



KEEP THE COAST *MAINE*



Maine Coast Heritage Trust is embarking on the largest coastal conservation campaign in the state's history. The Campaign addresses threats to the Maine coast by protecting vulnerable coastal land, caring for that land in perpetuity, and connecting people to it. Together, we can keep the coast Maine—today, tomorrow, and for generations to come.

KEEP THE COAST *OPEN*

KEEP THE COAST *WORKING*

KEEP THE COAST *HEALTHY*

KEEP THE COAST *BEAUTIFUL*



KEEP THE COAST *MAINE*

The Maine coast.
Those are three powerful words.

More than a name on a map, the Maine coast is an idea, an ethos, a feeling.

It is a place where nature is still big enough, still bold enough, to remind us that we are a part of it, when so much in today's world would have us forget. We are all in danger of forgetting, as are our children, and their children. Now we ask you to remember: the Maine coast is a finite resource. We cannot take for granted its ability to reconnect us and restore us. It can be built up, closed off, its ecosystems broken down. We know this. We've seen it happen.

We've also seen what happens when we, as individuals and a community, take initiative. When we say, leave the land open. Let the people come. Let the shorebirds feast. Let the alewives run. Let any person who wants to sit on this ledge of granite and watch the sun rise upon the next century we will never see.

This Campaign is about so much more than protecting land. It's about facing challenges ahead and keeping the coast Maine through it all. It's going to take you to make it happen. It's going to take all of us who love this place. And it's not going to be easy, but it is going to be worth it.

Kurt Klebe
Board Chair

Camie Barrow
Board Member, ShoreKeeper Advisory Committee Co-Chair





THREATS TO THE COAST

Over the next 80 years, according to conservative estimates, sea levels will rise six feet, taking an unprecedented toll on Maine’s coastal communities, and native plants and animals. At the same time, as cities to the south become increasingly hotter, Maine becomes increasingly attractive to seasonal visitors, and part-time and full-time residents—especially the 10,000 baby boomers retiring every day for the next ten years.

The Maine coast continues to be the fastest developing part of the state. With only 1% of the shoreline offering guaranteed public water access points for commercial and recreational use, all who live, work, and play here are already feeling the crunch.

Vulnerable Ecology

75% of Maine’s plants and animals are vulnerable to the negative impacts of climate change.



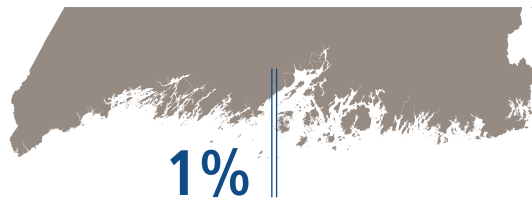
Increased Development

As rising temperatures make urban centers less habitable, demand for access to Maine’s relatively temperate climate will also rise. Meanwhile, retiring baby boomers continue to join the ranks of Maine’s visitors and residents.



Limited Access

Only one percent of Maine’s coastline has guaranteed public water access for recreation and commercial use.



Sources on the back page.

“As a changing climate makes coastal conservation even more challenging, Maine Coast Heritage Trust’s capacity to conserve vulnerable lands will be vital to sustaining a healthy Maine coast.”

— Andy Cutko, Director of Science at The Nature Conservancy in Maine



HERE'S WHAT'S AT RISK.



"For thousands of years my ancestors have been down here fishing and clamming. I was concerned I'd lose access to the flats. It's excellent, what Maine Coast Heritage Trust is doing, keeping this place open to the public for clamming."

— Roland Newall

A BOLD RESPONSE TO THE THREATS

Ignoring threats to the Maine coast is not an option. We're hearing from communities that a significant response is called for, and this is backed by thorough research and MCHT's 48 years of experience. In 2014, MCHT launched a \$125 million Campaign to make the most of the conservation opportunities before us and ensure a healthy, working, open Maine coast far into the future. This Campaign is about:



Creating more public access to the coast.

Beyond protecting access points on the coast for clamming, paddling, and everything in between, providing the resources required to manage those places to make them useful, accessible, and welcoming—for generations to come.



Protecting wildlife habitat.

Creating places of refuge for threatened animals, fish, and birds, while caring for those places so that these creatures can thrive as the coast becomes increasingly developed.



Saving the places people love.

While supporting Maine's smart growth and development, saving the peninsulas where families have long picnicked, the woods where they hunt, the ponds where they fish, the lands where they grow food—the places that make Maine an extraordinary place to live, work, and play.



Addressing climate change.

Facing the reality of a changing climate head on, identifying and protecting Maine's most important and resilient habitats, including salt marsh and coastal rivers.

DONORS ALREADY MAKING AN IMPACT

As of August 1, 2018, thousands of people, as well as philanthropic foundations and public agencies, have contributed \$85 million toward the Campaign. Their generosity is already making a positive impact up and down the coast.

CAMPAIGN GIFTS IN ACTION

Thanks to Campaign contributions from 2014 to date, so much has already been done to create more access to the coast, protect wildlife habitat, and connect people to the land.

