



PIEDMONT LAND CONSERVANCY

Peace of Land

*A campaign to preserve rare urban countryside
as a natural sanctuary for all.*









You come here because it's unexpected.

Just the existence of this peaceful place is hard to believe. Against all odds, a busy cityscape rising just beyond, the earth here holds onto timeless natural rhythms.

A hundred acres of rolling pastures. Strawberries and wildflowers and humble clover. Honeybees and grazing cows. You come for all this and wonder how it perseveres alongside the bustling and business of downtown. *You come because it's not a park*—these hills and fields have higher purpose than mere recreation.

This land has a mission, after all. It heals and transforms. It tends while being tended. Because this land belongs to children. Maybe you know the inspiring history, the countless lives changed here or maybe you're just grateful for such exceptional community space.

Here is an urban sanctuary unlike any other place in North Carolina. A jewel of serenity and historic importance in the very heart of our modern and growing city. Generous imagination made it possible; now generous leadership will preserve its future.

Listen to the land and you'll hear its truth: *there are things that bring us together and things that set us apart*. Here is a place that somehow does both—a singular piece of land giving extraordinary peace of mind.

Let us act boldly today to protect it forever.







LAND THAT HEALS

To build an orphanage on 213 acres of beautiful rolling land is an extraordinary act of human compassion. To build this immense natural retreat in the heart of a city—with neighborhoods all around and the bustling of downtown within eyesight—requires truly bold vision.

This was the exact achievement of the United Methodist Church, more than a hundred years ago, when it founded The Children’s Home in Winston-Salem as a place of healing for vulnerable children. The centerpiece of the campus is a huge working farm, where children work with animals, grow vegetables and learn the timeless lessons of being outside with purpose. On a tract of sheltered countryside stretching 200 acres in the center of urban development, children with heartbreaking personal stories forget for a moment how close the various commotions of the real world are.

Sometimes “progress” means giving our deepest values priority over our shrewdest business valuations. Here is land that celebrates the power of principled conviction.

Once you lose land to development, there’s no getting it back. Being thoughtful and deliberate about protecting favorite places can save you a lot of regret.

— Michael Hough | *Chair, Peace of Land Campaign*



PLC — CONNECTING PEOPLE TO THE LAND

Since 1990, Piedmont Land Conservancy (PLC) has worked with landowners to protect over 26,000 acres from development in nine counties across central North Carolina. Our motivation is simple: we believe North Carolinians deserve a guardian of healthy forests, wildflower meadows, clean water, trails, and wildlife so they may continue to enjoy these natural gifts again and again. We are here to help forward-thinking landowners preserve our region's proud heritage of natural beauty and open spaces.

Unlike most PLC projects, which are in outlying counties where large tracts of undeveloped land remain, today we announce a campaign that is truly one-of-a-kind. There will never be another PLC conservation story like this one, because nowhere else in the Piedmont is there undeveloped farmland sitting so close to a city center. One of the greatest natural treasures in the entire southeastern United States is in Winston-Salem—*we hope you will help us keep it that way.*

UNCOMMON GROUND

Most everyone who lives in Winston-Salem feels a connection to the oddly wonderful land off Reynolda Road. It is lovely and rare in every sense. To have such a dramatic expanse of rural, undeveloped land so close to the city's center gives residents pride and satisfaction. Even when we take the land for granted, there is something comforting and right about it always being there.







But the natural integrity and beauty of land is always at risk of being lost.

Over the years many have worried if the majestic acres surrounding The Children's Home could fall victim to financial pressures. Would this unique space—in many ways the crown jewel of Winston-Salem's urban landscape—survive for future generations or would it become a sadly nostalgic memory as development changed it forever?



PEACE OF MIND

With tremendous excitement, Piedmont Land Conservancy announces a permanent solution that will finally allow us—*with your help*—to preserve forever this amazing community asset. Even better, by securing the development rights in perpetuity through the purchase of a conservation easement, we will help support the very reason this exceptional land exists in the first place—to give sanctuary and opportunity to a growing population of foster and at-risk children.





