



JACKSON HOLE LAND TRUST NEWS
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Contact: Laurie Andrews

307.733.4707, laurie@jhlandtrust.org

Save Genevieve Campaign Kicks Off with Widespread Community Support

Campaign to save the historic buildings and communal green space of the Genevieve Block is met with positive comments and hundreds of donations within its first week

Jackson, Wyoming, The partners of the Save Genevieve campaign are excited to announce that the community responded with enthusiasm and generosity to the project plan presented to them at the Save Genevieve neighborhood meeting and block party on the evening of Friday, April 26th. Over 100 people huddled under the tent to hear George Putnam of Cirque Consulting, Robbin Levy Mommsen representing Café G, LLC, and President of the Jackson Hole Land Trust Laurie Andrews discuss the collaborative solution for saving the historic buildings, green space, and overall community character of the beloved Genevieve Block. Block businesses Café Genevieve, Persephone Bakery, and the Healthy Being Café & Juicery opened their doors for the 250+ community members who came out to celebrate the kickoff of this project, generously contributing their spaces, food, and drinks for attendees to enjoy. Community members were encouraged to ask questions, get to know project partners and businesses, and show their support in the form of monetary donations that would be going towards a \$100,000 match announced earlier in the day.

On Thursday, the Jackson Hole Land Trust (JHLT), the non-profit organization leading the efforts to raise funds for historic and greenspace conservation easements on the block, received a \$100K challenge grant for the campaign from an anonymous donor. Knowing that broad community support is critical to the success of this campaign, the donor requested that instead of a dollar-for-dollar match challenge, the JHLT would run a donor-for-dollar campaign with the goal of securing 100 new donors at any gift level to the project. After JHLT announced the challenge grant on Friday afternoon, donations from \$1 to \$100,000 came in via the campaign website SaveGenevieve.org, over the phone, and in-person at the block party. The community more than rose to the challenge with 335 donors contributing just over \$240,000 to the Save Genevieve campaign on Friday alone.

“We knew that this project was important to the community based on the grassroots efforts earlier in the year to stall the development of the block into a hotel,” said Laurie Andrews, JHLT President. “Tonight is more than we expected, though. The support that we have seen and heard has been so inspiring and incredibly rewarding after all of the work that the project team has put in thus far. We have a long road ahead of us, but we are encouraged by the

strong project backing tonight and continue to be energized by the community's gratitude and optimism."

Included in Friday's fundraising total was an additional generous anonymous \$100,000 pledge, as well as a commitment by the Community Foundation of Jackson Hole (CFJH) for \$100,000.

"The Community Foundation of Jackson Hole is inspired by this community-based project that brings hope for a solution that preserves an important part of our town's history as well as a cherished outdoor gathering space. We are delighted to have the opportunity to be a partner and supporter of this project, and we are incredibly impressed by the widespread passionate support shown by the community to save the block," explained Katharine Conover, President of the Community Foundation of Jackson Hole.

With the success of the donation challenge on Friday, coupled with several other lead gifts, the Jackson Hole Land Trust is fast approaching raising the first million dollars of the Save Genevieve campaign. With a price tag of between \$7 and \$8 million on the purchase of the historic and greenspace easements on the block, there is still a significant amount of fundraising to do before the August 4th deadline.

The Save Genevieve project partners have an exciting summer planned for the block. Project updates, event dates and calendars, block history, and donation opportunities will continue to be posted to SaveGenevieve.org. Community members are encouraged to spread the word about the project and share why they want to Save Genevieve by tagging @save_genevieve and #savegenevieve.

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About the Save Genevieve Campaign

The Save Genevieve Campaign is led by a group of local citizens and nonprofit organizations who are working on a collaborative solution to preserve the historic buildings, greenspace, and community character of the Genevieve Block. The Save Genevieve group is comprised of Café G, LLC, an entity formed by an anonymous local family in order to provide the time and an opportunity needed to create and fundraise for a community solution, the Jackson Hole Land Trust, Northworks Architects and Planners, Cirque Consulting, Café Genevieve, Persephone Bakery, Healthy Being Café & Juicery and other committed community members. Learn more at SaveGenevieve.org.

About the Jackson Hole Land Trust

The Jackson Hole Land Trust is a private, non-profit organization that was established in 1980 to protect and steward the treasured landscapes of Northwest Wyoming including Fremont and Sublette counties. With over 55,000 acres protected, our vision is a legacy of protected open spaces, wildlife habitat, working lands and community spaces that inspire current and future generations. For more information, please visit jhlandtrust.org.