

# OUR WATER

## CAMPAIGN IMPACT REPORT

The Nature  
Conservancy



**OUR** CAMPAIGN  
FOR  
CLEAN  
**WATER**



# Your Contributions



Your generosity is making a lasting impact on water conservation across Minnesota, North Dakota, and South Dakota. Throughout the Our Water Campaign, as both a board member and chapter director, I have been amazed and humbled by what TNC supporters have achieved for our water. This work has positive ripple effects for the lands and waters on which all life depends beyond our tri-state borders.

This report offers but small glimpses of all we've accomplished together. But rest assured, we have collectively advanced water conservation from the headwaters of the Mississippi River to the ranchlands of North and South Dakota. And this work will continue.

Thank you for partnering with The Nature Conservancy as we work toward our vision of a world where people and nature thrive. As we face down big challenges like climate change and loss of fish and wildlife, I'm grateful to know that you—our dedicated community of conservation advocates—are with us. **Thank you!**

**Ann Mulholland**  
MN-ND-SD Chapter Director  
The Nature Conservancy



# 50,000

farm **acres enrolled in the Ecosystem Services Market Consortium**, an innovative pilot project advancing soil health in Minnesota.



# 3.6 million

**trees planted** by TNC in northeastern Minnesota, protecting Lake Superior and its coldwater tributaries.

# in Action



## 70,000

acres **protected** by TNC and our partners in the Mississippi River Headwaters Area.



## 500

letters **TNC supporters** sent to **Minnesota lawmakers** during the 2023 legislative session advocating for conservation priorities.



## 600

acres of **wetlands restored** in the Mississippi River headwaters area.

## \$175 million

in **public funding secured** for conservation toward our 10-year, \$500 million goal.



## 11,000

acres **planted in cover** crops thanks to a cost-share program established by TNC to help agriculture retailers purchase equipment.



## 55,933

acres of **native grassland protected** by TNC and partners in South Dakota.



# SUCCESS STORIES

“We created whole new protection programs that worked. Now partners administer them and the work goes on without TNC.” — **Rich Biske, Resilient Waters Director**

## PLANTING MILLIONS OF TREES

“In 50 years, when the models are really predicting significant climate changes, these trees are gonna be at the appropriate age to provide shading and riparian benefits.”

**Dean Paron, DNR Stream Habitat Supervisor**



## MAKING COVER CROPS MORE ACCESSIBLE

“I’m using half as much fertilizer as I ever did before, using half as much diesel fuel as I did before, and my yields have increased every year I’ve done this. All good things.”

**Scott Lightly, Farmer**

## RESTORING WETLANDS ON PRIVATE LAND

“I just still can’t believe how beautiful this has all turned out... The amount of ducks that have come back—just in the last five or six years—is incredible.”

**Chuck Betterman, Farmer**



Thank you for your support!