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IT'S BEAUTIFUL. IRREPLACEABLE.  
AND SHOULD LAST FOREVER.

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LET'S CONSERVE THIS TOGETHER



**Western Sky Land Trust**

Conserving Our Sense of Place

THE BOW & BEYOND CAMPAIGN

## The Bow & Beyond Campaign

CONSERVING OUR IRREPLACEABLE RIVER VALLEYS

This treasured land connects us.  
But it is disappearing faster than you  
think. You can stop it by supporting  
the Bow & Beyond Campaign.





Imagine life here in southern Alberta without spectacular landscapes that stretch for miles, or glacier-fed rivers that surge from snow-capped mountains through the foothills onto the prairies.

This treasured land connects us. But it is disappearing faster than you think. You can stop it by supporting the Bow & Beyond Campaign at Western Sky.

The Bow & Beyond Campaign is our signature program to conserve 3,000 acres of irreplaceable river valley along the Bow River and its tributaries, one of the most significant natural features in Alberta.

### **The Power of Partnerships**

Western Sky Land Trust protects beautiful natural landscapes in southern Alberta forever. We're a small organization with big impact, because of our supportive partners.

Our approach to conservation is unique, like the land itself. We are the leading non-profit land trust in Alberta that focuses on the sensitive

watershed areas in the beautiful Bow River basin. We are very hands-on and connected to the people and property we work with. We will consider conserving any parcel of land, no matter its size or location in southern Alberta.

In 2004, we answered a call for help. Landowners and residents became troubled by how quickly their treasured landscapes were being lost to development. They were determined to conserve them.

We forged powerful partnerships with landowners and other conservation groups, citizens, businesses and government. We created Western Sky to keep this legacy of land intact for future generations. We do this by building positive, long-lasting relationships and promoting conservation with people who love the land as much as we do.

Together, we can continue to make a significant conservation impact in this beautiful region.

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“Western Sky Land Trust is well positioned to conserve the changing landscape of southern Alberta. It is an area of tremendous aesthetic and recreational value.”

– DAVID BISSETT  
PHILANTHROPIST & CONSERVATION ADVOCATE

### A Resource at Risk

Watersheds are lands where water from snow, rain and streams is caught and flows into larger rivers and bodies of water including the Bow, the region’s largest river. Watersheds like the Bow River basin are important natural forces in the world.

The Bow River basin is home to 1.2 million Albertans – more than one third of the province’s population – and the number keeps growing. This makes the iconic Bow the most densely populated river in Alberta. We embrace our thriving, robust region. But we also recognize the stress this growth can have on natural spaces.

Water is a powerful force in our lives. The flood of 2013 was a potent reminder of why we must never take our rivers for granted; why it’s so vitally important to conserve key watershed areas.

The Bow is an important source of water for drinking and irrigation. We rely on water from the Bow River for our cities and towns, farmland, industry and world-famous trout fishing.

Diverse wildlife like deer, moose and beaver and birds such as pelicans, herons and waterfowl flourish in the Bow River basin. **In southern Alberta, rivers, streams and wetlands provide habitat for 80 per cent of wildlife species, yet only 26 per cent of this land is considered healthy.**

And it could be lost all together unless we take action today.

**The Bow River basin faces a real and urgent threat. Human activity, economic development, population growth and climate change are stretching the Bow River basin’s capacity to the limit.**

Once this land is gone, we can never get it back.

### Goals for the Bow & Beyond Campaign

- Raise \$7.5 million to conserve 3,000 acres of river valley in perpetuity
- Protect, improve and restore sensitive natural areas
- Build awareness of the importance of healthy watersheds
- Encourage people to safeguard watersheds in their communities



We are focusing on the river valleys of the Bow watershed, specifically the Bow River and its major tributaries upstream of Siksika First Nation reserve to Banff National Park and the Eastern Slopes. Alberta Environment and Parks has described this as an area of national significance with high ecological value.

The 3,000 acres we will conserve through the Bow & Beyond Campaign are valued at \$34 million. We created The Bow Bank, a financial reservoir, to raise \$7.5 million to conserve this irreplaceable river valley in perpetuity.

For every \$1 million in contributions, we can conserve land worth four times more at \$4 million. As a land trust, Western Sky can yield tremendous value through partnerships and community support.

### Seeing Progress

With the help of our supporters, Western Sky has conserved more than 12,000 acres of natural land in southern Alberta to date.

We have reached out to nearly 70 landowners on the lower stretch of the Bow River downstream of Calgary to Siksika First Nation.

These conversations have resulted in more than 420 acres of conserved riverfront.

We are now turning our attention to land on the Bow and Elbow Rivers upstream of Calgary, as well as the Sheep and Highwood Rivers south of the city. We are contacting more than 250 landowners in these watershed areas to discuss conservation, land management and stewardship.

### Benefits for All

Why conserve Alberta's river valleys?

People benefit...from good health that comes from enjoying nature for recreation, exercise and stress relief.

Business benefits...from a growing workforce of people attracted to a region with beautiful landscapes that are valued and enjoyed.

Animals, birds, insects and plants benefit...from great biodiversity and healthier habitats.

And our economy benefits...from tourism revenue, appreciating land values near natural areas, and sustainable economic growth because demand and supply for water are balanced.

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Land is expensive to secure and steward. Funding is crucial to Western Sky's ability to conserve our region's vital landscapes.

#### **What is Your Legacy?**

This beautiful land should be here forever. Let's protect it now for future generations, while we can.

Land is expensive to secure and steward. Funding is crucial to Western Sky's ability to conserve our region's vital landscapes. We need your support and will proudly partner in a way that is meaningful to you.

The Bow Bank will accept cash, in-kind gifts and pledges from individuals, government and organizations that care about preserving this area for all Albertans.

#### ***Give a gift of land***

If you own land along the Bow or its tributaries, consider working with us to conserve it. We respect your values, we are flexible and we have the experience to make this decision easier for you. Land donations can also offer significant tax advantages.

#### ***Donate cash***

Cash donations - one-time or monthly - give Western Sky the greatest flexibility. We'll put your gift to work right away on timely and important conservation projects.

#### ***Securities***

Attractive federal tax laws allow you to donate securities without paying capital gains taxes, making this the least expensive way to give.

#### ***Bequests***

As days become years, our wish to create a legacy may become more important. Consider preserving land with an estate gift by including Western Sky in your will.

#### ***Sponsor parcels of land***

We invite you or your company to sponsor a parcel of land along the Bow. We would be delighted to talk about how we can partner with you to create a customized engagement program.

**Each of us has a choice. We have a unique opportunity to act now and preserve some of the most special places in our province.**

*Opposite photo: The Agrium Nodwell Nature Preserve, a Western Sky property located on the Bow River east of Calgary.*

## Will you join us?

### *Let's Talk*

We look forward to helping you make your conservation impact.

Please contact

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