

JANUARY 2023



The 100-Acre WOOD Campaign

Safeguarding a Sacred Haven

2021-2022 CAMPAIGN REPORT



OUR STORY

On a gorgeous October day, friends and supporters gathered to celebrate a huge milestone as we folded the 100-Acre Wood securely into Rolling Ridge Conservancy land now and for generations to come.

After a year and a half of hard work launching a capital campaign and garnering \$270,000 through generous donations, a grant pledge, and a bridge loan, we purchased the land from FLOC (For Love of Children). While we have more work ahead to safeguard this sacred haven, we are jubilant to have accomplished this amazing first step!

The last two years have been momentous ones for the Rolling Ridge Conservancy (RRC). The natural rhythm of life - of communities, organizations, and ecosystems - is characterized by both continuity and change. The story of how we navigate tremendous change while holding on to what matters most exemplifies the resilience and integrity that we want to continue growing to carry Rolling Ridge into the future.

The mission of the RRC Board of Trustees is to ensure the long-term sustainability and resilience of the land, stewarding and protecting forests, streams, and wildlife while fostering mutually beneficial interactions with humans who enjoy and seek solace here. **We embarked on a comprehensive campaign to raise funds to purchase the land and to grow our capacity to meet the challenges and opportunities of land conservation, restoration, ecological stewardship, and wilderness experience.** Acquiring the 100-Acre Wood has been a crucial first step – an energizing catalyst, learning experience, and accomplishment, albeit one that requires additional financial resources to pay off the loan from The Conservation Fund.

The exciting and challenging part of the story of this campaign is still ahead. In the coming years we aim to build a dynamic infrastructure, a community of engaged supporters and partners, and stronger, more sustainable financial grounding. On the horizon are two major pathways opening before us – revitalization of the conservation work at the heart of our mission and a new vision for the outdoor education facilities we acquired from FLOC. We are excited to announce that we have been awarded a grant from the National Fish and Wildlife Foundation, enabling us to hire a Conservation Manager, develop a landscape resiliency hub for neighboring lands and conservation-minded organizations, collaborate with the Shenandoah University River Campus at Cool Spring Battlefield on forest and grassland restoration work, and incorporate the 100-Acre Wood into a more robust and comprehensive conservation easement over the entire RRC's 1600 acres in West Virginia, complementing the Clark County easement on the waterfall parcel in Virginia. We are also on the cusp of solidifying a new partnership with Baltimore Yearly Meeting (BYM) Camps to become a Rolling Ridge Conservancy partner organization alongside Friends Wilderness Center and Rolling Ridge Study Retreat.

A cornerstone to the momentum of this campaign is the participation and contributions of all who love Rolling Ridge and believe in the mission to protect, preserve, and enhance this sacred haven. We could not do this work without the committed, enthusiastic engagement of the Board, our partner organizations, grantors, and especially our generous donors, volunteers, and supporters.



