



ANNUAL REPORT 2010

Sustainability Starts Here



From the Executive Director

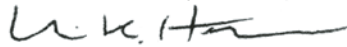
Fiscal Year 2010 was a year of recovery and building for the Franklin Land Trust. After sharing the experience of many nonprofits that lived through a challenging FY2009, we saw donations bounce back in FY10 to the extent that we ended the year with a small surplus. I was very pleased to be able to use that surplus to restore some of the benefit cuts experienced by FLT’s incredibly competent and hardworking staff.

If there is a silver lining to these difficult financial times, it is the fact that they have served to highlight the need for FLT to take a different approach to annual fundraising. Historically, we have begun each fiscal year needing to raise project and operating funds from scratch. Our members have been incredibly generous and supportive over the years, so each fiscal year (with the exception of FY09) we have found a way to make budget. It is an extremely stressful exercise, however, because it requires participation from all FLT staff, and takes away from our core mission: after all, our staff’s time translates directly into acres of land conserved.

Franklin Land Trust works with a large number of farmers and other land owners with limited financial resources who are under tremendous pressure to develop their land. In order to help these folks, we not only have to guide them through the conservation process, we also have to find the funds necessary to pay for associated costs and plan for ongoing stewardship of the land. I have, therefore, been engaged in building a Major Donor Program aimed at securing three-year pledges to support our work. I hope that having these pledges in hand at the beginning of each fiscal year will bring stability to our fundraising efforts and relieve some of the strain that we now experience.

Finally, looking ahead, we hope to begin the process of developing a “Strategic Land Conservation Plan.” We receive dozens of phone calls each year from landowners seeking our assistance in conserving their land, and we are happy to respond to those requests. The SCP, however, will help FLT define the most critical conservation needs in our region and establish a set of criteria to guide the most efficient and meaningful allocation of our resources. The completed SCP will also help FLT more clearly articulate and promote our work to foundations and other grant funders—another new focus of our annual fundraising efforts.

Challenging times require new thinking and approaches to business. I am confident that, with the continued generous support of our members and the new systems that we are putting in place, FLT will emerge from these difficult times a stronger and even more effective land conservation organization.



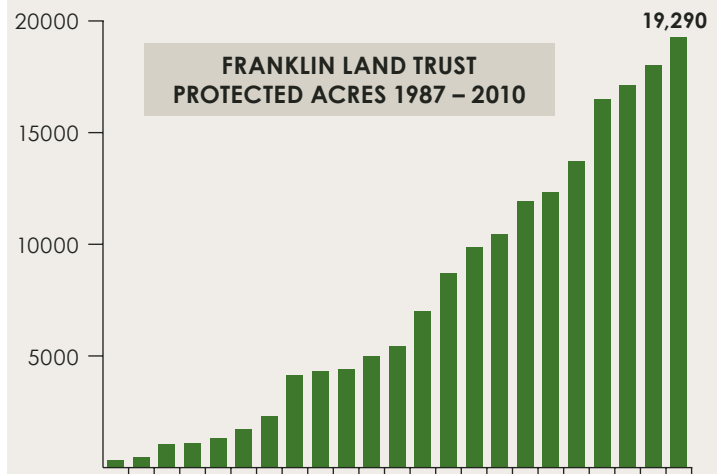
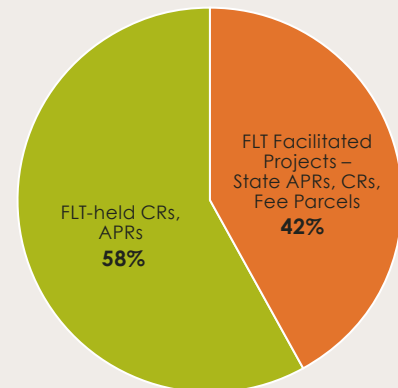
Richard K. Hubbard, *Executive Director*

TOWN-BY-TOWN SUMMARY 1987 – 2010

Includes all assisted and FLT held projects

Town	# of Projects	Acres Protected
Ashfield	36	2712
Bernardston	3	81
Buckland	7	204
Charlemont	13	741
Colrain	18	2222
Conway	18	1586
Deerfield	44	1851
Erving	2	32
Gill	5	415
Greenfield	10	478
Hadley	4	237
Hawley	12	1300
Heath	18	1676
Leverett	3	367
Leyden	12	1268
Monroe	1	48
Montague	9	459
Northfield	3	205
Plainfield	2	540
Rowe	1	15
Shelburne	16	1336
Southampton	1	108
Sunderland	15	387
Wendell	4	104
Westfield	1	27
Whately	16	891
26 Towns	274	19,290

FRANKLIN LAND TRUST FY10 PROTECTED ACRES BY CATEGORY



The Projects

Franklin Land Trust helped local farmers and other land-owners protect over 1,000 acres of land in the past fiscal year, ranging from a small but significant property in Montague, to the scenic Benson Place blueberry farm in Heath, to 117 acres of dairy farmland in Sunderland.

