

# GIFT IN WILL

Preserving a ribbon  
of wilderness, for  
everyone, forever

*Remember the  
Bruce Trail Conservancy  
in your will*



**Bruce Trail  
CONSERVANCY**





One of my earliest memories is of my father taking me and my brothers on an adventure – an adventure hiking the Bruce Trail. On that day we spent hours scouring the rocks for salamanders. I had never seen one. I remember, when we finally found one, the joy and wonderment of seeing a new creature for the first time. The earthly smell that came from picking up the rocks, and the anticipation and delight in looking for these wonderful ecological treasures are things I often think of. I wanted to share this sense of joy and wonder with my own family, and so a generation later we took to the Trail in search of salamanders.

Perhaps you also hold memories of time spent on the Trail, whether as a member or new visitor exploring the Niagara Escarpment's many wonders, or as a volunteer ensuring others may enjoy an easier path. By taking the steps today to make a gift in your will, you will be forever protecting this ribbon of wilderness for future generations to explore and discover. You have the power to ensure this natural legacy lives on.



**Michael McDonald**  
Chief Executive Officer



# An idea is born

The idea of a public footpath spanning the entire Niagara Escarpment was born in 1959. Ray Lowes articulated his vision of this footpath to friend Robert Bateman at a meeting of the Federation of Ontario Naturalists. Never before in Canadian history had a trail of this scope been visualized. The first meeting of the Bruce Trail Committee was held in 1960.

The legacy of this work – forging relationships and building a continuous footpath along the length of the Niagara Escarpment – is evident with every step you take today through the forests, wetlands and spectacular coastline of the Escarpment.

*“The Bruce Trail changed my life. It lengthened my stride and gave joy to my heart.”*

Dr. Philip Gosling,  
Bruce Trail Founder,  
Member of the Order of Canada





# A natural treasure

The Bruce Trail has always been more than just a footpath. Since its beginning, the purpose of the Bruce Trail has been to inspire conservation through recreation. The Trail was created as a way to encourage people to experience the natural wonders of the Niagara Escarpment so that they would be motivated to protect them today for future generations.

Explored by individuals of all ages, the Bruce Trail connects hikers and conservationists alike to the wonders of the Niagara Escarpment – cobble beaches, open meadows, waterfalls, rocky

crevices, old-growth forests, and awe-inspiring views. We care for over 1,300 km of Trail, steward 15,212 acres of land, and actively work to bring more land into conservation.

Many people don't realize that the Bruce Trail is not permanently secure. Roughly one third of the Bruce Trail corridor is still vulnerable to development and access is not assured.

A gift in your will supports our mission to preserve a ribbon of wilderness, for everyone, forever.



Photos: Brian Popelier





Photo: Sandra J. Howe

*"I want to share with you a decision I have made with the hope that it will prompt you to join me. I have been on the path to protect nature and the Niagara Escarpment for over 60 years. It is part of my personal "end to end" journey and I plan to finish this life interest with a gift to the Bruce Trail Conservancy in my will.*

*We have come so far...but we cannot take the protection of the Niagara Escarpment and access to our marvelous trail for granted.*

*My hope is that by saving the Niagara Escarpment, we will permanently protect irreplaceable habitats and species. We will pass on the joys we have experienced to future generations. And, we will ensure this ribbon of wilderness is protected forever and available for all to enjoy.*

*By joining me, you can help to build a better world for future generations."*

**Dr. Philip Gosling**  
**Honorary President & Co-Founder**



# Leaving a natural legacy

The Niagara Escarpment is within driving distance of eight million Ontario residents, and is a UNESCO World Biosphere, a national and international treasure. It is one of the most biodiverse areas in Canada, yet because of its location, continues to be vulnerable to development.

## You can protect natural areas permanently

Your gift can help us to secure a permanently protected home for the Bruce Trail. Each year, we work carefully to acquire and create nature reserves and other protected natural areas. These areas preserve a diverse array of habitats including forests, wetlands, karst topography, meadows, caves, scarp edges and alvars, and provide a home for 91 species of conservation concern. As one of Ontario's largest and most active land trusts, the BTC has been responsible for the preservation of 20,460 acres of land.

## You can restore habitats and keep them healthy

The Bruce Trail Conservancy manages thousands of acres of Niagara Escarpment land through its Land Stewardship program – the largest program of its kind run by a non-government organization in Ontario's history. Under this program, staff perform ecological inventories and develop stewardship plans for each property managed by the BTC. Stewardship activities depend on the property and can involve active habitat restoration, invasive species removal, removal of garbage, mitigation of damage by unauthorized uses, species monitoring, and more.



Photo: Brian Popellier



Photo: Dennis Barnes



Photo: Brian Popellier

# Preparing to Leave a Gift in your Will

We recognize that the decision to leave a gift in your will to the Bruce Trail Conservancy is a truly special one. Our vision to permanently secure and protect the Bruce Trail is a long-term one, and requires a source of dedicated funds. Your gift will ensure that precious Niagara Escarpment land will continue to be protected as it becomes available and that it will be cared for in perpetuity for future generations.

When deciding how to incorporate the Bruce Trail Conservancy in your will, you may wish to consider a percentage of the residue of the estate once your loved ones are looked after, or a specific bequest.

## SAMPLE WORDING:

### Share of your assets

“My estate trustees shall pay or transfer to The Bruce Trail Conservancy all (or %) of the rest, residue and remainder of my estate to be used for the general purposes of The Bruce Trail Conservancy.”

### Specific bequest

“My estate trustees shall pay or transfer to The Bruce Trail Conservancy the sum of \$\_\_\_\_\_ to be used for the general purposes of The Bruce Trail Conservancy.”

### Other gift options you may consider:

- Gifts of securities
- Life Insurance
- RSPs / RRIFs

#### Legal Name:

The Bruce Trail Conservancy

#### Address:

P.O. Box 857,  
Hamilton, ON, L8N 3N9

#### Charitable Organization #:

11921 7578 RR0001



**Disclaimer:** The information listed on this page is intended to provide general information and should not be construed as legal or other professional advice. The above should not be used without first reviewing it with your own legal or other professional advisors to determine its suitability for your unique estate planning situation.



## Our promise to you

Leaving a gift in your will is a deeply personal decision. There are many considerations, and we understand that you need to make it in your own time.

We are here to support you. We encourage you to contact us to learn more about the areas of work that interest you most, and how you can arrange a gift that will best support these areas.

We understand that your family and loved ones come first.

We will keep you updated about the work we are doing, and provide you and your loved ones with unique opportunities to learn more about our work to preserve a ribbon of wilderness, for everyone, forever.

While we encourage you to share your decision with us, (so that we may work with you to determine how best to honour you and your loved ones with appropriate recognition), we understand if you prefer not to tell us.

We appreciate that circumstances can change. You have the right to change your mind about your gift at any time, and you don't need to tell us if you do.

We value your trust in us. We will always respect your privacy, and treat your gift with care and sensitivity.



Photo: Brian Popelier

**We would be pleased to speak with you about this important decision or answer any questions you may have.**

**Please contact:**

**Gloria Vidovich**

**Planned Giving & Donor Relations Officer**

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**Bruce Trail  
CONSERVANCY**

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TheBruceTrailConservancy



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