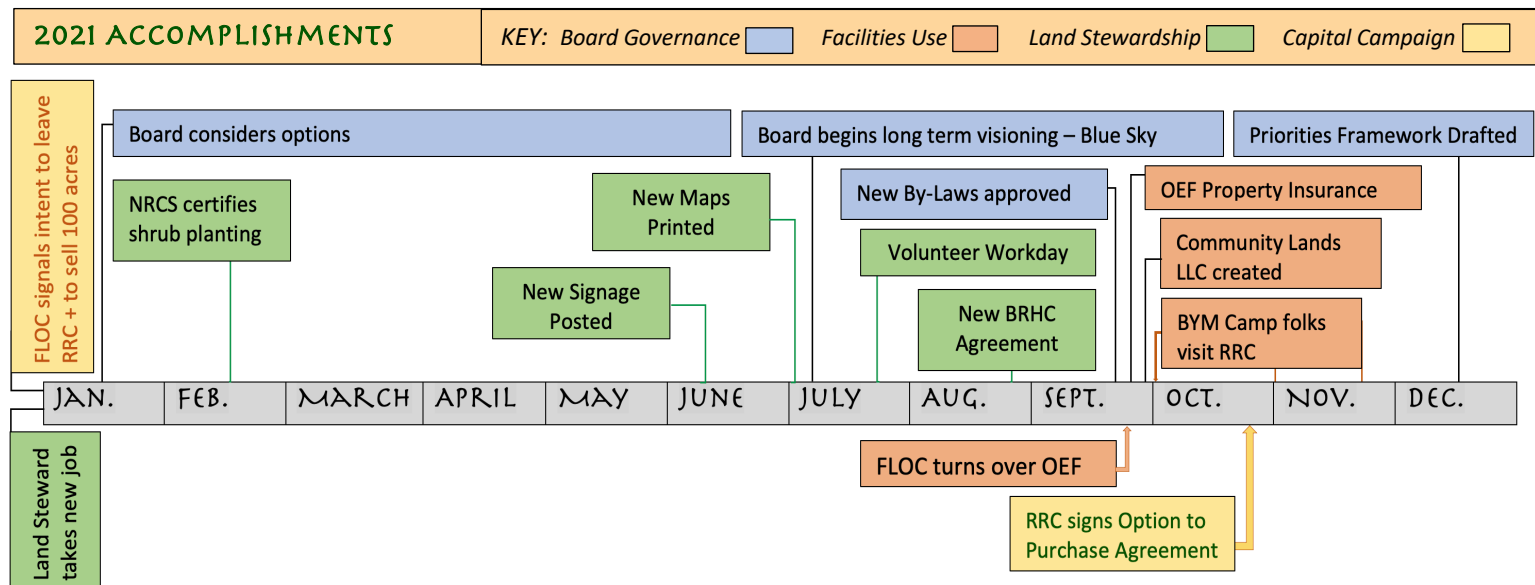


2021 YEAR IN REVIEW



Three events in the beginning of 2021 were catalysts that launched the RRC Board of Trustees into action and ultimately this capital campaign. For Love of Children (FLOC), one of RRC's three original partner organizations that leased Conservancy-owned land, signaled their intent to end their work at Rolling Ridge and turn over the outdoor education facilities (OEF) to RRC. Losing a partner organization meant the loss of one third of our annual revenue and board members. They also decided to sell the 100 acres FLOC owned that had no conservation protections and were surrounded on three sides by Rolling Ridge land. The third event was that our highly effective part-time land steward, Jeff Feaga, decided he needed to take a full-time job elsewhere.

By the Fall of 2021, the Board decided to enter into an agreement with FLOC to secure the option to buy the 100 acres within a year. We also began a long process with Baltimore Yearly Meeting Camps to discern whether they might move one of their camping programs to Rolling Ridge. Several forest stewardship projects were completed by Jeff Feaga to help RRC until we could hire a new land steward.





