



Media Release

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Waterfowl Chesapeake Challenges Community to Matching Campaign

\$7500 in “Seed Funding” Awarded to Three Delmarva Organizations

Waterfowl Chesapeake (WC) is excited to launch its first Community in Conservation Match Challenge and announce the three 2017 Community In Conservation award recipients, who are receiving \$7,500 from this small grant program.

WC’s support is “seed funding” to give these initiatives a jump-start toward the monies they need. To get them fully funded and show the region’s love for waterfowl, the WC is challenging the community – and the thousands of Festival visitors – with a matching campaign now through Nov. 13. Every dollar raised will go directly to these initiatives, increasing each organization’s capacity to get the job done.

The Match Campaign, with a goal of raising an additional \$7,500, reconnects communities with conservation as well as raises funds. WC is asking its stakeholders, supporters and people in our communities to ‘match’ its dollars by dropping a “green feather” or two for community-based waterfowl conservation.

“We are so excited to focus on supporting several kinds of projects, all which have an impact on waterfowl and their habitats. And doing so for organizations in our Delmarva communities,” says Margaret Enloe, Executive Director. “We like to think it’s one of our unique ways of connecting people and financial resources with environmental needs.”

The Match Campaign also highlights the Festival’s legacy of supporting our beloved birds and their habitats – wetlands, marshes, underwater grass beds and woodlands – all which make our region unique. As long as there have been available funds, Waterfowl Festival has given something back to the ducks, geese and swans for its entire 47-year history.

2017 “SEED MONEY” RECIPIENTS

WC’s three funding focus areas:

- **EDUCATION:** “Students for Streams”, serving all Dorchester Co., MD 9th graders & teachers
MidShore Riverkeeper Conservancy
- **COMMUNITY CONSERVATION:** “Adopt-an-Acre Community Engagement, Habitat Improvement & Wood Duck Conservation”, serving DE communities
Delaware Wildlands
- **LOCAL RESEARCH:** “Biological Mosquito Control by Native Zooplankton”, to reduce pesticide use on marshes, thereby improving food resources for waterfowl
James Pierson, University of Maryland Center for Environmental Sciences

Contributions can be made online at www.waterfowlchesapeake.org/matchchallenge2017 or Festival visitors may drop a few “green feathers” in any of the blue “Wood Duck Donation Boxes” around Easton now and in the exhibits during the Festival. Donations will also be accepted at the Waterfowl offices located at 40 S. Harrison Street, Easton, Md.



Waterfowl Chesapeake’s “Community in Conservation” small grant program, supported by restricted proceeds from the Waterfowl Festival, is intended to be an annual opportunity to increase the capacity of non-profits and community entities for their restoration and conservation work. It is also one of the only grant programs that supports multiple types of conservation activities – education, engagement and research – all of which are critical to building healthy waterfowl populations and environments.

Waterfowl Chesapeake hopes that the broad emphasis on “community”, which draws on the Festival’s long history, will encourage organizations to think creatively about who they can serve and help generate new ideas to bring people and regional conservation work, research and education together.

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About us *With a focus on communities, stewardship and the waterfowl-related resources and heritage on Delmarva, Waterfowl Chesapeake: Connects financial resources from the Festival and environmental needs in communities, Serves as a neutral convener for events, forums and discussions leading to solutions, and Engages and educates communities about the benefits of healthy waterfowl populations and habitats.*