



# STRATEGIC PLAN

## 2020-2024

### MISSION

TO PROTECT, RESTORE, AND INSPIRE APPRECIATION OF THE NATURAL WORLD.

### VISION

A COMMUNITY INSPIRED, LAND AND WATER SAVED, FOR NATURE AND PEOPLE, FOREVER.

### VALUES

#### COMMUNITY:

Understanding and addressing community needs is central to our mission.

#### ENVIRONMENTAL STEWARDSHIP:

We work to sustain the beauty, vitality, and diversity of the natural world.

#### INTEGRITY:

Honesty and credibility form the foundation on which relationships are built.

#### INNOVATION:

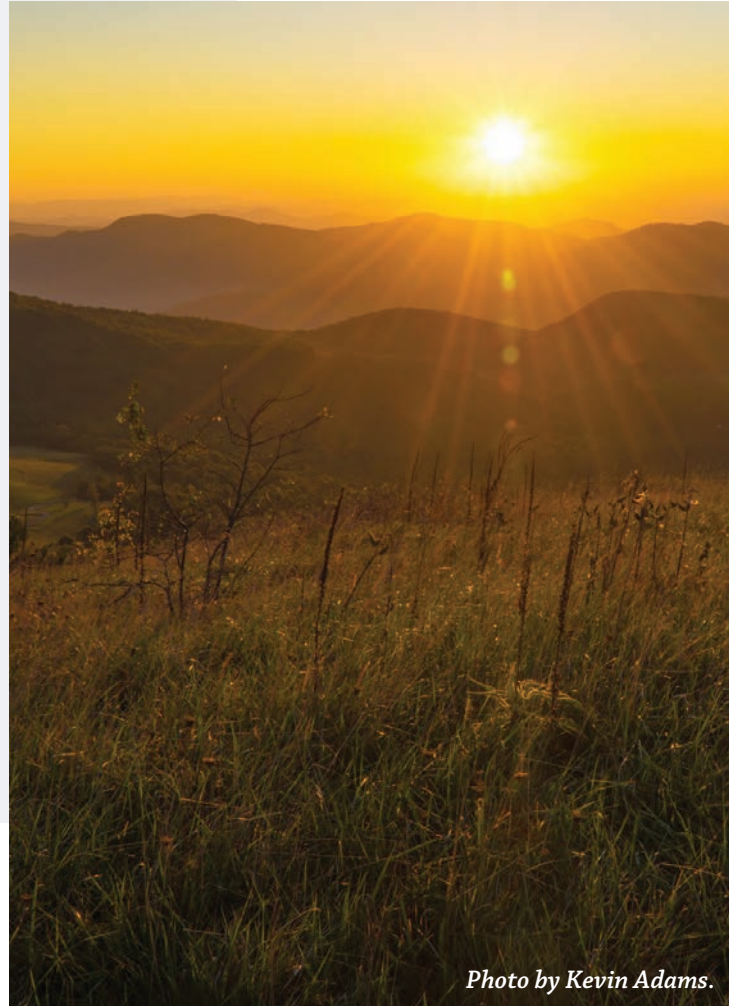
Working creatively empowers us to address new opportunities and challenges.

#### COLLABORATION:

Working together results in greater benefits for nature and people.

#### EQUITY:

We will include, benefit, and empower people of differing views, experiences, and identities.



*Photo by Kevin Adams.*

# STRATEGIC DIRECTIONS

## 2020-2024



### PROTECT LAND AND WATER

*Care for the natural world in partnership with local communities.*

- Protect land with ecological, agricultural, recreational, cultural, and social significance.
- Wisely manage and restore the lands we own.
- Provide technical assistance to conservation easement landowners.
- Ensure that we have capacity and resources to protect and restore land in perpetuity.



### ENGAGE COMMUNITIES

*Foster a connection to nature and a conservation ethic through partnerships, education, and outdoor experience.*

- Develop an integrated engagement strategy.
- Develop and improve education programs.
- Engage the community in the outdoors.



### ADVANCE CLIMATE CRISIS SOLUTIONS

*Reduce climate change impacts and help communities adapt.*

- Factor climate solutions into land program decisions.
- Improve our own sustainability practices.
- Engage communities in climate action.
- Explore funding sources for climate solutions.



### PROMOTE EQUITY, DIVERSITY, AND INCLUSION

*Shape our programs and operations to improve equity.*

- Conduct a power analysis and equity assessment.
- Provide equity, diversity, and inclusion training.
- Develop and implement an equity, diversity, and inclusion plan.
- Update policies and procedures to support equity goals.



### INCREASE FINANCIAL RESILIENCY

*Ensure sound financial management and diverse fundraising so that we can fulfill our mission in perpetuity.*

- Diversify funding sources.
- Improve ability to analyze and react to financial status.
- Build longer-term financial stability.