

ERIE CANALWAY
**NEXT
CENTURY**
CAMPAIGN





Make no small plans!

Two hundred years ago New Yorkers made no small plans when they envisioned the Erie Canal and built the longest constructed transportation system on the North American continent. As we consider the opportunities before us today, we too should think big, work smart, and make our impact last.

The Erie Canal transformed New York and the nation and helped a young country to forge a national identity. Now, as we reach the auspicious occasion of the Erie Canal's 200th anniversary of continuous operation, we invite you to join us in going boldly into its next century of service.

Together, let's take advantage of this critical and exciting moment in history to steer a course toward an ever more vibrant, inclusive, and sustainable future along New York's extraordinary canals.



The Erie Canalway Next Century Campaign includes five key focus areas integrated into a comprehensive heritage-based community economic development strategy. Your support can be broad in scope or targeted to a specific area.

BENEFITS

Invest wisely.



Receive **recognition** for your generosity.



Demonstrate your good **stewardship**.



Garner a **tax deduction** from your charitable contribution.



Be **affiliated** with success.



Make a positive **impact**.

■ Foster Diverse and Accessible Recreation & Promote Heritage-Based Tourism

Draw visitors of all ages and abilities from close to home and around the world to enjoy unparalleled recreation and world-class cultural offerings.

■ Host & Support Community and Corridor-wide Events

Support events that serve as major drivers of visitation to the Canalway Corridor and generate millions of dollars annually in economic impact for more than 200 canal communities.

■ Conserve Our Unique Heritage

Preserve the authentic fabric of our canal communities, historic sites, and waterway assets to drive heritage-based economic development and contribute to the Corridor's unique sense of place.

■ Educate Current and Future Generations

Engage youth, and other Canalway stakeholders, in dynamic and relevant on-site and virtual learning activities that spur critical thinking, curiosity, and a can-do spirit.

■ Secure Resources for Legacy Projects and Organizational Sustainability

Support the growth of programs and initiatives to create a healthy and sustainable future, ensuring that generations to come can experience the canals that transformed America.

Together, let's leave our legacy that ensures a thriving Canalway Corridor for the next century.



Foster Diverse and Accessible Recreation & Promote Heritage-Based Tourism

The Erie Canalway National Heritage Corridor offers visitors traveling by boat, bike, car, or on foot extraordinary opportunities to experience more than 500 miles of navigable waterways and trails, enjoy canal communities and events, and touch history at numerous museums and historic sites.

LET'S DO MORE...

Together, we can draw visitors of all ages and abilities from close to home and around the world to enjoy unparalleled recreation and world-class cultural offerings.

Your contribution supports expanded amenities, recreational initiatives, critical tourism promotion, and stewardship awareness to protect trails and waterways.

■ **Amenities and Infrastructure**

Enhance and expand recreational and tourism amenities and infrastructure to improve the visitor experience and encourage multiday excursions.

■ **Canalway Challenge**

Invite and inspire people of all abilities to experience the Corridor's trails and waterways through the Canalway Challenge.

■ **Tourism Promotion**

Develop and distribute tourism publications and tools that help visitors plan incredible journeys and discover some of the best experiences, communities, food, and sites of interest along the canals.

■ **Stewardship and Sustainable Travel**

Expand a network of volunteer stewards and promote sustainable travel to ensure that the incredible resources of the NYS Canal System are healthy and beautiful now and long into the future.



REACH

500,000

Website page views annually

65,000

Erie Canalway Map & Guides distributed annually

24,000

Social media followers

19,500

Erie Canalway Calendars distributed annually

12,350

Newsletter subscribers

8,500

Canalway Challenge participants to date



Host & Support Community and Corridor-wide Events

From music festivals to biking and paddling expeditions to celebrations of arts, history, and culture, events draw hundreds of thousands of people to the canals each year. Sponsorships are critical to helping organizations host successful events that result in significant returns on investment to canal communities and businesses.

LET'S DO MORE...

Together, we can support events that serve as major drivers of visitation to the Canalway and generate millions of dollars annually in economic impact for canal communities.

Your contribution supports community events, multiday recreational expeditions, bicentennial signature events, and the World Canals Conference 2025 in Buffalo.

■ **Community Events**

Support community-driven cultural heritage and recreational events along the New York State Canal System in 2024 and 2025 with a special emphasis on commemorating the Erie Canal bicentennial.

