



The Campaign to preserve New Jersey's parks, natural areas, clean water, farmland and historic treasures.

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Dear NJ Keep It Green Supporter,

Thank you for your strong and active support of the successful campaign to pass the Green Acres, Water Supply and Floodplain Protection, Farmland and Historic Preservation Bond Act of 2009. Last summer, Gov. Christie signed bipartisan appropriations bills providing over \$260 million for open space, park, farmland and historic preservation projects throughout the state, with \$200 million provided directly under the 2009 Bond Act. We raised approximately \$750,000 to support passage of the 2009 Bond Act, which means that **every \$1 contributed has already returned over \$260 worth of preservation!**

We expect the remainder of the 2009 bond funds to be allocated by the end of this year. **In order to prevent state preservation funds from running dry, we are launching a campaign to secure a sustainable source of funding** for open space, farmland and historic preservation and better stewardship of preserved lands, parks and historic sites for decades to come.

Our ability to mount and win a campaign to generate billions for critical preservation efforts throughout New Jersey for the next several decades will require an even greater investment than 2009, but has the potential to leave a lasting legacy for generations to come. Your financial support is needed to make this possible.

We have set an initial goal of raising \$130,000 for the first phase of this campaign- passing legislation to refer a sustainable funding measure to the ballot for voter approval. Twelve leading organizations have already contributed or pledged over \$110,000 toward this goal. We are writing to ask you, the non-profit community that relies upon and strongly supports state preservation programs, to join them in supporting this important effort. As in 2009, a much larger budget will be needed to mount a successful public campaign once a measure is referred to the ballot, so we are also asking you to please budget and plan for a larger contribution later this year.

Please make a pledge or contribution today using the enclosed form. The future of New Jersey's open spaces, farmland, parks and historic sites is in our hands, so let's be sure that we have the resources to make this campaign a success.

Very truly yours,

Tom Gilbert, Chair
NJ Keep It Green Campaign

David Epstein, Treasurer
NJ Keep It Green Campaign