



Western Reserve Land Conservancy

land • people • community



“Man shapes himself
through decisions
that shape his
environment.”

RENÉ DUBOS, MICROBIOLOGIST

We believe in putting down roots.

Northeast Ohio is more than a place on the map to us — it's our home and yours, and it urgently needs our help to thrive.

Western Reserve Land Conservancy's work helps create healthy and thriving communities. As the largest land protection organization in Ohio, we don't just protect land, we also address the root causes of land loss. Our holistic approach conserves vibrant natural areas, permanently preserves family farms, and helps make cities healthier places to live through planting trees and removing blighted homes.

Now, we're launching a campaign to strengthen and grow our organization and address the urgent land conservation and restoration needs of our communities.





Right now, the Land Conservancy needs your support to conserve cherished keystone properties, connect people to nature, and sustain organizational excellence forever.

CONSERVE

CONNECT

SUSTAIN

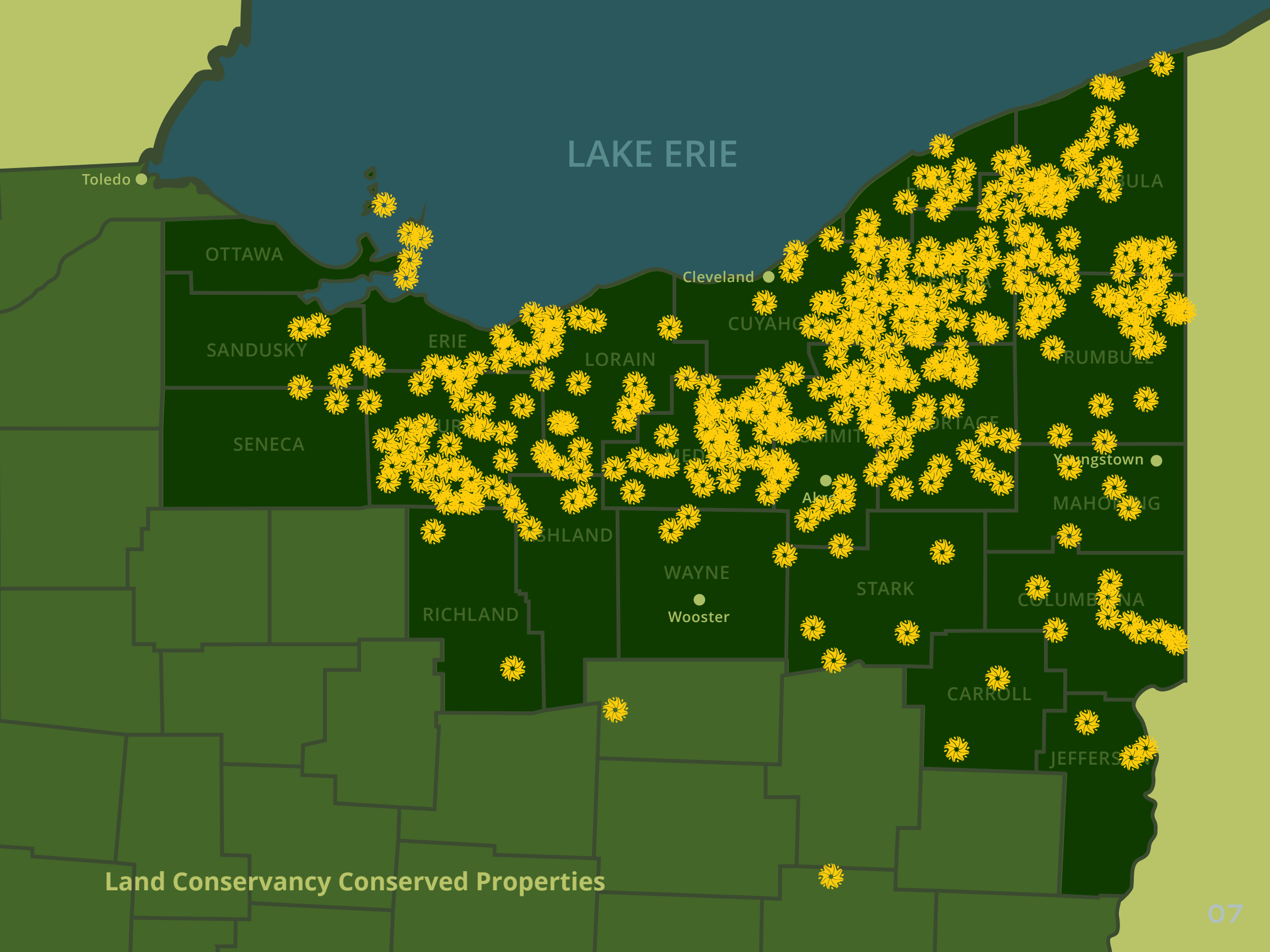
CONSERVE

Urban sprawl is paving over our invaluable natural assets.

As people move away from underserved urban areas for the suburbs, poorly planned development consumes more and more family farmland as well as pristine and ecologically important natural areas. The Land Conservancy works hard to help Ohio cities thrive, but we also know how important it is to proactively preserve the land we love.

Western Reserve Land Conservancy is uniquely capable of conserving significant and cherished keystone properties across northern and eastern Ohio.

To date, we have permanently protected 750+ properties totaling more than 56,000 acres of land—but our work is far from done. There are many more precious places that remain vulnerable to development.



LAKE ERIE

Toledo

OTTAWA

SANDUSKY

SENECA

ERIE

LORAIN

Cleveland

CUYAHOGA

ASHTABULA

TRUMBULL

Youngstown

MAHONING

ASHLAND

WAYNE

Wooster

RICHLAND

STARK

COLUMBIA

CARROLL