LAND WITH PURPOSE

After a recent merger between like-minded organizations led to the creation of the Crossnore School & Children’s Home, a new era of caring for children who are experiencing trauma began in Winston-Salem. Anyone who had worried about the historic healing campus leaving for another city could breathe a sigh of relief. But with this exciting evolution came renewed anxiety about the increasingly valuable land, which is exactly why Piedmont Land Conservancy acted swiftly to propose a creative “win-win” preservation strategy.

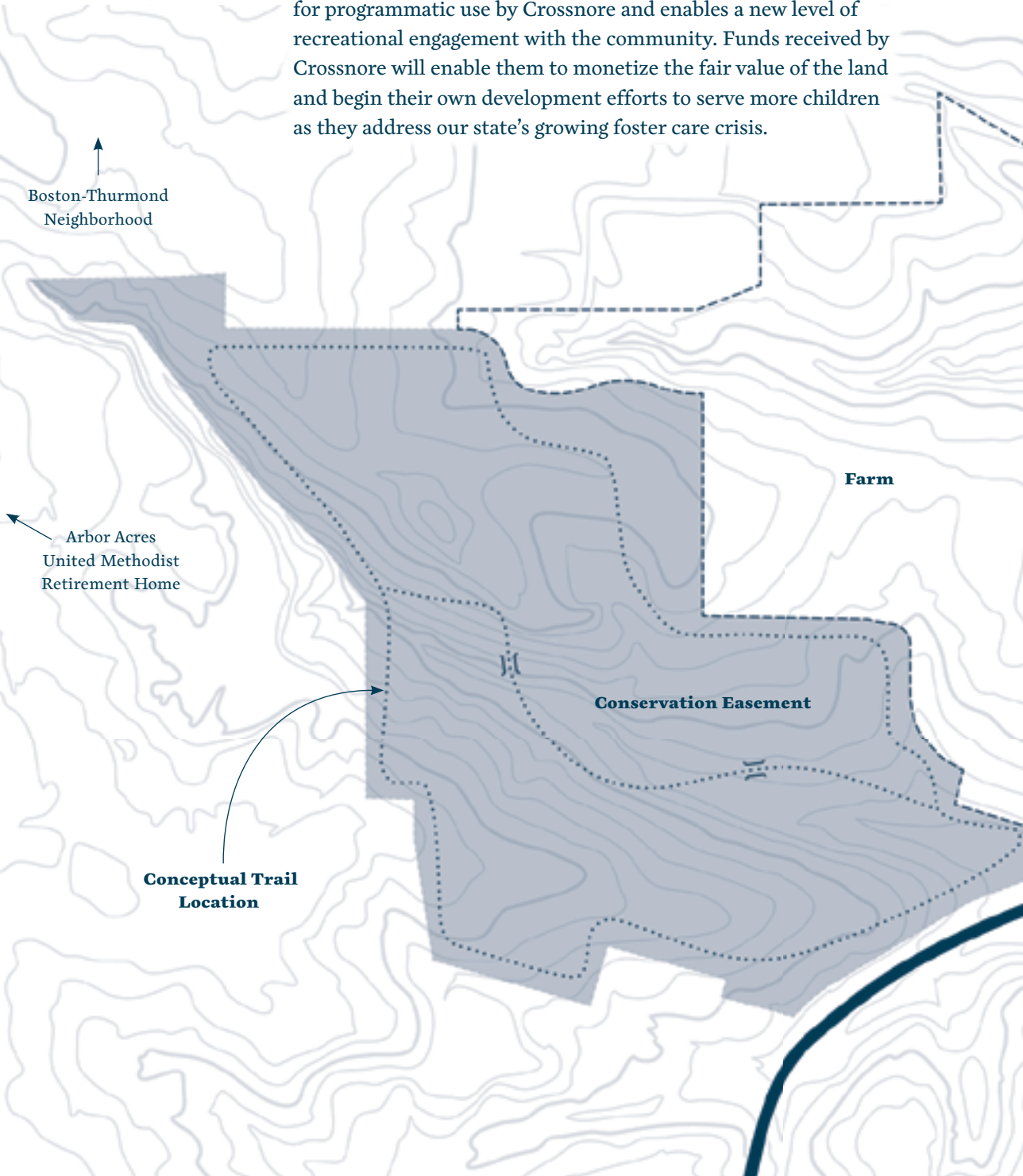
Many cities would have paved over this land long ago. And those same cities would give anything to have it now. Undeveloped and natural, this place is actually an asset to Winston-Salem’s economic development. As a spectacular and enviable differentiator, nothing rivals it.

