

# CARE FOR THE CAPE & ISLANDS

A DESTINATION TRAVELERS' PHILANTHROPY INITIATIVE



*"Marsh & Sail" photographed by Spencer Kennard. Postcard available for a donation.*

*Visit the "CARE Sand Whale" at the Yarmouth Chamber of Commerce. It is part of 41 sand sculptures located throughout the town of Yarmouth.*

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**CARE for the Cape & Islands** was founded to encourage, support and create opportunities for visitors to donate their "time, talent and treasure" to help protect and preserve the region.

Working with travel industry businesses, CARE facilitates relationships among travelers, businesses, residents and local organizations. CARE creates opportunities for visitors to contribute to local efforts to promote cultural heritage preservation and long-term environmental conservation of the region.

CARE helps to preserve the very things that visitors travel to see and enjoy: exquisite natural

beauty, native plant, marine and wildlife habitats, Cape & Islands culture and history.

*"Two-thirds of consumers say they prefer to buy products and services from companies that have implemented programs to give back to society-46% are willing to pay extra to socially responsible companies" per the Center for Responsible Travel.*



## 2013 Funding Projects

CARE will be supporting the following organizations:

- **Cape Abilities Farm Project:** serves and empowers people with disabilities. As part of their farm expansion, this project will design and launch a new program to conduct regular tours of the greenhouses and farm operation, training farm employees to work as tour guides.  
• <http://www.capeabilities.org/>
- **Cape Cod National Seashore** will be supported for the second year. Funding will produce a free, short web video highlighting “green” practices, demonstrating simple practices that visitors can take to help lessen their impact both in the park and at home.  
• <http://www.nps.gov/caco/index.htm>
- **Falmouth Bikeways** is a magnificent 10.8 mile pathway that travels along the sea, salt marshes and cranberry bogs. Funding will be used to help improve safety of the bikeway providing signage, road markings and bike racks.  
• <http://friendsoffalmouthbikeways.com/>
- **Provincetown Center for Coastal Studies** plans a Citizen Science Marine Debris and Seal Observation Project involving participants in beach cleanup and seal research. Participants will join CCS/CCNS staff to clean up a local beach, and record data. Photos and data will be posted and shared through the web and Facebook pages.  
• <http://www.coastalstudies.org/>

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