



# DOUBLE *your* IMPACT!

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Dear Scenic Utah Friends,

Five years ago today, when my wife Kate and I launched Scenic Utah, a generous donor and stalwart supporter of Utah's natural resources jump-started our non-profit with a matching grant that many of you helped us meet.

That same generous donor, who has had our backs since the beginning, has done it again! Their **\$50,000 match challenge, which we have until the end of the year to meet**, represents another milestone and launch point for Scenic Utah—kicking off our next five years of service and advocacy, and providing vital support for our ambitious goal of growing our team and upscaling our impact.

Your [donation](#) today doubles your investment in scenic preservation in Utah. It will:

- Support our on-going campaign to hold the State of Utah accountable to the Highway Beautification Act, which includes federal laws all states must follow in controlling outdoor advertising.
- Underwrite projects that measure the carbon cost of billboards, risks to drivers of digital signs, and geographic connections between visual pollution and health and economic outcomes.
- Help launch a new program that celebrates and rewards public- and private-sector groups who design, build, and finance beautiful built environments.
- Strengthen our outreach and education programs aimed at government officials, businesses, community groups, and individuals—helping them clarify and navigate land-use and legal challenges stemming from billboards and other types of visual pollution.
- Increase our engagement with scenic preservation groups in other states and at the national level on opportunities for collaboration and coalition building.
- Grow our staff capacity and internship program and improve our ability to attract a diverse and talented pool of students, consultants, and volunteers.

...and this is just a sample of our on-going and future work!

**With your continued backing, and the opportunity this match challenge offers**, the next five years will be even better, and we'll continue doing all we can to reduce visual pollution, reclaim our stunning vistas, and take action to protect our globally renowned scenery.

Gratefully,



*P.S. Kate and I, together with our amazing Board and volunteers, send a DOUBLE DOSE of gratitude to those who have already contributed to Scenic Utah, and to this match, over the course of the year!*