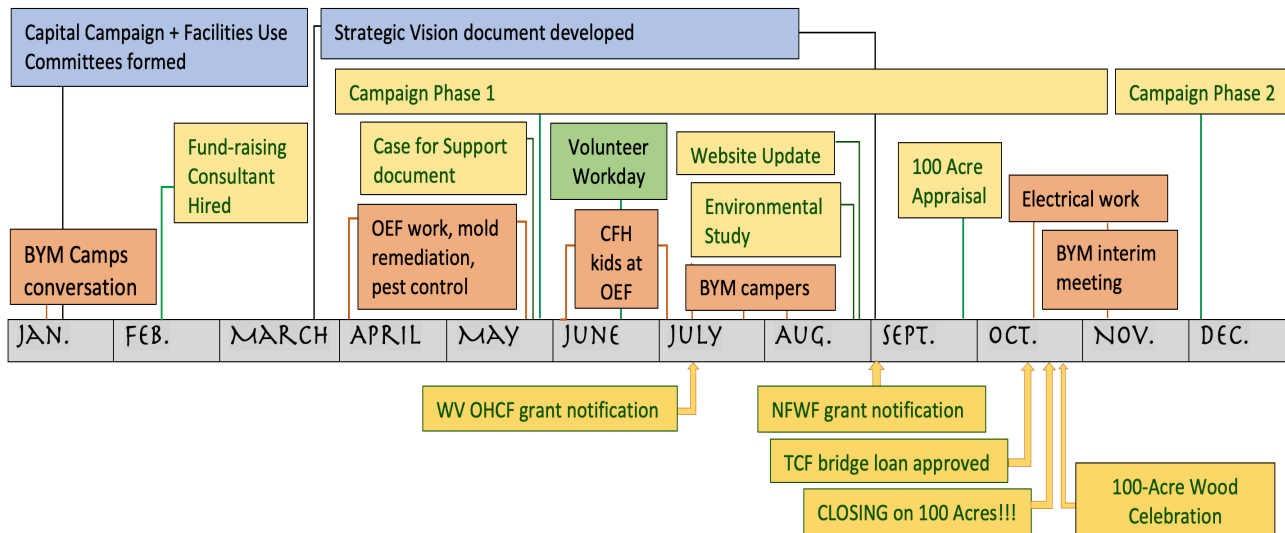
2022 YEAR IN REVIEW

In 2022, the RRC Board devised and articulated a strategic vision for the next 3-5 years. To implement this vision we launched a capital campaign for the purchase of the 100 acres, maintenance of the outdoor education facilities, and support for forest stewardship work, including hiring a Conservation Steward and incorporating the 100 acres into a robust, defensible conservation easement.

With generous donations from friends and supporters, a bridge loan from The Conservation Fund, and approval of a significant grant from the WV Outdoor Heritage Conservation Fund, we closed on the purchase of the 100-Acre Wood on October 21st, 2022. We also secured a grant from the National Fish and Wildlife Foundation for forest conservation work, in collaboration with the Shenandoah University River Campus at Cool Spring Battlefield for grassland restoration work.

We had work done on the outdoor education facilities and engaged in dialogue with Baltimore Yearly Meeting Camps, hosted site visits, and facilitated camper overnights.

2022 ACCOMPLISHMENTS



THANKS TO ALL OUR DONORS! *

Anonymous (3)	Sheila McDonald
Charlotte &	Lindsay &
Phil Baker-Shenk	Billy McLaughlin
Mary Balbach	Alta Miller
Joy Houck Bauer &	Lynn Miller
Luke Bauer	Phyllis Min
R. Dixon Bell	Christian Mollitor
Kimberly &	Elizabeth Norcross
Carl Benson	Keith Oberg
Kristen Saacke Blunk &	Bill Parker
Joel Blunk	Marilyn Peters
Patricia Carlson	Barbara Platt
Patricia &	Leah & David Rampy
Robert Carlson	Rebecca Reikel
Jill Craig	Louise Rothrock
Linda & Scot DeGraf	William Samuel
William DeGraf	Martha Mason Semmes
Rachel Dickerson &	Patrick Shunney
Tony Brunswick	Betty Smallwood
Alice Ellington	Charles B. Spring
Sky & Nan Elsbree	Cathy Stentzel
John Flower &	Ann Stone
Pam Leonard	Jason &
Gary Gillespie	Jessica Stone
Rob & Heidi Glenn	Martha Stone French
Judith Goodstein	Alan Swanson
Jim & Cheryl Hall	Elizabeth Vaden
Elliott Hamilton	Tricia Valentine
Barbara Haught	Ann Varnon
Linda & Takehito Kato	Dennis Whittle
Chuck Kleymeyer &	Steve Woodbury &
Ann Delorey	Ann Bauer
Ann Kosmal	Donna Yaros
Anne & Gene Lewis	Tim & Mary Yeaney
Dona Manoukian	Kristin Zimet

Langley Hill Friends Meeting
Goose Creek Monthly Meeting
Shepherdstown Presbyterian Church

*AS OF 12/31/22



LOOKING AHEAD TO 2023 AND BEYOND

- ◆ Launch Phase 2 of the campaign with a \$44,000 matching fund pledge from a generous anonymous donor
- ◆ Raise remaining funds needed to repay The Conservation Fund (TCF) bridge loan in addition to funds already raised and \$94,454 grant from the West Virginia Outdoor Heritage Conservation Fund (WVOHCF) designated for land purchase
- ◆ Hire a fulltime Conservation Steward to implement Forest Stewardship recommendations, build our network of volunteers, and develop a resilience hub through a reimbursement award made by National Fish and Wildlife Foundation (NFWF) Small Watershed Grant
- ◆ Develop long-term financial sustainability through annual giving, grant-writing, re-establishment of third partner organization, and hosting events like the Miners Lady Endurance Race

