

FINAL REPORT – APRIL 26, 2014



MIRAMICHI FOREVER FUNDS

MSA Campaign 60



'Preserving the Miramichi Salmon, in perpetuity'



'Miramichi Forever'

***"Salmon conservation is not just a concern for our time,
but rather a mission that has no end, from one generation to the next,
literally forever"***

With this theme of recognition, that the care of our environment – as epitomized by New Brunswick's famed Miramichi River and its treasured Atlantic salmon – is a work that is never done, the Miramichi Salmon Association initiated a major 60th Anniversary fund-raising campaign to help perpetuate for generations to come, the conservation of these wondrous, but seriously threatened resources.

In doing so, the MSA asked all those who cherish the Miramichi Salmon to consider new and higher levels of lifetime support and commitment for salmon conservation, thus ensuring the financial base with which current conservation programs could be expanded and sustained, and upon which the financial support of future generations would be inspired.

The MSA sincerely thanks all those who found it possible to support Campaign 60 and the Miramichi Forever Funds it has initiated. Additional thanks to the 100 plus volunteers who canvassed on behalf of Campaign 60.

A permanent Wall of Honour in the Miramichi Salmon Conservation Center will recognize all Campaign donors.

New Brunswick

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Larry Davidson	David Hildebrand	George McAllister	Clark Sancton
	John Hogan	Gerry McBride	Laurie Savage & Family Foundation

The above Campaign 60 donor listing prepared as of April 26, 2014. The MSA apologizes for any errors or omissions. Please contact the MSA should a correction be required. Some donors have requested their name remain anonymous.

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Total Value of all Donations & 5-year Pledges – \$2,665,160

New Life/Memorial Memberships – 258

Total Number Of All Gifts – 457

74 gifts - up to \$999	22 gifts - \$10K - \$24,000	1 gift of \$150,000
240 gifts - \$1K - \$2,499	24 gifts of \$25,000	1 gift of \$200,000
20 gifts - \$2.5K - \$4,999	1 gift of \$50,000	1 gift of \$400,000
70 gifts - \$5K - \$9,999	3 gifts of \$100,000	

Planned Giving: A continuing MSA program for consideration of conservation contributions in individual estate plans. During Campaign 60, seven such bequests have been received from the wills of MSA members totalling more than \$400,000.

Named Trusts: Campaign contributions of \$25,000 or more may be designated by donors as Named Trust Funds; all such contributions will be permanently recognized in MSA financial statements and by way of special tributes on the Wall of Honour at the Miramichi Salmon Conservation Centre.

Life and Memorial Memberships

Life Member	\$1,000	Corporate Life Member	\$5,000
Memorial Membership	\$1,000		

MSA Lifetime Sponsorship Awards

'All Campaign contributions will count towards the MSA's lifetime recognition levels'

Blue Charm level	\$5,000	Durham Ranger level	\$100,000
Silver Doctor level	\$10,000	Thunder & Lightning level	\$150,000
Green Highlander level	\$25,000	Royal Coachman level	\$250,000
Jock Scott level	\$50,000		