



CHESAPEAKE BAY FOUNDATION

Saving a National Treasure

<DATE>

Dear <<Salutation>>,

As 2023 comes to a close, I've been reflecting on a year spent tirelessly fighting for the Chesapeake Bay. It hasn't always been easy—but I'm thrilled to be writing to you today with exciting news that's sure to make a difference!

The Chesapeake Bay Foundation's (CBF) Board of Trustees has just announced a \$600,000 Matching Gift Challenge! Starting now, every dollar you give before the December 31 match deadline will be doubled up to \$600,000. That means your gift will go twice as far in restoring our Bay, its rivers and streams, and the critters and communities that rely on them!

Your donation of \$Ask1 will be doubled to \$Ask1x2, your donation of \$Ask2 will turn into \$Ask2x2, and your gift of any amount will be doubled up to \$600,000—but only if you take action before the December 31 deadline.

With your support we can build upon our successes and continue restoring the Bay!

In the past year, we've reached a settlement in our lawsuit against the U.S. Environmental Protection Agency, meaning the agency will be ensuring Pennsylvania more aggressively reduces pollution from agriculture and stormwater runoff. We've planted thousands of trees, reducing polluted runoff while improving the quality of our soil and air. We've added millions of juvenile oysters to the Bay, where they provide habitat and filter pollution every day.

And that's just the beginning. Please take a look at **The Way of the Bay Report** I've enclosed to learn more! Together, we've accomplished so much in our fight to save the Bay and restore local water quality. And together, we'll do so much more.

Here's how we'll put your gift to work to address some of the most pressing issues that affect the Bay and its rivers and streams:

- **Pollution from Pennsylvania.** Nearly half of the Bay's nitrogen pollution flows down Pennsylvania's Susquehanna River—and most of that is from agricultural runoff—but the state simply isn't doing enough to improve water quality. While many farmers, conservationists, and concerned residents are taking action, the Bay, and Pennsylvania's local waters, will never recover if Pennsylvania doesn't increase and consistently fund more of those actions now.

(over, please)

PHILIP MERRILL ENVIRONMENTAL CENTER

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- **The Battle Against Runoff and Pollution.** Polluted runoff, particularly from urban and suburban areas, sends contaminants directly into the Bay. The solution is *green infrastructure*, which slows runoff down and soaks it up. We are actively working to implement this cost-effective solution throughout the watershed.
- **The Impact of Climate Change.** Our goal is to bring balance to the Chesapeake Bay, but the ravages of climate change make achieving that balance all the more difficult. Severe weather, high temperatures, and rising sea levels are submerging islands, fueling underwater deadzones, and flooding cities. We need your help to accelerate our response to climate change right here in our backyards!

In our most vulnerable moments, it's easy to believe that restoring the Bay is an insurmountable challenge. But I know we can do it. I'm so grateful for supporters like you who help push the envelope, hold polluters accountable, and make the progress our Bay needs.

So, as we move into the final few months of the year, I'm asking for your help once again. If you'd like to give, head to cbf.org/donation or select the Matching Gift Coupon that matches your most generous gift. No matter how you contribute, your tax-deductible gift will be matched up to \$600,000.

Finally, I'd like to say thank you. It warms my heart to see how much you care for the Bay and our local waters. I know that together we can reduce pollution, strengthen local economies, and leave a legacy of clean water!

Sincerely,



Hilary Harp Falk
President and CEO

- P.S. Our Board of Trustees has pledged to match every gift, dollar for dollar, up to \$600,000, until December 31. Don't delay—give now to have your gift doubled!
- P.P.S. The included **Way of the Bay Report** is your guide to what we've accomplished together in 2023. As you learn about our successful lawsuit against the EPA, our work improving soil and air quality, and more, please keep one thing in mind: none of this would be possible without the incredible support of members like you!

**Gifts received after the match is met will not be matched but will still be used to support all of CBF's Bay-saving work.*



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