PHASE I: 2021-2022

Campaign Funds

Cash donations	<u>\$182,733</u>
Total	\$182,733

Expenditures

Campaign expenses	\$14,990
Outdoor education facilities	\$16,164
Land purchase	<u>\$73,964</u>
Total	<u>\$105,118</u>
BALANCE	<u>\$77,615</u>

TCF bridge loan – <i>Debt Incurred for Land Purchase</i>	\$200,000
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PHASE II: 2023 & 2024

Projected Campaign Funds

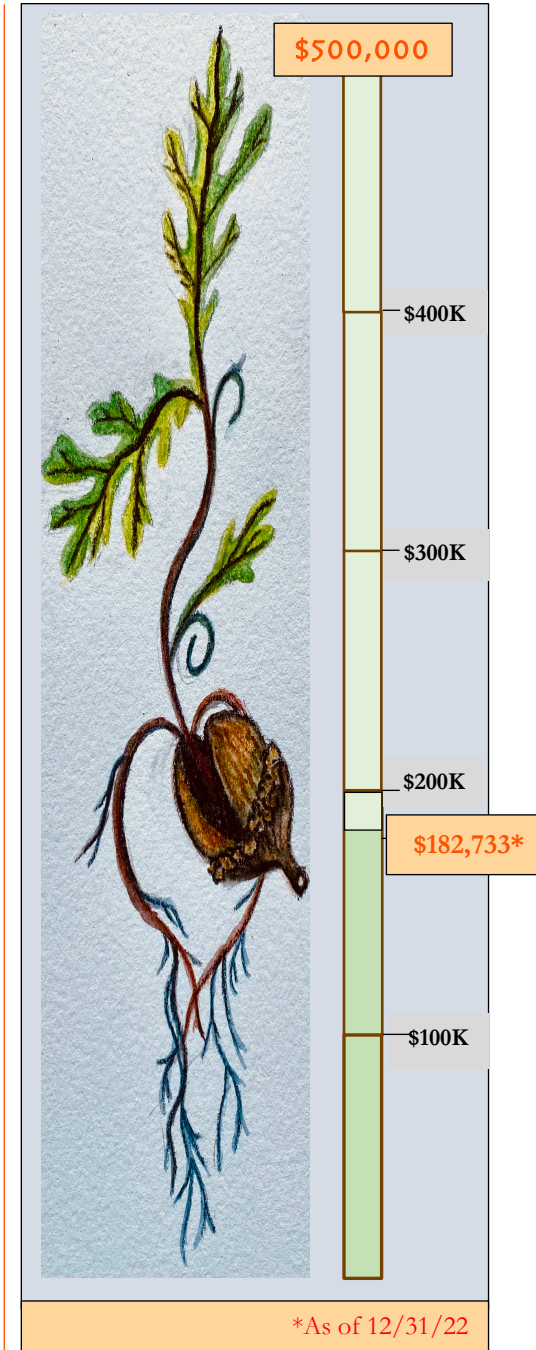
<i>2021-2022 Balance</i>	\$77,615
WVOHCF Grant	\$94,454
Cash donations	\$56,000
NFWF Grant*	<u>\$168,750</u>
Total	\$396,819

Projected Expenditures

TCF loan repayment	\$205,000
Conservation easement work	\$30,000
Conservation Steward	\$105,000
Forest stewardship work	\$42,000
Campaign expenses	<u>\$14,500</u>
Total	\$396,500

*The NFWF grant for \$265,000, announced Fall 2022, supports conservation and forest regeneration work on RRC lands (\$168,750) and the Shenandoah University River Campus at Cool Spring Battlefield for native grassland restoration work (\$96,250) over a two-year period.

RRC's full financial report is available upon request.





www.rollingridgeconservancy.org
info@rollingridgeconservancy.org

JOIN US AS WE EMBRACE THE
OPPORTUNITIES & CHALLENGES
OF THE COMING YEAR!

- ◆ Share our story with friends
- ◆ Visit us on the ridge
- ◆ Donate
- ◆ Volunteer
- ◆ Check out RRC's website
- ◆ Sign up for our newsletters
- ◆ Hike the trails
- ◆ Come birdwatching

