

# 2022 IMPACT MAGAZINE



**EarthShare**  
NORTH CAROLINA



EarthShare NC is a coalition of local, statewide, national, and global nonprofits working to address the environmental issues that impact our health and quality of life.

We make it possible for individuals to support the breadth of environmental challenges and solutions. By contributing through your employee giving campaign, you directly impact basic needs like clean air and water, healthy places to live, and safe food to eat.

**The stories inside spotlight initiatives that work with Black, Indigenous, and people of color communities that have traditionally been disproportionately impacted by environmental issues.**

Take a deep dive into these topics and make a gift to ensure these programs continue. Through your employee giving campaign (ein # 56-1775025), SECC (code #1100) or directly through [Donate Now](#).





# Making an impact on *air quality* and *access to clean energy*.



**NC SUSTAINABLE ENERGY ASSOCIATION**

Spent much of 2021 advocating on behalf of affordable and accessible clean energy at the NC Utilities Commission.



**SOUTHERN ALLIANCE FOR CLEAN ENERGY**

Submitted a plan that the NC Utilities Commission could take to achieve its carbon reduction mandates.

[LEARN MORE](#)



**SUSTAIN CHARLOTTE**

Partnered with local government to advocate and build systems and programs that support increased transportation choices and saw four major sustainable transportation projects come to fruition.

[LEARN MORE](#)



## CleanAIRE NC Creates a Green District in Charlotte’s Historic West End BIPOC Community

Like many BIPOC communities (Black, Indigenous, and People of Color), residents of Charlotte’s Historic West End live with a longstanding legacy of redlining. This has contributed to air pollution exposure from industrial zoning and highway construction that continues to impact the community today. Addressing these hazards are imperative to improve public health and advance environmental justice.

For several years CleanAIRE NC has partnered with community leaders to establish a Green District in the Historic West End. One focus of the Green District is to expand air quality monitoring by equipping residents with low-cost, portable air sensors that track local pollution levels.

Air quality monitoring provides information about local pollution sources to advocate for cleaner air. In 2019, community residents used their data to secure a federal EPA-regulated monitor installment in the Historic West End. The monitoring station now sits in Friendship Park, and measures invisible fine particle pollution which is linked to asthma, COPD, diabetes, and heart disease.

Creating new green infrastructure is another priority for the Green District. Green infrastructure mitigates climate and air pollution impacts and improves health outcomes. CleanAIRE NC and community leaders are working to build biomonitoring gardens and green walls, installing new EV charging stations, and planting trees in the District.

The Historic West End Green District partnership continues to improve air quality and health, and advance equity in Charlotte, but there is still a lot of work to be done.

 [GET INVOLVED AND SUPPORT HISTORIC WEST END GREEN DISTRICT INITIATIVES.](#)



# Making an impact on *renewable* agriculture and land conservation.



**PIEDMONT LAND CONSERVANCY**

**9,800 acres** added to state parks, turned into nature preserves or now otherwise designed as places to hike, bike, fish, and connect with nature.



**FRIENDS OF THE MOUNTAINS-TO-SEA TRAIL**

Of the **1,175 miles** of the Mountains-to-Sea Trail, 700 have been built by volunteers on natural greenway, trail, or beach, and more are built annually.



**TAR RIVER LAND CONSERVANCY**

Has protected **22,670 acres** of farms, forest, and wildlife habitat, and over 194 miles of streams across their 8-county region.

[\*\*LEARN MORE\*\*](#)



## N.C. Coastal Land Trust Restores Historic Landmark of Gullah-Geechee Heritage

Built in the mid to late 1800s, Reaves Chapel first served the formerly enslaved people of Cedar Hill Plantation and their descendants. In the time since its doors were closed, the Chapel fell into disrepair with extensive structural damage.

The church and its small cemetery are highly valued by the Navassa community, which has deep ties to the Gullah Geechee, enslaved West African people forcibly brought to the coastal United States to cultivate rice. The Chapel is one of the few surviving structures from the post-Civil war period that preserves the cultural heritage of the Gullah Geechee. The community envisions a restored Chapel and the surrounding land as a place to honor and share their history, part of a greenway highlighting local history, and the gateway to the Cedar Hill African-American Heritage Park.

