
Protecting the Chesapeake Bay Voluntary Projects on Private Lands

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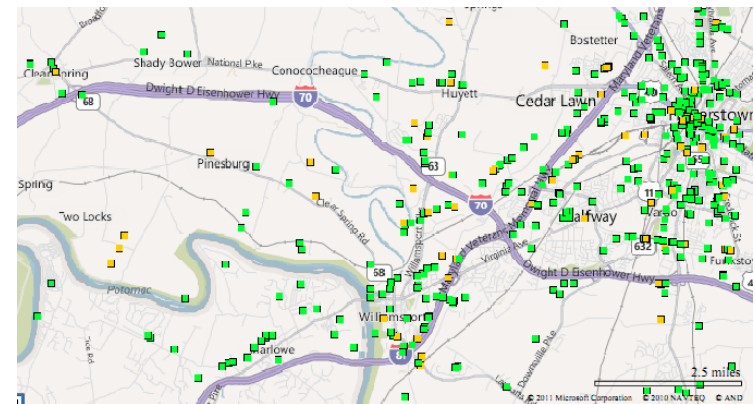
What is WHC?

- 501 (c) (3) non-profit, non-lobbying conservation organization
- Founded in 1988
- Headquartered in the greater Washington, DC area
- Board of Directors drawn from corporations and conservation organizations
- Supports wildlife habitat and conservation education projects across North America and throughout the world

“The Wildlife Habitat Council works to increase the amount of quality wildlife habitat on corporate, private and public lands.”

Why Work with Corporations?

- They are major property owners
- Often with large tracts of land
- Frequently in areas under development pressure
- Over 10,000 regulated facilities in Potomac watershed alone

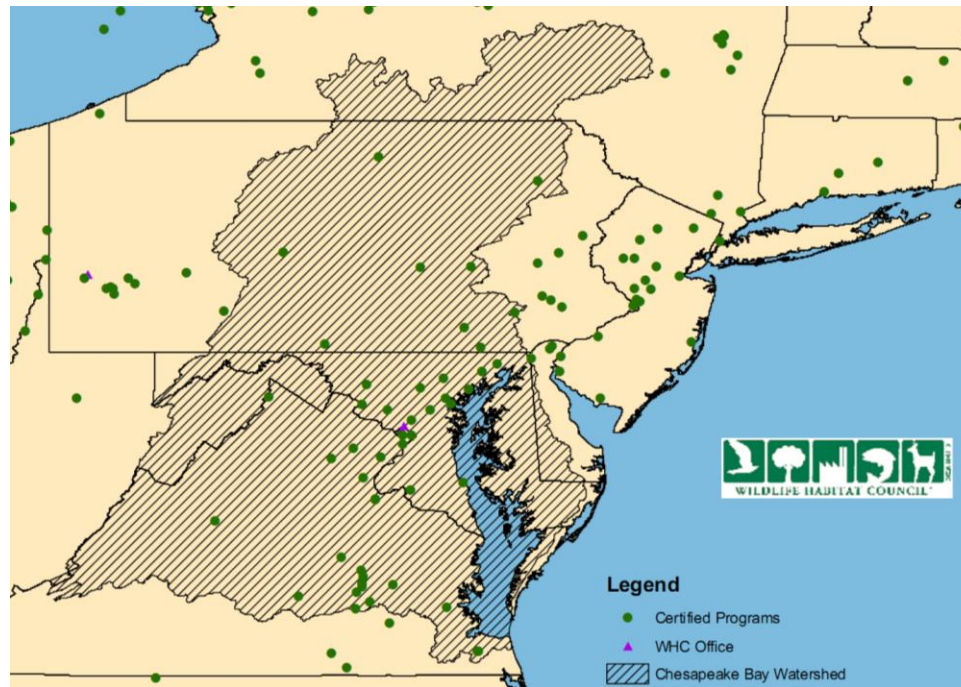


Why are Corporations Receptive?

- Habitat initiatives can be included in Corporate Social Responsibility Reports
 - Provides biodiversity KPIs for sustainability goals
 - License to operate
 - Employee engagement, wellness
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How Does This Help the Bay?

- Capacity building
- Cumulative effects of small projects add up



Rain Garden



Pfizer Inc's Sherwood Campus in Richmond, VA

Partners

- Soil and Water Conservation District
 - Technical assistance with soil grading
 - Virginia Department of Game & Inland Fisheries
 - Technical assistance on plant selection
 - Developing an educational trail
 - Alliance for the Chesapeake Bay
 - Recommended an area for another rain garden
 - Potential to use the garden for workshops on conservation landscaping and to promote BayScapes.
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Benefits

- Environmental
 - ❑ Improved water quality
 - ❑ Reduced flooding
 - ❑ Pollinator habitat
- Corporate
 - ❑ Featured in VDGIF magazine in a positive light
 - ❑ Stormwater utility fee credit from city
 - ❑ Greenspace for employees
- Stakeholder
 - ❑ Space to promote BayScapes and hold workshops
 - ❑ Visitors will enjoy the nature trail



Grassland Management



Bridgestone Americas Inc.'s New Beginnings – The Woodlawn Wildlife Area in Cecil County, MD

Partners

- Girl Scouts
 - Butterfly count
- Master Gardeners
 - Maintain raised-bed gardens as seed reserves
- Waterwitch Fire Department
 - Prescribed burn
- Contractor
 - Delayed rotational mowing



Benefits

- Environmental

- ❑ Reduced mowing/fertilizer
- ❑ Slow/absorb runoff
- ❑ Bird/small mammal habitat

- Corporate

- ❑ Reduced maintenance costs
- ❑ Improved relationship with the community

- Stakeholder

- ❑ Master Gardeners achieve volunteer hours
- ❑ Girl Scouts can work toward a patch/badge
- ❑ Fire department can train the volunteer firefighters



Stream Restoration



Asbury Methodist Village in Gaithersburg, MD

Partners

- City of Gaithersburg
 - Contributed funds
- Contractor
 - Did the heavy lifting
- Schools (potential)
 - Water quality monitoring
 - Macroinvertebrate surveys



Benefits

- Environmental
 - ❑ Improved hydrology
 - ❑ Habitat for stream critters
- Corporate
 - ❑ Resource for residents (the “customer”)
 - ❑ Increased recognition
- Stakeholder
 - ❑ City works towards stream restoration goal
 - ❑ Schools could have an outdoor learning lab



Message

- You can engage corporate landowners
 - Participation can go beyond monetary donations
 - Have them participate in on-the-ground projects on their lands
 - Projects can add up to benefit the Chesapeake Bay
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