

The Greenprint Partners Pledge Fund



A special prospectus for



"What you do makes a difference, and you have to decide what kind of difference you want to make."

– Jane Goodall



Litchfield Hills Greenprint
Collaborative

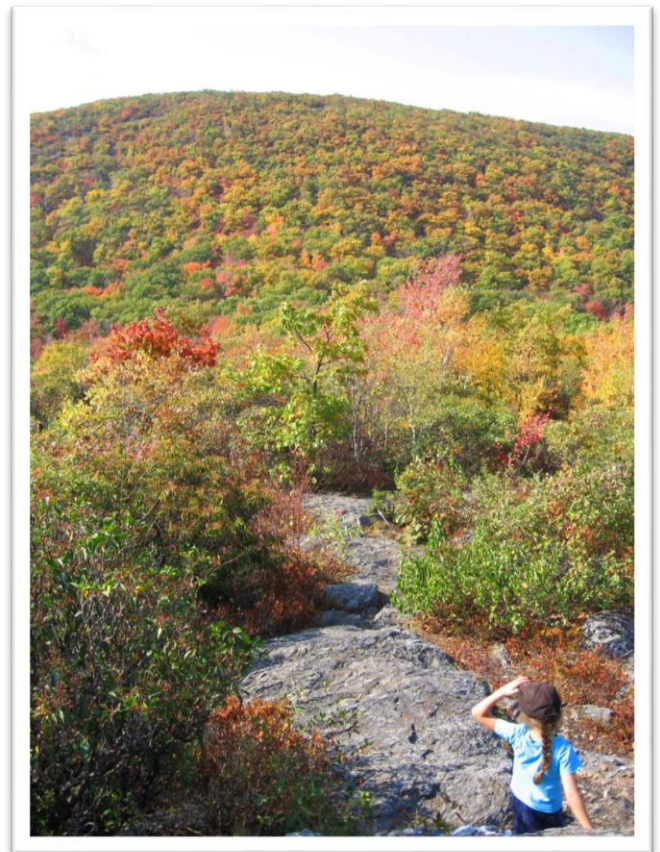


"As described, the Greenprint Partners Pledge Fund has the potential to be a game changer."
- Greenprint Partners Pledge Fund subscriber

Dear [REDACTED]; Thank you for your sustained and generous commitment to land protection in our region, and for being willing from time to time to consider supporting one of HVA's conservation priorities. We have the opportunity to help our partner **Sheffield Land Trust** protect **576 acres** in the heart of the Housatonic Valley in nearby Sheffield, Massachusetts. We cannot do it without you and we hope this chance to protect two adjacent farms in the Housatonic floodplain as a participant in HVA's innovative **Greenprint Partners Pledge Fund** will appeal to you.

By directing your gift through the **Greenprint Partners Pledge Fund**, you will be joining with other subscribers who are saving places that matter in some of the most significant and vulnerable parts of our landscape. HVA has the vision, the partnerships, and the experience to make it happen but **we need you** to make it possible for this project in Sheffield.

Local conservation organizations like Sheffield Land Trust are stretched to the limit responding to significant land protection opportunities in their communities, especially those projects that are large, complex and regional in nature. They cannot depend solely on the generosity of land owners for gifts of land or easements to protect what makes our region so special. By far, the most valuable service our land trust members need from HVA is additional private funding from across and beyond our region to protect important places. That's where the **Pledge Fund** comes in.

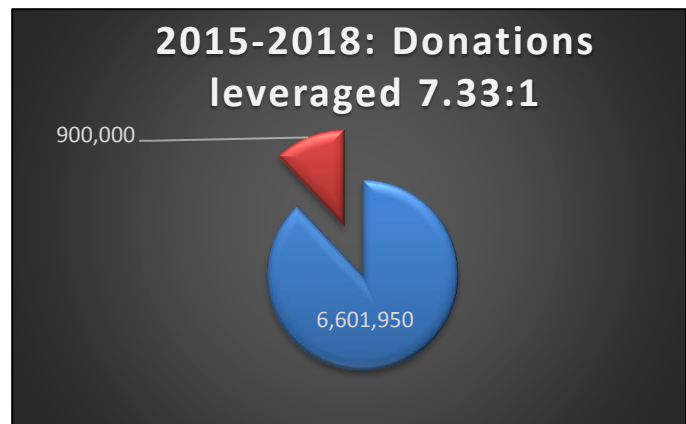


"By permitting high rates of extinction to continue, we are limiting the potential growth of biological knowledge. In essence, the process is tantamount to book-burning; but it is even worse, in that it involves books yet to be deciphered and read." – Senator James Buckley

