

# Sustainable Freshwater Supplies: For today, tomorrow and future generations



IISD Experimental Lakes Area holds registered charity status, as opposed to being a government facility. This means that its core operations and scientific goals will require funding and public support to maintain and continue its long history of influential and unique whole-ecosystem research. IISD-ELA is looking for partners and collaborators to continue to grow and expand this unique body of work.

Canada is home to 20 per cent of the world's freshwater supply. This gives us incredible opportunities, but also affords us a tremendous responsibility to protect it for future generations. Access to clean fresh water is not a convenience; it is a necessity for life and our most precious resource.

As the demand for fresh water increases, many of Canada's lakes are showing signs of stress and abuse from human activities. Pollution and waste from big industry, large-scale agriculture and a growing population are destroying our freshwater resources. A rapidly changing climate is greatly intensifying these already damaging impacts. Water's emergence in the 21<sup>st</sup> century as a sustainable development and economic priority is well recognized internationally.

And in a world where water and its health are under constant threat, it is up to IISD-ELA—the world's freshwater laboratory—to continually set the agenda when it comes to how we tackle those threats. The generous donations we have already received have started our journey towards secured sustainability, but there is still a long way to go.

While government sources are still the largest sources of funding for IISD-ELA, we recognize that long-term stability and growth for the organization will only come from a diversified revenue stream and continued public support.

Since 2014, IISD-ELA has been building its donor base and internal capacity in fund development. Financial support to IISD-ELA comes from a range of government operating and science funding, industry and foundation grants, corporations and private donations. A diversified revenue stream will create and sustain IISD-ELA's research and education programs and projects, as well as provide the means to continue to train and hire the best minds to work on complicated problems and seek innovative solutions to combat threats against our most valuable resource: water.

## Ways to Give to IISD-ELA: Together we can do more!

IISD-ELA has a clear, ultimate goal of self-sustainability. Our fund development strategy is therefore focused on four key areas:

### 1. Robust Research and Environmental Monitoring

We have a range of priorities that will enrich research and long-term monitoring—from supporting cutting-edge research projects and infrastructure for data analyses, to adopting innovative data-sharing technologies.

### 2. Essential Research Infrastructure

IISD-ELA has plans to create a state-of-the-art Water Science Educational and Training Centre and seeks funding for vital infrastructure such as accommodation and facilities that will give researchers and students workspaces and a home away from home in this remote site.

### 3. Environmental Education and Outreach

We have been expanding our educational programming, and we are now looking to secure support for graduate and undergraduate students to facilitate the development of field courses for high school students and working with First Nations.

### 4. IISD Experimental Lakes Area Endowment Fund

Our endowment fund will support the ongoing operations and core needs of the facility for generations to come, providing critical resources that will help to address operations while building a stable base for the future.

Your contribution will not only benefit IISD-ELA—it may have positive financial outcomes for you. Consider discussing the full tax benefits associated with charitable contributions with your financial advisor or attorney.

## Outright Gifts

We gratefully accept outright gifts:

- Make a secure online donation at: [iisd.org/ELA](https://iisd.org/ELA)
- Pay by cheque made payable to: **IISD Experimental Lakes Area** (mailed to Louis St. Cyr, Director of Philanthropy, 325-111 Lombard Avenue, Winnipeg, MB R3B 0T4.

## Tailored Gifts

We can also help tailor giving to your unique needs.

- **Pledges:** Make a single or multi-year pledge of support that is paid according to the schedule and payment method you desire.
- **Planned Giving:** Remember IISD-ELA in your will. Make us a beneficiary of your individual RRSP, RRIF, TFSA or Life Insurance Policy, or transfer a portion of your funds to us. Planned Giving options enable you to create a lifetime stream of income for you and/or a family member and receive significant charitable income tax or estate tax deductions.
- **Securities:** Gifts of appreciated securities, stocks, bonds or mutual funds help for more than one year, are easy to make and can provide a greater tax benefit than an equivalent gift in cash.
- **Real Estate:** Under certain circumstances, IISD-ELA accepts gifts of appreciated real estate. Such a gift may help you avoid capital gains taxes and receive a charitable deduction for the full market value of the property.



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“Water is the driving force of all nature.”

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-Leonardo da Vinci