



**PHOTO** In November 2015, we assisted the Philadelphia Cricket Club and the Woodward family as they negotiated an agreement to permanently conserve 37 acres of open space. As the nation's first urban accredited land trust, the Chestnut Hill Conservancy has protected more than 130 acres of open space in the Wissahickon Watershed. This open space is critical for the protection of water quality and native flora and fauna.

GOAL | \$500,000

**CHESTNUT HILL  
CONSERVANCY  
CAMPAIGN FOR  
ENDOWMENT**

*Chestnut Hill Forever*

LIMITED NAMING OPPORTUNITIES AVAILABLE:

- EASEMENT PROGRAM \$150,000
- CONFERENCE ROOM \$100,000
- RESOURCE CENTER \$75,000
- PRESERVATION AWARD \$50,000

EXTENDED TO ALL QUALIFYING GIFTS:

- FOYER PLAQUE \$10,000+
- MEMBERSHIP IN THE ANNIVERSARY SOCIETY \$5,000+

*Chestnut Hill Forever*



THE CHESTNUT HILL CONSERVANCY  
CAMPAIGN FOR ENDOWMENT

**JANUARY 2017 | \$403,220** – Three years into this fundraising campaign, 47 gifts have contributed just over 80% to the goal.

PROGRESS AS OF JANUARY 2017

GIFT RANGE	#	CUMULATIVE
\$100,000	1	\$100,000
\$25,000-30,000	4	\$204,200
\$15,000-24,999	2	\$234,625
\$10,000-14,999	12	\$365,321
\$5,000-9,999	3	\$380,321
\$0-4,999	25	\$403,220



PLEASE JOIN THIS CAMPAIGN TO ENSURE THAT CHESTNUT HILL'S ARCHITECTURE, GREEN SPACE, AND HISTORY ARE PROTECTED FOR GENERATIONS TO COME.



PROTECTING OUR PAST



ENVISIONING OUR FUTURE

CONTACT EXECUTIVE DIRECTOR LORI SALGANICOFF WITH ANY QUESTIONS: 215-247-9329 x 201 OR LORI@CONSERVANCY.ORG

## The Campaign for Endowment

Since 1967, the Chestnut Hill Conservancy has been investing in the future of our community by preserving the beauty and distinction of its past.

The architectural diversity and extraordinary quality of our buildings; the rugged, awe-inspiring natural setting of the Wissahickon Valley; and the charming village that forms the commercial heart of Chestnut Hill all contribute to a place that is timeless, matchless, and well worth heralding.

The Chestnut Hill Conservancy has stepped up to do this in numerous ways. We review and conserve. We educate and advocate. Most essentially, we protect.

We protect the irreplaceable character of Chestnut Hill and guide the inevitable change in the physical fabric of the community over time. We have seen our town through 50 eventful years thus far.

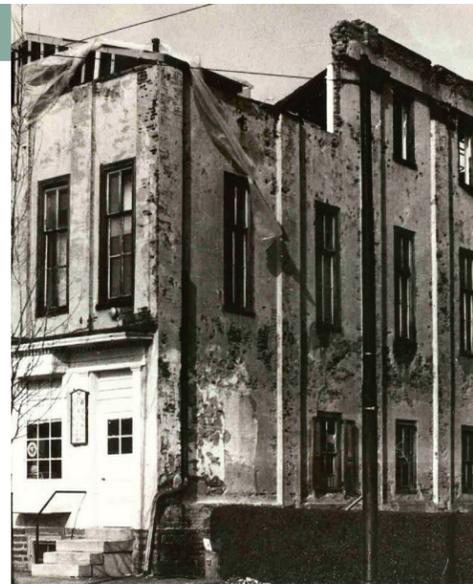
But we have one major challenge: Year after year we have had to raise all of the funds needed for that year. Before this campaign began in 2014, we had no margin of error; we had no endowment to support us. In FY-2016, our operating budget was \$313,208.

You can provide the endowment to accomplish this mission. Now is the time.

As a nationally accredited land trust, we have responsibly dedicated funds to sustain our conservation and facade easement program in perpetuity. These funds are not available for the administration of our organization. An invested and unrestricted endowment would provide some cushion for the unexpected and support our growth in staff and programs.

Our goal for the current phase is \$500,000, which, at a 5% return, will provide \$25,000 annually. With some cushion, we will be able to worry a little less about fundraising year after year. With greater financial certainty, we will be able to focus that much more on ensuring that Chestnut Hill's architecture, green space, and history are protected for generations to come.

For those of us who feel privileged to live here, it is imperative to support the Chestnut Hill Conservancy to ensure that the distinctive qualities of Chestnut Hill are not eroded, lost, and built over.



**ABOVE** Preservation of the VFW building, 8217-19 Germantown Avenue, was the genesis of the Chestnut Hill Conservancy, then named the Chestnut Hill Historical Society. In the mid-1960s, a new group called "the Committee for the Preservation of Historic Buildings in Chestnut Hill" raised money and restored the third floor.

**LEFT** The Chestnut Hill Fire Station (1894) on Highland Avenue is one of Philadelphia's most important examples of Richardsonian-Romanesque architecture. In 2014, it was at risk of alteration and in urgent need of critical repairs. The Chestnut Hill Conservancy led the preservation advocacy efforts with local stakeholders, the Fire Department, and city agencies, and in 2015, it was added to the Philadelphia Register of Historic Places, protected in perpetuity.



During our 50th Anniversary year, more strongly than ever before, we're carrying out our mission of preserving significant architecture, conserving open space, and maintaining the Chestnut Hill and Wissahickon Archives. We envision Chestnut Hill as a **green, historic, vibrant** urban village that respects and celebrates its architectural and environmental resources; takes advantage of the **social and economic value** of historic preservation and natural conservation; and prioritizes **harmony and enduring quality** in new development.



**Nights of Light**

**ILLUMINATING OUR PAST TO IMAGINE THE FUTURE** | Get ready for "Nights of Light"! This very special program will create public art inspired by the Archives, projecting images onto Germantown Avenue commercial buildings during the first weekend of October 2017.

**COMMUNICATING THE FULL EXTENT OF OUR MISSION** | We have rebranded and introduced a new logo as the Chestnut Hill Conservancy to better convey all three prongs of our longstanding mission: architectural preservation, land conservation, and historical archives.

**EMPOWERING THE COMMUNITY TO MANAGE CHANGE** | We received a catalytic grant from the William Penn Foundation's Watershed Protection program to protect the Wissahickon Watershed from increasing development pressures through conservation of privately-owned land. Additionally, working in partnership with the Chestnut Hill Community Association and a team of stakeholders and professionals, our *Residential Conservation, Preservation and Development Study* is helping the community define and protect significant natural and architectural resources, and guide new development, proactively and holistically.

**INSPIRING COMMUNITY DISCUSSION** | Moderated by the Philadelphia Art Museum's Gail Harriety and featuring noted urbanists such as Inga Saffron, "*Visionaries' Roundtable: Preservation and Change in Chestnut Hill's Future*" asked an overflowing crowd of 350+ to consider what is significant and character-defining about Chestnut Hill, and to protect that while embracing positive new development.



**PROTECTING THE ARCHITECTURE THAT DEFINES CHESTNUT HILL** | We are working as hard as ever to protect the buildings that make Chestnut Hill an extraordinary place, such as Greylock, 30 W. Chestnut Hill Avenue, 8310 Crittenden Street, the Vanna Venturi House, and the Chestnut Hill Fire Station.