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in them as sources of economic advantage.*

*Charting Maine's Future, Brookings Institution, 2006 Report*



## We Can Protect Maine's Natural Assets

Fragrant pine forests and rocky coastlines may not appear on your ledger, but these vivid natural images – the mystique of Maine – are powerful and tangible assets for your business.

According to *Charting Maine's Future*, a 2006 report by the Brookings Institution:

*Accessible wild places and tranquil country farms, human-scaled Main Streets and working waterfronts ...differentiate Maine from other places and in many respects drive its economy. Yet these assets are at risk... And so Maine should protect these assets and invest in them as sources of economic advantage.*

Our natural landscape is what attracts individuals and businesses to Maine and investing in natural places means investing in Maine's economic future.

The Nature Conservancy works with businesses and communities to advance our common interest in natural places. We are proud to call Maine home and fortunate to do business where waters are clean, forests vibrant and communities strong.

But Maine is not immune to threats that jeopardize those natural assets. To ensure that Maine continues to offer "life the way it should be," we must work together.

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## Corporate Conservation Council of Maine



# Conservation is Good Business

Through the Corporate Conservation Council of Maine your business can partner with one of the most trusted organizations in the country. When you join by making an in-kind contribution or a tax-deductible cash gift of \$1,000 or more, you will receive the following benefits:

**Advertising** – your company will be highlighted in prominent statewide newspapers and magazines and in the Conservancy's Maine Legacy newsletter.

**Recognition** – your company will be recognized on The Nature Conservancy's website and at our annual Governor's Luncheon.

**Networking** – you will be invited to select Nature Conservancy trips and events, which provide a great opportunity to build relationships with other business and conservation leaders in the state.

**Gift Memberships** – share your love for nature with a friend, business partner or employee by making them a member! From your contribution, give two gift memberships to The Nature Conservancy or TNC Next, our young professionals group.

As you know, the quality of family and work life in Maine relates directly to the quality of our natural environment. The Council helps the Conservancy protect irreplaceable Maine landscapes – for the benefit of our families, neighbors, employees and customers, as well as visitors to our state.

From the coastal communities of southern Maine and the western mountains, to the remote reaches of the North Woods, the conservation opportunities are enormous and the Conservancy needs your help. We invite you to play a pivotal role in protecting Maine's natural heritage by joining your peers in the Corporate Conservation Council of Maine.

## A Successful Partnership

One of the largest charities in the country, The Nature Conservancy was recently named the most trusted non-profit organization in a poll by Harris Interactive®. The Nature Conservancy's highly defined priorities, effective management style and solution-oriented approach to conservation have earned worldwide respect.

Over our first fifty years, the Conservancy in Maine has gained the experience, skill, resources and breadth to tackle complex and challenging endeavors. Our vision for the next fifty years is even more ambitious, and we count on Maine businesses to join us in our efforts to transform conservation in Maine and around the world. Founded in 1997, the Corporate Conservation Council of Maine now has more than 100 member companies – making it one of the largest corporate giving organizations in the state.



## Mission

The Corporate Conservation Council of Maine provides significant financial support and business expertise to The Nature Conservancy to protect Maine's quality places and natural resources.

Members recognize that the business community of Maine plays an integral role in the conservation of our state's environment. By participating in the Corporate Conservation Council of Maine, businesses take action to help protect the natural resources that are essential to our ecological, community and economic health.