

FINAL CAMPAIGN REPORT 2018–2024

a FORCE for **NATURE**

THE SONOMA LAND TRUST CAMPAIGN

Celebrating our collective impact



a FORCE for NATURE

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We are grateful to the volunteers who led the campaign, fostering relationships and garnering resources to make our work possible.

CAMPAIGN CO-CHAIRS

Simon and Kimberly Blattner Tim Portwood and Jim Lauber Harry and Dee Richardson

CAMPAIGN STEERING COMMITTEE MEMBERS

Marie Andel Steven Hightower Ellie Rilla
 Scott Hafner Nancy Otto Allison Sanford

LEADERSHIP COUNCIL MEMBERS

Sue Conley Peter and Ginnie Haas Mary Love
 Rob Das The Late Dick Hafner Bill Osterland
 Lynne Deegan-McGraw Hal Hinkle Jean Schulz
 Ken and Akiko Freeman Quincey Imhoff

BOARD MEMBERS DURING THE CAMPAIGN

Scott Hafner, Chair Dianne Brinson Nancy Otto
 Gregory Appling, Vice Chair Clay Clement Tim Portwood
 Philip Jensen, Vice Chair Anita Das Allison Sanford
 Ellie Rilla, Secretary Frank Dean Judy Scotchmoor
 Marie Andel Liz Fisher Wendy Smit
 Jennifer Bice Duncan Higgons Gymmel Trembly
 Simon Blattner Steven Hightower Lewis Warren
 Robert Brent Quincey Imhoff

Eamon O'Byrne, Executive Director

JOIN US AND BE A FORCE FOR NATURE

For more information about Sonoma Land Trust, please contact Shay Lozano, Philanthropy Operations Associate, at (707) 526-6930 x 835 or shay@sonomalandtrust.org



Simon and Kimberly Blattner



Tim Portwood and Jim Lauber



Harry and Dee Richardson

MESSAGE FROM THE CAMPAIGN CO-CHAIRS

What an honor it has been to co-chair "A Force for Nature: The Sonoma Land Trust Campaign"! We were thrilled to engage with thousands of people, dozens of foundations, and government agencies who joined forces to conserve the natural resources that sustain us.

Thanks to you and the more than \$109 million you committed during the campaign, we are making our community more resilient to the effects of climate change and preserving the beauty and biodiversity of the region.

This campaign report highlights some of the supporters who took part in the campaign and many of the projects that were funded through their donations. To read more about our projects, partners, and donors, please visit sonomalandtrust.org/a-force-for-nature

Thank you for supporting Sonoma Land Trust during the campaign and into the future. Together we are conserving some of the most beautiful and ecologically significant land in the region.

With Gratitude,
 Campaign Co-Chairs

FINAL RESULTS



14 PROJECTS
 CONSERVATION PROJECTS
 COMPLETED



\$70,132,713
 RAISED AND SPENT
 DURING CAMPAIGN



8,726
 ACRES
 CONSERVED

5,736
 TOTAL
 SUPPORTERS

\$39,233,295
 PLANNED GIFT COMMITMENTS
 FOR THE FUTURE

6
 YEARS

\$109,366,008
 TOTAL RAISED DURING CAMPAIGN

A Force for Nature was a six-year comprehensive campaign to fund conservation of the land and natural resources, and to prepare ourselves for the impacts of a changing climate already underway. It funded all that we have done over the past six years and sought commitments to fund our work in the future. It officially concluded March 31, 2024.

CONSERVING INTERCONNECTED LANDSCAPES

TAKING CARE OF THE LAND

Thank you to our institutional partners who fund our land acquisition work



During this campaign, we acquired nearly **9,000 acres across 14 projects** in Sonoma County, ensuring they are conserved forever.

Protecting Wildlife Strongholds

We acquired McCormick Ranch, Fitzsimmons Ranch, and the Santa Rosa Creek Redwoods, which are part of a 12,000-acre swath of mosaic lands that link Sugarloaf State Park and Hood Mountain Regional Park. Northeast of Healdsburg, Bear Canyon Wildlands connects to another 12,000 acres of protected land owned by our partners. Large contiguous protected lands serve as strongholds for wildlife.



