

Land for Water. Land for Food. Land for Wildlife. Land for All.

LAND FOR LIFE



NORTHWEST ARKANSAS

LAND TRUST

“THE ULTIMATE TEST OF MAN’S CONSCIENCE MAY BE HIS WILLINGNESS TO SACRIFICE SOMETHING TODAY FOR FUTURE GENERATIONS WHOSE WORDS OF THANKS WILL NOT BE HEARD.”

–GAYLORD NELSON





SAVING LAND TODAY FOR THE GENERATIONS OF TOMORROW

The lush forests, flowing rivers, rolling hills and scenic vistas of Northwest Arkansas provide life-sustaining benefits we cannot live without. Our natural lands give us clean water, fresh air, healthy wildlife habitat, access to locally grown foods, and places to escape the stress of daily life and connect with nature.

No longer a “well known secret,” the word is out about just how desirable our region is.

As the area’s population grows from 600,000 today to one million within the next decade, forests are turning into neighborhoods, farmland into shopping centers, and fencerows into highways. In response to this rapid population growth, our region is on track to lose more than 9 acres of natural lands every day over the next 30 years. **Today more than ever, it is critical that we save the places that sustain our high quality of life in Northwest Arkansas, before they are gone forever.**

With the mission of preserving quality of life in Northwest Arkansas through the permanent protection of land, the Northwest Arkansas Land Trust has placed over 3,000 acres of land in our region into permanent conservation since 2003.

Natural treasures have been forever protected for ours and future generations. Places like the wildlife and recreationally-rich Kessler Mountain in south Fayetteville, the Historic Johnson Farm, the namesake spring of Elm Springs, and vast watersheds winding throughout the Ozarks.

The Land Trust is a strategic leader for environmental conservation and stands poised to increase the pace of land protection in Northwest Arkansas over the next several years.

As our region continues to prosper and grow, we have a once in a lifetime opportunity to save the natural assets that make Northwest Arkansas such a great place to live, work and play. And we need your help. We invite you to join an ambitious effort to preserve what you love about Northwest Arkansas during our Land for Life campaign.





By 2021, we've committed to protect an additional 5,000 acres of critical lands throughout Northwest Arkansas and raise \$2.8 million to acquire and steward the landscapes which provide the greatest public benefit to our region; life-sustaining benefits that impact every single neighbor, visitor, and child in our community now, and those to come.

**Protecting our quality of life can't wait!
Make a gift today and forever protect land for life.**

WHEN YOU HELP #SAVELAND, YOU PROTECT





THE CHALLENGE

Northwest Arkansas has always captured the hearts of residents and visitors alike. Well known for our abundant scenic beauty, natural landscapes, fresh air and clean water, thousands of people each year are choosing to make Northwest Arkansas their home. More than 600,000 residents savor the breathtaking beauty of the rivers, lakes, mountains and natural landscapes that surround us.

Seeing the need to forever protect and steward these important assets in our rapidly growing region, a group of community leaders formed the Northwest Arkansas Land Trust in 2003. Since then, population growth has outpaced forecasts, with more than 34 new residents joining our region each day. Now more than ever, it is critical that we protect the natural life-giving resources land provides. We live in a place and time in great need of strategic conservation, and the Northwest Arkansas Land Trust stands ready to work with landowners and regional partners to protect more of the lands that matter most to quality of life in our region.

OUR MISSION

The mission of the Northwest Arkansas Land Trust is to protect and enhance the quality of life in Northwest Arkansas through the permanent protection of land.

OUR VISION

We envision a region committed to conserving land as essential to our vibrant communities and our future.

OUR PROMISE

The promise of the Northwest Arkansas Land Trust is to work collaboratively and tirelessly to ensure that our region's abundant scenic beauty, clean air, clean water, wildlife habitat, outdoor recreation opportunities, local food supply and natural heritage are permanently protected for the benefit and prosperity of current and future generations.

OUR VALUES

DEDICATION

We live here, work here and are dedicated to the people and places of Northwest Arkansas.

