



# 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 accepts contributions in the form of cash, stock, or bequests. The returns on the invested Fund will be carefully spent over time to support our advocacy for local open space, farmland, and natural resources in San Mateo, Santa Clara, and San Benito Counties.

## **Double Your Impact: \$400K Match Challenge through December 31, 2024**

We have raised \$1,200,000 of our initial \$2 million goal for the Lennie Roberts Advocacy Fund. An anonymous donor has generously offered a \$400,000 match. Meeting this match will mean achieving our initial \$2,000,000 goal, which will allow us to begin drawing from the Fund so that we can hire additional advocacy staff.

**You can make a contribution now or pledge a gift to be made before April 1, 2025.**

## **The Case for Support**

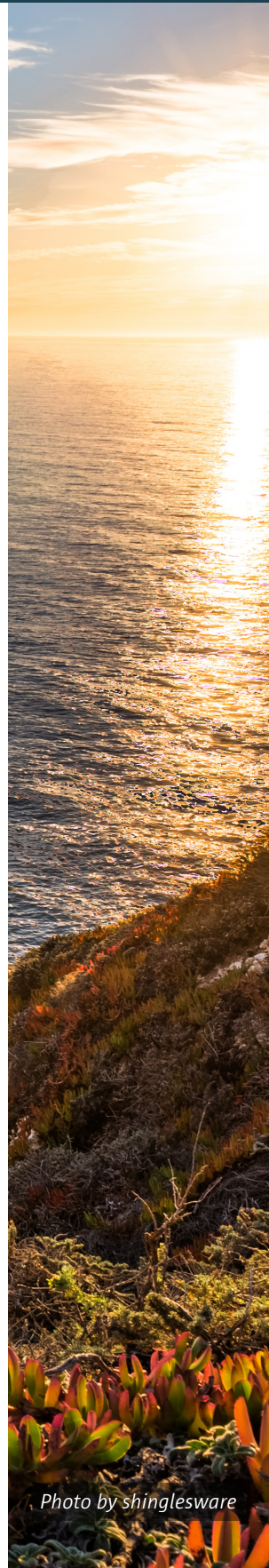
Lennie has volunteered as an advocate for her entire career with Green Foothills, working as a member of our professional staff for more than 50 years without accepting a salary. The Lennie Roberts Advocacy Fund is a new, restricted fund that will ensure long-term financial support for our Advocacy Program going forward. Our primary need is to provide funding to compensate additional paid advocacy staff, as Lennie will eventually retire.

## **What Your Gift Will Accomplish**

Your gift will help to provide a stable source of funding for Green Foothills' advocacy work in perpetuity.

Our advocacy team engages in complex land use issues, educates decision-makers and community leaders, and partners with and mobilizes community members to take action to effect change. Our vision is a region where wildlife thrives, everyone has natural beauty to enjoy, and communities live in balance with nature.

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.





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## About Lennie Roberts

Lennie 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