■ **Erie Canalway Bicentennial Planning and Marketing**

Help communities and attractions celebrate the bicentennial with a marketing toolkit, banners, giveaways, and special events, in partnership with I LOVE NY.

■ **Multiday Recreational Expedition**

Sponsor the inaugural Paddle the Canals: Mohawk River Expedition 2024 in the Mohawk Valley, June 21-23, 2024.

■ **World Canals Conference**

Sponsor the World Canals Conference in Buffalo, September 21-25, 2025 and bring canal experts and enthusiasts from around the world to the Queen City and western New York.



REACH

3.3 million

Estimated visitors to the canals each year for events and tours

200

Communities within the Canalway Corridor

50+

Community events anticipated to be supported in 2024 & 2025

20

Countries engaged with Inland Waterways International and World Canals Conferences



Conserve Our Unique Heritage

The canal that built the Empire State continues to serve as a multifaceted asset for New Yorkers and the nation. Yet, as the canal enters its third century of service, aging infrastructure, neglected remnants of 1800s canal structures, and historic buildings in canal communities need renewed investment and revitalization to sustain them for the next century.

LET'S DO MORE...

Together, we can preserve the authentic fabric of our canal communities, historic sites, and waterway assets to drive heritage-based economic development and contribute to the Corridor's unique sense of place.

Your contribution will fund projects that substantially contribute to canal preservation and community development and help us continue to build partnerships at local, state, and federal levels.

■ **Rehabilitate Historic Structures in Rural Mohawk Valley**

Jumpstarted by a \$750,000 Paul Bruhn Historic Revitalization Grant from the National Park Service, we are making subgrants for capital improvements to historic buildings in the Mohawk Valley. Help us double that investment to preserve architectural heritage and community character, boost economic vitality, and replicate this program in other Canal Corridor regions.

■ **Revitalize Matton Shipyard**

Efforts are well underway to preserve and adaptively reuse this rare surviving early 20th century ship building and repair facility in Cohoes. See the initiative cross the finish line, opening this prime waterfront property to better serve today's residents and visitors.

■ **Preserve Historic Canal Assets**

Support the development of a critically needed inventory and condition assessment of canal structures from the 1800s. This assessment will form the basis of a comprehensive plan that sets priorities for preservation and long-term maintenance and supports the work of municipalities and nonprofit organizations that care for these significant historic canal assets for the benefit of current and future generations.



IMPACT

\$1.2 million

In grants awarded to date in partnership with the NYS Canal Corporation for planning, preservation, tourism infrastructure and amenities, and interpretation.

\$2.3 million

Additional funding leveraged by grant investments.

122

Grants awarded to municipalities and nonprofits to date.



Educate Current and Future Generations

The Erie Canal Learning Hub engages students across New York and beyond in dynamic in-person and virtual learning experiences. Field trips, lesson plans, virtual 3D-tours, and other educational resources combine history with cutting edge science that connect with today's generation.

LET'S DO MORE...

Together, we can expand our reach and continue to offer programs and transportation for free so that every urban and rural school district, regardless of budget, can participate.

Your contribution ensures that more students have the chance to experience the canal and discover how leadership, ingenuity, and perseverance remain building blocks for success.

► **Ticket to Ride and Open Outdoors for Kids**

Demand outstrips funding each year for free field trips for K-12 students to canal-related museums, historic sites, and national parks. Your support is crucial to helping us grow these programs.

► **Partnerships with Historic Sites and Museums**

Enhance our ability to provide support to historic sites and museums through training and technical assistance.

► **Inclusive Storytelling**

Help us dig deeper and share a wider range of stories about the canal and its impacts, from Black entrepreneurship to seekers of freedom and equal rights to Native American stories.

► **The Erie Canal Learning Hub**

Grow this education portal with new research and teacher resources for today's classrooms.



REACH

There are 120 school districts, including Buffalo, Rochester, Syracuse, and Albany, located within the National Heritage Corridor. Since 2012, Erie Canalway field trips have reached more than 55,000 students from 250 urban and rural schools.

