



Protecting nature. Preserving life.™

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nature.org

Mark R. Tercek
President and Chief Executive Officer

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Charles R. Murray
4378 Longchamp Drive
Sarasota, FL 34235-3637

Dear Charles Murray,

As the first decade of the new millennium comes to a close, I would like to take a moment and express my sincere appreciation for your support of The Nature Conservancy. We have accomplished so much with members and friends like you by our side. It is truly a testament to your commitment to conservation.

In the face of tremendous economic challenges, the Conservancy has maintained its momentum, making incredible gains for conservation worldwide. Our efforts are propelled forward by the support of friends like you through our Adopt an Acre® program.

Our friends – individuals, schools and organizations – have made an incredible impact by choosing to adopt an acre with The Nature Conservancy. In fact, we've planted more than 5 million trees and added over 600,000 acres of land to the 119 million acres we protect worldwide – in places like Costa Rica, Brazil, the U.S. Northern Rockies and more. And, we are protecting the world's coral reefs through important projects like those in the Bahamas, the Dominican Republic, Palau and Papua New Guinea.

When you choose to adopt an acre with The Nature Conservancy, whether for yourself, or as a gift for a friend or loved one, we will invest your support wisely to save the fragile and threatened ecosystems that we all need to survive – from Africa's grasslands and savannas to the Appalachian peaks and valleys of the United States.

This holiday season, I hope you will consider adopting an acre – either for yourself or in the name of a friend or loved one (or both!) by making a tax-deductible gift of \$10, or more, today.

In return for your generous contribution, you – or the person you choose to honor – will receive all of our exclusive membership benefits, including a year's worth of our award-winning, quarterly publication, *Nature Conservancy* magazine, and a personalized gift pack. (For more information on the benefits of adopting an acre, please see the enclosed insert.)

You and I have a unique opportunity to confront the increasingly complex threats that face our natural world, and I'm confident that by working together, we can make incredible gains to advance conservation at the pace required to make a lasting impact for both nature *and* people, even if we begin one acre at a time.

Our work in the **Atlantic Forest of Brazil** is a powerful example of this. It is considered one of the world's most endangered tropical forests, and is home to 23 species of primates, 1,000



(Over, please)



species of birds and over 20,000 species of plants – an extraordinary array of biodiversity. But coastal development, urban expansion, agriculture, ranching and illegal logging have all contributed to the degradation of this once vast landscape. Today only 7 percent remains, much of which is in isolated fragments.

By adopting an acre today, you help bring areas like the Atlantic Forest back from the edge of collapse. Building on the Conservancy's extensive experience in reforestation efforts, and working with a team of local, international, public and private partners, we are pursuing an ambitious campaign to plant a billion trees – restoring or preserving 30 million acres of rainforest – by 2015.

You can also make a real difference in the **U.S. Northern Rockies**, a place where pristine lands and waters stretch as far as the eye can see, where wolves howl in packs, grizzly bears roam prairies and Chinook salmon spawn in cold mountain streams. As one of the fastest growing regions in the U.S., the Northern Rockies is facing unprecedented threats from human encroachment. Rapid growth and development could spell the end of the Northern Rockies' magnificent wildlife, as many of its animals require large ranges and intact migration corridors to survive.

Through Adopt an Acre, The Nature Conservancy is working with a strong network of partners to conserve the Northern Rockies and create a network of wildlife corridors connecting large tracts of land. We are doing this in a variety of ways, such as identifying and protecting 1.2 million acres to connect larger protected areas, restoring fire cycles and other natural processes, and promoting the sustainable management of working forests.

At the same time, we're relying on people like you to help us preserve other ecologically significant places, such as **Costa Rica's Osa Peninsula**. At Costa Rica's southwest corner, 400,000 forested acres of the Osa Peninsula jut into the Pacific Ocean. Only a strip of white sand beach separates the lush rainforest from the sea. Sadly, Osa's forests are starting to disappear as this once-isolated land increasingly attracts farmers, developers, miners and other local entrepreneurs that rely on the remarkable habitat as their source of income. The demands that they place on the environment threaten the populations of jaguars, howler monkeys, scarlet macaws and other animals that call this unique area home.

With the help of members like you, we are working to protect and maintain the Osa Peninsula's forests and coastal areas. For example, we are working with the Costa Rican government and other partners to connect a 100,000-acre biological corridor between the peninsula's two national parks to preserve a large swath of habitat area that will allow for these species' continued survival.

As the year – and the decade – draws to a close, I hope you will take a moment to reflect on your personal role in these conservation achievements, and that it will inspire you to reaffirm your support by adopting an acre today. It will make a world of difference for now and for future generations.

On behalf of everyone here at the Conservancy, best wishes to you and your family for a safe, healthy and happy new year.

Sincerely yours,



Mark R. Tercek
President and Chief Executive Officer

P.S. This holiday season, please consider honoring someone you care about by adopting an acre in their name – it's a unique gift that will allow them to be part of saving hundreds of thousands of acres of important and imperiled lands and waters around the world. Thank you!