

ERIE CANALWAY

NEXT
CENTURY

CAMPAIGN





Let's make the canal's next century its best yet.

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. The Erie Canal transformed New York and the nation and helped a young country to forge a national identity.

Today, we stand on the verge of a new canal era. Together, we can achieve a bold new vision that solidifies the Erie Canal at the center of a vibrant recreationway that drives economic investment in New York, contributes to community quality of life, and serves as a national model for accessibility and stewardship.

This is our time. Join us in shaping the canal's next century.

With your support, the best is yet to come.



There are three million residents and 200 communities, including Buffalo, Rochester, Syracuse, and Albany, located within the Erie Canalway 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.



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**.

The Erie Canalway Next Century Campaign includes five key focus areas integrated into a comprehensive heritage-based community economic development strategy.

■ Maximize Heritage Tourism

Optimize economic and quality of life benefits of tourism by attracting heritage travelers to experience the canal's authentic communities, engaging cultural offerings, unique historic canal sites, and exciting events.

■ Foster Diverse and Accessible Recreation

Solidify New York's canal corridor as a prime destination for world class recreational experiences by drawing visitors of all ages and abilities to enjoy unparalleled recreation along its interconnected and multiuse waterways and trails.

■ 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.

■ Lead the Way and Sustain the Work

Support the growth of comprehensive 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.



Maximize Heritage Tourism

Each year, travelers from across the country and around the world come to the Erie, Champlain, Oswego, and Cayuga-Seneca canals to experience authentic communities, rich culture, historic sites, and exciting events. With your help, we can welcome even more visitors and ensure canal communities thrive.

LET'S DO MORE...

Your support powers a dynamic campaign—expanding tourism marketing, strengthening community events, and building partnerships that promote sustainability and stewardship.

► **Tourism Marketing and Promotion**

Develop and execute multimedia marketing campaigns and trip planning resources that attract out-of-area visitors to canal communities for multiday and multi-season stays.

► **Community Events**

Host and support events that drive visitation to the Canalway and generate millions of dollars in economic impact annually.

► **Stewardship and Sustainable Travel**

Expand our network of volunteer stewards and promote sustainable travel to ensure that the historic, cultural, and natural assets along the NYS Canal System remain healthy and beautiful now and long into the future.

► **Marketing Assistance**

Help canal communities and attractions elevate their marketing by providing shared branding, images, and multimedia promotions.

► **Expand Strategic Partnerships**

Collaborate with economic development, tourism and community organizations and agencies to amplify resources and embed place-based values in public investment decisions.



REACH

787,300

Website page views annually

70,000

Erie Canalway Map & Guides distributed annually

20,000

Erie Canalway Calendars distributed annually

140

Promotional Partners engaged in collaborative outreach

90+

Volunteer stewards cover 450 miles of canal

40+

Community events supported annually



Foster Diverse and Accessible Recreation

The Erie Canalway National Heritage Corridor offers boaters, cyclists, paddlers, hikers and walkers extraordinary opportunities to experience more than 500 miles of navigable waterways and trails. The relatively flat terrain and calm waters make the canal an ideal place for people of all abilities to recreate.

LET'S DO MORE...

Together, we can solidify New York's canal corridor as a prime destination for world class recreational experiences for people of all ages and abilities and make the NYS Canal System a national model for universal accessibility.

Your contribution supports expanded amenities, recreational initiatives, and improved accessibility for trails and waterways.

■ Amenities and Infrastructure

Help us create exceptional experiences along New York's canals by improving trails, docks, signage, and visitor facilities. Your support ensures accessibility for all, enhances comfort and safety, and encourages multiday adventures that strengthen local economies and connect people with nature.

■ Canalway Challenge

Help thousands of people of all abilities discover the joy of active living through the Canalway Challenge and accessible recreation programs. Your support empowers participants to walk, run, roll, cycle, or paddle along New York's historic canals—promoting fitness, inclusion, and community well-being.

■ NYS Canalway Water Trail

Promote the canal as a distinctive, scenic and historically significant place to paddle, improving access to and enjoyment of the waterway that transformed America - designated a National Water Trail in 2022.

■ Expand Recreational Use

Through targeted promotion and marketing, attract boaters, paddlers, cyclists, and other outdoor enthusiasts from local communities, across the nation, and around the world. Highlight the canal's unique beauty, accessibility, and opportunities for adventure to inspire visitors to choose it for their next vacation.



200

Communities
linked by land and
water trails within
the Canalway
Corridor

REACH

12,780

Canalway Challenge
participants to date

1,000+

Paddling participants
in events hosted by
Erie Canalway to date

36,800

Social media followers

17,700

Newsletter subscribers



Conserve Our Unique Heritage

The canal that built the Empire State remains a vital asset for New Yorkers and the nation. But as it enters its third century, aging infrastructure, remnants of 1800s canal structures, and historic buildings need renewed investment to endure.

LET'S DO MORE...

Together, we can revitalize historic buildings and canal assets to strengthen canal communities as engines of heritage-based economic growth. Your gift funds preservation projects and builds partnerships at every level that keep the canal strong for generations to come.

► Invest in Heritage

Harness Erie Canalway's leadership in conservation, recreation, and tourism to strengthen economic development and unite community initiatives under a shared Corridor-wide vision.

► Rehabilitate and Reuse Historic Structures

Jumpstarted by a Paul Bruhn Historic Rural Revitalization Grant from the National Park Service, we are making subgrants for capital improvements to historic buildings in the Mohawk Valley. Help us preserve architectural heritage, build community character, and boost economic vitality by investing in all Corridor regions.

► Preserve Historic Canal Assets

Support the development of an inventory and condition assessment of canal structures from the 1800s that will form the basis of a comprehensive plan that sets priorities for preservation and long-term maintenance.