"My late wife, Sandra Learned, came from a long line of strong women who worked McCormick Ranch. My sons and I knew how much they loved this land and wanted to preserve it for future generations. We're happy that we are making this a reality through our work with Sonoma Land Trust to protect McCormick Ranch in perpetuity...so that new generations can connect with this special place."

Jim Perry, former owner of McCormick Ranch



Dick and Gretchen Grant donated Bear Canyon Wildlands in memory of the late Mary Hafner of Healdsburg, a beloved former Land Trust board member. "Mary was a tireless advocate for Sonoma Land Trust. Our family felt that the best tribute to Mary would be to preserve forever this largely untouched wild land that our family has loved for decades."

Dick and Gretchen Grant



"We feel lucky to wake up every day to the beauty and wildness of Sonoma County. Sonoma Land Trust's work over the years to earn the trust of the community in keeping this place of ours healthy and safe for all its inhabitants is captured by the protection of McCormick Ranch."

Jeff and Laurie Ubben



"My father often said that we all have an obligation 'to pay our rent for living on the planet.' He attributed the quote to the legendary Californian environmentalist David Brower. I can't verify the quote, but I can say that I try to live by these words. Sonoma Land Trust is hard at work helping to protect, restore and share our precious landscape with everyone, including wild nature that does not have many advocates. It takes money to pay your rent and it takes money to do this important work."

Quincey Tompkins Imhoff, Board Member

We worked with our partners to respond to the destructive wildfires after 2017 by removing built up fuels and *restoring the health of our forests.*

Money raised during the campaign also helped us manage our 19 preserves and 47 conservation easements on private property, which comprise some of the most ecologically important and beautiful land in the county.

At the Sonoma Developmental Center (SDC), we helped to facilitate the transfer of 650 acres of open space around the main campus to Jack London State Park, ensuring that the majority of the property remains undeveloped. We remained focused and engaged on the future for the 180-acre campus, and submitted nearly 500 pages of scientific and legal comments in the Environmental Impact Report (EIR) process. This letter formed much of the substance of Judge Bradford DeMeo's ruling striking down the most recent SDC Specific Plan and EIR. We will continue to advocate for nature and this critical wildlife corridor as this project unfolds.



CONSERVED SINCE 1976
59,124 acres across 92 properties



ADVOCATING FOR STATE PARK EXPANSION
650 acres of SDC's open space transferred



RETURNING GOOD FIRE TO THE LAND
250+ acres of prescribed fire in Sonoma Valley with partners

900

ACRES
Of shaded fuel breaks completed



SAVING A BIODIVERSITY HOTSPOT
Protected a property with vernal pools and 300+ plant species



HELPING WILDLIFE
Protected critical segments of 85-mile wildlife corridor creating safe passages



MIGHTY IN NUMBERS
5,661 individuals and 58 foundations supported the campaign

BRINGING NATURE INTO CITIES



PETALUMA RIVER PARK

We were pleased to play a pivotal role in supporting the development of *three urban parks*.

These new parks will serve thousands of people in their own backyards. Integrating nature into our cities is a goal for the Land Trust and aligns with 30x30 goals for climate resilience.

PETALUMA RIVER PARK

Petaluma River Park is a rare riverfront property in downtown Petaluma, which offers a beautiful place that connects people, art, and nature. We helped the nonprofit landowner, the Petaluma River Park Foundation, with early planning that led to an equitable park planning strategy.



MARK WEST COMMUNITY PARK

After burning in the Tubbs Wildfire, a one-acre vacant lot in the heart of the Mark West neighborhood is being converted into a community park. We helped a new nonprofit conduct the real estate transaction to purchase the land and fundraise for the acquisition.



"When we saw the 'for sale' sign, we thought, 'Oh my gosh that would be the perfect community park!' John McCaull was the first person I called and he said, 'We are here for you and your community.' They have more than delivered. We would not be here, without a doubt, without Sonoma Land Trust's leadership, trust, loyalty, and support."

