



Forever Squam

*A vision for conserving
what we love*



Forever Squam

is about conserving what we love. The Forever Squam Initiative and Campaign's vision is to build on past conservation successes while challenging the community to extend its commitment to protecting its natural resources at this critical time.

Please join us by making your commitment to Squam's future by completing the Forever Squam pledge form. You are a vital link in Squam's ever-evolving story.

For more information or to make a donation online, visit our website at www.foreversquam.org. You can also arrange a personal visit to discuss details and how you can get involved. Call us (603) 968-7900.

SLCS • 534A U.S. RTE 3 • HOLDERNESS, NH 03245 • (603) 968-7900

foreversquam.org

Squam. Worth conserving.

Prompted partly by the pandemic, development pressure in the region has surged. Squam's beauty and strong sense of community make it naturally attractive. We are grateful to the visionaries before us for laying the groundwork for Squam becoming a national model of a conservation-minded community with 30% of its land permanently protected.

Launching the "Forever Squam" Initiative and Campaign, the Squam Lakes Conservation Society (SLCS) is fulfilling its mission to preserve the unique quality and character of Squam watershed by protecting lands for present and future generations. The goal of Forever Squam is to accelerate land conservation throughout the watershed by completing 60 new projects, increasing the amount of land protected to 40%. We will achieve this by offering meaningful financial and logistical support to landowners while energizing a new generation to continue the sacred trust of stewarding Squam's land and natural resources.

Conservation is forever...

Encouraging landowners to donate an easement or consider a bargain sale is central to our effort. We will make the case that conserving one's property preserves the beauty and character of that land forever. Conserving it in conjunction with other lands enhances the impact of each project, reinforcing the ethic of a community bound by the stewardship of its natural resources, and building on Squam's tradition of conservation and community.

Forever Squam focuses on high conservation-value properties throughout the watershed, from the lake shore to its highest peaks. These lands include wetlands, forested lands, upper-elevation lands, and properties adjoining existing conservation lands.

The vision

Achieving this vision involves a campaign to raise \$4,000,000 in new donations to be added to existing project funds creating a pool of \$5,000,000. These funds will be allocated to the following three categories of expenses:

- 1.) \$3,500,000 for bargain-sale purchases, if needed, of conservation easements or land;
- 2.) \$900,000 for perpetual stewardship;
- 3.) \$600,000 for related costs for land owners willing to conserve their land now.

Responsibility of holding a conservation easement in perpetuity is often financially underwritten by the landowner. Understandably, this request for funding can be a burden and sometimes a disincentive. Under the Forever Squam initiative, we will be offering landowners a compelling incentive by covering the stewardship endowment contribution.

What can you do?

This is a community-wide campaign.

Protecting land, particularly on a community-wide basis, has been shown to enhance a community's character and social networks. The goal is to engage the entire community in the protection and stewardship of its natural resources. Our success will ensure Squam's source of clean water and healthy forests for mitigating climate change as well as preserving its open spaces and unique character.

For more details visit our website www.foreversquam.org. You can also call or stop into the office to set up a time to discuss how you can get involved.

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