



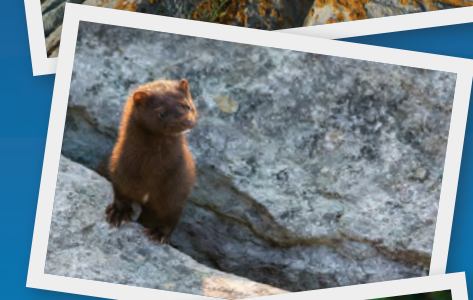
Dear Friends

Imagine an archipelago of almost 300 wild and beautiful coastal islands. Untouched white sand beaches and idyllic turquoise lagoons. Windswept headlands and towering cliffs. A mosaic of moss-filled rainforests, lakes, wetlands, bogs and barrens, all largely undisturbed by humans since the last ice age. A refuge for eagles, osprey, otters and seals. Not another human in sight. An unspoiled wilderness paradise, all within an hour's drive from the city.

Now what if I told you that this place exists, right here in Canada? Off the coast of Nova Scotia, an hour from Halifax? The most incredible wild islands you've *never* heard of. ***And I'm inviting you to join me in being a part of their legacy story.***

Now imagine this island wilderness developed. Ancient forests cleared to make way for golf courses and condos, no trespassing signs on the beaches. Important habitat for wildlife destroyed. Until very recently, this threat was real and was imminent.

But luckily for us, a local conservation group, the Nova Scotia Nature Trust, recently explored these little-known islands. What they discovered was profound. Stunningly beautiful and globally-significant biodiversity, pristine ecosystems offering an unparalleled opportunity to preserve a vast, untouched island wilderness.



And then they had the audacity to ask, “What if we tried to protect them all?” Over 7,000 acres of land, nearly 300 islands, stretching thirty kilometers along the Atlantic Coast. A big island dream for one small conservation group. Yet try they did, and against the odds, they are succeeding!

In 2014, the Nova Scotia Nature Trust launched a bold and ambitious campaign to protect the entire archipelago, a wilderness they call the 100 Wild Islands. Their accomplishments have been nothing short of remarkable.

The Nature Trust’s 100 Wild Islands Coastal Legacy Campaign has inspired the local community, all levels of government, and the island owners, earning the trust and support needed to protect over 80% of the islands already. Through boundless passion, dedication and tenacity, they have also raised seven million dollars, enough to protect the entire archipelago. This pace of fundraising and conservation success is astounding. Silver Donald Cameron’s account of the campaign in Canadian Geographic Magazine makes a fascinating read ([click here to read](#)).

Yet the 100 wild islands adventure is really just beginning. As a land trust, the Nature Trust promises to protect these islands, forever. For nature, and for people. And forever is big promise.

Now that people are discovering these once-secret islands, many are intrigued, and keen to have their own 100 Wild Islands adventure. But how do we balance people and preservation? Provide opportunities to explore, yet ensure we don’t love the islands to death?! How do we best monitor and care for the islands? Ensure the wild birds are safe, and islands free from invasive species? To meet these challenges, and to keep the islands forever wild, the Nature Trust recently launched a new fund and friend-raising initiative, the Friends of the Wild.

You might wonder, Why am I sharing this story with you? *So you can join me in being a Friend of the Wild.* You will join the founding donors whose \$7 million in support helped to secure the islands as protected wilderness. *Your support will ensure their future.*



Your donation will help to create opportunities for people like you and me to experience the magic of the 100 Wild Islands. You will help to create a comprehensive conservation and management plan for the islands, and ultimately new hiking trails and wilderness campsites and a visitor guide for the islands. Your gift will also help to build a volunteer guardian network, as well as public awareness and community engagement critical to the long-term preservation and stewardship of the islands.

Joining is easy. Simply fill out the enclosed donation form and send it with your payment in the addressed envelope. Or visit 100wildislands.ca to join online. **Your support will help to shape, support and sustain an irreplaceable natural wonder, Canada's 100 Wild Islands.**

Join today and your contribution has double the impact! The Marguerite Hubbard Charitable Foundation will match every donation made before December 31. Funds are needed now so the important planning and stewardship work can begin, so please give today.

You will receive a charitable tax receipt for your gift, but more importantly, you'll know that you've done right by nature, your kids, grandkids and our fragile planet.

For me, it's about the birds. I've always lived in the birdy world. I grew up in it – my parents were naturalists. From the time I was first carried in a packsack into the Nova Scotian woods as a baby, I spent much of my childhood in the natural world, and still do today. I learned to sit very still in a canoe for hours on end, to see if the Very Rare Blur would deign to do a flit-by. I've always loved those little Blurs. In fact I've criss-crossed the planet in their pursuit! While some travels revealed decimated habitats and an ominous disappearance birds, at times I've seen wonders—those places that were saved; refuges where nature thrives and wildlife abounds.



Refuges like the Nature Trust's 100 Wild Islands. The islands harbour over 120 species of birds. Seabirds nest contentedly on rocky isles, safe from cats and rats and cottages. Songbirds sing joyously in the ancient coastal forests. And tired little travellers find sanctuary on their long migratory journeys. So my reason to protect 100 wild islands? For the birds!

Of course, you'll have your own reason. Maybe it's your passion for exploring wild places. Or you are thinking of kids and grandkids, and wanting them to experience Canada's natural legacy as you have. Or perhaps you simply believe that wilderness matters. That nature matters.

Whatever your reason, please join the Friends of the Wild. Together, we can protect, forever, one of the planet's last vast, wild, and ecologically rich coastal island wilderness areas. Please join me in preserving Canada's irreplaceable 100 Wild Islands.

Your friend in nature,

A handwritten signature in black ink that reads "Margaret Atwood". The signature is written in a cursive, flowing style.

Margaret Atwood

*p.s. Find your reason to help protect one of Canada's least known yet greatest natural treasures. And join the Friends of the Wild today.
Be a part of the legacy!*