Brad Sherwood, Mark West Area Community Fund President

SANTA ROSA SOUTHEAST GREENWAY

Santa Rosa Southeast Greenway is a narrow 2-mile corridor of open space that will become new parkland connecting Farmers Lane with Spring Lake. We are helping volunteers buy the land and transfer the title to the City of Santa Rosa, as well as helping to shape the planning process.



For over a decade, local leaders have been working to transform an abandoned strip of land into an urban greenway. "The Southeast Greenway offers a diverse range of landscapes, from open spaces, shaded parks, creeks and streams to stunning hillside vistas. These are valuable assets to the community, and we are grateful for Sonoma Land Trust and the vital role they've played in shepherding this project."

Linda Proulx, Co-Chair and Thea Hensel, Chair



EQUITABLE ACCESS TO NATURE AND CAREERS IN CONSERVATION



We believe our community's health is tied to the well-being of our *natural resources and people*.

This campaign allowed us to invest in new programs that educate, inspire, and foster the next generation of environmentalists with programs that serve children, tweens, and teens. Our "On The Land" outings bring individuals and families onto our preserves with knowledgeable staff members who share stories and facts about the land and wildlife around them.



100% PUBLIC AND YOUTH PROGRAMS
Offered in English and Spanish

4,420 STUDENTS

CREATING OUTDOOR CLASSROOMS
Since 2021, we've brought environmental educational programs into nature



GETTING OUTDOORS
11,674 participants took part in **245 hikes and webinars**

75%

SEEK CONSERVATION CAREERS
Conservation Council members advance into science curriculum in college

220 PEOPLE

Included Sonoma Land Trust in their estate plans, serving future generations

BERTHA SAUCEDO DISCOVERS HER PASSION



Bertha grew up in Roseland, Santa Rosa and always loved nature. A trip to play in the park required public transportation and this often confined Bertha to the little bit of nature right outside her door. As a high school junior, she joined Sonoma Land Trust's Conservation Council, which fed her curiosity about nature.

"The Conservation Council opened up opportunities that I didn't know were available to me," said Bertha. Her hard work and appetite for knowledge has paid off. This fall, Bertha heads to Columbia College where she received a full scholarship to study environmental chemistry.



ALEX HONG CONNECTS TO CONSERVATION

Alex Hong, a Rohnert Park native and member of Sonoma Land Trust, has always been eager to learn more about nature. Graduating from Duke University in 2019, Alex returned home to Sonoma County needing to get outdoors during the pandemic. Now employed as a software engineer, Alex enjoys keeping his connection to nature through Sonoma Land Trust.

"I truly appreciate all the programs that Sonoma Land Trust has to offer, whether it's going out on a hike, attending a webinar, or learning about the cutting-edge conservation work the organization is doing. It all helps me keep up and feel connected to conservation efforts happening here."



A GIFT FOR THE FUTURE

"Malcolm and I have lots of grandchildren and many of them call Sonoma County home. There is nothing more precious than protecting our lands for their future and their children's future. Sonoma Land Trust is doing that now and forever. I can think of no greater gift to give the next generations than preserving our environment."

Liz Fisher, Board Member



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THE SONOMA LAND TRUST CAMPAIGN

TOGETHER WE HAVE...

- 1 Connected wild spaces**
Bear Canyon | 2018 | 250 Acres
- 2 Rewilded cities**
Cooper Creek | 2020 | 54 Acres
- 3 Protected wildlife corridors**
Gravelly Ranch | 2018 | 978 Acres
- 4 Secured freshwater flows**
Gloeckner-Turner Ranch partnership
2020 | 3,364 Acres
- 5 Conserved three miles along the Russian River**
Foppiano Ranch | 2021 | 758 Acres
- 6 Expanded Hood Mountain Regional Park and Open Space Preserve**
Fitzsimmons | 2021 | 200 Acres
- 7 Preserved precious places on the North Coast**
Mill Bend | 2020 | 113 Acres
- 8 Protected land from development**
Starcross | 2019 | 91 Acres
- 9 Linked adjacent easements and parks**
Weeks Ranch North | 2019 | 888 Acres
- 10 Partnered with landowners to help coho salmon**
Sunsrays | 2018 | 63 Acres
- 11 Protected redwoods**
Santa Rosa Creek Redwoods | 2018 | 41 Acres
- 12 Saved a biodiversity hotspot**
Sonoma Mountain Vernal Pools | 2023 | 174 Acres
- 13 Expanded recreational opportunities**
McCormick Ranch | 2024 | 654 Acres
- 14 Purchased key parcel for wetland restoration strategy in the Baylands**
Camp 4 | 2023 | 1,148 Acres



