



Media Release

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FOR IMMEDIATE RELEASE

CONTACT: Margaret Enloe ~ menloe@waterfowlchesapeake.org ~ 410.822.4567

High Resolution Images of Grant Recipients Available

“Community In Conservation” Match Campaign Up To \$3,600 for Waterfowl Conservation Anonymous Donor Makes \$3,000 Gift

Easton, Md. – Just in time for the holiday season of giving, Waterfowl Chesapeake (WC) is pleased to announce that an anonymous donor has given \$3,000 towards its “Community in Conservation” Matching Campaign, initiated just before this year’s Festival weekend. Thanks to this donor, the campaign has raised more than \$3,600 to date, bringing WC closer to its goal of raising \$7,500. Monies raised will match the 2017 seed funding that WC has committed for three waterfowl-related projects on Delmarva.

“We are relatively pleased with how the community matching campaign has gone so far, and this holiday ‘angel’ really made a difference by getting us almost half-way to our \$7,500 goal,” said WC Executive Director Margaret Enloe. “It was the first time we’ve asked Festival goers to contribute directly to conservation and, while they did, we’ve been especially pleased with the enthusiasm we’ve heard from the Delmarva community. We clearly have more work to do but feel we’ve made a solid start in terms of helping folks better connect the Festival with its conservation history and mission.”

In the fall, WC announced its ‘seed funding’ of \$7,500 through its Community in Conservation small grants program for three organizations on Delmarva that are undertaking waterfowl-connected work – MidShore Riverkeeper Conservancy, Delaware Wildlands, and University of Maryland Horn Point. It then launched the match campaign to raise the same amount in order to fully fund all the projects. WC asked people in the community, its supporters and the Festival visitors to ‘match’ its dollars by making a gift on line or by dropping a “green feather” into donation box during Festival weekend. The campaign is both a fundraising effort for the projects as and is also intended to help raise awareness about the connection between the Waterfowl Festival and its conservation mission.

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.

Contributions to the Community In Conservation matching fund can be made before Dec. 31, 2017 at the Waterfowl Offices in Easton or online at www.waterfowlchesapeake.org/matchchallenge2017.

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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 & environmental needs in communities,*
- *Serves as a neutral convener for events, forums and discussions leading to solutions, &*
- *Engages and educates communities about the benefits of healthy waterfowl populations and habitats.*

WC 2017 RECIPIENTS & PROJECTS

SUPPORTING EDUCATION
“Students for Streams”, serving all Dorchester Co., MD 9th graders & teachers
MidShore Riverkeeper Conservancy

SUPPORTING COMMUNITY CONSERVATION
“Adopt-an-Acre Community Engagement, Habitat Improvement & Wood Duck Conservation”, serving DE communities
Delaware Wildlands

SUPPORTING RESEARCH
“Biological Mosquito Control by Native Zooplankton”, to reduce pesticide use on marshes & improve food resources for waterfowl