Called to action by the Cedar Hill/West Bank Heritage Foundation, the Coastal Land Trust purchased Reaves Chapel in 2019 as the first step in making this community vision into a reality. Along with preserving the site, Coastal Land Trust partnered with Cedar Hill/West Bank Heritage Foundation and the Historic Wilmington Foundation to document the history of the site, both to tell its story and to guide future restoration.

The partners are entering the final phase of this project. Nick Parker, Board member, said Carolina Land Trust “is thrilled to have been asked to help save Reaves Chapel, a cultural resource in the Cape Fear, a region rich with natural and wildlife resources, as well.”

 [\*\*READ MORE ABOUT THIS PROJECT\*\*](#)



# Making an impact on **clean drinking water and safe water habitats.**



**THREE RIVERS  
LAND TRUST**

Worked with conservation partners to permanently conserve **2,424 acres and 31 miles** of shoreline on the eastern shore of the Tuckertown Reservoir.

[\*\*LEARN MORE\*\*](#)



**CATAWBA RIVERKEEPER  
FOUNDATION**

Staff and volunteers removed more than **100,000 pounds** of trash from local lakes, rivers, and streams.



**NC COASTAL  
FEDERATION**

Constructed **4,554 feet**, or just under a mile, of living shoreline at 30 sites to revitalize coastal waterways.



## Conserving Carolina's Partnership to Bring Back Rivercane for Cherokee Artisans

Rivercane, called ih-ya in Cherokee, is a species of native bamboo that used to grow in vast canebrakes along rivers and creeks. Conserving Carolina, a land trust based in Hendersonville, NC, is helping bring back rivercane for use by Cherokee traditional artisans.

A recent study found that only 2-3% of the rivercane that once flourished here still remains. Early settlers converted canebrakes into farm fields. Even today, fields are pushing closer to rivers, roads go in beside waterways, land gets developed, and some mistake native rivercane for invasive bamboo. The good news is that rivercane will spread vigorously when given the chance.

As part of the natural floodplain restoration at the Mud Creek, Conserving Carolina is working to expand an existing stand of rivercane. Last year, Conserving Carolina completed construction of sloughs and wetlands on the 103-acre site located on the banks of the French Broad River. The land trust planted native trees and a pollinator meadow. Where rivercane is growing, they are removing saplings that compete with the cane.

With funding from the Cherokee Preservation Foundation, they are developing a rivercane management plan and educational signage in Cherokee and English. The hope is that artisans can begin to harvest rivercane from Mud Creek in about five years. This funding is coordinated through Revitalization of Traditional Cherokee Artisan Resources, and the initiative supports the restoration of culturally important species throughout the Southeast.

[!\[\]\(19d44b37fb4fa155bf9d60c77a3d3cb2\_img.jpg\) \*\*READ THE FULL STORY\*\*](#)



# Making an impact on *wildlife habitats* and *animal rehabilitation*.



**CAROLINA  
RAPTOR CENTER**

Continues to rehabilitate sick and injured birds of prey, admitting over **900 birds** a year and releasing approximately 70% back to the wild.

[LEARN MORE](#)



**CAROLINA  
TIGER RESCUE**

Provided sanctuary to over **50 animals**. Four tigers were rescued from a breeding facility and provided a safe, forever home.



**NC WILDLIFE  
FEDERATION**

Since 2000, 2,500 volunteers and members restored **35,000 acres** of wildlife habitat for pollinators, birds, and other species by planting 6,770 trees/plants and removing 146,000 pounds of litter.



## NC Wildlife Federation Breaks Barriers to Connect Kids with the Great Outdoors

NC Wildlife Federation launched the Great Outdoors University (GoU) program in 2013, a living laboratory where kids learn about and experience the wonders of nature. The adventures are as diverse as the participants, who range in age from 4 to 18 and come from urban and rural communities.

No matter where they live or what their economic status is, every young person should have access to life-enhancing opportunities. Program Director Mary Bures shares, “We see a lot of kids who have what we refer to as a ‘nature deficit’ because they live in communities with limited green spaces and parks, don’t have available resources or don’t have many chances to connect with nature.”

Some GoU kids have a traumatic home life or a history of abuse, neglect or addiction. Bures recalls two sisters from a couple of summers ago who were taken from their mom and placed in foster care. Although later adopted by a loving family, the sisters showed up to GoU sad about their home life and disliking the outdoors. “By the end of the summer, they loved animals, nature and being outside,” she said.

