



BACKGROUND

THE NATURE CONSERVANCY OF CANADA

The Nature Conservancy of Canada (NCC) is a national, non-profit conservation organization that works to protect Canada's most ecologically significant natural habitats. Our mission is to protect areas of biological diversity for their intrinsic value and for the benefit of future generations. We work with individual landowners, community stakeholders and other conservation organizations and partners to secure lands through outright purchase, land donations and conservation easements.

NCC's work

NCC uses the best available conservation science to guide our efforts to **protect areas of essential biological diversity**. We apply a science-based Conservation Framework to guide our planning, land securement and land management activities. This Framework entails *setting priorities, planning sites, conservation action and measuring success*.

Because of the intersection of biodiversity and threat, much of NCC's work is focused in southern Canada. As pressures increase on these ecologically significant lands, we are turning to larger-scale projects. NCC has invested more than \$2.5 million in the development of Conservation Blueprints (or ecoregional plans) for Southern Canada - assessments that are used to define the natural areas that matter most to Canada's natural heritage.

Within these larger-scale projects, **detailed conservation plans** are developed to identify individual properties targeted for securement, establish long-term land management plans and engage the community.

Why land conservation is important

- Natural lands are **vital to Canada's ecological integrity, clean air and water**. Conserving these areas contributes to the **health and well-being of all Canadians**.

Some of our country's most important natural areas are in **southern Canada**. More than 70% of Canada's species at risk are found on 10% of the land along the Canada-U.S. border. This is the same 10% where 90% of Canada's population lives and works, and where much of the land is privately owned.

- Canada's natural areas are **part of our national identity**. Conserved lands are a real and lasting expression of Canada's commitment to ensuring a legacy for future generations.

NCC's approach

The effective conservation of Canada's biological diversity is not achievable by one organization alone. The scope and urgency of our mission requires that we develop and maintain **alliances with many different sectors** to work toward a common goal. Each NCC project brings together a range of partners that may include individual landowners, community groups, other conservation groups and land trusts, corporations, foundations and government.

NCC empowers Canadians, showing how they can take direct action to save the lands and wildlife that make this country great. NCC is **rooted in communities** and has a strong foundation of local community involvement. **Engaging landowners in conservation** is key to addressing the issue of ecological integrity around parks and protected areas and on a broader scale. Our conservation results are based on positive, collaborative relationships with local landowners, enabling compatible land uses such as ranching, to continue.

NCC's scope

NCC works across Canada, both **regionally and nationally**. Our 21 regional and community offices are highly effective at developing partnerships, raising funds and implementing long-term conservation projects within the context of overall national direction.

Over **100 key volunteers** (respected scientists, community leaders, business executives and other professionals) serve on NCC's boards and committees to assist with setting priorities and raising funds. NCC is a strong nationwide organization with over **32,000 supporters** from coast to coast.

NCC's progress

Established in 1962, NCC is **Canada's leading land conservation organization** focused on biodiversity conservation. We've experienced exceptional growth since 1998: our number of land transactions per year has almost tripled to over 140; yearly revenue increased from approx. \$8 million to over \$55 million; and our individual supporter base quadrupled to 32,000.

NCC produces **results you can walk on forever**. We have helped to conserve more than 1.9 million acres of ecologically significant land across Canada since 1962. Last year alone, NCC secured over 46,056 acres -- land valued at over \$45 million, home to 121 species at risk.

NCC conservation projects span every region in Canada, from globally important wetlands on the Atlantic coast and centuries-old forests in central Canada, to endangered prairies and prime mountain wildlife habitats in the West.

**For more information on NCC visit
www.natureconservancy.ca**