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# Crossroads Campaign

A SOLUTION TO BALANCE DEVELOPMENT & GREEN SPACE PROTECTION IN THE UPSTATE

***Upstate Forever has been a champion for our region's special places for 20 years. But the stakes have changed. We face extraordinary, unprecedented growth. We must accelerate our efforts before it's too late.***

***To that end, we are launching the \$7.5 million Crossroads Campaign to address these four key priorities:***

## 1. Permanent Land & Water Protection

Envision the foothills of the Blue Ridge Mountains. See yourself driving up scenic Highway 11 towards Table Rock on a crisp fall day. Remember your last stroll along the banks of the Tyger or the Saluda River. **These special places are examples of Conservation keystones.** Not only are they critical to the protection of habitat and water quality, they are also the natural areas, recreation spaces, and farmlands that signify who we are — and what we value.

**Your investment in the Crossroads Campaign will help:**

- » Permanently protect 15,000 high-priority acres of greenspace, farmland, and habitat from development.
- » Safeguard water quality and quantity by preserving critical watershed lands as we accommodate more residential and industrial users to our region than ever before.
- » Facilitate our ongoing collaborative partnerships with water utilities to find conservation solutions.

## 2. Balancing Growth with Resource Protection

**Sprawl threatens our region.** Think of the immensity of Haywood Mall. We lose the equivalent size of that mall every single day in undeveloped land. The most effective way to reduce sprawl is to develop strong relationships and work proactively with local officials in the fastest-growing Upstate counties.

**Your investment in the Crossroads Campaign will help:**

- » Partner with citizens, local officials, and other stakeholders to build coalitions that advocate for positive growth practices with a focus in the fastest-growing Upstate counties.
- » Reduce sprawl by advocating for a policy framework that:
  - » Protects greenspace by steering growth to already developed areas where existing infrastructure can support it.
  - » Promotes development with a smaller land footprint and higher long-term ROI for taxpayers.
  - » Incentivizes the creation of strong communities that retain their unique sense of place.
  - » Sets the stage for better transit and expands affordable housing options.

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## 3. Engaging a Base of Conservationists

**The need is urgent.** Thousands are unaware of the threats facing the Upstate. The *Crossroads Campaign* will exponentially grow our collective influence. We aim to double the size of our grassroots support and equip them to advocate on behalf of the Upstate, just like you. Our larger and more powerful base will join elected officials and business leaders to save our special places and quality of life before they're gone forever.

**Your investment in the *Crossroads Campaign* will help:**

- » Double Upstate Forever's base of active members and supporters by 2022, which will strengthen our ability to mobilize grassroots support and influence policymakers on important issues.
- » Foster a shared conservation vision among the Upstate's residents through more thoughtful, relevant, and widely distributed communication.

## 4. Sustainable Funding for the Future

**Growth is coming.** By 2040, more than 300,000 additional people will call the Upstate home. We want to welcome everyone while being vigilant about the natural resources we love. *Crossroads* will grow Upstate Forever's endowment so we can work on your behalf for years to come. A larger endowment means we can always be your advocate — welcoming new neighbors without spoiling the Upstate.

**Your planned gift as part of the *Crossroads Campaign* will:**

- » Expand Upstate Forever's capacity and resiliency through predictable income.
- » Give our staff more resources and agility to face "Goliaths" — large, time-sensitive development projects that threaten the Upstate's critical lands, waters, or quality of life — as the Upstate grows.

**Ways to make a planned gift:**

- » Include Upstate Forever in your will
- » Give a gift of stock
- » Donate your residence or property
- » Designate UF as beneficiary of life insurance policies or retirement plans
- » Set up a Charitable Remainder Trust, a Charitable Lead Trust, or a Charitable Gift Annuity

**Your gift to the *Crossroads Campaign* is an investment in maintaining our region's high quality of life for future generations. Make your pledge today at [upstateforever.org/crossroads](https://upstateforever.org/crossroads)**



To stay updated on our work, sign up for our email list at [upstateforever.org/email](https://upstateforever.org/email) and follow us on social media.