

December 1, 2014

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Dear «MAKESAL»,

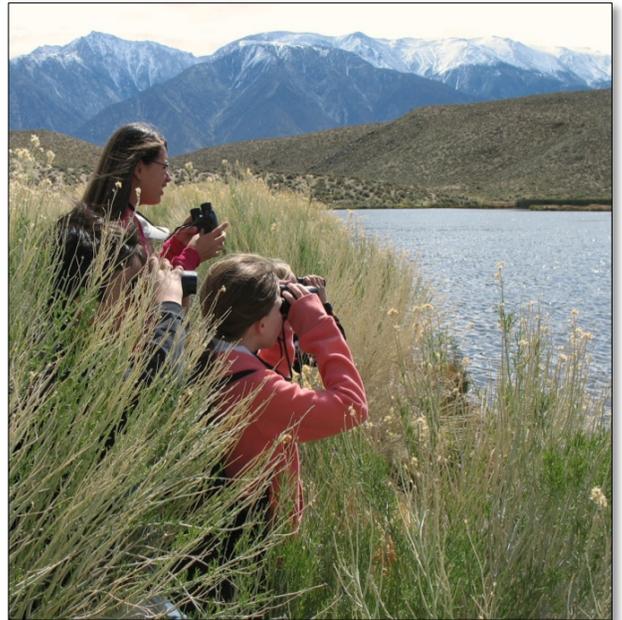
Growing up in the Owens Valley, ten-year-old Ellen never looked at her home as anything special – until the day she put binoculars to her eyes for the first time, and a stunning new world opened up before her.

Fiddling with the dial, she focused on a heron standing stock-still in the pond's shallows. His gaze was fixated below the surface of the water.

*Then – splash! – a flash of silver in his beak, and he waded on. Ellen was hooked, and her life changed forever.*

This stunning, rugged yet fragile land has transformed the lives of so many. Its extraordinary natural beauty, diverse wildlife, and rural traditions make it a place where the American West is alive and well.

It's a place, as you know, where the child in your heart can find inspiration and adventure beyond every turn in the trail. For many, it's peace of mind. A place like no other.



But it's at risk. Each year a bit more gets chopped up by scattered development and the wildlife and cattle get pushed farther away. Fewer and fewer kids and their families get to enjoy what is the very essence of the American West.

The good news? You can change that.

The future of the Eastern Sierra depends on you. Your tax-deductible gift will make sure that the sweeping panoramas, vital watersheds, unique wildlife, and working family farms and ranches – like Benton Hot Springs Ranch, where we took Ellen and her classmates this past spring – will be here for generations to come.

EASTERN SIERRA LAND TRUST  
PO Box 755 | Bishop, CA 93515 | (760) 873-4554 | [www.eslt.org](http://www.eslt.org)



## What will your year-end gift mean to the future of the Eastern Sierra?

- **It means that farmers and ranchers will be able to conserve their land, protecting the agricultural legacy of the Bridgeport Valley.**

We get calls, every week, from families throughout the Eastern Sierra who want our help to voluntarily conserve their land so that they can pass it on to their kids and grandkids.

- **You will be ensuring that conservation has a future by creating a new generation of local kids who care.**

You will be helping to get kids out from behind computer screens and cellphones and into the outdoors where they will more fully experience what it means to be part of the West. We know from research that children need regular, interactive, and fun experiences with nature if they are going to grow up caring about it. *The future of conservation depends on them.*

- **You will be protecting critical habitats and corridors for species like the sage-grouse, mule deer, and bighorn sheep – before they're lost forever.**

We're working together with ranchers, partner agencies, and supporters like you to make sure that our iconic wildlife has the space and security it needs to thrive.

This holiday season, [your special year-end gift of \\$60 or more](#) will help ensure that the Eastern Sierra's wide open spaces will be protected from the threat of sprawling, haphazard development.

It won't happen magically. Yet together, with hundreds of others who care about this land, we can make a lasting difference. Thank you, and we wish you a lovely holiday season.

Warm regards,

Kay Ogden, Executive Director  
kay@eslt.org

***P.S. Do you want to leverage your gift and help conservation year-round? You can make a monthly gift and make a huge difference. It's easy to do – just fill out the envelope or donate via our website, and we'll send you a set of beautiful notecards of the lands you've helped preserve.***



Photo © Stephen Ingram



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