



SUSTAINABLE RECOVERY AT HOME

Dear Friends,

On August 10th, Natural Capitalism Solutions was asked by the Town of Lyons to create a community-based approach to implementing sustainability. On September 12th, this project was upended when a 14-foot wall of water ripped through the town.

The “thousand-year” flood destroyed homes and businesses. Most townsfolk, including our CEO Toby Russell and staff member, Caitlyn Bolton, were trapped. The river tore through neighborhoods, creating seven separate islands.



Everything in Lyons has changed. Disasters like this shred lives and communities, leaving insecurity that is hard to repair. It’s a cruel truth of the climate crisis that they are occurring more frequently: from the Philippines to Lyons to a community near you.

Natural Capitalism Solutions has a history of helping put lives and towns back together. In the 1970s NCS senior fellow Bill Becker helped such towns as Soldier’s Grove, Wisconsin, and Valmeyer, Illinois, rebuild as solar towns after similar floods. A few years ago, my students and I helped Greensburg, Kansas, rebuild using best green practices following a devastating tornado.

Our Work With Lyons Will:

- Help small-business cut energy and water use;
- Advance innovative economic development models with the chamber of commerce to help replace lost income;
- Bring more sustainable livelihoods to Lyons;
- Help ensure that low-income housing is a part of the mix as homes are rebuilt;
- and Help the municipal utility transition to renewable energy.

Bill, Toby, and I met with the Mayor of Lyons to respond to her request that we help the town rebuild in a better, more sustainable way. This work will not only support Lyons but also create a roadmap from which other disaster-struck towns can benefit. This is a humbling honor, one we didn’t seek, but one to which we are going to rise.

However, we need your help. Unlike groups that fundraise repetitively, I only come to you at this time of year to ask your support for all the work we do at Natural Capitalism. This year, I’m asking you to please give a little more to support our ongoing work and also to help us support the Town of Lyons rebuild sustainably.

Donation Options:

- Credit Card Online: www.natcapsolutions.org or call 720-684-6580
- Write and Mail a Check: Natural Capitalism Solutions 11823 N. 75th St. Longmont, CO 80503
- Donate Stock: Learn more on our web site, or call or email info@natcapsolutions.org today.

As a measure of how effective your gift will be, the first \$7,500 we raise for Lyons will be matched by Boulder County and other partners.

Your continued support has carried Natural Capitalism Solutions through a decade of creating and implementing innovative solutions. From the whole team here at Natural Capitalism Solutions, thank you for your loyalty.

There are many worthy candidates for your generosity. I hope you consider Natural Capitalism in your end of year giving.

With deepest gratitude,
L. Hunter Lovins

NCS is also proud to support the work of our affiliate projects:



Natural Capitalism Solutions is a 501(c)3 non-profit

11823 N. 75th Street, Longmont, CO 80503 | 720-684-6580