PERPETUITY

We support voluntary conservation to permanently protect the special places that define our region.

INTEGRITY

We are an Accredited land trust, adhering to the highest national standards. We are committed to public benefit and transparency.

INCLUSIVITY

We are committed to fostering a positive and inclusive organizational culture and serving whole communities through land conservation.

COLLABORATION

We work collaboratively with all community stakeholders to protect the quality of life in our growing region.

RESPONSIBILITY

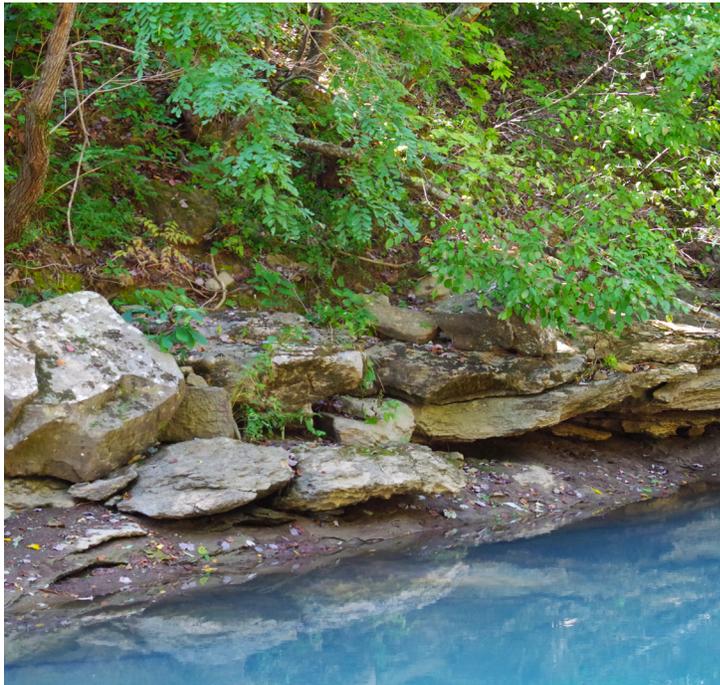
We pledge to be fiscally responsible, professional and ethical in all that we do.

RELEVANCY

We continually strive to enhance the capacity and effectiveness of our organization.



- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship



OUTCOMES

Outcomes are the results of the Land Trust's work over time. Our outcomes fall into two broad categories: Identity and Impact. Identity outcomes are the goals for the organization to ensure the Land Trust will be strong and effective, whereas Impact outcomes describe the future character and condition of our region as a result of our work through several key focus areas. Our annual work plans support these long-term outcomes.

IDENTITY OUTCOMES



EXCELLENCE IN GOVERNANCE, LAND PROTECTION, AND LAND STEWARDSHIP

The Land Trust maintains highly effective leadership within the organization. The board is comprised of a diverse membership with essential skills, connections, and backgrounds to provide exceptional governance. Board and staff succession practices support a highly effective governance model.



LONG-TERM FINANCIAL SUSTAINABILITY

The Land Trust will continue its commitment to perpetuity by establishing and growing development funds to cover all stewardship costs. The Land Trust will continue to fund preserve management, access maintenance, easement monitoring and defense, and organizational overhead to administer and carry on the stewardship program. Our base of support will continue to grow, providing funds for all other ongoing general operations and land protection needs.



TRUSTED PARTNER

The Land Trust is the go-to organization for land conservation in our region. People know us and our work at the neighborhood level. We are leaders with expertise in land protection, environmental resources, outdoor recreation, and community conservation. The Land Trust maintains productive partnerships with local governments and other organizations. We are supported by a force of dedicated volunteers and advocates throughout our service region.

IMPACT OUTCOMES



SIGNATURE LANDSCAPES

The scenic beauty that surrounds Northwest Arkansas is forever protected, preserving our region's identity.



WATER QUALITY

The region continues to supply clean, high-quality water for generations to come. We prioritize protecting lands that surround our watersheds and work with partners to enhance important aquatic and riparian habitats.