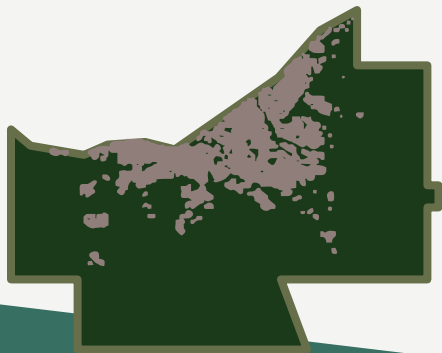
JEFFERS

Land Conservancy Conserved Properties



Once land is gone, it's often gone forever.

In **1950**,
Cuyahoga County
was semi-rural.



By **2000**, it was almost completely
developed—even though its
population had declined.



Our region's population is
shrinking, but **more and
more of our cherished land**
continues to be developed.

Local conservation scientists agree that in
order to support a healthy region, we need

600,000 acres

of parks, greenspace, and conservation land.

Today, regional partners have collectively conserved only

half of what we need.

When the land thrives, so do people and so does our economy.

The presence of healthy greenspaces, lakes, and streams has positive economic benefits, from removing air pollution to managing stormwater.

Vibrant and protected natural areas also support a strong outdoor recreation industry that not only provides places for Ohioans to roam and play, but also attracts tourism from outside our region and generates **\$17.4 billion in spending** and nearly **200,000 jobs** each year.





We are proud to stay grounded.

In Ohio, our soil is among the best in the nation. So it should come as no surprise that our state's top industry is agriculture, which supports **one in six Ohio jobs**.

But the state's average annual loss of 110,000 acres of farmland accounts for an **economic loss of about \$73 million** in agricultural output. Multi-generational, family-owned farms are often the first to go, as they are more vulnerable to economic downturns. The Land Conservancy plans to permanently conserve 150 farms over the next five years to help Ohio and local farmers prosper.

CONNECT

Northeast Ohio's health is rooted in our land and water.

More than 40 years of scientific studies prove that being exposed to nature improves human health and wellbeing—experiences with nature make us healthier, happier, and smarter. Access to nature strengthens the immune system, encourages higher levels of physical activity, and reduces stress.