LAND ACQUISITIONS COMPLETED DURING THE CAMPAIGN

These **14 projects** comprise **8,726 acres**, bringing our total conserved to date to **59,124 acres!**



Scan the code for a live project map
sonomalandtrust.org/a-force-for-nature

WATERWAYS AND WATERSHEDS



COOL, CLEAN, WATER



We have a precious opportunity to *restore wetlands*.

More than 95 percent of wetlands have disappeared along the San Francisco Bay, and we have a plan to restore what remains of our region's shoreline. The most effective, long term defense against the impacts of sea level rise is a healthy wetland ecosystem. This formerly diked and drained region, once restored, will be key to lessening the impacts of flooding and erosion on habitats, communities, and transport infrastructure in the North Bay. The work we do here protects endangered species, like the California Ridgway's rail and the salt marsh harvest mouse, who need the wetlands to thrive.



REFILLING AQUIFERS

Creek restoration that refills natural water storage



SOLUTIONS FOR PEOPLE AND NATURE

Using wetlands to reduce the flooding impact on Hwy 37



BRINGING WETLANDS BACK

Planning for **6,000 acres** of restoration along San Pablo Bay



MONTHLY GIVING PROGRAM

122 people strong



CONSERVING ONE OF THE LAST LARGE RANCHES

758 acres along the Russian River now protected forever



PROTECTED HEADWATERS

McCormick Ranch acquisition protects the headwaters of three key watersheds



FRESHWATER FOR FISH

Protection of Mill Bend, a fork of the Gualala river supporting steelhead



IMPROVING DRINKING WATER

Protection of a tributary of Lake Sonoma, the region's most important source for water



GIFTS OF ALL AMOUNTS ARE APPRECIATED

Smallest gift **\$1**, largest gift **\$8M**



"Sonoma Land Trust is, indeed, A Force for Nature. The success of the campaign is a testament to the generosity of our community and the dedication of volunteers and staff, reflecting the vital importance of land conservation to the future of Sonoma County and our planet. Thanks to everyone who helped make this possible."

Tim Portwood and Jim Lauber, Campaign Co-Chairs



"Living on the Sonoma Coast between Bodega Bay and Jenner, I see first-hand the beauty and ferocity of nature. The Sonoma Land Trust thoughtfully stewards this delicate balance by purchasing and protecting properties that affect the health of creeks, rivers, marshes, and coastal waterways. So proud to be part of this county-wide effort."

Nancy Otto, Board Member



"The work of Sonoma Land Trust, in protecting and restoring land, and bringing nature to all, shows that we can make a difference in creating a better future. When I walk the land and immerse myself in all that it offers, I am reminded that the gift for future generations is not only the amazing and beautiful wilderness that has been preserved, but the hope our actions have inspired."

Anita Das, Board Member



"My mother and father worked hard their whole life and were both very proud of the ranch. They would be pleased with this result that my sister and I chose for it."

Christine Foppiano Haun, Ranch Owner



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THE SONOMA LAND TRUST CAMPAIGN

OUR MISSION

Sonoma Land Trust partners with local communities to protect the open, natural, and working lands and waters of Sonoma County to secure healthy and thriving futures for all.

OUR VISION

By 2030, Sonoma Land Trust will have protected and restored tens of thousands of acres of land to nurture resilient, adaptable habitats and open space for everyone.



sonomalandtrust.org/a-force-for-nature



Sonoma Land Trust is a nonprofit, tax-exempt 501(c)(3) charitable organization. Our tax identification number is 51-0197006.



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