

MADRONA FARM CAMPAIGN NEWSLETTER

April 25, 2009

Welcome to the Madrona Farm Campaign Newsletter! If you are wondering about the status of the fundraising campaign, upcoming events, volunteer opportunities or what is available at the farm stand – you have come to the right place.

Recent Changes at The Land Conservancy

You may have heard about some recent changes at *TLC*. We would like to assure you that *TLC* remains committed to the Madrona Farm Campaign and to the future of sustainable local food production. We look forward to working with you to purchase and protect Madrona Farm, *Forever*. Thank you again for your ongoing support and contribution to the success of this campaign. Please feel free to give us a call if you have any questions at 250-479-8053.

Madrona Farm Campaign Coordinating Committee

The Committee meets at *TLC* Head Office on Tuesday mornings, 9:30 – 11:00 a.m. to discuss such topics as fundraising, communications, special events, etc.

The Committee is comprised of David and Nathalie Chambers (Volunteers), Paula Hesje (*TLC* Agricultural Program Coordinator), Sarah Pugh (Volunteer), Nola Ries (Volunteer), Ramona Scott (*TLC* Manager of Agricultural Programs), and Heather Skydt (*TLC* Manager of Communications). Ramona is Chair and the point-person for volunteers.

News & Campaign Status

Next \$\$\$ Goal

The total amount raised to date in cash and pledges is approximately \$ 380,000.00. Thanks to your support, and a generous gift from the current landowners, over 50% of the purchase price has already been secured. *TLC* still needs \$370,000 by July 2009 and another \$950,000 by January 2010 to ensure Madrona Farm is protected and remains in agricultural production for future generations.

Fundraising in your Own Home

Fundraising for Madrona Farm doesn't have to be a scary task. Have you ever thought of hosting a "friendraiser" at your own home? Invite your friends over for appys and hold an fundraising auction. *TLC* staff members Paula Hesje and Tara Todesco did just this. Each of their friends brought an auction item that they either made or bought, or offered a service, such as a haircut. This idea contributed \$1,800 to the campaign coffers. You could do this, too! Creative ideas while having FUN raising money for Madrona are also encouraged. We would love to hear your ideas and stories of SUCCESS.

Kudos to Fundraising Friends

Avenue Art Gallery and artist, Ron Parker, have donated all proceeds to TLC from sale of Ron's painting, "Autumn Meadows".

Jessica Miles, on behalf of the *UVIC Environmental Studies Student Association* writes: "...students have fundraised this past school year ... to help TLC save the farm. We have sold hand-made t-shirts, silk screened on organic cotton fabric by a local artist. We are pleased to announce that we have raised \$500 for Madrona Farm!"

Dinners at *La Piola* and *Camille's* were well-attended and raised over \$1750. Merridale Ciderworks and Mole Restaurant dinners have been postponed until the Fall.

At all three locations of *Café Fantastico* a percentage of the environmental surcharge on take-out cups has been donated to the Campaign. Thanks for their generous contribution.

Sale of Tractor Cookies baked by Akemi at *La Collina Bakery* recently brought in \$200 for Madrona. Thanks to previous owner Jeff Sims and current owner Steve Wang for this great fundraising project!

Watch for many more stories of generosity and creativity from fabulous businesses and friends throughout the Region.

Applications to Foundations and Corporations

Nola Ries has volunteered to research and apply for grants from like-minded foundations and corporations to help offset the overall fundraising costs for Madrona. We are always looking for suggestions as to where to look, so if you have ideas please send them along.

Public Presentations

- David and Ramona gave a talk and slide show to the *Harbourside Rotary Club* on February 15.
- David gave a talk to *Gyro Men's Group* at Uplands Golf Club on March 3
- Madrona Farm information table was set up at the *Gardenworks* community education weekend March 21-22. David also gave a public presentation about the farm.
- Paula and Nathalie gave a farm tour to the Quaker environment committee on March 28

Upcoming Events

Radio

Jeremy Baker, afternoon radio host at **The Zone 91.3Fm** is putting together a series of podcasts about Madrona Farm. If all goes well they will be launching in May. Stay tuned for more details. In the meantime, listen to **The Q and The Zone** for our Madrona Farm radio commercials.

Farm Tours

Are you curious about how those glorious vegetables come to be piled high at the Madrona farm stand? Would you like to see the mosaic of ponds, forest and lush cultivated fields that

comprise Madrona Farm? Nathalie Chambers will be conducting *Tours of the Farm* every Saturday until the Fall, starting on May 2 at 9:30 am.

Madrona Farm and TLC will have a booth at *Island Chefs Collaborative Local Food Fest at Fort Rodd Hill* Sunday, May 31st, 2009 12:00 PM to 4:00 PM

Celebrate Vancouver Island food and the people that bring it to us. A combination tasting and educational event, guests will sample a taste of the Island with ICC chefs while watching food demonstrations and info sessions about how local food makes its journey to our plates. A Great opportunity to learn more about Madrona Farm and to give your support!

What's at the Farmstand?

Spring greens are here! Baby Spinach, Braising Greens, Arugula, Green Onions, Baby Lettuce, Swiss Chard, Radishes.

Open at 11:00 am – 3:00 pm Wednesday to Saturday at 4317 Blenkinsop Road, Saanich

Volunteer Needs

We need folks to paint the town “green” with posters to help spread the word about Madrona Farm, volunteer opportunities, and Farm Tours. If you can assist, please pick the material from the farm stand!

If you don't want to receive these updates, please reply to this newsletter and ask to be taken off the e-mail list.