In neighborhoods with more greenspaces, we often find better connections among neighbors and a greater sense of community.





A healthy environment gives rise to healthy communities.

People in communities with abundant greenspace enjoy better health.

Nearby nature experiences reduce stress and improve wellness.

Since 1987, we've created more than

170 public parks and
publicly-owned preserves,

10,000+

acres in total.

Cleveland's tree canopy cover was once more than 40%. Today it stands at just 19% and is in decline. Western Reserve Land Conservancy plays a leading role in urban reforestation efforts, with

12,000+ trees

planted and distributed to date.



Western Reserve Land Conservancy is uniquely capable of tackling the complex land use challenges facing northeast Ohio communities.

We are Ohio's largest land trust and noted to be one of the top in the country. Our staff includes a diverse group of passionate and experienced professionals. Our track record is unmatched.

After the **foreclosure crisis** ravaged Ohio cities, the Land Conservancy stepped up to help communities devastated by the presence of 100,000 vacant and abandoned homes.

We helped establish **55+ county land banks** and secured an astounding **\$440 million** in public funding for these entities to tackle blight.

Between 2011 and 2015, our

\$2 MILLION

Conservation Fund was used to acquire and preserve

\$27 MILLION

of vibrant natural areas.

SUSTAIN

It's our responsibility to make sure future generations benefit from our successes.

Our cities, our natural areas and our farmlands don't just need our support today. They need us there to help them flourish tomorrow.

Once we conserve a property, our work has only just begun. Every year, our dedicated land stewardship team visits protected properties, reviews land management plans, marks property boundaries, issues approvals, reviews legal documents with our attorneys, and solves problems. It takes a lot of elbow grease to turn each hard-won victory into an enduring legacy, and we're ready to roll up our sleeves.



Long-term stewardship is the only way to keep our work alive.

The Land Conservancy is currently upholding

750+

conservation easements —
and adding

50–70

every year.

A typical donated conservation
easement project costs the
Land Conservancy

\$28,000.

We grow every dollar.

Natural Lands Conservation

\$12 Million

Leveraging public and private funding to conserve our mature forests, scenic rivers, vital wetlands, abundant wildlife, and great Lake Erie.

Farmland Conservation

\$3 Million

Assessing the conservation value of prime farmland and creating unique agreements that benefit local resources and meet owners' needs.

Thriving Communities

\$5 Million

Revitalizing Ohio's urban centers to help communities attract economic growth and support safe, beautiful neighborhoods.

Reforest Our Cities

\$4.5 Million

Building capacity and creating public funding strategies to inventory, plant, and maintain thousands of trees in urban settings.



Our resourcefulness and fiscal responsibility have served us well — we have a stellar reputation for doing more with less. Now, we're embarking on a comprehensive campaign with a \$35 million working goal to take the next step and amplify our impact.



Parks and Preserves

\$2.5 Million

Creating 12 new signature Land Conservancy nature preserves, providing public access and educational opportunities.

Trails and Greenways

\$3 Million

Providing dedicated funding to create publicly-owned preserves and natural spaces to ensure that everyone can access the benefits of nature.

Stewardship

\$5 Million

Ensuring funds for stewardship of existing properties, legal defense and scholarships for Conservation Easement landowners in perpetuity.

We can't do this without you.

The window of opportunity for preserving our region's natural resources is closing fast. We can work together to help shape a vibrant, livable region with natural amenities that others envy, or we can hope for the best.

The choice is ours.

The image shows two handwritten signatures in blue ink. The signature on the left is 'Ruth S. Eppig' and the signature on the right is 'William C. Mulligan'.

Ruth Swetland Eppig, Co-chair
William C. Mulligan, Co-Chair

Campaign Leadership

Ruth Swetland Eppig, Co-Chair
William C. Mulligan, Co-Chair

Laurence A. Bettcher
Kevin Connor
William J. Hlavin
Elizabeth B. Juliano
Scott Mueller
Mitchell Schneider
James C. Spira
Loyal W. Wilson



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