HEALTHY HABITATS & BIODIVERSITY

The natural heritage of our region and lands are preserved with less invasive species taking root. Endangered habitats are protected, and native species thrive.



CLIMATE RESILIENCY

Land conservation makes Northwest Arkansas a more climate resilient region; a region that can better withstand and mitigate the current and future impacts of a changing climate.



CONNECTED LANDSCAPES

Strategic conservation ensures landscapes are kept whole, allowing movement of wildlife to meet their seasonal needs and leaving scenic views intact.



LOCAL FOOD & FARMS

Our growing population is sustained by a robust regional food supply.



QUALITY OF LIFE

Residents and visitors regularly enjoy the many recreational and health benefits that access to natural lands provide. Local communities are enhanced through conservation collaborations with other organizations and local governments.



ECONOMIC PROSPERITY

The region continues to support job growth, attract talent and service a diverse and sustainable economy. Northwest Arkansas maintains a robust tourism and outdoor recreation industry.



SOUND PUBLIC POLICIES

The public and economic benefits of conservation are clear and well known by elected officials and community leaders. We grow together as a region, sustaining our economic progress without sacrificing our natural heritage or unique cultural identity.

OUR APPROACH

NATURAL LAND PROTECTION

The Northwest Arkansas Land Trust is the first local, homegrown and Accredited land trust in the state and in the region. We work with conservation-minded landowners, municipalities and partner organizations to protect land with agricultural, ecological, scenic, historic and recreational significance in Northwest Arkansas. The Land Trust works across political boundaries to protect the larger ecosystems and natural processes upon which we all depend. Streams and rivers are the lifeblood of our communities. Beaver Lake is the drinking water supply for over 400,000 residents. Wildlife depend on connected habitat corridors to survive. Unspoiled scenic views fuel regional tourism and increase property values. Family farms provide the local foods that sustain us. Conserved greenspace provides the opportunity for families to enjoy the outdoors, improving our health and well-being. These values are all important to our quality of life and are dependent on the success of a connected landscape vision.

The Land Trust works with regional partners in water quality, open space preservation and habitat stewardship, focusing our land conservation services for greater meaning and impact in the at-risk areas of our service region. As we plan for and invest in places to be developed, we must also work together to plan for and invest in places not to be developed. Each are important to our quality of life and essential to the continued vitality of our region.

OUTCOMES SUPPORTED



CONSERVATION EASEMENT AND LAND STEWARDSHIP

Conservation easements are voluntary legal agreements that permanently limit certain activities on the land in order to protect its unique conservation features. Property covered by an easement remains in private ownership and can be sold or passed on to heirs. The conservation easement stays with the land regardless of ownership. The Land Trust monitors and upholds the terms of the easement in perpetuity.

When the Land Trust accepts a conservation easement or a land donation, it takes on the responsibility of ensuring that the terms of the easement or intent of the land donor are upheld. We value our partnerships with landowners and maintain strong relations by answering questions and requests, as well as serving as a resource for land management issues. For donated preserves, the Land Trust drafts and follows a written land management plan specific to the property.

It is the responsibility of the Land Trust to monitor, steward, and, when necessary, legally defend the places we protect in perpetuity. Maintaining adequate financial reserves for long-term land stewardship and defense is a top priority for the Land Trust, now and always.

OUTCOMES SUPPORTED



OUR APPROACH

CLEAN DRINKING WATER INITIATIVE

Saving land around streams and rivers helps prevent pollution from entering the water and keeps our drinking water clean. Plants absorb runoff, stop erosion and filter pollution. When we conserve these landscapes, everyone wins. Landowners are able to keep their land from washing away. Fish and other animals have clean water. People can safely enjoy paddling, swimming and fishing. And land conservation is the most cost-effective way to ensure clean drinking water, saving everyone money. At the same time, we preserve our scenic views and the rural character of our communities. Our goal is to increase land protection in high priority areas to safeguard clean drinking water for our region.

