



San Diego Canyonlands, Inc.

◆ 3552 Bancroft Street San Diego, CA 92104 ◆ 619-284-9399 ◆

May 9, 2009

Dear Friend of San Diego Canyons,

The values of our canyons and open spaces are becoming more and more apparent. In addition to the wildlife and filtration of our air and water, and urban cooling that natural habitats provide, access to nature provides free recreation, it relaxes us, and is very important to youth during their formative years, (see www.childrenandnature.org and Richard Louv's book "***Last Child in the Woods, Saving our children from nature deficit disorder***"). In San Diego, we have a unique opportunity to restore and preserve our canyons and maintain very local, neighborhood-based access to nature for generations to come. **San Diego Canyonlands** is a new non-profit dedicated to conservation of these precious open spaces. Through our educational programs we serve to increase awareness, appreciation, and sustainable stewardship.

**We need your help to secure the legacy of our canyons.
We have a unique opportunity to triple the value of your support.**

Two supporting philanthropists have offered a matching funds challenge to help bolster San Diego Canyonlands. They will each contribute \$10,000 per year for three years if **we can generate a combined total of \$10,000 per year with three-year pledges from individual donors like you!** Collectively, this will amount to \$30,000 per year providing a solid foundation and creating sustainability and growth for San Diego Canyonlands. As of today, we have reached \$8,100 in 3-Year pledges toward this \$10,000 goal and now need \$1,900 more. Our deadline for this challenge is September 1, 2009.

To help us toward our \$10,000, 3-Year Matching Grant Challenge, simply send an e-mail to Eric Bowlby eric@sdcanyonlands.org indicating what your pledge will be each year for three years. Please include:

3-Year Annual Pledge Amount: \$ _____

Name:

Mailing Address:

Payment Options: For your first annual contribution you can either write a check to "San Diego Canyonlands" and mail it to:

**San Diego Canyonlands, Inc.
3552 Bancroft St.
San Diego, CA 92104**

or, you can donate on-line by clicking here: <http://sdcanyonlands.org/get-involved/donate>

Note: There is an option for automated monthly installments of your annual contribution.

or, you can call me **(619)-284-9399** and I will be happy to facilitate your contribution.

Below is an outline of our major programs and how your funds support these programs.

San Diego Canyonlands Programs

- We are continuing the successful community organizing strategy started by the Sierra Club creating sustainable stewardship or “Friends Groups” around dozens of canyons.
- Through collaborations we have developed several youth-oriented educational programs centered on the canyons.
 - **OutdoorExplore** is an after-school program for K-6 students developed in partnership with San Diego Audubon Society and Natural History Museum. Last year over 1,000 students enjoyed our fun, experiential learning in the canyons.
 - **Kids in Canyons**, a collaboration with Aquatic Adventures, brings standards-based curriculum to the classroom with educational field trips to the canyons.
 - Our **Canyons Service Learning** program offers opportunities for high school and middle school students to **learn as they earn** their required community service credits by helping with canyon stewardship activities.
- We are developing a Canyon Enhancement Planning Guide that will help communities plan major canyon improvement projects.
- SDCL is working to have another 10,400 acres of City-owned land dedicated for open space parkland in the next year and we are encouraging the city to simultaneously establish the **San Diego Regional Canyonlands Park**.

Your contributions collectively help us establish sustainable canyon friends groups and provide in-canyon programs for youth. For example:

\$150 covers 1,000 flyers distributed to canyon-area homes

\$250 provides a field trip to a local canyon for 15 students in an after-school program

\$500 helps us conduct outreach and stage a free canyon tour for a canyon community

\$1,000 provides a guided tour and support for two stewardship events for a canyon friends group

\$5,000 helps establish an new canyon group for one of our precious canyons

If you want to make a single contribution (rather than a 3-year pledge toward our matching challenge grant), we will greatly appreciate that as well.

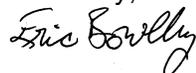
Please visit our website www.sdcanyonlands.org to learn more about San Diego Canyonlands.

Click here for a list of volunteer opportunities:

www.sdcanyonlands.org/get-involved/volunteer/volunteer-opportunities

What will happen to the wildlife and the canyons if we allow weeds, trash, and encampments to take over? What will happen to the canyons in the long run if we don't establish well-organized local advocates for the canyons now? **Please give generously to support our vision of sustainable stewardship and protection and to help establish our San Diego Canyon legacy for generations to come.** Thank you for all you do for San Diego's wonderful canyons.

Sincerely,



Eric Bowlby

Executive Director, San Diego Canyonlands, Inc.

619-284-9399, eric@sdcaanyonlands.org