

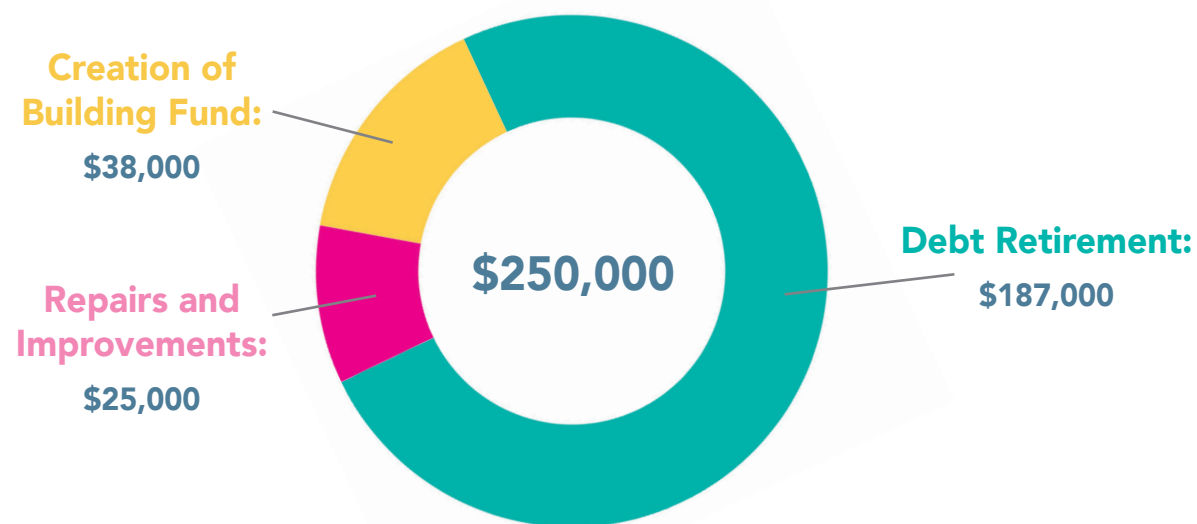
The CAMPAIGN for the CONSERVANCY



FINANCIAL DETAILS

The Blue Ridge Land Conservancy purchased 1305 Maple Ave. in March of 2021 with bank financing and a down payment provided by years of hard work, good fortune and generous support from the community. The final negotiated sale price was \$237,000, with the Conservancy putting \$50,000 down and borrowing \$187,000. Monthly payments are \$1,250.

Our goal of \$250,000 is broken down as follows (approximate figures):



HOW TO GIVE, AND MORE INFORMATION

Simply use the enclosed envelope and pledge form to make your payment or pledge, payable over up to three years. Or, contact Executive Director David Perry at (540) 985-0000 ext. 1 or dperry@brlcva.org to make other arrangements. The most recent audited financial statements of the Conservancy, as well as the most recent Form 990 federal tax return, are available on our website at brlcva.org.

The Blue Ridge Land Conservancy is a 501(c)(3) non-profit organization registered in Virginia. All gifts to the Campaign for the Conservancy are tax-deductible to the extent allowed by state and federal law.



The CAMPAIGN for the CONSERVANCY

The CAMPAIGN for the CONSERVANCY is an 18-month, \$250,000 campaign for provide a permanent home for the Blue Ridge Land Conservancy, one of the longest-tenured and most successful environmental organizations in Virginia. Coinciding with the Conservancy's 25th anniversary, *The CAMPAIGN for the CONSERVANCY* will provide for the Conservancy's growing staff and its future needs, in addition to helping meet community meeting space needs, benefiting Roanoke's urban environment, and beautifying the city.

ABOUT 1305 MAPLE AVE

In March of 2021, the Blue Ridge Land Conservancy purchased 1305 Maple Avenue in Roanoke's historic Old Southwest neighborhood. Built in 1925, the 2,252-sq. ft. two-story American Foursquare home showcases such architectural features as a pyramidal hipped slate roof and prominent front and right-side gabled dormers, sidelights and transom around the front door, full-length front porch with columns, and concealed gutters. Interior features include original hardwood floors, ornate wood trim, grand stairway with multiple landings, and other features. Consistent with the Conservancy's mission, we've sought to preserve and highlight these elements.

Even more importantly, 1305 Maple Ave. fits the needs of your growing land conservancy. Originally housed in a small, one-person office in South Roanoke in 1996, the Conservancy today has four employees in Roanoke as well as one employee each in Lynchburg and Martinsville. We're making renovations and improvements to the interior and exterior of the house so that it functions as a modern workspace, including wiring the house for ethernet and digital telephone, removing carpeting to reveal hardwood floors, enhanced lighting and new HVAC system for the second floor, as well as initial repairs and improvements to the roof and gutters, plumbing and electrical.

In short, 1305 Maple Ave. will fit the needs of the Conservancy today and for years to come.