OUTCOMES SUPPORTED      

CLIMATE CHANGE INITIATIVE

Landowners, biologists, foresters, and farmers are noticing the local impacts of climate change, and so are we. Through our work to conserve land in Northwest Arkansas, we are increasingly aware of the shifting seasons and changing weather patterns that threaten the rich biodiversity and healthy ecosystems of our region. Data indicates that our minimum winter temperatures in Northwest Arkansas have continued to increase, our local plant and animal populations are shifting, the seasonal timing of plant life cycles are occurring earlier, and the growing season has extended. What does that mean, why does it matter to our region, and what can we do?

The Northwest Arkansas Land Trust and our conservation partners are in a unique position to address climate change at a local level by starting the conversation, sharing information and engaging the community in solutions. Strategic land conservation is a proven solution toward creating a more climate resilient region; a region that can better withstand and mitigate the current and future impacts of a changing climate.

OUTCOMES SUPPORTED         

BOARD AND STAFF DEVELOPMENT

The Northwest Arkansas Land Trust will continue to attract and retain top talent on our team. We are committed to providing opportunities for professional growth in a challenging and inclusive environment. The Land Trust's mission attracts qualified individuals to serve as its Board of Directors, a dedicated group of community leaders with expertise in law, land development, engineering, business, finance, and ecology. They live and work in Northwest Arkansas and meet regularly to direct the activities of the Land Trust.

OUTCOMES SUPPORTED   

KESSLER MOUNTAIN OUTDOOR CLASSROOM & NATURE CENTER

The Kessler Mountain Outdoor Classroom and Nature Center is a community collaborative effort coordinated by the Northwest Arkansas Land Trust. The mission is to raise the next generation of conservationists through research, outreach and education.

This unique program provides an outdoor learning experience for students of all ages, with a vision of teaching K-Ph.D. learners. Facilities include a ½-mile interpretive loop trail, native plant and rain garden, and a 1,500-square foot indoor nature center. The interpretive trail is open to the public sunrise to sunset daily. The nature center is available to schools and community groups through scheduled programs.

The Outdoor Classroom, located at the former Ozark Mountain Smokehouse off MLK in Fayetteville, provides environmental education programs for all ages, including guided field trips, open-house family events, the Kessler Mountain Speaker Series featuring local experts and other community programs. Field trip activities are designed to meet current Next-Gen Science standards.

OUTCOMES SUPPORTED



ACCREDITATION

The Northwest Arkansas Land Trust is the first Accredited Land Trust in the state and in the region. Accreditation is a mark of distinction earned by meeting national standards set by the Land Trust Accreditation Commission for excellence, including sound finances, ethical conduct, responsible governance and lasting stewardship.

OUTCOMES SUPPORTED



FUND DEVELOPMENT AND MANAGEMENT

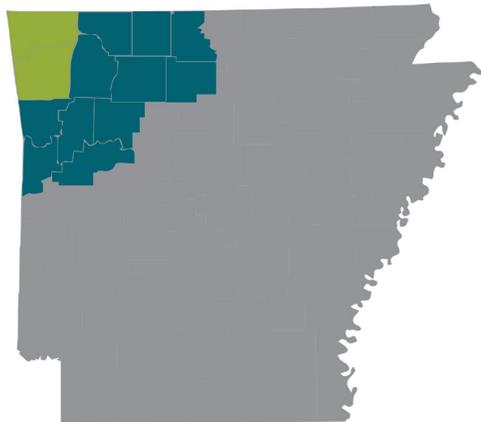
Funding is the foundation that supports the implementation of our mission. We develop and nurture meaningful relationships with donors and partners who have a vested interest in our work. Public and private financial support provides organizational stability and sustainability. We manage our funds responsibly to meet our current and long-term commitments. We pursue economically viable projects that maximize conservation and community impacts. We maintain strong organizational, financial and management tools. As we prepare for perpetuity, we invest in socially and environmentally responsible portfolios that preserve and grow our assets.