Each of the projects we facilitate is important in its own way: some are part of a key scenic or wildlife corridor, others enable small family farms to keep their operations viable. All of the property we protect brings us closer to our goal of maintaining the environmental quality, economy and rural character of western Massachusetts, those crucial elements that make our region such a great place to live.

Founded in 1987, FLT has now protected over 19,000 acres of land. Here are some highlights from projects we completed this year:

Dave Gott & Ted Watt, The Benson Place Heath, 35 acres + trail easement

FLT assisted Benson Place owners Dave Gott and Ted Watt with the state APR process, using funds from our “Heath Fund” for project costs and local match requirements, to protect 35 acres of scenic and productive blueberry heath.



Photo: Alex Atwater

FLT land staff also worked with Dave and Ted to complete a trail easement that provides permanent public access along farm roads with beautiful vistas, historical sites and lovely stone walls. We are continuing to work with them to protect the remaining 20 acres of woodland just south of the APR and trail easement area.

Ellen Coty, Frizzell Hill Road Leyden, 32 acres

Ellen M. Coty donated a CR on approximately 32 acres of farm and woodland on Frizzell Hill Road in Leyden. The Coty property will protect about 2,100 feet of frontage along Frizzell Hill Road. This property is in a region where considerable land has been protected for conservation purposes, including multiple Agricultural Preservation Restrictions held by the Massachusetts Department of Agricultural Resources as well as the Leyden Wildlife Management Area owned by the Massachusetts Department of Fish and Game.

Mary McBride, West Road Wendell, 16 acres

Mary V. McBride gifted a CR on approximately 16 acres of woodland on West Road in Wendell. The McBride property will protect about 600 feet of frontage along the east side of West Road and approximately 1,300 feet of frontage along an unnamed creek that is a tributary to Plympton Brook, which feeds Lake Wyola. The northeast corner of the McBride property abuts the Wendell Wildlife Area managed by the Massachusetts Department of Fish and Game. In addition, the McBride property is in a conservation focus area as designated by Wendell’s Open Space Plan.

