



**Growing Southwestern Colorado's Orchard Culture & Economy - a MORP/TNC Initiative**  
**Capital Campaign Quarterly Report** **Sept, 2019**

Campaign Scope

Funding Goal, Phase I, 2019  
**\$491,390**  
 Funding Goal Phase II, 2020:  
**\$716,999**

Campaign Progress

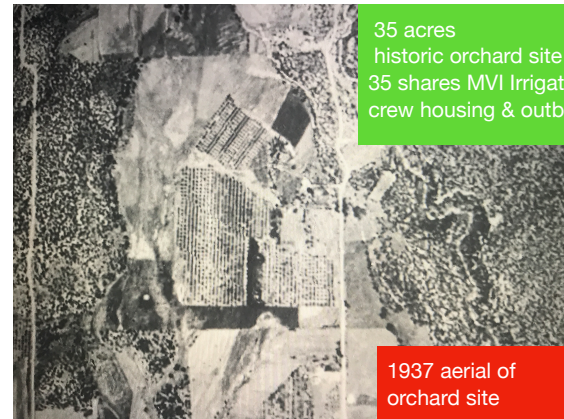
Total Campaign Goal:  
**\$1,208,389**  
 Raised to Date, Phase I:  
**\$377,892**  
 Raised to Date, Phase II:  
**\$15,000**  
 Balance Required, Phase I:  
**\$113,498**  
 Balance Required, Phase II:  
**\$701,999**

Major Commitments, secured

The Nature Conservancy:  
**\$297,000**  
 Gates Family Foundation:  
**\$45,000**  
 Kenney Brothers Foundation:  
**\$15,000**  
 El Pomar Foundation:  
**\$10,000**  
 Telluride Foundation  
**\$10,000**  
 Individuals  
**\$15,892**  
 Campaign made public, July 2019



**Phase 1: 77% Goal Reached!**



35 acres  
 historic orchard site  
 35 shares MVI Irrigation  
 crew housing & outbuildings

1937 aerial of  
 orchard site

**Historic Orchard Property & Infrastructure**

Campaign Purpose

Phase I, Purchase of Orchard Property: MORP has identified an historically significant orchard property that will allow it to expand the impact of its [program areas](#) by acquiring a location to provide harvest and juicing infrastructure and service crew housing to achieve its vision of *southwestern Colorado being renowned for an orchard culture and economy based on the legendary quality and diversity of Montezuma Valley Fruits.*

In addition, on the property, MORP will preserve Colorado's [historic apple varieties](#) as a genetic bank / conservation orchard of national importance. In partnership with The Nature Conservancy, it will implement best practices in irrigation efficiency and house an educational center to demonstrate the value of the orchard culture and water conservation to the region.

Phase II: Once MORP secures orchard property, it will build harvest and juicing infrastructure and acquire [mobile juicing equipment](#) to turn the region's abundant apple crop (50,000 bushel potential), that now mostly goes to waste, into a value-added product to benefit the people of Colorado. In the end, every gulp of apple juice and cider made as a result of this project will directly support the mission of restoring historic, heritage orchards in our state.

**Help us turn all the apples red on the fundraising tree. Support MORP's work and help us reach our campaign goal by making a [donation today!](#) Your contribution will be allocated 70% to capital campaign and 30% to programs unless you note otherwise when you give. We are grateful, **MORP Team.** MORP is a program of Onward! A Legacy Foundation.**

*Pending Requests: Anschutz Foundation; Local Food Promotion Program*