Academics Afield is another NCWF program designed to bridge gaps and get teens and young adults outside through educational workshops, skill-building, mentorship, and hands-on experiences. The program aims to diversify the hunting and angling community by expanding the sport to college students who have no previous hunting or shooting sports experience. Hunting plays an integral role in wildlife conservation and connects people to their food source, a powerful way to foster environmental stewardship. Both GoU and Academics Afield help develop wildlife enthusiasts and champions for NC’s natural resources.

 [LEARN MORE ABOUT HOW  
NCWF IS GETTING PEOPLE OUTSIDE](#)



# Making an impact on environmental education for the next generation.



**BLUE RIDGE PARKWAY FOUNDATION**

The Kids in Parks program gets kids and families outdoors and active for the benefit of their health and the health of our parks.



**FRIENDS OF STATE PARKS**

The Junior Ranger Programs engage elementary age children in meaningful learning about stewardship of natural resources.



**SOUND RIVERS**

Partnered with high schools and community colleges to complete two stormwater control projects on their campuses.

[LEARN MORE](#)



## MountainTrue's Commitment to Racial Justice & Equity

For many years, MountainTrue has addressed issues of racism and equity in the communities they serve. All staff members enroll in the Racial Equity Institute, the Building Bridges program, or both; the organization actively makes strides to diversify the board and staff; and it builds relationships with people working for equitable access to resources and representation.

Also, for several years, the organization has looked more broadly to how their programmatic work can foster healthy communities free from racism and where there is equity in the social determinants of health — housing, transportation, education, and jobs.

MountainTrue University, a speaker series, was launched in 2020 to better connect with the community and share their knowledge on a variety of environmental topics — many of which feature Environmental Justice work.

**The Shameful Legacy of Urban Renewal**

Chris Joyell, MountainTrue's Healthy Communities Program Director, looks back on the devastating redevelopment of Asheville's African-American neighborhoods in the early 80s and the lasting impacts urban renewal has left on the community.

**Dear White People**

Tanya Marie Cummings, a MountainTrue board member and founder of Pathways to Parks, shares stories of how she's experienced racism as a black woman in Western NC and in the outdoors.

**A history of environmental extraction and activism in Appalachia**

AmeriCorps Water Quality Administrator, Grace Fuchs, speaks about the environmental impacts of the timber, coal, and fracking industry in the region and the historical analysis of Appalachian activists who fought long and hard to protect their communities in the face of cultural and ecological destruction.

**Climate Change and the Built Environment**

MountainTrue's Chris Joyell, explores how climate change impacts decisions around affordable housing, transportation, and racial equity.



[VIEW MORE CLASSES: MOUNTAINTRUE UNIVERSITY](#)



# Making an impact on *environmental policies and advocating for communities.*



**NC CONSERVATION NETWORK**

**43k email activists** and over 21k text alert subscribers conducted outreach to decision-makers on issues such as climate change, forever chemicals in our water, and clean energy.



**NC LEAGUE OF CONSERVATION VOTERS FOUNDATION**

Contacted **48,239 people** in Eastern N.C to engage under-represented voters on issues impacting their daily lives.



**RAFI-USA**

Farm advocates spent **2,000 hours** fighting to keep farmers in their homes and on their land.

**LEARN MORE**



## EDF Mapping Tool Helps Decision-Makers Prioritize Policies Addressing Inequity

Trucks and buses only comprise about 6% of vehicles on NC roads, but they're responsible for more than 60% of vehicle air pollution that is linked with asthma, heart attacks and other impacts that put families' health and wellbeing at risk. To highlight that issue, Environmental Defense Fund (EDF) launched a digital ad campaign in August urging NC leaders to accelerate the state's transition to electric trucks and buses.

"Transportation is the leading contributor of climate-warming emissions in NC and trucks and buses produce a disproportionate amount of air pollution associated with poor health outcomes," Marilynn Marsh-Robinson, Senior Manager of Partnerships & Outreach, said about the campaign. "Deploying policies to electrify trucks and buses can improve air quality, particularly in overburdened communities, and position the state to reap billions in net health and economic benefits."

Transportation electrification has important equity implications. Because of redlining and other policies and practices, warehouses were built beside and inside Black and Latino communities with dangerous consequences. Regardless of their state or income, Black residents are exposed to 26% higher levels of soot from heavy-duty diesel trucks than the national average.