The Greenprint Partners Pledge Fund offers its subscribers the chance to save some of the most exceptional places in our region, raising the bar for what is possible for us and our land trust partners to protect. We invite you to consider joining this effort to make a lasting difference for this land we love.

We have demonstrated proof of concept. It works and has already produced results.

Subscriptions to the Pledge Fund come from private individuals and family foundations with the ability to make a minimum gift of \$250,000 during a three year period. To date, the Greenprint Partners Pledge fund has directed **\$900,000** from our subscribers to four outstanding land protection projects, **leveraging \$6,601,950** in other public and private funds (7.33 dollars to every dollar pledged) and **saved 1,646 acres**.



How does it work?

⇒ As with your investments, you manage your own money until your pledge is called. Subscribers receive a prospectus prepared by the Greenprint for each fully vetted project recommended for funding. Each subscriber may choose to dedicate all or a portion of their pledge(s) to a specific project, or decline participation at that time. Confirmed pledges will only be called by HVA when required by the project's funding schedule, with the full \$250,000 pledge to be allocated within a 36-month pledge period. 100% of the land acquisition funding request is passed through as a gift to the recipient land trust or qualified agency. HVA retains an additional 5% of each gift to cover its administrative costs to ensure a sound transaction by the conservation organization that undertakes the land protection project.

⇒ We only seek donors who are able to participate without compromising their ability to continue to provide support to their local conservation organizations. If being a subscriber to the Pledge Fund would impact your ability to give generously to your other philanthropic priorities, keep supporting them. If you are among those with the vision and the capacity to do more, we offer you the chance to make the kind of impact with your philanthropy that you expect from your investment portfolio.

⇒ There are a number of advantages to structuring your local conservation philanthropy through the **Greenprint Partners Pledge Fund**:

★ **Certainty:** Your gift will be acknowledged for tax purposes in the year it is made, regardless of when the project closes.

★ **Return on investment:** You manage your own money until it is called. We guarantee to leverage your gift by at least 3:1 with other public and private sources of conservation funding. The Pledge Fund is currently performing at a much higher rate of return but will never fall below a 3:1 match for every dollar you give.

★ **Choice:** We bring you the opportunities. You choose the land protection projects that you want to support. We make sure they happen and pass the acquisition funding directly through to the organization that will protect the land.

★ **Impact:** Your gift helps our conservation partners accomplish regionally significant land protection where and when it needs to happen. It may be the final funding required to close the deal, or it may allow them to undertake additional projects makes projects that would otherwise exceed the local conservation community's current ability to finance. Subscribers living in other communities may choose to support your land trust's big project through the Pledge Fund, just as you may choose to support theirs.

★ **Privacy:** Your gift through the Pledge Fund remains anonymous unless you choose to identify yourselves. You will not be bombarded by funding requests from multiple conservation organizations because your gift is passed through HVA and identified with the Pledge Fund.

By 2023, HVA seeks total subscriptions of at least \$2 million to the Greenprint Partners Pledge Fund with at least 15 participating subscribers. \$2 million in annual gifts to the Greenprint Partners Pledge Fund, if fully subscribed over time, would provide keystone, private conservation funding leveraging at least \$6 million in public and private funding. We currently have more partners with important land protection opportunities seeking Pledge Fund support across our region than we have donors who have taken the pledge and joined this exciting and transformational effort. We have more land that will only be saved if we act together, and act soon.

