policy improvements to scale up conservation on working land

- ➔ We seek policy improvements designed to make it easier for landowners to get involved in conservation-minded land management.
- ➔ The **Environmental Policy Innovation Center (EPIC)**, a fiscally sponsored program of Sand County Foundation, informs policy discussions to improve the speed and scale of landowner adoption of conservation. EPIC's growing team of nationally-recognized wildlife and natural resources policy experts encourages more private conservation funding, and promotes innovations in collaborative water and rare species conservation. Building a talented team to lead effective programs comes at a cost.



Missouri Leopold Conservation Award recipient, Uptown Farms. Photo: Missouri Soybean Association.

Soil health field day in Wisconsin



## Your gift funds outreach to get more landowners engaged in voluntary conservation

- ➔ Sand County Foundation needs your help to expand the prestigious **Leopold Conservation Award** program to at least 30 states in the next ten years to engage more landowners in responsible land management.
- ➔ We promote award winners' success stories to other landowners and to a general public in need of straightforward information about where food and environmental benefits come from.
- ➔ The award program requires a \$40,000 investment per state per year.

## Sand County Foundation's Campaign for Conservation

Philanthropic investment is required to increase Sand County Foundation's infrastructure and capacity to engage landowners in effective conservation work on private land.

**In the Foundation's first comprehensive fundraising campaign, we seek to raise more than \$8 million by mid 2020.**

Most of the funds raised will immediately expand the environmental enhancement, policy improvement and landowner recognition programs. The remainder will be managed to support future program growth.

Because you care about improving our natural resources for this and future generations, please join us in investing in conservation on private land. Please contact Chris Schellpfeffer, Vice President - External Relations, at (608) 663-4605 X31, for more information about how you can be a part of this campaign.



**“Sand County Foundation understands what farmers and ranchers need to be better land stewards. They engage farmers like me to research and demonstrate conservation practices that fit well with modern agriculture while achieving environmental goals. As a result, we’ve established pollinator habitat with local students, and will be planting prairie strips in our farm fields.”**

- Wisconsin farmer Nancy Kavazanjan

High school student recipients of our pollinator habitat grants



# Ways to Give

## Online or by Check

Make a campaign gift via our secure website [sandcountyfoundation.org/donate](https://sandcountyfoundation.org/donate).

Use the “DAF Direct” tool on our website to make a gift directly from select Donor Advised Funds.

Mail a contribution to  
**Sand County Foundation, 131 W. Wilson Street, Suite 610,  
Madison, WI 53703.**

## Appreciated Assets and Personal Property

Many donors benefit from gifting assets other than cash, such as appreciated securities, personal property and private company stock which can provide additional tax advantages for the donor while supporting Sand County Foundation.

### Tax-Free IRA Distribution

If you are 70 1/2 or older, ask your financial advisor about how you may make a gift directly from your traditional IRA and enjoy tax advantages.

## Future Gifts

As part of this campaign, Sand County Foundation seeks to raise \$1 million dollars in future gifts. Leaving a legacy gift through a designation in your will, life insurance policy or qualified retirement plan are among the many ways to remember Sand County Foundation in the future and meet your charitable goals. To learn more about planned giving, [visit sandcountyfoundation.org/future-gifts](https://sandcountyfoundation.org/future-gifts)

For details about ways to give, visit [sandcountyfoundation.org/donate](https://sandcountyfoundation.org/donate) or contact [Chris Schellpfeffer cshell@sandcountyfoundation.org](mailto:Chris.Schellpfeffer@sandcountyfoundation.org)

All gifts to Sand County Foundation are tax deductible in the United States.

## Board of Directors

CHAIRMAN

**Lynne Sherrod**

Owner  
Rocking U7 Ranch

CHAIRMAN EMERITUS

**Reed Coleman**

CEO, Retired  
Madison Kipp Corporation

VICE-CHAIR/SECRETARY

**David Hanson**

Attorney  
Michael Best & Friedrich

TREASURER

**Homer Buell**

Owner  
Shovel Dot Ranch

**Tina Buford**

Owner  
H. Yturria Ranch

**Kevin Conrad**

Entrepreneur and Conservationist

**Nancy DeLong**

Agriculture Sustainability Consultant

**John P. C. Duncan**

Attorney  
Kozusko Harris Duncan

**Brent Haglund, Ph.D.**

Chief Scientific Officer  
Sand County Foundation

**Stanley Temple, Ph.D.**

Beers-Bascom Professor Emeritus in  
Conservation  
University of Wisconsin – Madison

**Ed Warner**

Geologist and Philanthropist

DIRECTOR EMERITUS

**Indy Burke, Ph.D.**

Dean  
Yale School of Forestry & Environment

## Foundation Staff

**Kevin McAleese**

Chief Executive Officer and President

**Heidi Peterson, Ph.D.**

Vice President - Agricultural Research  
& Conservation

**Christina Schellpfeffer**

Vice President - External Relations

**David Bailey**

Western Director  
Leopold Conservation Award Program

**Craig Ficenec**

Program Director

**Phoebe Higgins**

Director of Markets  
Environmental Policy Innovation Center

**Lance Irving**

National Director  
Leopold Conservation Award Program

**Liina Keerd**

Program Assistant

**Casey Langan**

Communications Director

**Ya-Wei (Jake) Li**

Director of Biodiversity  
Environmental Policy Innovation Center

**Timothy Male, Ph.D.**

Executive Director  
Environmental Policy Innovation Center

**Greg Olson**

Field Projects Director

**Holly Perrotti**

Director of Operations

**Sridhar Vedachalam, Ph.D.**

Director of Water  
Environmental Policy Innovation Center

**Katie Ziemer**

Soil Conservationist

**K. Bartlett Durand, Jr., Esq.**

Consultant, Municipal-Agriculture  
Watershed Partnership

**Karen Sweet**

Consultant, California  
Leopold Conservation Award Program

**Craig Utter**

Consultant, Nebraska  
Leopold Conservation Award Program



Half-black bumble bee near Aldo Leopold's shack © Clay Bolt - claybolt.com



THE NATION'S LEADING VOICE  
FOR PRIVATE LAND CONSERVATION

\* 131 West Wilson Street, Suite 610 \* Madison, Wisconsin 53703 \* [sandcountyfoundation.org](http://sandcountyfoundation.org) \*