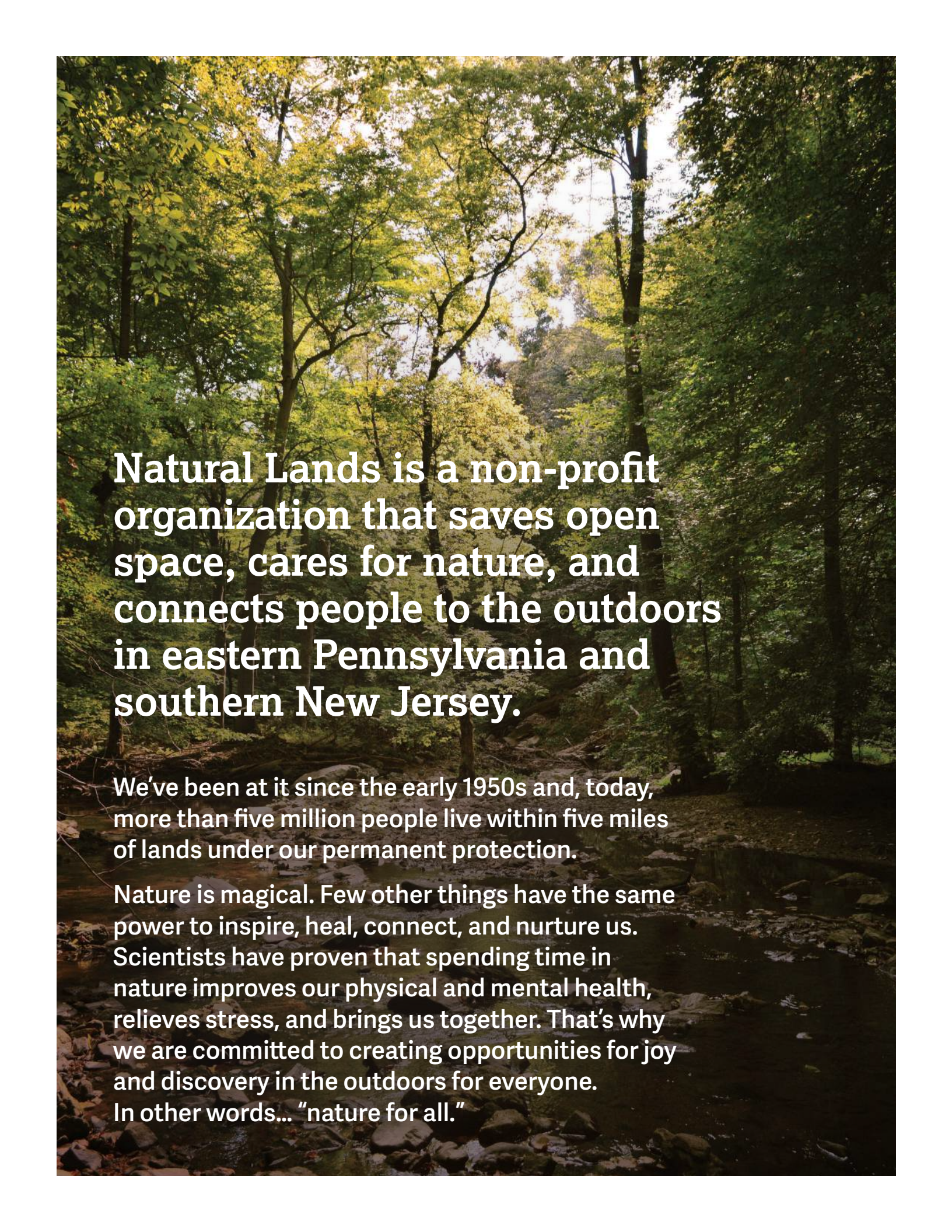




# Natural Lands

land for life. nature for all.



**Natural Lands is a non-profit organization that saves open space, cares for nature, and connects people to the outdoors in eastern Pennsylvania and southern New Jersey.**

**We've been at it since the early 1950s and, today, more than five million people live within five miles of lands under our permanent protection.**

**Nature is magical. Few other things have the same power to inspire, heal, connect, and nurture us. Scientists have proven that spending time in nature improves our physical and mental health, relieves stress, and brings us together. That's why we are committed to creating opportunities for joy and discovery in the outdoors for everyone. In other words... "nature for all."**

Events range from enjoying live bands, craft brew, and tasty food truck treats as part of our Music without Walls series to *Stardust!* our signature summer celebration featuring garden-inspired cocktails and a roving dinner.

Year-long volunteer activities draw hundreds to our preserves and public garden. Events are designed to encourage unique and meaningful interactions with the outdoors.

Natural Lands' mission and service opportunities align with many Environmental, Social, and Corporate Governance goals (ESG).

## properties

- 42 nature preserves totaling 23,000 acres, the majority of which are open to the public daily from dawn till dusk at no charge
- Stoneleigh: *a natural garden*, a 42-acre public botanical garden focused on ecologically sustainable design and native plants
- Located across 13 counties in eastern Pennsylvania and southern New Jersey

## events

- 160+ promoted events annually
- 5,000 event attendees annually
- Unique events include Field Jam, Friday Night Lights, and Martin Luther King, Jr. Day volunteering
- Concentrated ad campaigns to promote events on two radio stations and social media

## direct marketing

- 30,000+ subscribers to our monthly e-mail newsletter
- *Natural Lands* magazine reaches 6,750+ households, twice annually
- Events mailer reaches 17,000+ households three times annually (spring, summer, fall)

## volunteers

- Team volunteer days for corporate groups
- 200+ promoted volunteer events annually
- 1,500+ volunteer event attendees

## social media

- 70,000+ Followers
- Facebook - 50,000 fans
- Instagram - 10,00 followers
- Twitter - 2,000 followers
- natlands.org - 726,000+ more than one million page views in 2021—a 26% increase over the previous year
- Growth averages 10,000 followers a year since 2015, with 2020 attracting 12,000+ new followers



## demographics of social media followers

### age distribution of Facebook followers

- 18-24 years – 5.6%
- 25-34 years – 22.1%
- 35-44 years – 19.3%
- 45-54 years – 18.2%
- 55-64 years – 20.5%
- 65+ years – 14.3%

### gender of Facebook followers

- Female – 56%
- Male – 44%

### household income categories\*

- \$75,000 - \$99,000 24%
- \$100,000 - \$124,000 21%
- \$125,000 - \$149,000 17%
- \$150,000 - \$199,000 22%
- \$200,000 - \$249,000 16%

\*Values based on 42.2% match rate from Twitter partners

### donors

6,500+ unique donors in prior two-year period