► Preserve Distinctive Corridor Landscapes

The views and scenery along New York's canals define canal country. Help us create strategies to protect these iconic landscapes for present and future New Yorkers.



IMPACT

\$1.86 million

in grants awarded to date. Since 2022, grants for tourism infrastructure and amenities are awarded in partnership with the NYS Canal Corporation.

98

Municipalities and nonprofit organizations receiving heritage grants and technical assistance to date.

834

National Register Listings and National Historic Landmarks designated within the Corridor, including the National Historic Landmark listing of the NYS Barge Canal in 2016.



Educate Current and Future Generations

The Erie Canal Learning Hub brings history, science, and the arts to life for students across New York and beyond through dynamic in-person and virtual learning experiences. From immersive field trips and Junior Ranger activities to interactive 3D tours and teacher resources, we combine the canal's rich heritage with cutting-edge science to spark curiosity and learning.

LET'S DO MORE...

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

Your contribution opens doors for thousands of students—especially those from underserved communities—to experience the canal firsthand and discover how leadership, ingenuity, and perseverance continue to shape our world.

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

Demand for free field trips far exceeds available funding. Each year, K–12 students visit more than 15 canal-related museums, historic sites, and three National Parks. Your support ensures these opportunities grow.

► **Junior Ranger Program**

Engage youth and families in hands-on activities that foster appreciation for the region's history, culture, and environment.

► **Erie Canal Learning Hub**

Expand this digital portal with new teacher resources, educational videos, and research on the canal's influence on economic growth, immigration, Indigenous Peoples, the Underground Railroad, Women's Rights, and environmental stewardship.

► **Partnerships with Historic Sites & Museums**

Strengthen more than 30 historic sites through training and technical assistance, amplifying their ability to educate and inspire.



REACH

Since 2012, Erie Canalway field trips have reached more than 60,370 students from 250 urban and rural schools. There are 120 school districts, including Buffalo, Rochester, Syracuse, and Albany, located within the National Heritage Corridor.

120,000+

Website page views
annually for the
Erie Canal Learning Hub

5,000+

Students and teachers from
across upstate NY participate
in field trips each year

85%

Field trip participants
are from low-income
communities

10,000

Junior Ranger booklets
distributed annually



Lead the Way and Sustain the Work

For more than 20 years, the professional staff and volunteers 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 address current challenges and honor, celebrate, and enhance the Corridor's national significance 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.

► **Leadership**

Develop and implement strategies to strengthen a vibrant Canalway Corridor, in collaboration with state agencies, canal stakeholders, and communities.

► **Invest and Respond**

Provide sufficient financial resources to invest in transformational projects and ensure entrepreneurial flexibility to respond rapidly to emerging needs.

► **Expand Capacity**

Help us reach the full potential of a revitalized Canalway Corridor by supporting professional 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



Become part of a community of givers who care, like you do, about this organization and its impact. The Next Century Society includes business/corporate donors who give \$5,000 or more and individual donors who give \$1,000 or more annually. We would be delighted to talk with you about your interests and canal connections so that we can best tailor benefits that are most meaningful to you.

NEXT CENTURY SOCIETY BENEFITS

DONOR BENEFITS	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000
Name recognition in annual report	●	●	●	●	●
Next Century Society recognition on social media	●	●	●	●	●
Logo displayed in Erie Canalway Map & Guide*	●	●	●	●	●
Name recognition on campaign web page	●	●	●	●	●
Logo displayed on campaign web page		●	●	●	●
Logo displayed in monthly e-newsletter		●	●	●	●
Logo displayed in and acknowledgement in releases announcing the Erie Canalway Calendar*			●	●	●
Invitation to participate at significant events and ribbon cuttings				●	●
Tailored employee engagement in Canalway initiatives for your staff				●	●
Press release announcing major gift					●

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



“The Erie Canalway Heritage Fund delivers real impact with a clear vision and a proven record of success. We are grateful that our gift can be used to help interpret our rich history, strengthen communities, and create vibrant experiences along New York’s canals.”

— Marcia Osterhout Kees and Charles F. Kees



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.

WAYS TO GIVE

- **Cash Donations**—Your donation of any amount is appreciated and tax-deductible to the full extent of the law.
- **Gift of Appreciated Stock**—Gifting appreciated stock can help reduce the bite of capital gains tax while supporting your giving priorities.
- **Donor Advised Funds**—Consult your financial advisor to assist you with including the Erie Canalway Heritage Fund, Inc. in your charitable giving plans.
- **Estate Giving**—Include the Erie Canalway Heritage Fund, Inc. in your planned giving through an estate gift or IRA distribution.
- **Corporate Giving**—Corporate sponsorships are critical to funding our programs and events.
- **Matching Gifts**—Check with your employer about matching dollar gifts for donations you make to the Erie Canalway Heritage Fund, Inc.
- **SEFA**—Erie Canalway Heritage Fund, Inc. is an approved organization for the New York State Employees Federated Appeal (SEFA). Erie Canalway Heritage Fund, Inc. #999-01182.

Consult your financial advisor to determine which strategies make the most sense for you.

CONTACT

Please contact Bob Radliff, Executive Director, or Diane Jennings, Executive Administrator, at 518-237-7000, ext. 207 to discuss any of the above, including facilitation of a stock transfer and sponsorship opportunities.

Erie Canalway Heritage Fund, Inc.
P.O. Box 219
Waterford, NY 12188

Tax ID # 26-0372982

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 P.O. Box 219, Waterford, NY 12188 or the NYS Office of the Attorney General’s Charities Bureau at www.charitiesnys.com or (212) 416-8686.



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