The Batacchi Family and River Lea Farms

576 acres in the Heart of the Housatonic in Sheffield, Massachusetts



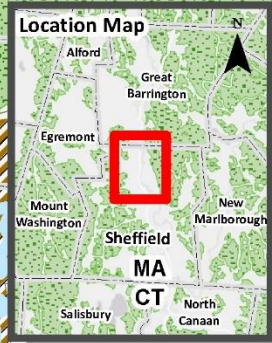
Sheffield Land Trust is a valued conservation partner with a proven record of successful transactions. Since its founding in 1989, the Sheffield Land Trust has helped to protect more than 50 properties representing almost 5,000 acres of forests, farms, wetlands, and rural countryside in a small community at the core of what The Nature Conservancy identified early on as one of its Last Great Places.

The two adjacent farmland projects in this prospectus represent nearly 600 acres of critical farmland, rare species wildlife habitat, and major river floodplain essential to the health of the watershed and the vitality of the local agricultural community. They are adjacent to the **Appalachian Trail** and part of a top priority habitat linkage identified by HVA and its partners in the contiguous **wildlife corridor** running from the lower Hudson Valley to Canada that we call **Follow the Forest**. They include one of only three remaining **federally threatened bog turtle** populations left in Massachusetts, and the only one of the three sites that is located on unprotected land. There is over a mile of **Housatonic riverfront** within River Lea farm alone. They are owned by local farming families with deep roots in the community and contain prime agricultural soils as well as important wetland habitats. [REDACTED]

[REDACTED]

[REDACTED]

Bataccchi & River Lea Farms Sheffield, Massachusetts



Map date: April 11, 2019



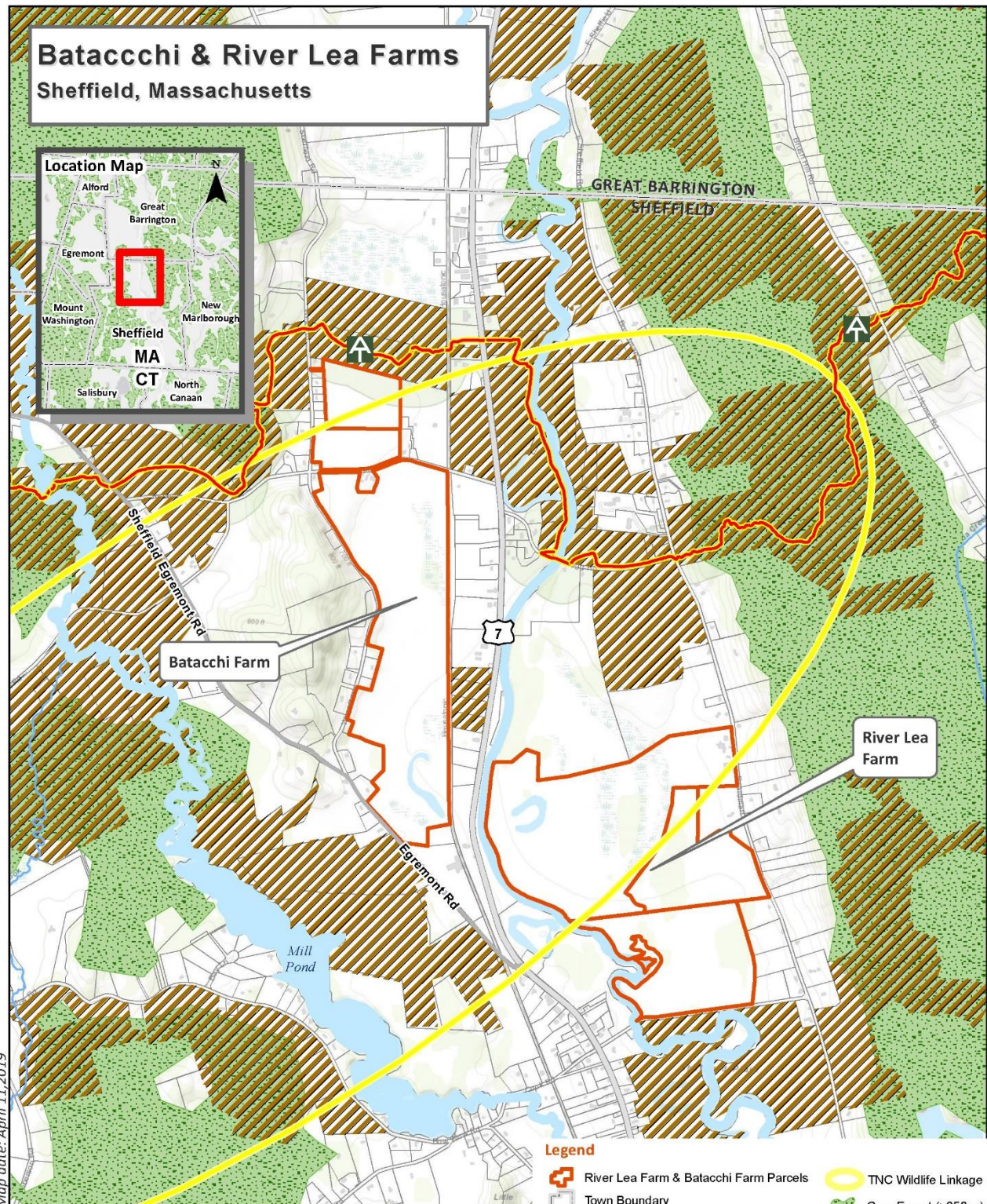
Map Prepared By:
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Housatonic Valley Association
www.hvatoday.org
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Legend