This Campaign is protecting open land along the Maine coast, the fastest developing part of the state. Since 2014, donors have helped conserve a wide range of special places up and down the coast, from a sledding hill in East Machias to a key water access site in Tremont to the beloved Goslings Islands in Casco Bay—to name just a few.

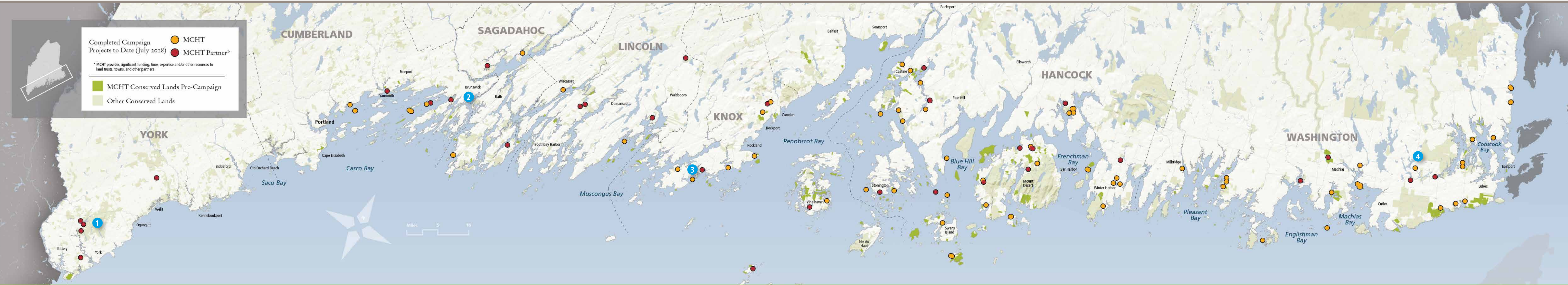
Early Campaign supporters have helped conserve large tracts of ecologically significant lands that will protect wildlife and make Maine more resilient to climate change in the decades to come. They've also protected important places near where people live—like a downtown park in Stonington, greenspace for community gardens in Milbridge, and an undeveloped peninsula in Brooklin offering miles of hiking trails.

This Campaign doesn't just protect land—it helps care for these places and make them accessible to the public. Since 2014, through generous donor support, MCHT's stewardship staff has put up signage, built new trails and campsites, cleaned shorelines, removed invasive species, and invited people to explore conserved lands through programs and special events.

Expanded public access to land and water in **45** coastal towns.

9,000 more acres of land conserved, including **40** miles of shorefront.

18 more miles of trails, making **82** miles total.



MORE WORK TO DO

Much has already been accomplished, but there are still dozens of critical conservation projects hanging in the balance. To the right are a few of them. Your support of the Campaign is critical to conserving these and other incredible places on the coast.

1 Supporting Conservation Initiatives

Mt. Agamenticus to the Sea

MCHT has a long history of partnering to help other land trusts and conservation organizations meet their goals. As a founding partner in the Mt. Agamenticus to the Sea Initiative, MCHT brings expertise and other support to help conserve natural lands, protect drinking water, and create a haven for wildlife and recreation in this region of southern Maine, which is experiencing extraordinary development pressure.



2 Partnering to Conserve the Coast

Woodward Point
In partnership with Brunswick-Topsham Land Trust, MCHT is working to conserve one of the last, undeveloped large tracts of coastal land in southern Maine and open it to the public as a preserve. This stunning Brunswick property offers open meadows, water views and access points, and helps keep the surrounding waters clean and productive.



3 Protecting Priority Islands

Clark Island

St. George's Clark Island is one of those rare islands connected to the mainland by a causeway—as accessible as an island gets. For decades, locals have enjoyed 120 undeveloped acres of rocky shoreline, beaches, and trails; today, the land is under threat of development. MCHT is fundraising to purchase, protect, and make Clark Island forever open to the public.



4 Stewarding Conserved Land

Rocky Lake

Thanks to generous donors we've already conserved 2,353 acres surrounding pristine Rocky Lake in Whiting. To protect the integrity of this outstanding wildlife habitat, create recreational opportunities, and ensure the land benefits the local community now and for generations to come, significant stewardship funding is still needed.



THE ORGANIZATION TO MAKE IT HAPPEN

Since 1970, Maine Coast Heritage Trust has helped protect more than 150,000 acres of land, created 130 public preserves with 82 miles of trails, and become a leader in Maine’s conservation movement. MCHT is the only land conservation organization with experienced staff living and working along the entire Maine coast, and is uniquely qualified to collaborate with partners and communities to deliver the greatest impact.