Gabriel & Elizabeth Cooney, Poplar Hill Road Whately, 4.7 acres

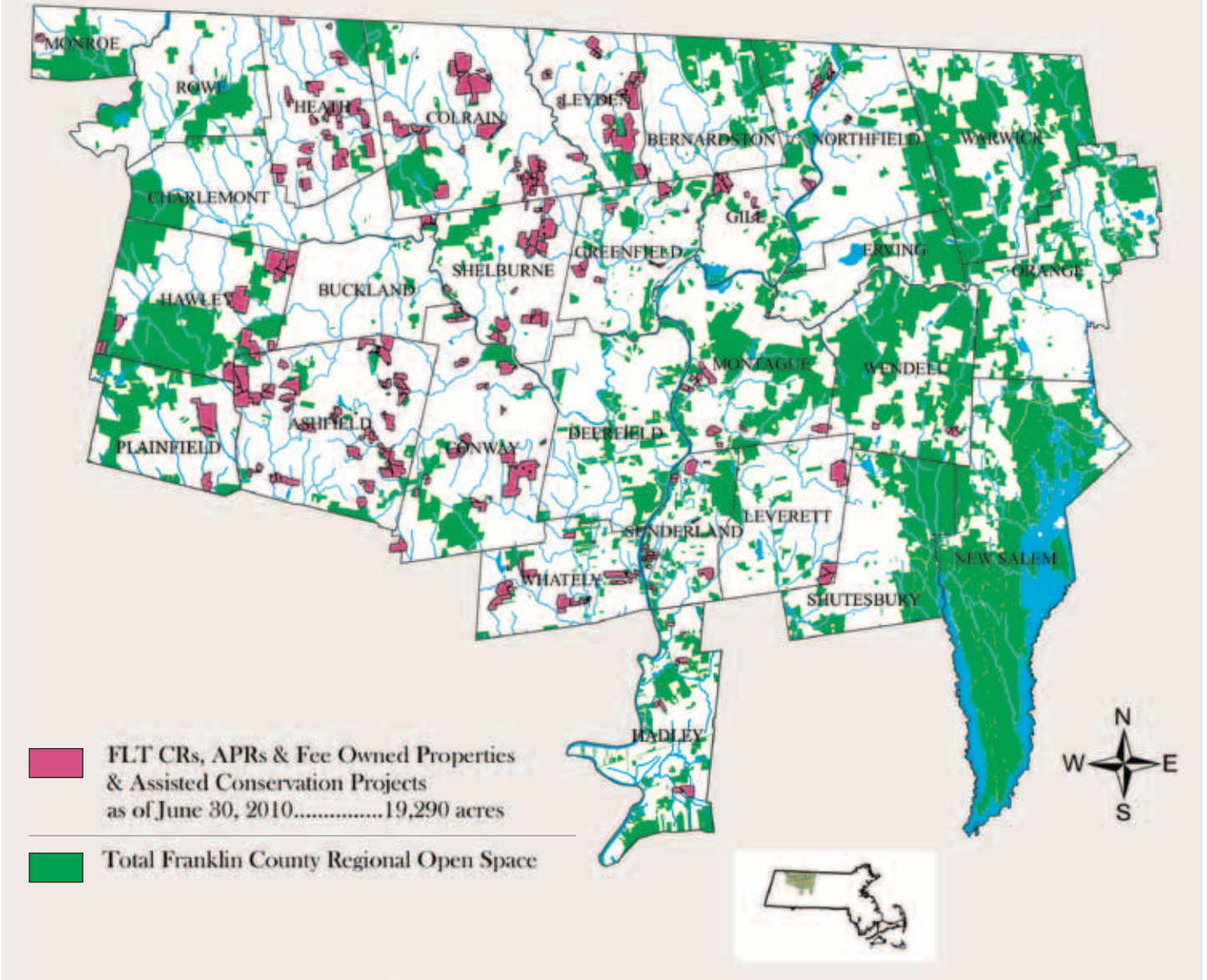
Gabriel & Elizabeth Cooney donated a CR on approximately 4.7 acres of woodland on Poplar Hill Road in Whately. The Cooney property will protect approximately 900 feet of frontage along the Conway Road. The property is in a region where considerable land has been protected for conservation purposes, including newly acquired land by the Massachusetts Department of Fish and Game, which expands the Whately Wildlife Management Unit. In addition, the property is in close proximity to the Northampton Reservoir, a significant drinking water source for the town of Northampton.

George Randall Shelburne/Colrain, 21 acres

FLT assisted George Randall of Shelburne with the state APR process to protect 21 acres of farmland in Shelburne and Colrain. FLT contributed \$300 toward the local match, and the town of Shelburne made a contribution of \$700.

The farm has been used for silage and hay crops in recent years, and contains some of the better soils found in the hilly areas of these two towns. The land is leased by local dairy farmer James Graves, who is also an abutter of the Randall property.

FRANKLIN LAND TRUST REGIONAL CONSERVATION MAP



Rodney Beauchesne

Montague, 8 acres

FLT completed the transfer of a property owned by the estate of Rodney Beauchesne to the Department of Fish & Game. FLT pre-acquired the 7.8 acre property in Montague and worked with contractor Mike Skalski of Ashfield to clean up the property, along with a dedicated team of local volunteers who spent countless hours picking up debris to make the site safe for public use. The property includes frontage along the Saw Mill River and sits directly across from a town well site.

Special thanks go to the municipal offices of Montague, particularly the fire and police departments, and the supporting towns who assisted with the controlled burn of the house and barn on the property.

Maiewski Farm, Long Plain Road

Whately, 45 acres

FLT facilitated a state held APR on approximately 45 acres of farmland along Long Plain Road in Whately. The farm has been used primarily for intensive row crop production, especially potatoes.



The Year in Review

This past fiscal year certainly had its share of ups and downs, but FLT managed not only to weather the storms, but to make a bit of hay while the sun shone. In other words, we've had another productive year of work on behalf on land protection in our region, and we've got an optimistic eye on the future.

In times like these, how do we keep moving forward? First and foremost, with the support of loyal friends—our board, advisors, donors and volunteers—who share the vision of land conservation. In all, donations from individuals account for 85% of funds raised by FLT and once again, in FY2010, the greatest proportion of gifts we received from individual donors was in the amount of \$100 or less. Truly, every gift counts.