OUTCOMES SUPPORTED



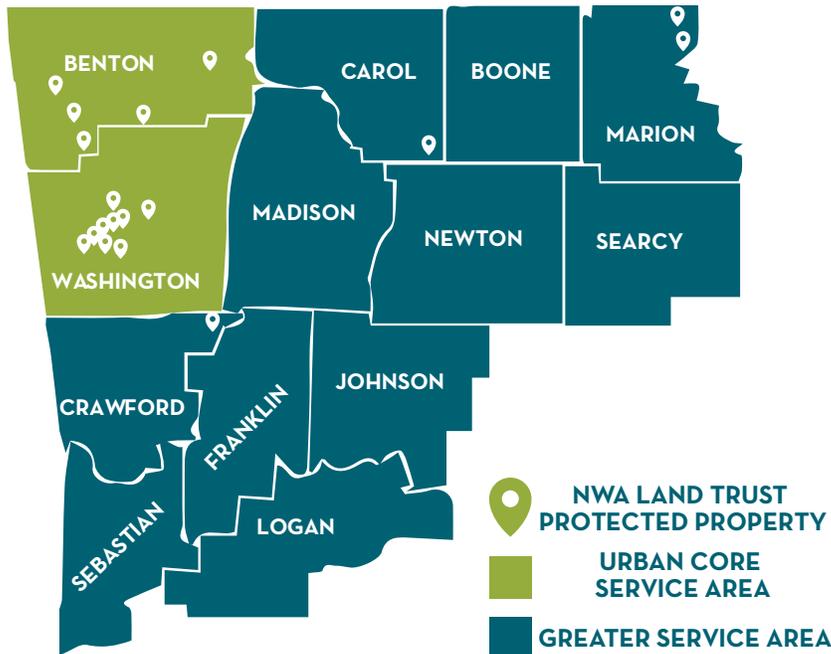
PROTECTING LANDS THAT ARE IMPORTANT TO OUR REGION

NORTHWEST ARKANSAS' ABUNDANT NATURAL RESOURCES ARE CRITICAL FOR OUR CLEAN WATER, LOCAL FOOD SUPPLY, WILDLIFE HABITAT AND STRONG ECONOMY.



3,290

ACRES CONSERVED IN NORTHWEST ARKANSAS



1 OUT OF 7
ARKANSANS GET
THEIR DRINKING WATER
FROM BEAVER LAKE

WITH CONTINUED URBAN DEVELOPMENT, NUTRIENT POLLUTANTS IN BEAVER LAKE WILL INCREASE AN ESTIMATED 14% AND SEDIMENT IS EXPECTED TO INCREASE 21%. DRINKING WATER TREATMENT COSTS ARE ESTIMATED TO SIGNIFICANTLY INCREASE AS WATER QUALITY DEGRADES