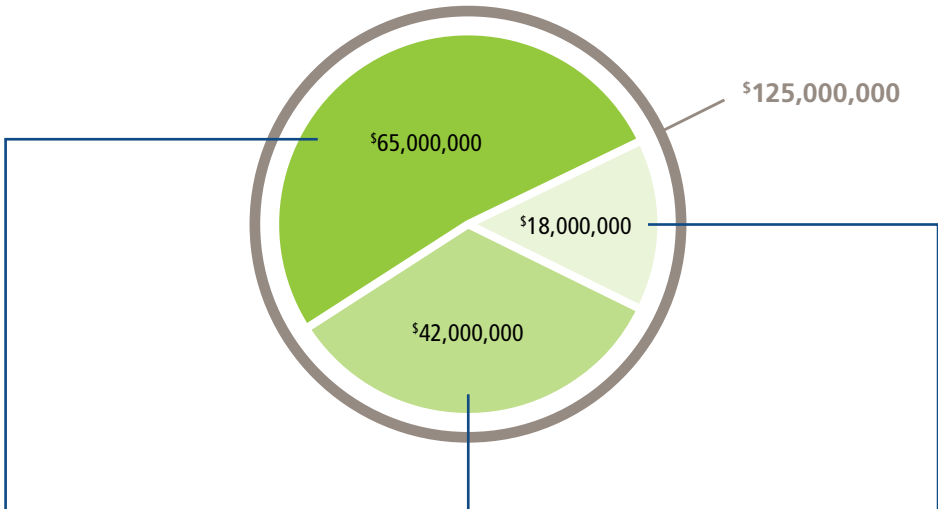


“Maine’s heritage and its future—both economic and cultural—depend on the careful conservation of the lands and waters that shape and define our coast and its communities. These efforts sustain those who make a living from the land and the sea, and provide respite for our spirits in an increasingly turbulent world. Now’s the time to act. I hope you’ll join me, my colleagues, and the thousands who have already stepped up for the Maine coast and make a gift to this Campaign.”

— Tim Glidden, President, Maine Coast Heritage Trust

HERE'S WHAT YOUR GIFT WILL DO

Every single gift to Maine Coast Heritage Trust supports the Campaign and is put straight to work. Here’s the financial breakdown of the Campaign, and more specifics about what your generosity makes possible:



Protecting Coastal Lands

- Guarantees every coastal community in Maine has quality public access to the coast
- Creates more shore access for recreation and commercial use
- Creates public parks where people live
- Protects large tracts of open land and wildlife habitat
- Conserves threatened coastal islands
- Prepares Maine for climate change through salt marsh protection and river restoration

Caring for the Land

- Guarantees protected lands are forever cared for
- Expands trail systems and camping opportunities
- Protects plants and animals through responsible land management
- Combats invasive species and other threats to biodiversity
- Mobilizes volunteers to help care for the land

Connecting People to the Land

- Strengthens Maine’s land trust movement by providing education, policy advocacy, training, and more for local land trusts
- Supports ongoing programs to connect people to the land—including at MCHT’s Aldermere Farm Preserve
- Brings people outside on special field trips and events
- Inspires the next generation of conservationists through a new internship program





EVERY 3 DOLLARS YOU GIVE
WILL BE MATCHED WITH
1 ADDITIONAL DOLLAR.



Thanks to the Bass Family Match, every three dollars you give to Maine Coast Heritage Trust will release another dollar, making your gift go even further.

KEEP THE COAST MAINE. GIVE TODAY AT [MCHT.ORG/CAMPAIGN](https://mcht.org/campaign)

Only you know what this coast means to you. Everyone has something to give, and every dollar, every hour, every voice of support counts. Thank you for your generosity.

- \$50 = Builds four feet of bog bridging
- \$100 = Pays for a water test on an MCHT preserve
- \$250 = Creates a welcome sign at an MCHT preserve
- \$500 = Maintains a mile of trail for a year
- \$1,000 = Covers the cost of monitoring two conservation easements for one year
- \$2,500 = Brings 40 students on a field trip to an island preserve
- \$5,000 = Provides one full summer internship
- \$10,000 = Protects approximately one acre in midcoast Maine

If you're interested in named giving opportunities or making a planned gift or gift of land, or for more information about how your gift will make a difference, please contact the MCHT Development Office.

Nicky Blanchard
Director of Development
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We have many recognition opportunities for donors giving \$50,000 to a million or more. Here are two of the many options:

- \$50,000 = **Trail Ambassador** Being named a "Trail Ambassador" means you'll be recognized in conjunction with a mile of trail of your choice.
- \$100,000 = **Island Keeper** Being named an "Island Keeper" means you'll be recognized in conjunction with the island of your choice.

"The value of this work came into focus when we woke up on Lanes Island Preserve with our daughter. It was a feeling like no other. We decided it was time to support the organization that makes experiences like this possible."

— Chris Moore and Ashley Shoukimas



KEEP THE COAST *MAINE*

If you love the Maine coast and want to keep it open,
healthy, working, and beautiful far into the future,
make your gift to Maine Coast Heritage Trust today.

#KEEPTheCoastMAINE



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Page three infographic sources

Top Manomet: *Climate Change and Biodiversity in Maine: Vulnerability of Habitat and Priority Species*
Middle Washington Post: *Do 10,000 baby boomers retire every day?*
Bangor Daily News: *Census survey: Maine's still the oldest, whitest state*
New York Times: *Think It's Hot Now? Just Wait*
Bottom Island Institute: *The Last 20 Miles, A Statewide Inventory by the Island Institute*