

The Valhalla Mile: Campaign Update



A Significant Portion of Valhalla Park Lakeshore and Slope is Endangered from Exploitation by Wealthy Developers

Q: Why do we need to protect the Valhalla Mile?

A: The Valhalla Mile is a prime target for a real estate or luxury resort developer, as it has a wonderful mile-long stretch of lakeshore frontage on Slocan Lake. Imagine it subdivided into 100 private lakefront lots, each with a private dock jutting out into Slocan Lake and a jet boat moored at each dock. Imagine a helicopter- and boat-accessible luxury resort with “keep out” signs posted along its boundaries and the shoreline. This sort of development would not only destroy the natural values of the property itself, it would also rip out the heart of Valhalla Park and degrade Slocan Lake.

Question: Where is the Valhalla Mile?

Answer: The Valhalla Mile is 155-acre parcel of land with a 1.1 mile stretch of pristine shore line, located on the west side of Slocan Lake across from Enterprise Creek. The Valhalla Mile property is a privately owned piece of land, an in-holding surrounded by Valhalla Provincial Park. Our intention is to buy it and make it part of the Park.

Q: What will it cost to secure the Valhalla Mile property?

A: The cost of the deal is \$1.5 million: \$1.3 million for the land purchase and the balance for legal costs, taxes, and closing costs.

Q: Do you have a legal arrangement in place to ensure the deal will go through?

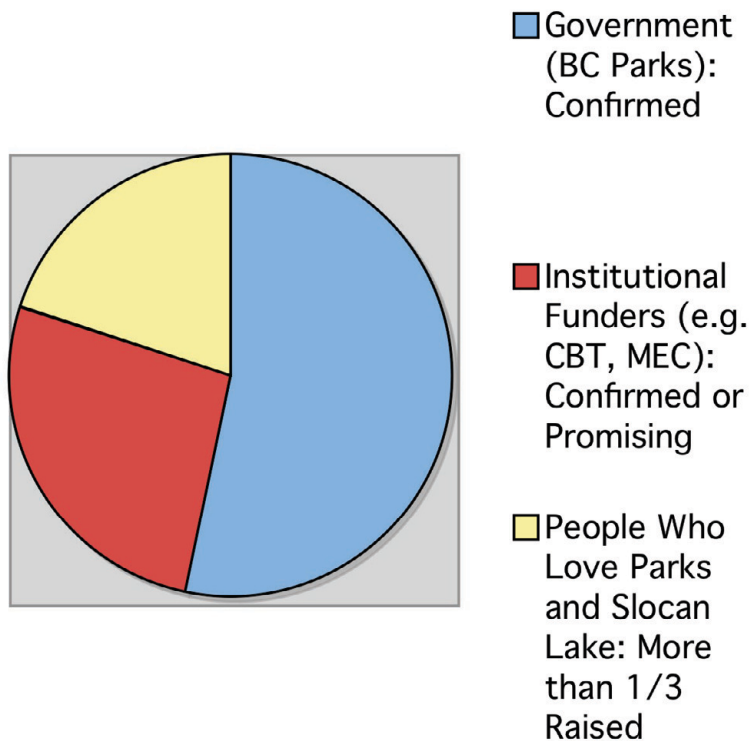
A: Yes, we have a legally binding Offer to Purchase signed between the current property owner and The Land Conservancy of BC (the land trust organization brokering the deal). The property cannot be sold to anyone else while we raise the funds for the purchase.

Q: What is the deadline for raising the necessary funds?

A: By the end of December, we need to know we have the funding in place -- this means funds either received or pledged.

Q: How do you plan to raise the necessary funds to acquire the Valhalla Mile?

A: There are three main categories where we are seeking funds. See the pie chart below:



Q: How are we doing with fundraising?

