



THE CALL TO LEAD

CONSERVATION FOUNDATION OF THE GULF COAST | 2020-2023 STRATEGIC PLAN

OUR VISION

The human and natural worlds of Southwest Florida flourish together.



Everyone is deeply connected to nature, respecting and balancing the needs and rights of nature and people.



The Florida panther and other wildlife, such as quail, Florida scrub jay, and gopher tortoise, roam freely through protected corridors and habitat.



Clean and plentiful water fills our lakes, rivers, and aquifers.



Sea life thrives throughout the Gulf waters.



All people experience the benefits of public open space equitably, through countless trails, parks, and preserves connecting and surrounding our communities.



Resilient communities withstand rising seas, temperatures, and storm intensities.

Conservation Foundation of the Gulf Coast answers the urgency of our time by becoming **the leader this region needs.**

WE WILL:

Champion land and water conservation in the face of:

- population growth
- rapid development
- climate change
- poor policy decisions
- individual indifference to environmental impacts

Activate an army of partners, donors, and volunteers all advocating on behalf of people and nature.

Work with landowners to preserve 50% of private lands and buffer 90% of our waterways.

Gain the commitment of generations of environmental stewards to preserve and protect the region we love — forever.

OUR MISSION

To protect land and water in Southwest Florida for the benefit of people and nature.

FROM THE PRESIDENT



Dear friends,

Florida's environmentally sensitive lands and special places are quickly disappearing, due to unprecedented growth and climate change. In the face of these threats, we heard from you, our conservation community, that you care about our natural world and urge Conservation Foundation of the Gulf Coast to lead our region in these critical times.

In the following pages, Conservation Foundation of the Gulf Coast answers your call, and presents our new vision, mission, and strategic plan to ensure that our waters are clean, our endangered animals have safe places to thrive, and our people are healthy because of the land we save and protect forever.

Our vision is *expansive* and *inclusive* because we must work together with other not for profits, agencies, and people to ensure that **The human and natural worlds of Southwest Florida flourish together.**

Our mission is *bold* because of the urgent need **To protect land and water in Southwest Florida for the benefit of people and nature.**

To achieve these goals, we need to be nimble, quick, creative, and resourceful. We must also be strategic and decisive in the projects we champion, because saving land is not easy. It is expensive, often very complex, and can take many years, even decades.

We present our new 2020-2023 Strategic Plan which will:

- Solidify our **relevancy** by informing, connecting, and engaging everyone.
- Ensure our **sustainability** by being connected to all the communities we serve.
- Secure our **resiliency** by strengthening our voice and serving as a trusted, enduring catalyst in the communities we serve.
- Ensure the **perpetuity** of our region's conserved lands.

Together with you, our conservation community, we will save our most environmentally sensitive lands and special places, **FOREVER.**

Onward!

Christine P. Johnson
President
January 2020



perpetuity

THE CALL TO LEAD: STRATEGIC GOALS

1

Save the most environmentally sensitive lands and special places, forever.

STRATEGIES

Identify and prioritize the most important and irreplaceable places in Southwest Florida using strategic criteria.

Protect special places that will connect communities and people to nature.

Develop deep relationships with farmers, ranchers, and other potential partners to understand their needs and opportunities.

Promote best management practices on private working lands that help landowners and are Florida-smart.

Motivate elected officials and policy makers to conserve land.

OUTCOMES

11,000 new acres are conserved that:

- Support critical wildlife corridors
- Improve water quality and protect drinking water supplies
- Create conservation areas for the panther, quail, Florida scrub jay, gopher tortoise, etc.
- Create new public open spaces

Farmers, ranchers, and other partners have the resources they need to continue stewarding Florida's environment and to protect their land.

Elected officials and policy makers make decisions that sustain Florida's environment and quality of life.



THE CALL TO LEAD: STRATEGIC GOALS

2 Increase the perceived value of nature and conservation throughout the region by informing, connecting, and engaging people.

STRATEGIES

Provide experiences and educational opportunities, equitably to all, that promote the value of protecting nature, their role in its protection, and the role Conservation Foundation of the Gulf Coast plays.

Become a trusted and sought after resource and voice in the communities we serve.

Engage our communities in conscientious public conservation and environmental planning and policies.

OUTCOMES

Our communities' conservation ethic grows as evidenced by:

- Youth enjoying and valuing time spent outdoors
- Increased attendance at public parks and preserves
- Citizens and visitors acting on important conservation issues

Community organizations seek our expertise and knowledge on conservation-related public issues.

Our communities' land-related challenges are lessened.

Community leaders consistently engage Conservation Foundation of the Gulf Coast staff in broad community issues.

We provide valued conservation and environmental planning information.

relevance



resiliency

THE CALL TO LEAD: STRATEGIC GOALS

3 Be a stronger voice and long-lasting change agent for conservation.

STRATEGIES

Refine, refresh and strengthen our name, organizational identity, and role in the community.

Develop and strengthen relationships with strategic partners to expand organizational reach.

Deepen donor/member relationships.

Ensure the financial resiliency of the organization.

Ensure volunteers feel empowered, motivated, and valued.

OUTCOMES

The communities we serve identify with us and our values.

We are valued partners in the communities we serve.

More people want to volunteer in our organization.

More land is saved.

More people have access to nature.



THE CALL TO LEAD: STRATEGIC GOALS

4 Respond to the region's urgent land conservation needs by ensuring our leadership team is connected to all the communities we serve.

STRATEGIES

Diversify the makeup of the Board of Trustees, Advisors, and Committees to demographically mirror our communities.

Expand the function of the Board of Trustees, Advisors, and Committees.

Ensure the capacity of professional staff to accomplish our mission and goals.

Adhere to our values and community commitment.

OUTCOMES

We are able to be quick, nimble, and strategic in these urgent times.

We have the funds to protect our conserved lands and maintain our programs regardless of economic downturns.

Staff satisfaction (culture, fulfillment, compensation, etc.) and retention are high.

We transparently report our progress against goals.

Our communities view us as honest and trustworthy.

The strategic goals of the organization are supported by appropriate staffing, systems, and volunteer leadership.



CONSERVATION
FOUNDATION
of the Gulf Coast

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