- River Lea Farm & Bataccchi Farm Parcels
- Town Boundary
- Parcel Boundaries
- Waterbody
- Watercourse
- TNC Wildlife Linkage
- Core Forest (>250ac)
- Marsh/Bog
- Wooded marsh
- Protected Open Space (MASSGIS-2018)
- Appalachian Trail



Sheffield Land Trust has secured most of the funding from public and private sources that it needs to complete these conservation easement transactions. We invite you to put them over the top, and as a new subscriber to the Pledge Fund to expand its conservation impact beyond northwest Connecticut and eastern New York where we have had our first successes.

★ The total cost of these paired transactions is **\$1,896,000**.

★ Sheffield Land Trust has secured two Agricultural Preservation Restrictions (APR) from the Massachusetts Department of Agriculture totaling **\$1,368,940**.

★ The land trust has raised another **\$227,060** in private support. They have the capacity and track record to raise another **\$100,000** and are actively fundraising in their community.

That leaves **\$200,000**.

Subscribers to the Pledge Fund have agreed that they will commit \$250,000 during a three year period to one of more Pledge Fund projects of their choice. We are asking you to make that commitment today.

[REDACTED], we are inviting you at this time to provide the final **\$200,000** needed to complete these transactions in Sheffield, plus **\$10,000** or 5% which HVA will retain to continue to develop and support other outstanding conservation projects like this with our land trust and agency partners.

⇒ Your \$200,000 passed through to Sheffield Land Trust will **leverage \$1,696,000** in public and private funding, an outstanding 8.48:1.

⇒ Your gift will bring the **total number of acres** conserved to date through the Pledge Fund to **2,220 acres** in five transactions that leveraged **\$8,297,950** in matching public and private funding.

⇒ Your 5% premium of **\$10,000** that HVA will retain from the full **\$210,000** we are seeking today will help us seek additional subscribers to the Fund and develop new projects for them to consider.

⇒ You will have opportunities during the next 36 months to choose another Pledge Fund project to which you would like to designate the final \$50,000 of your pledge.

We know you have many philanthropic commitments, [REDACTED] We trust you will evaluate whether you are able to join the Pledge Fund and help us with this pressing land protection need. We are asking you to make the difference for these special lands in Sheffield.

For HVA and on behalf of our partner Sheffield Land Trust, thank you for considering our proposal.

Gratefully yours,

A handwritten signature in dark ink, appearing to read 'Tim Abbott', with a stylized flourish at the end.

Tim Abbott
Regional Land Conservation and Greenprint Director
Housatonic Valley Association
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