A: We are getting a wonderful response to our community fundraising campaign (the chunk of the pie that is titled “People Who Love Parks and Slokan Lake”). Our goal is \$300,000 from this group and we have raised \$120,000 thus far! THANK YOU TO EVERYONE WHO HAS GIVEN OR PLEDGED THUS FAR.

The next piece of the pie is institutional funders, and from them we hope to raise \$400,000. We have very positive indications of substantial support from funders such as Mountain Equipment Co-op and the Columbia Basin Trust. We also plan to approach funders such as the Habitat Conservation Trust Fund and BC Hydro as well as the Trust For Public Lands and other large institutions that support private land acquisition for conservation.

The largest chunk of the pie is the firm commitment of BC Parks for more than half of the cost of the acquisition. We have to wait for the 2009 Provincial budget to be completed to get an exact figure, but it will be in this range.

All of this adds up to confidence that we will raise the amount of money needed – provided community members and the institutional funders continue to give as generously as they have thus far. Together, we will buy the property so it can be made part of Valhalla Park, so that it is preserved in its natural state for all to enjoy respectfully, forever.

Q: What is the intention of the pledge option? Why is it so important that I send in my pledge?

A: In order to know when we have enough money raised to complete the land acquisition, we have to have some way of knowing what funds we can count on. This is why sending in your pledge is so important. We need to know by Dec. 31st that we have raised the money so we can carry through with the purchase. So please, if you are planning to support the Valhalla Mile acquisition, let us know right away!

Pledges are a promise from you to give at a later date. This allows you to plan your financial affairs so that you can free up funds to make your gift. Some donors may need to move money between bank accounts, or wait for a GIC or a bond to mature, for example, so they can then donate some of the proceeds to the Valhalla Mile.

Q: Are gifts for the Valhalla Mile tax deductible?

A: Yes, absolutely. The charitable organizations that have partnered for this campaign (The Valhalla Foundation and The Land Conservancy of BC) are both registered charities and will issue a tax receipt for the full amount of all gifts received. (If you make a pledge, which is a promise to donate at a later date, you will get your tax receipt after you actually donate the funds.)

Q: What are my giving options?

A: You can give in whatever way works best for you.

- **By Phone:** If you prefer to give by phone with a credit card, you can call TLC at 250-479-8053 or the Valhalla Foundation at 250-358-2796.
- **By Mail:** Cheques can be mailed to either the Valhalla Foundation (Box 63, Silverton B.C. V0G 2B0) or The Land Conservancy (301 -- 1195 Esquimalt Road, Victoria, B.C. V9A 3N6).
- **On-line:** If you appreciate the convenience of giving online, donations can be made through The Land Conservancy's secure web site. At the home page (www.conservancy.bc.ca) click on "Help Valhalla Mile"
- **Monthly:** You can split your gift across several months, or become an ongoing monthly donor to either organization (or both!) To set up monthly giving, contact the Valhalla Foundation at 250-358-2796 or by e-mail: vws@vws.org / The Land Conservancy at 250-479-8053 or by e-mail: admin@conservancy.bc.ca
- **Other types of gifts:** You don't necessarily have to give cash. You can donate (transfer) shares, bonds, or other tradable securities and receive substantial tax relief. Call or e-mail the Valhalla Foundation or The Land Conservancy for more information on how to set this up to your best advantage.

Q: What happens to my donation if we don't raise all the money needed? Do I get it back?

The simple solution if you are concerned about this, is to make a *pledge* rather than sending in a cheque. That way, we will contact you when we have raised the required total, and you can send us your gift at that time. A pledge is a binding promise, if you say you are going to give, we are counting on you to do so, so long as we have raised the total needed and the deal is going forward.

It is extremely unlikely, given the excellent support we have received thus far, that we won't reach our fundraising goal. However, if we reach Dec. 31st and there is a shortfall, we will do everything in our power to raise the remaining funds, including going back to some donors and

asking them to consider giving more. Many people have said they want to see the Valhalla Mile protected no matter what.