NWA OPEN SPACE PLAN



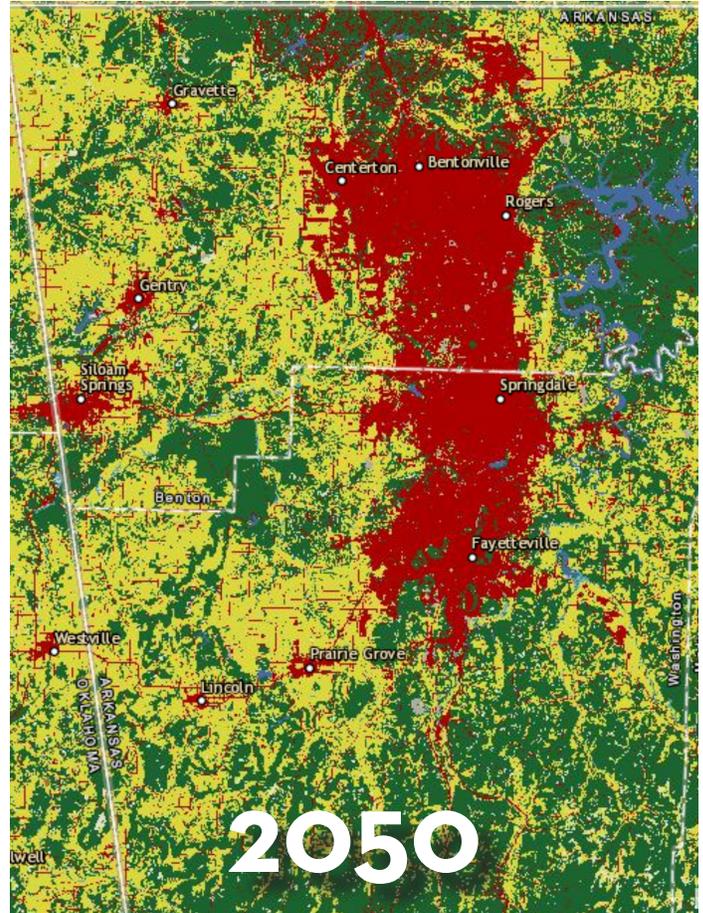
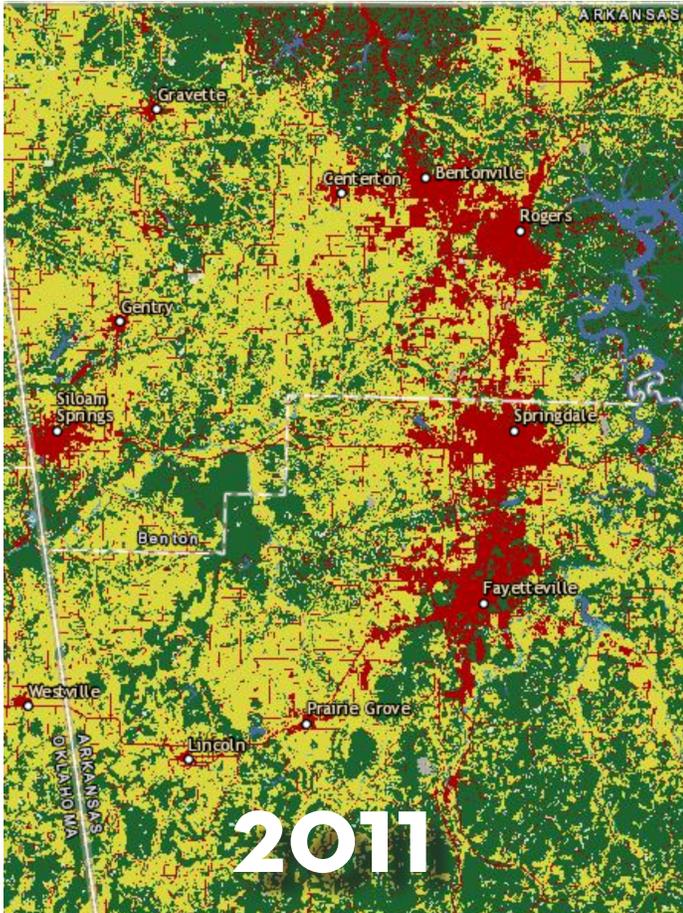
TOTAL CROPLAND IN OUR REGION
DECLINED 50% FROM 1997-2012

LAND FOR FARMING IS RAPIDLY DISAPPEARING, INCREASING OUR REGION'S DEPENDENCE ON OUTSOURCED FOOD SUPPLY.

USDA AGRICULTURE CENSUS

LAND USE CHANGE IN NWA METRO AREA

DEVELOPED LAND ■ PASTURE ■ FOREST ■



CLARK LABS 2050 CONTERMINOUS US LAND COVER PREDICTION 2016

JUST AS WE PLAN FOR PLACES TO BE DEVELOPED, WE MUST ALSO PLAN FOR PLACES TO REMAIN NATURAL. HABITAT LOSS AND FRAGMENTATION ARE AMONG THE LEADING CAUSES OF SPECIES DECLINE, INCLUDING THE ARKANSAS DARTER FISH, AND THE OZARK LONG-EARRED BAT.