ABOUT THE CAMPAIGN

The goals of The Campaign for the Conservancy are to retire the debt on 1305 Maple Ave., pay for initial repairs and improvements, and create a building fund for future needs. Our monetary goal, fitting our 25th anniversary, is \$250,000. Once the silent phase of the campaign is completed, the effort will go public in conjunction with the Blue Ridge Land Conservancy's 25th Anniversary Conservation Celebration, to be held three days before our birthday on Oct. 3, 2021 atop Roanoke's Mill Mountain. Our plan is to conduct the public portion of the campaign in late 2021 and into 2022, concluding before our 25th anniversary year comes to an end.



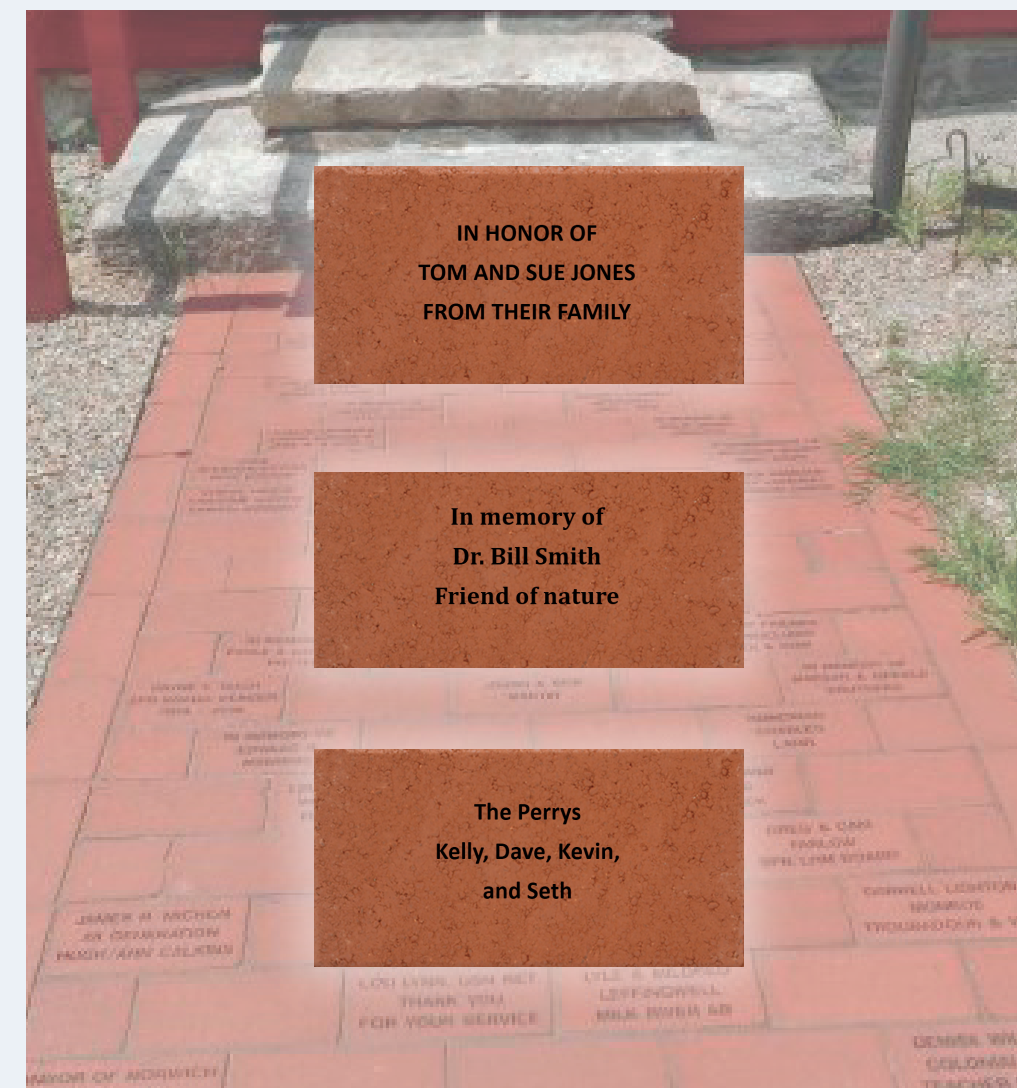
NAMING OPPORTUNITIES

Thanks to the generosity of numerous land conservancy donors, we've already secured the naming rights to the entire office at 1305 Maple Ave., as well as a beautiful pollinator garden, bird bath and stone bench in the front yard, and a shade garden, bird bath and stone bench in the rear of the property. Additionally, the community room naming rights have also been obtained.

We're excited, during the public phase of our capital campaign, to offer our Friends of the Land Conservancy the opportunity to put their names—or the names of a friend or loved one—on special brick pavers. We'll be removing the old concrete sidewalk in front of the house and creating a path made of these engraved brick pavers, which will meander through the pollinator garden to the front walk!

Engraved brick pavers are just \$1,000 each, and will accommodate three lines of text, with 20 characters on each line. You can use the attached donation form to print your desired engraving, and leave your permanent mark on the entry to the land conservancy's offices!

Everyone who donates to the campaign at any level will have their names listed on a special recognition plaque placed inside the office for display, as well as on our website.



These naming opportunities have been claimed!



House Name



Shade Garden



Pollinator Garden



Community Meeting Room



Bench in Pollinator or Shade Garden



Carved stone bird bath in Pollinator or Shade Garden