Ultimately, if for some reason we can't foresee at this time, the needed funds were not raised, we would refund donations. The Canada Revenue Agency does allow donations to be returned when they were collected for a *specific capital acquisition* (such as this campaign). To do this would create a huge amount of work for us as charities, but if we had to, we would.

Q: What happens if you raise MORE money than is needed? Would excess donations be returned?

A: It would be unlikely that we would bring in more than is needed, because we are tracking donations and pledges as they come in. As soon as we have raised the needed funds, we will publicize the fact that we have reached our goal and that no more donations are needed. If a donation came in after the campaign goal has been reached, the donor would be immediately contacted and given the option of donating the funds toward another worthwhile project or having their cheque returned.

Q: What is the difference between the Valhalla Wilderness Society and the Valhalla Foundation?

A: They are separate registered charities with different mandates. However, they are related in that they share office space, staff and directors.

The Valhalla Wilderness Society has a mandate to protect wild places and sensitive ecosystems, and has more than 30 years of strategic, passionate work in that regard. Locally, the Valhalla Wilderness Society may be best known for its role in the creation of Valhalla Provincial Park, however, the Society has spearheaded campaigns throughout B.C. and across Canada, including the creation of the Khutzymateen Grizzly Sanctuary, the Spirit Bear Conservancy, South Moresby National Park, and the Boreal Forest Network. Currently, the Society is working on a park proposal to protect mountain caribou habitat.

The Valhalla Foundation (full name: Valhalla Foundation for Ecology and Social Justice) has a mandate to purchase private lands for conservation. It has already secured an ecologically sensitive parcel of land in the Chilcotin region of BC for conservation and is working on securing another parcel there, in addition to the Valhalla Mile acquisition.

Q: What happens to my contact information after the campaign to acquire the Valhalla Mile is over?

A: We hope that if you care about land conservation and protecting wild places, you will be interested in being kept informed about future activities. If you give via The Land Conservancy, your name will be added to their list of supporters. If you give via the Valhalla Foundation, your name will be added to their list. Rest assured, however, that you can have your name removed at any time, simply by phoning, emailing or writing the Valhalla Foundation or The Land Conservancy. We also respect your privacy and we will ever sell, trade, or rent your name to another organization.

MY GIFT / PLEDGE

Yes! I will help add the Valhalla Mile to Valhalla Provincial Park

Please make a gift and/or your pledge now, so that we can be sure of your support. With a pledge, your cheque can be forwarded when the purchase is finalized (we will contact you). You can either pledge to give in 2008, or in January of 2009, whichever works better for you from a tax standpoint. All donations are fully tax creditable.

Please make your cheque out to either the Valhalla Foundation or TLC The Land Conservancy of B.C.

PLEDGE / DONATION FORM	
Please fill in and mail to either Valhalla Foundation or TLC	
I/We Hereby Pledge / Donate: (Amount)	I/we will donate _____ at this time I/we pledge to donate _____ by year-end 2008 I/we pledge to donate _____ in early 2009
Name(s)	
Postal Address	
Phone Number	
E-Mail Address	
Comments / Follow-Up	[e.g. If you wish us to contact you to arrange a gift of securities or to discuss other giving options, please indicate]
Date	
Signature	

Please return to:

Valhalla Foundation for Ecology & Social Justice

Box 63, Silverton, B.C. V0G 2B0

Phone: 250-358-2796

E-mail: waynem@vws.org

Web: www.vws.org

[Registered Charity number: 86847-5641-RR0001]

or

TLC The Land Conservancy of British Columbia

301 – 1195 Esquimalt Road, Victoria, B.C. V9A 3N6

Phone: 250-479-8053

E-Mail: admin@conservancy.bc.ca

Web: www.conservancy.bc.ca

[Registered charity number: 88902 8338 RR0001]

We respect your privacy. We will never sell, trade, or rent your name to another organization.
A tax receipt will be issued for all donations.