

# OUR WATER

## CAMPAIGN IMPACT REPORT



The Nature  
Conservancy



**OUR** CAMPAIGN  
FOR  
CLEAN  
WATER  
**WATER**

# Your Contributions



Thanks to the groundswell of support from generous donors like you, we have made a big splash for water conservation! Whether you just got your feet wet or jumped right into the deep end of this campaign, you have made a lasting impact on the lands (and waters!) on which all life depends. Throughout the Our Water Campaign, as both a board member and a chapter director, I have been amazed and humbled by what TNC supporters have been able to achieve for our water in Minnesota, North Dakota and South Dakota.

This report offers but small glimpses of all we've accomplished together. But rest assured, we have collectively and will continue to advance water conservation from the headwaters of the Mississippi River to the ranchlands of North and South Dakota. Thank you for partnering with, and putting your trust in, The Nature Conservancy as we work toward our vision of a world where people and nature thrive. As we face down big challenges like climate change and biodiversity loss, I'm grateful to know that we are backed by a strong and dedicated community of conservation supporters and advocates. **Thank you!**

**Ann Mulholland**  
MN-ND-SD Chapter Director  
The Nature Conservancy



# 8,400

The number of farm **acres enrolled in the Ecosystem Services Market Consortium**, a new and innovative pilot project advancing soil health in Minnesota.



# 3.5 million

The **number of trees planted** by TNC in northeastern Minnesota, protecting Lake Superior and its coldwater tributaries.

# in Action



# 93

The number of **shoreline miles protected** by TNC practitioners and partners in the Mississippi River Headwaters Area.



# 250

The number of people who raised their hands as **tree planting volunteers** in support of healthier watersheds and more resilient communities.

# \$100+ million

The amount of **public funding secured** for conservation toward our 10-year, \$500 million goal.



# 580

How many **clean water advocates** we engaged through community forums with Minnesota state legislators.



# 8

How many active **soil health demonstration sites** we've helped establish across Minnesota, bringing real-life results to curious and on-the-fence farmers.



# 41,553

The number of acres of **native grassland protected** by TNC and partners in South Dakota.

# SUCCESS STORIES

“We created whole new protection programs that worked, now partners administer and the work goes on without TNC.” — **Rich Biske, Resilient Waters Director**

## PLANTING MILLIONS OF TREES

“In 50 years, when the models are really predicting significant climate changes, these trees are gonna be at the appropriate age to provide shading and riparian benefits.”

**Dean Paron, DNR Fisheries Supervisor**



## MAKING COVER CROPS MORE ACCESSIBLE

“I’m using half as much fertilizer as I ever did before, using half as much diesel fuel as I did before, and my yields have increased every year I’ve done this. All good things.”

**Scott Lightly, Farmer**

## RESTORING WETLANDS ON PRIVATE LAND

“I just still can’t believe how beautiful this has all turned out... The amount of ducks that have come back—just in the last five or six years—is incredible.”

**Chuck Betterman, Farmer**



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