\$1.8 BILLION TOTAL SPENT ON WILDLIFE-RELATED RECREATION

ARKANSAS REPORT: US FISH & WILDLIFE SERVICE



GENERATED BY OUTDOOR RECREATION SPENDING IN AR
2012 AR REPORT, THE OUTDOOR RECREATION ECONOMY

OUTDOOR RECREATION SUPPORTS HEALTH, CONTRIBUTES TO A HIGH QUALITY OF LIFE AND ATTRACTS AND SUSTAINS EMPLOYEES AND FAMILIES. INVESTING IN OUTDOOR INFRASTRUCTURE ATTRACTS EMPLOYERS AND ACTIVE WORKFORCES, ENSURING THOSE COMMUNITIES THRIVE ECONOMICALLY AND SOCIALLY.

CAMPAIGN INVESTMENTS



LAND ACQUISITION FUND

\$1,500,000

The Land Trust works with willing landowners to find a conservation path that works best for them. This includes land donations, conservation easements and other arrangements. In some cases, however, the only way to save key properties is to buy them. Through this campaign, the Land Trust will establish a land acquisition fund to quickly act on the purchase of vulnerable lands.



OPERATING RESERVE

\$800,000

We are committed to excellence in everything we do. From providing memorable opportunities for our community to connect with nature; to habitat protection and restoration and the removal of invasive species; to building relationships and working with partners to enhance and protect natural resources; to monitoring dozens of easements annually to protect the conservation values of the land; and to attract and retain the most talented staff possible. We believe there has never been a more critical time to protect our region. It takes a reliable stream of annual resources to maintain excellence and serve our thirteen-county service region.



STEWARDSHIP FUND

\$500,000

With each land project approved by our Board, our organization assumes the obligation to steward those properties forever. Annual stewardship activities include monitoring and enforcing conservation easements, managing our preserves, installing public access, maintaining trails, restoring wildlife habitat and enhancing water resources. As we protect more land each year, our need for the long-term land stewardship reserves necessary to fulfill our promise increases.

TOTAL: \$2,800,000

OPEN SIX PRESERVES TO PUBLIC ACCESS



HOST 24 VOLUNTEER STEWARDSHIP WORK DAYS



CONTRIBUTE 1,600 HOURS TO LAND STEWARDSHIP



ESTABLISH LAND STEWARDSHIP INTERN PROGRAM





HOW WILL LAND BE PROTECTED?

First, we rely heavily on conservation-minded landowners, just as we have for the past 15 years. The vast majority of high-value conservation land is privately held.

Land owned by the Land Trust is permanently protected as preserves. The Land Trust also sometimes facilitates the purchase of properties to be owned by a city and permanently protected by a conservation easement and stewardship collaboration with the Land Trust.

WHERE WILL PROTECTED LANDS BE?

The majority of land protected through this campaign will be in Benton and Washington counties, the two most rapidly urbanizing counties in Northwest Arkansas. The Land Trust will continue to work with landowners in all counties throughout our service region.

The Land Trust focuses on landscape-scale conservation, an approach that maximizes public benefit by protecting whole landscapes. Our priority landscapes protect drinking water, wildlife habitat, local food and farms, outdoor recreation and scenic resources.

Our goals are also strategically aligned with the Northwest Arkansas Open Space Plan. The Plan identifies areas throughout Benton and Washington counties that are most important for conservation. The Land Trust is the leading partner in implementing the Plan which serves as a valuable tool for smart growth in our region.

Dear Neighbors,

As Northwest Arkansas continues to develop into one of the country's most desirable places to live, work and raise a family, saving land is critical to preserving the way of life we all know and love – for us, and for future generations.

Yet as our region continues to grow, we are on pace to lose approximately nine acres per day to urban development. The built environment provides us with many important amenities, but just as we invest in places to be developed, we must also invest in places not to be developed. And we must act now to protect the forests, streams, hills and farmland that define our communities.

Through the Land for Life campaign, we aim to do just that. We've set an ambitious goal to forever protect an additional 5,000 acres of critical natural lands in Northwest Arkansas. We will open six preserves to public access, providing unique opportunities for families to connect with nearby nature. And we will continue stewarding these important landscapes so that people and wildlife will benefit for generations to come.