- Tom Lambeth | *Honorary Cabinet, Peace of Land Campaign*

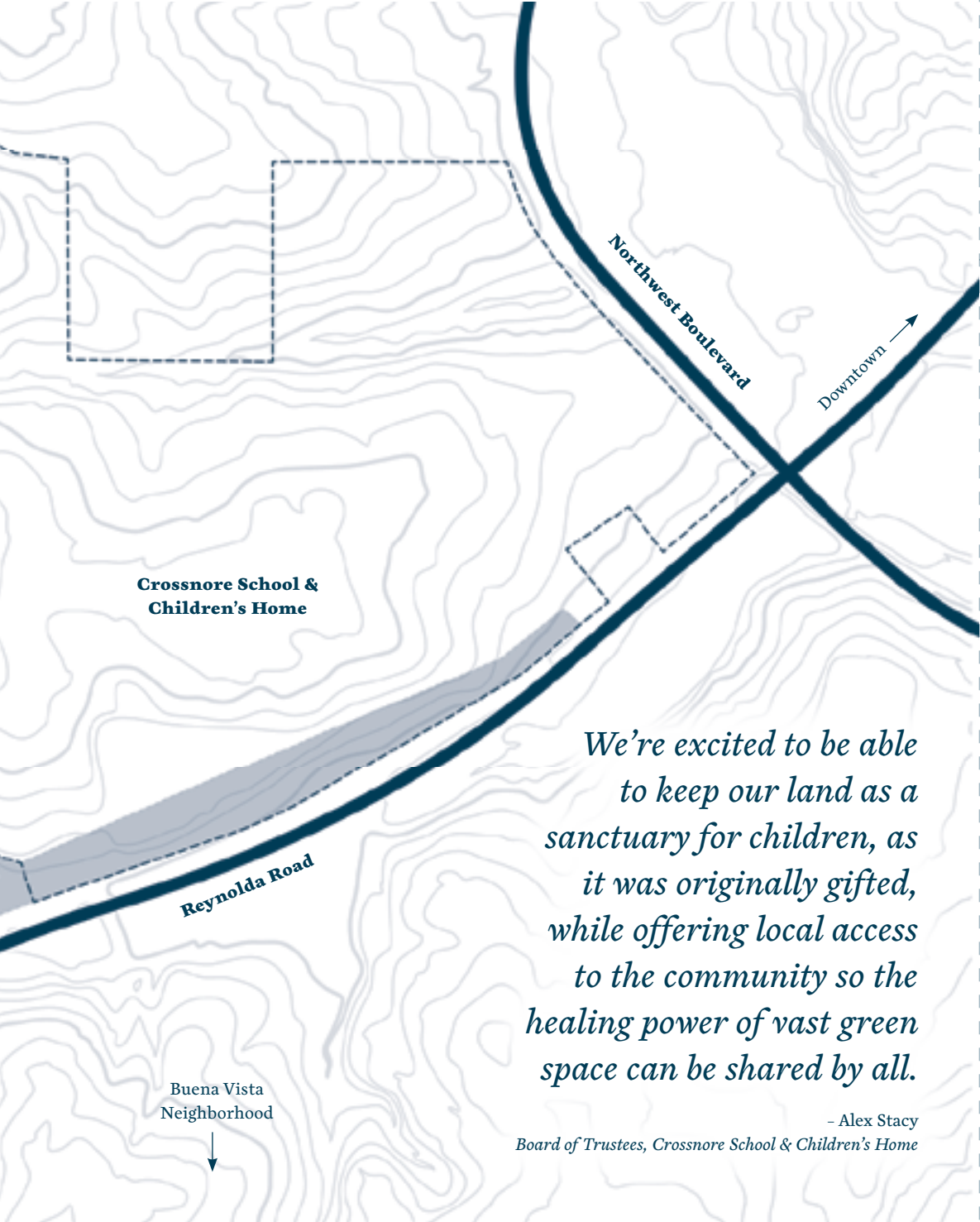


PEACE OF LAND

Through our *Peace of Land* campaign, private support to PLC will secure a permanent conservation easement on almost half of the property belonging to the Crossnore School & Children's Home. Crossnore will retain ownership while ceding development rights. PLC's purchase of the easement preserves this sacred land for programmatic use by Crossnore and enables a new level of recreational engagement with the community. Funds received by Crossnore will enable them to monetize the fair value of the land and begin their own development efforts to serve more children as they address our state's growing foster care crisis.



This is a once-in-a-lifetime opportunity to ensure that extraordinarily positioned rural land—within walking distance of downtown Winston-Salem and cherished by so many—*will never be developed* and will continue to serve at-risk children as it was always intended.



We're excited to be able to keep our land as a sanctuary for children, as it was originally gifted, while offering local access to the community so the healing power of vast green space can be shared by all.

- Alex Stacy
Board of Trustees, Crossnore School & Children's Home

SANCTUARY FOR ALL

Campaign Priorities

We invite you to join *Peace of Land*, a \$7.9 million campaign that will enable Piedmont Land Conservancy to purchase an easement on 92 acres of rare urban farmland—a historic act of preservation that has the added benefit of generating urgently needed funds for Crossnore School & Children’s Home.

By helping keep this perfect place exactly like it is, PLC is creating a natural bridge between neighborhoods and giving more accessibility to one of our city’s prized possessions.

– Kevin Redding | *Executive Director, Piedmont Land Conservancy*



Campaign Priorities



\$ 6,500,000

CONSERVATION EASEMENT