128,500

Website page views annually for the Erie Canal Learning Hub

3,000

Students and teachers participate in field trips each year

80%

Field trip participants are from low-income communities

33

Museum and historic site partners



Secure Resources for Legacy Projects and Organizational Sustainability

For more than 20 years, the volunteers and professional staff of the Erie Canalway National Heritage Corridor have advanced heritage conservation, education, recreation, tourism, and community economic development across the 500-mile National Heritage Corridor. With vision, hard work, perseverance, and passion we have accomplished many great things.

LET'S DO MORE...

Together with our partners and the canal's many stakeholders, let's forge the path forward to proactively address challenges, honor the canal's national significance, and enhance the Corridor for all to use and enjoy.

Your contribution will help us secure and leverage additional public and private resources necessary to fully implement Next Century initiatives, plan and manage them responsibly, and deliver meaningful long-term results.

■ Invest and Respond

Provide the flexibility and financial resources to invest in projects that have funding gaps and respond rapidly to emerging needs.

■ Expand Capacity

Help us reach the full potential of a revitalized Canalway Corridor by supporting staff and volunteers.

■ Improve Technology and Tools

Further enhance our ability to be efficient and effective in communicating, monitoring, and managing initiatives with multiple stakeholders and 200 communities across 500 miles.



GIVING MENU



SUPPORT THE ENTIRE CAMPAIGN

Let Erie Canalway determine where best to use your contribution.

DONOR BENEFITS	\$500	\$1,000	\$2,500	\$5,000
Recognition in annual report	●	●	●	●
Recognition on campaign webpage		●	●	●
Recognition on social media & in newsletter			●	●
Recognition in News Release				●

Leadership Circle Benefits

Benefits include all the above plus those listed below. Leadership Circle contributions are fully customizable to ensure your preferred recognition.

DONOR BENEFITS	\$10,000	\$25,000	\$50,000	\$100,000
Logo displayed on campaign webpage & in monthly newsletter	●	●	●	●
Leadership Circle recognition on social media	●	●	●	●
Logo displayed in and acknowledgement in releases announcing the availability of Erie Canalway Map and Guide* (65,000 printed annually and online)		●	●	●
Logo displayed in and acknowledgement in releases announcing the Erie Canalway Calendar* (19,500 printed & online)			●	●
Logo included in annual report			●	●
Invitation to participate at significant events and ribbon cuttings			●	●
Opportunity for inclusion of relevant content in the 2024 or 2025 Erie Canalway Map & Guides, consistent with publication timing & theme (released in May)				●

*Commitment and logo must be received by April 1 for inclusion in the Erie Canalway Map and Guide and by September 30 for inclusion in the Erie Canalway Calendar.

TARGET YOUR CONTRIBUTION

To support one of these specific areas of our work, please contact us for separate benefits documents.

- Recreation & Tourism
- Education
- World Canals Conference



There are 200 communities, including Buffalo, Rochester, Syracuse, and Albany, located within the National Heritage Corridor. In addition to reaching residents and businesses within these communities, our national reach extends well beyond the borders of New York State.

Erie Canalway Heritage Fund

Many partners working together are preserving the best of the past, while ensuring a vibrant future along our canals and waterways. At the helm are the Erie Canalway National Heritage Corridor Commission and its nonprofit partner the Erie Canalway Heritage Fund, Inc.

The Erie Canalway Heritage Fund secures private and public resources and implements the Corridor's award-winning Preservation and Management Plan. Your contribution supports our efforts to preserve and share New York's extraordinary canal heritage, promote the Canalway Corridor as a world-class tourism destination, and leverage financial support to advance the entire region.

CONTACT

To discuss these opportunities in more detail, please contact:

Bob Radliff, *Executive Director*
518-237-7000 x 203
Bob_Radliff@eriecanalway.org

Rebecca Keister, *Development Manager*
518-237-7000 x 221
Rebecca_Keister@eriecanalway.org

The Erie Canalway Heritage Fund, Inc. (the charitable partner of the Erie Canalway National Heritage Corridor) is recognized by the IRS as a 501(c)(3) nonprofit. Your contribution is tax deductible to the extent allowed by law. A copy of our latest annual financial report may be obtained by contacting our office at 518-237-7000 x 206, or P.O. Box 219, Waterford, NY 12188, or by contacting the NYS Office of the Attorney General's Charities Bureau at www.charitiesnys.com or (212) 416-8686.



P.O. Box 219, Waterford, NY 12188 ■ P: 518-237-7000 ■ www.eriecanalway.org