Since 2003, people like you have helped make land conservation a priority in our region by supporting the Northwest Arkansas Land Trust. We are more committed than ever to protecting our future - but we can't do it alone.

We need your help to meet our goal of raising \$2.8 million dollars for this important campaign. This funding will establish a land acquisition fund so that we can more readily act on the purchase of vulnerable natural areas and provide the long-term funding necessary to forever protect and steward the special places that matter most to you.

If you believe that clean water, wildlife habitat, places to connect with nature, family farms and local foods are important for us and our children, then you know, land truly is essential to life! I hope you will join us.

Yours in Conservation,

Terri L. Lane
Executive Director



KEEP NORTHWEST ARKANSAS NATURAL

SUPPORT THE LAND FOR LIFE CAMPAIGN - WAYS TO GIVE

MAKE A DONATION

When considering a gift, you can make a one-time payment or pledge your support to be paid out over time. All contributions are tax deductible!

GIFTS OF STOCK

Stock gifts can be donated to the Land Trust and may qualify for state and federal tax deduction.

BEQUESTS, CHARITABLE REMAINDER TRUSTS AND OTHER LEGACY GIFTS

Planned gifts are a wonderful way to carry on your legacy and your commitment to the work of the Land Trust. There are many planned giving options that can help you achieve your financial and philanthropic goals, while supporting the mission and work of the Land Trust. This may include:

- Including the NWA Land Trust in your will
- The gift of a qualified pension plan (401K, IRA, 403b)
- A gift through life insurance
- A gift with life payments or dividends
- Charitable gift annuities
- Charitable remainder trusts

CORPORATE GIVING

The natural environment is one of our greatest economic assets in Northwest Arkansas. As a corporate sponsor, your business will help protect our shared natural resources while gaining visibility. Corporate giving enables non-profits like the Land Trust to continue providing valuable services to the community.

EMPLOYER MATCH

Do you work for a community-minded business? Many employers will match your contributions because they know it is a great way to leverage your gift and make an even greater impact in our community.

HONORARIUM AND MEMORIAL GIFTS

Giving a tax-deductible gift is a great way to celebrate a holiday, birthday, or to remember a friend or loved one. Your contribution to the Land Trust might become an annual tradition made in their honor, or a lasting tribute to celebrate the life they lived.

GIFTS OF LAND

The gift of property can be an incredible way to share your love of the land, support the work of the Land Trust, and have a lasting impact on Northwest Arkansas while reducing your taxes and the burden of land management. Possibilities include:

- **Fee-simple** is the outright donation of the land. The landowner donates all rights, title and interest in the property to the Land Trust, and the Land Trust takes responsibility for the management of the property and the protection of its conservation values in perpetuity. A landowner may also choose to donate their land through a trust agreement with the Land Trust named as beneficiary.
- **A conservation easement** is a legal agreement between the landowner and the Land Trust that limits certain mutually agreed upon uses of the land in order to protect its conservation values. The landowner continues to own and use their land and they can sell it or pass it on to their heirs. The terms of the conservation easement stay with the deed and are upheld by the Land Trust in perpetuity.
- **Gifts of non-conservation real estate** can give a major boost to our land conservation efforts. For example, real estate in town, undeveloped lots, buildings or homes can all be gifted to the Land Trust, providing you with tax deductions, while helping the Land Trust fund other important local land protection projects.

The Northwest Arkansas Land Trust can help you develop a gift that benefits you and places we protect. If you are interested in making a gift, please contact a member of our campaign team today at 479-966-4666 or info@nwalandtrust.org.



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NORTHWEST ARKANSAS --- LAND TRUST

Thank you for investing in the Land for Life campaign. Your gifts to the campaign will be your legacy, preserving a landscape that will continue to offer life giving benefits of clean water, healthy native habitat, space for local food and farms, and a connection to the natural world for your community and the generations to come.



NORTHWEST ARKANSAS

LAND TRUST

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