We also had a phenomenal amount of help from volunteers. The Art Auction, Farm & Garden Tour and D2R2 Deerfield Dirt Road Randonnee require hours of volunteer assistance, from hanging artwork to handing out water to thirsty cyclists. The D2R2 bike ride, in particular, is growing by leaps and bounds; without our volunteers it would be impossible to host an event of that magnitude. In all, we raised over \$100,000 from special events in FY2010.



Top photo: Robert A. Jonas

We closed several significant land projects in

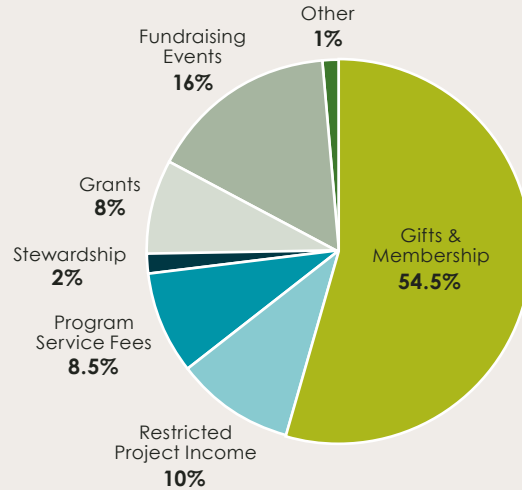
2010, and continue to make improvements to the properties we own. Thanks to grants from the Fields Pond Foundation and the Natural Resources Conservation Service WHIP program, we're making great progress on the Guyette Farm, gifted to us in 2008. Interpretative trails, invasive species control and wildlife habitat management efforts are all underway.

At the Maitland Forest in Heath, clean up continues around the extensive damage from the 2008 ice storm. Trails are now open, and thanks to another NRCS grant, work has been completed on a two-acre wildlife opening to encourage early successional habitat for migratory bird species.

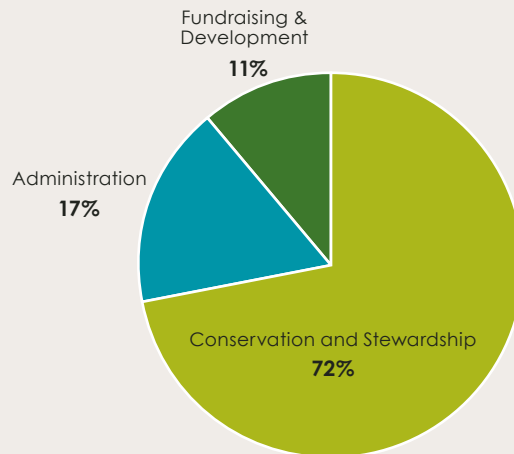
As we search for new and more efficient ways to raise money for land projects, demand for our services continues to grow. Every day we get inquiries from folks looking for advice on how best to protect their family's land, stay in farming, or make their land available for public enjoyment. Each person has a unique set of problems and goals, but all understand the importance of maintaining the fabric of our community: the weave of environmental, economic, and scenic elements that sustain us in this place we call home.

We're grateful to the network of dedicated supporters who make it possible for us to continue this important work.

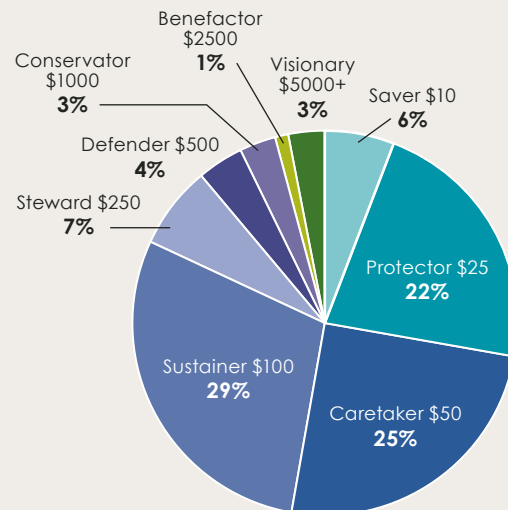
FY10 REVENUE



FY10 EXPENSES



PERCENTAGE OF DONORS PER GIFT CATEGORY



BOARD OF DIRECTORS

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FPO

Front cover photos by Alex Atwater.
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