Fair-market value will be paid to Crossnore for 92 acres of its land (primarily open fields, pastures and creeks) in exchange for placing the property in a perpetual conservation easement, which will ensure it remains forever undeveloped.

\$ 500,000

PUBLIC TRAIL AND PARKING

A meandering 1.5 mile trail will be built on the perimeter of the property with adjacent parking, providing everyone in our community easy access to serene beauty only minutes from downtown.

\$ 600,000

STEWARDSHIP AND MANAGEMENT

Funds will be evenly allocated between ongoing monitoring and legal reserves—a standard practice in the management of conservation easements—and continued regular maintenance of the property.

\$ 300,000

CAMPAIGN OPERATION AND PLC ADMINISTRATION

As a time and resource-intensive priority for PLC, our Peace of Land fundraising campaign will not interfere with our other programs and obligations.

LISTEN TO THE LAND

Most often appreciated while driving by, the land we seek to preserve will also become more open to all people in our community. In addition to remaining an outdoor sanctuary and agricultural “classroom” for children, the land will provide a beautiful escape to anyone who comes for a peaceful visit. In this uncommonly urban-centered project, we look forward not only to saving a historic property but also increasing your overall engagement with it.

Whether you come alone or with friends or family, you will now have a neighborly invitation to enjoy this land like never before. In an unprecedented partnership between two organizations with different missions, a unifying benefit rises from timely opportunity—one of our state’s most rare landscapes is saved for the betterment of all.

A stunning piece of land.
A moving piece of history.
The centerpiece of our city.
Peace of mind for all.

Please help us protect
all this by pledging your
support today.







PIEDMONT LAND CONSERVANCY

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*To give to the campaign or for more
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Photography by Virginia Weiler and Christine Rucker