

LAND USE LEGAL DEFENSE FUND

**\$10 MILLION FOR THE PERMANENT
PROTECTION OF OREGON AND THE
LEGACY OF SENATE BILL 100**

“OREGON IS AN INSPIRATION.” - GOV. TOM MCCALL

V It was true when Governor McCall said it in 1973, and it's true today.
I Everyone who lives, works, and plays in Oregon marvels at our
S beautiful farms, forests, rivers, and ranchlands nestled neatly against
I quaint towns and bustling cities. Most people sense that Oregon is
O different, but few understand why. As a supporter of 1000 Friends of
N Oregon, you know the secret ingredient: our one-of-a-kind statewide
land use planning system, which began with the landmark passage of
Senate Bill 100 in 1973, and which has protected our exceptional
quality of life ever since.

P Despite the fundamental role of SB 100 in stopping unfettered
R development and creating the Oregon you know and love, there are
O those who would see this rich legacy dismantled. They would trade
B every Oregonian's shared heritage for their own private gain, and the
L gain of massive moneyed interests outside of Oregon. We have
E already had to fight these battles six times in less than 50 years, and
M while we have ultimately always prevailed, it gets harder and more
expensive every time. Make no mistake: the day will come when we
lose everything. Unless we act now.

S Over the last 47 years, we have found that those behind the repeated
O attempts to take down the land use system increasingly come with
L state, national, and multinational financial backers hungrily looking to
U Oregon as a cheap place to exploit for development. When our
T opposition calculates their risks, they see us as a small non-profit with
I few resources for a big battle...and they're right. Our annual operating
O budget could never cover those costs, so in order to be prepared, we
N need a special, separate war chest. That's why we established the
Land Use Legal Defense Fund.

OREGON IN THE BALANCE

1976 | Measure 10
Threat defeated

1978 | Measure 10
Threat defeated

1982 | Measure 6
Threat defeated

2000 | Measure 7
Threat succeeds at the
ballot but is defeated in the
courts

2004 | Measure 37
Threat succeeds at the
ballot but is defeated by
Measure 49

2020 | Initiative Petition 53
Threat eliminated prior
to becoming a ballot
measure

HOW THE THREAT WORKS

The timing of these threats is unpredictable, but they typically occur as ballot measures, or initiative petitions that lead to ballot measures, which would either amend the state constitution or create a new state statute. In every case, the effect would be the same: the land use system would be rendered powerless, and the land and money grab for sprawl development would begin. This is exactly what happened in 2004, when Measure 37 passed despite our efforts to stop it. Such battles are extraordinarily expensive and time-consuming, especially as they now tend to occur during presidential election years, when the stakes are much higher. But those costs are nothing compared to what Oregon loses when we lose. More than 750,000 acres of Oregon were affected by Measure 37, at a cost of more than \$250 million in the Portland area alone, before Measure 49 put a stop to it three years later. We – and Oregon – cannot afford another loss.

HOW THE FUND WORKS

We established our Land Use Legal Defense Fund in partnership with Oregon Community Foundation in anticipation of future threats. Unlike other endowment funds, where the main fund is protected and only the accumulated interest is distributed back to the fundee, this fund is specially structured to allow us to access the full fund in the event of a major challenge to the land use system. In other words, once the goal is reached, up to \$10 million dollars would be available to 1000 Friends of Oregon to immediately and proactively create a counter-campaign. There would be no time lost to defensive fundraising. Moreover, at \$10 million, the fund would signal to our foes that we are fully prepared to fight, which will itself help to stop opposition. Meanwhile, the interest income from the fund will provide stable, perpetual funding for our year-round land use legal defense programs and services, protecting and preserving our work on the ground, in communities throughout Oregon. It's a win-win: the fund guarantees the sanctity and security of Oregon's land use system at every level.

WHAT YOU CAN DO

As you know, 1000 Friends of Oregon is the only organization uniquely positioned to mount this defense. If we don't do this, no one will. We hope to reach our goal of \$10 million in time for the 50th anniversary celebration of SB 100 in 2023, and before another statewide threat emerges. With your support, we can. If you are in a position to make a direct contribution, we will help you work out the details. If you are able to include the Land Use Legal Defense Fund in your estate plans, we can also help to facilitate that process. Either way, we invite you to join us in this once-in-a-lifetime opportunity to definitively protect the beauty and bounty of Oregon once and for all.

**FOR MORE INFORMATION, or to discuss your contribution,
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