



Lennie Roberts Advocacy Fund

In honor of her 50+ year legacy of open space preservation in San Mateo and Santa Clara Counties with Green Foothills

Ensure nature always has a champion. The Lennie Roberts Advocacy Fund was launched in honor of Lennie's 50+ year legacy of open space preservation in San Mateo and Santa Clara Counties with Green Foothills.

The Lennie Roberts Advocacy Fund ensures there will always be an advocate for local nature. Restricted to our Advocacy Program, this fund allows Green Foothills to provide competitive salaries and compensation packages to our professional advocacy staff so they can afford to live in the Bay Area.

The Lennie Roberts Advocacy Fund accepts contributions in the form of cash, stock, or bequests. The returns on the invested Fund will be carefully spent over time to achieve our vision of a region where wildlife thrives, everyone has natural beauty to enjoy, and communities live in balance with nature.

Our goal is to raise \$2 million for the Lennie Roberts Advocacy Fund. Currently \$1,200,000 has been donated or pledged with \$800,000 left to go.

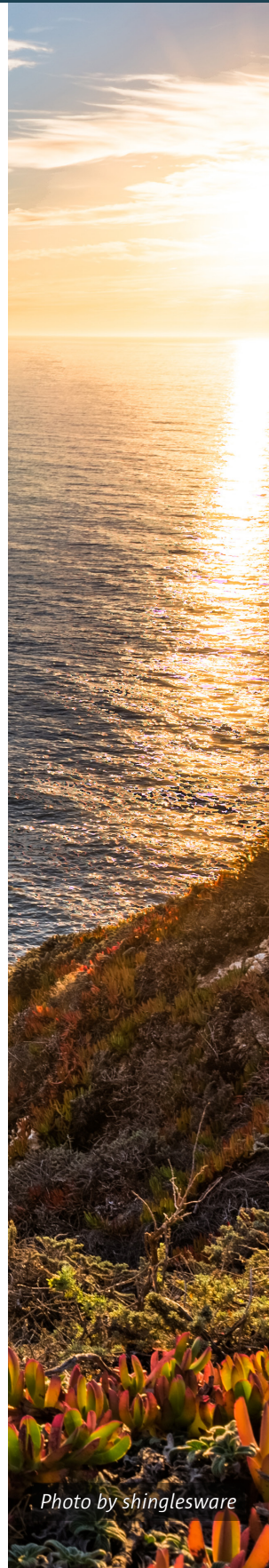
Please be part of this important initiative by helping us reach our goal of \$2 million. You can make a contribution now or pledge a gift to be made before April 1, 2025.

The Case for Support: Green Foothills' Impact

Since our founding, approximately 200,000 acres of open space, farmland, and natural resources in San Mateo and Santa Clara Counties have been permanently protected. This is the result of our advocacy on over 900 land use issues and 60 ballot measures.

Too often, land use decisions perpetuate sprawl, loss of biodiversity, and inequitable climate impacts. There are many incentives and few disincentives for decision makers to approve development that impacts open space, farmland, and natural resources.

Green Foothills' advocacy team engages early in land use policy, proposals, and planning processes that pose an opportunity or threat to our natural environment. Sometimes this means supporting a land use plan that will protect nature and bring ecosystem benefits to our communities. At other times, it means opposing a new development proposal that will harm a wetland, adversely impact a marginalized community, or block a wildlife corridor. We encourage current and future decision makers to be champions for conservation and inclusive public processes, and we mobilize people to effect change for local lands, wildlife, and their communities.





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About Lennie Roberts

Lennie first joined Green Foothills as a board member in 1968. Ten years later, she became a Legislative Advocate, serving in that position on a volunteer basis for her entire career. Lennie’s steadfast voice for open space over the past 50 years is why thousands of acres of hillsides, forests, creeks, farms, wetlands, and pristine coastal bluffs and beaches are still here for us to enjoy in San Mateo and Santa Clara Counties. Today she is one of the Bay Area’s most respected environmental leaders.



Photo by Andrea Laue

Campaign Steering Committee

- **Tate Cohn** Campaign Co-Chair, Former Green Foothills Board Member
- **Jerry Hearn** Campaign Co-Chair, Advisory Board Member, Legacy Society Member
- **Jim Wickett** Advisory Board Member
- **Lennie Roberts** Honorary Chair, Legacy Society Member
- **Matt Burrows** Green Foothills Board Member, Legacy Society Member
- **Jeff Segall** Green Foothills Board President, Legacy Society Member
- **Bill Whitmer** Advisory Board Member
- **Julie Hutcheson** Executive Director
- **Justyne Schnupp** Associate Development Director

Pledge Form

I/We pledge to give to Green Foothills Foundation (dba: Green Foothills) the sum of \$ _____ for the Lennie Roberts Advocacy Fund. Gifts in payment of this pledge will be in the form of cash, or securities, and will be made in installments as listed below. Pledge to be completed in the following installments:

Month	Year	Amount
_____	2024	\$ _____
_____	2025	\$ _____
_____	2026	\$ _____
_____	2027	\$ _____
_____	2028	\$ _____

Yes No

- I intend to pay this pledge from a donor-advised fund
- This pledge is from a family foundation
- My company has a matching gift program
- I wish to remain anonymous

How would you like to be recognized: _____

This pledge is an expression of our present plans. It is subject to revocation or modification by us and is not legally binding.

Donor name

Date