



PROMOTE ENGAGE INSPIRE

CAMPAIGN FOR CACHE™

Cache la Poudre River
National Heritage Area

Letter From the Executive Director

Greetings!

The Cache la Poudre River flows through our history, linking people and arteries of commerce. The Poudre River basin laid the foundation for Western Water Law and management, invoking moments of great drama, and attracting its share of characters along the way. Now, more than 634,000 of us living in Northern Colorado depend on the Cache la Poudre River. Whether the Poudre's benefits are emotional or economical, there is no denying its appeal.

The Cache la Poudre River National Heritage Area (CALA) is one of 49 cultural and natural landscapes set aside by Congress as an irreplaceable source of life and inspiration. Unlike National Parks, National Heritage Areas are large, lived-in landscapes owned by a variety of private and public entities. Also unlike National Parks, National Heritage Areas do not own the land that they encompass. Consequently, National Heritage Areas collaborate with local communities to determine how to make heritage relevant to local interests and needs. Established in 1996, CALA follows 45 miles of the lower "working Cache." Along this river section you can see reservoirs, pipelines, diversion ditches, pumps – all reminders of the long struggle to sustain a viable agricultural economy, and meet the growing needs of a diverse and expanding population, while conserving the river's health.

CALA and our partners generate an estimated \$81.6 million dollars per year for the local economy. If CALA is to remain vital for future generations, we each have a shared responsibility to safeguard our heritage and show that we are worthy of the good fortune we have inherited.

As CALA enters its third decade of excellence, I invite you to make your mark on the future. The Poudre Heritage Alliance (PHA), the nonprofit managing entity of the CALA, requests your support as we launch our fundraising Campaign for Cache. CALA needs your attention and help now. The stakes for the PHA and CALA are high. The PHA and CALA are under threat from increasing demands on water, shrinking federal appropriations, the need to raise awareness about water management, rising human health and safety concerns, a generation more connected to their technology than to the natural world, and the loss of history and heritage over time.

Now, more than ever, a new generation of leaders must step forth to help safeguard this national treasure – and inspire people to get out and explore CALA, and discover the stories that define who we are and what we value. I invite you to be one of those leaders!



Kathleen Benedict, Executive Director
Poudre Heritage Alliance for the
Cache la Poudre River National Heritage Area

Heritage...

Our legacy from the past...

What we live with today...

What we pass on to future generations.



When first created, it was hard to imagine the influence National Heritage Areas would have on sharing and preserving America's stories, strengthening local communities, supporting active lifestyles, and ensuring a healthy ecosystem. Through education, outreach and community engagement activities, the Poudre Heritage Alliance raises awareness about, and connects people to their most important resource: water! Our efforts to keep the Cache la Poudre River National Heritage Area vital for this and future generations can't take effect unless we have the support of everyone in the community.

Campaign for Cache



We invite you to join the community of supporters who have chosen to help safeguard our heritage and show that we are worthy of the good fortune we have inherited. National Heritage Areas tell nationally important stories that celebrate our nation's diverse heritage. Looking to the future, the Poudre Heritage Alliance and the Cache la Poudre River National Heritage Area face new opportunities and new challenges including:

- Promoting awareness about water issues and water management
- Engaging a younger and more diverse population
- Inspiring the role of philanthropy and volunteerism

Your gift will make a difference right now and well into the future.

A Blueprint For The Future

Together we can PROMOTE a variety of historical and cultural opportunities, ENGAGE people in their river corridor, and INSPIRE learning, preservation, and stewardship within our beloved Cache la Poudre River National Heritage Area.

PROMOTE a variety of historical and cultural opportunities



Our Promote programs introduce people to the river and their heritage area. Examples include: youth field trips, marketing and outreach activities, special events, and volunteer ambassador trainings.

- Learning in Our Watershed™
- Heritage Culturalist™ Program
- Poudre Pour™ and Pub Talks
- Poudre River Forum

ENGAGE people in their river corridor



Our Engage programs motivate people to get out and explore. Examples include: trail-focused wellness and recreation activities, river safety programs, interpretive signage and gateway markers linking the river to local communities.

- Play It Safe On The Poudre
- Heritage Trails
- On the Trail to Health, Heritage, and Happiness™
- Biking Adventures

INSPIRE learning, preservation, and stewardship



Our Inspire programs bring stories and events to life through powerful place-based experiences. Examples include: historic preservation and restoration projects, educational activities, and multi-media and oral history archives.

- 1883 Water Works Interpretive Center
- Heritage Speaker Series
- Documenting History (Book)
- Heritage Video Series



Contact the Poudre Heritage Alliance:
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