EDF's mapping tool visualizes the disproportionate proximity of low-wealth and Black, Asian-American, Latino and Indigenous communities to areas where trucks gather, a concern that many communities have been raising for decades. This tool illustrates the problem and can help decision-makers prioritize policies that address this inequitable pollution burden.

 **READ ON ABOUT EDF'S PROXIMITY MAPPING TOOL**



# HOW YOU CAN IMPACT NC

## INVEST IN IMPACT

You can support all these causes with a gift to EarthShare NC through your workplace giving program or by clicking “Donate” right now.

You can choose one or more specific EarthShare NC nonprofit members to support or share your gift equally among all our North Carolina nonprofits. No fee is charged on your gift.

**DONATE**



## GET INVOLVED

Now, more than ever, you can make an impact in your community by putting your skills to work for conservation. Through hands-on or virtual volunteering, learning about the issues, and taking part in the programs and solutions available through EarthShare NC nonprofits, you will make a difference.

Find an opportunity to get involved at [earthsharenc.org/get-involved](https://earthsharenc.org/get-involved).

Environmental issues transcend borders and require solutions at the local, state, and national levels. Together, EarthShare North Carolina and National Members work to conserve and protect our health and quality of life.



### EARTHSHARE NORTH CAROLINA LOCAL MEMBERS

- |   |   |
|---|---|
| <a href="#">Blue Ridge Parkway Foundation</a>                           | <a href="#">North Carolina Coastal Land Trust</a>                       |
| <a href="#">Carolina Raptor Center</a>                                  | <a href="#">North Carolina Sustainable Energy Association</a>           |
| <a href="#">Carolina Tiger Rescue</a>                                   | <a href="#">North Carolina Wildlife Federation</a>                      |
| <a href="#">Catawba Riverkeeper Foundation</a>                          | <a href="#">Piedmont Land Conservancy</a>                               |
| <a href="#">CleanAIRE NC</a>  | <a href="#">Rural Advancement Foundation International – USA (RAFI)</a> |
| <a href="#">Conserving Carolina</a>                                     | <a href="#">Sound Rivers</a>  |
| <a href="#">Environmental Defense Fund</a>                              | <a href="#">Southern Alliance for Clean Energy</a>                      |
| <a href="#">Friends of State Parks</a>                                  | <a href="#">Sustain Charlotte</a>                                       |
| <a href="#">Friends of the Mountains-to-Sea Trail</a>                   | <a href="#">Tar River Land Conservancy</a>                              |
| <a href="#">MountainTrue</a>  | <a href="#">Three Rivers Land Trust</a>                                 |
| <a href="#">North Carolina Coastal Federation</a>                       |   |
| <a href="#">North Carolina Conservation Network</a>                     |   |
| <a href="#">North Carolina League of Conservation Voters Foundation</a> |   |

### EARTHSHARE NORTH CAROLINA NATIONAL MEMBERS

- |   |  |  |
|---|--|--|
| African Wildlife Foundation             | Earthworks                               | National Wildlife Federation                 |
| Alaska Conservation Foundation          | Environmental and Energy Study Institute | Natural Resources Defense Council            |
| American Bird Conservancy               | Environmental Defense Fund               | NatureServe                                  |
| American Farmland Trust                 | Environmental Law Alliance Worldwide     | Ocean Conservancy                            |
| American Forests                        | Environmental Law Institute              | Oceana                                       |
| American Rivers                         | Food & Water Watch                       | Peregrine Fund                               |
| Bat Conservation International          | Forest Stewardship Council - US          | RMI  |
| Beyond Pesticides                       | Friends of the Earth                     | Scenic America                               |
| Born Free USA                           | HawkWatch International                  | Sierra Club Foundation                       |
| Carbonfund.org Foundation               | Izaak Walton League of America           | Surfrider Foundation                         |
| CERES                                   | Land Trust Alliance                      | The Jane Goodall Institute                   |
| Children's Environmental Health Network | National Aquarium                        | The Nature Conservancy                       |
| Clean Water Fund                        | National Audubon Society                 | The Wilderness Society                       |
| Conservation International              | National Fish and Wildlife Foundation    | Union of Concerned Scientists                |
| Conservation Nation                     | National Forest Foundation               | World Wildlife Fund                          |
| Defenders of Wildlife                   | National Parks Conservation Association  | Xerces Society                               |
| Earth Island Institute                  |  | Yellowstone to Yukon Conservation Initiative |
| Earthjustice                            |  |  |





**EarthShare**  
NORTH CAROLINA



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