

Philanthropist Supports Oregon's Future

The family of John Gray recently announced an unprecedented gift to Oregon's land trust community, a \$4.5 million grant to build the capacity of land trusts to conserve the lands most important to their communities. The generous grant was made shortly before John's death in October through the Yarg Foundation, a Gray family private foundation, and will be disbursed to members of the Coalition of Oregon Land Trusts.

The money will be used exclusively for the Oregon Advancing Conservation Excellence program through the Land Trust Alliance, which hired Oregon land trust veteran Brad Paymar to manage the program. "This gift is meant to be a catalyst," said John Gray when planning the gift. "I want Oregonians to take an active role in being stewards of this land, and to join my family in committing to funding conservation and restoration." •

Making Planning Relevant and Fun

What do people care about in their towns? How can they come together to build stronger communities? The Orton Family Foundation's Heart & Soul Community Planning approach partners with towns in New England and Rocky Mountain states to find answers to those questions.

In 2012, the foundation awarded its second round of two-year grants, providing \$100,000 plus technical support, training and other expertise to each of six towns. "We work with our towns to get everyone at the table—seeking the broadest possible participation—and we do that by making planning relevant and fun," says Betsy Rosenbluth, foundation acting executive director. "That means getting out of City Hall and meeting residents where they live or work. It means using innovative methods, like the arts and storytelling, to learn what folks value most and then use the values as the basis for decisions about their community's future."

For example, a downtown story kiosk, story podcast, story circles and story sharing at the local theater helped the past grant recipient of Victor, Idaho, form five core values at the heart of planning guidelines adopted by the city council in 2011.

The foundation is developing trainings and a Heart & Soul project framework and handbook, all of which will help other towns independently adopt and adapt this groundbreaking approach.

Visit www.orton.org, and also read about land trusts and community planning on pg. 14 of this issue of *Saving Land*. •



Will Allen, the founder and CEO of Growing Power

COURTESY OF GROWING POWER

Growing Power's Reach about to Expand

In a three-acre space, Growing Power's community food center in Milwaukee produces more than one million pounds of food a year through year-round vegetable gardens, livestock and fish production.

Farmer Will Allen is founder and CEO of Growing Power, a nonprofit organization that has raised awareness and provided training about urban farming across the country. Thanks to a \$5 million grant from the W.K. Kellogg Foundation, Growing Power will provide extensive capacity-building support to community food centers in Detroit, New Orleans, Taos, and in the Mississippi Delta region of Arkansas and Mississippi. The grant will help them produce fresh, locally grown food, train new farmers and provide healthy produce for families in low-income neighborhoods and communities of color in a way that is tailored to local needs, resources and culture.

A former professional basketball player with farming roots, Allen spoke at Rally 2011 in Milwaukee. The point he makes in every speech is that "if people can grow safe, healthy, affordable food, if they have access to land and clean water, this is transformative on every level in a community. I believe we cannot have healthy communities without a healthy food system."

See www.growingpower.org. •

Charitable Giving Ups and Downs

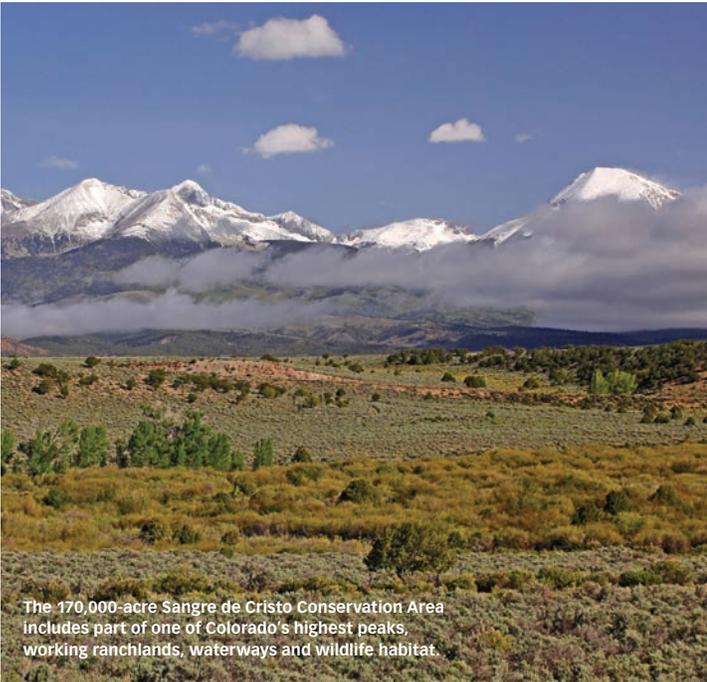
Nonprofit organizations have been struggling to hold steady on fundraising, and the smallest groups were hardest hit by the lackluster economy in 2011, according to the annual "Fundraising Effectiveness Report" by the Association of Fundraising Professionals and the Urban Institute.

Although total giving to nonprofits rose in 2010 and 2011, gains were offset by losses. Every \$100 in giving by new donors was offset by \$100 in donor attrition or declines in gifts.

On the brighter side, the return to a flat level of giving is a significant improvement from 2010, when \$105 was lost for every \$100 gained, and from 2009, when \$119 was lost for every \$100 gained.

Report authors advise fundraisers to focus their efforts on building and maintaining relationships with their donor base, advice *Saving Land* expands upon in this issue's Fundraising Wisdom (pg. 32).

Find the report at www.afpnet.org/FEP. •



The 170,000-acre Sangre de Cristo Conservation Area includes part of one of Colorado's highest peaks, working ranchlands, waterways and wildlife habitat.

U.S. FISH AND WILDLIFE SERVICE

Mosaic of Public and Private Lands Created

Colorado's largest, contiguous block of privately owned ranches will be protected as part of the National Wildlife Refuge System. Nearly 170,000 acres, the Sangre de Cristo Conservation Area is at the heart of the Sangre de Cristo mountain range and borders the Sangre de Cristo Wilderness near Great Sand Dunes National Park and Preserve. The two ranches in the conservation area, Blanca and Trinchera, will remain in operation.

Secretary of Interior Ken Salazar announced the conservation area this past summer as part of the America's Great Outdoors initiative. Colorado Open Lands, a statewide land trust, joined the transaction by revising an 80,000-acre easement it has held for a decade to become part of the conservation area. In addition, the landowner and easement donor, Louis Bacon, has committed to donate a conservation easement on the adjacent 90,000-acre property to the U.S. Fish and Wildlife Service.

"This is the largest single conservation easement ever donated to the U.S. Fish and Wildlife Service," said Salazar, "and it happens to be in one of the most beautiful places in the country."

"We are too quickly losing important landscapes in this country to development, and I worry that if we do not act to protect them now, future generations will grow up in a profoundly different world," said Bacon. •

A Child's Dream Takes Root

When 9-year-old Katie Stagliano grew a 40-pound cabbage from a school seedling project in 2008, she brought the cabbage to a local soup kitchen and it helped feed 285 people. That was the beginning of Katie's Krops, a nonprofit with 51 gardens in 22 states growing food for local food pantries and soup kitchens. Now 14, Katie received a Clinton Global Citizen Award in 2012. Katie's Krops also offers grants to other kids to start gardens in their communities to fight hunger. See www.katieskrops.com/apply-for-a-grant.html. 🌱



Katie Stagliano

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