



CONSERVATION
FOUNDATION
of the Gulf Coast

Strategic Plan 2015–2020



WE SAVE LAND. FOREVER.



*Conservation Foundation of the Gulf Coast works to protect
the environmental character, biodiversity and natural integrity of the
bays, beaches, barrier islands and watersheds of Florida's Gulf Coast by:*

*holding conservation
agreements and
owning nature
preserves*

*collaborating
with individuals,
organizations and
communities*

*educating for
responsible land
stewardship*



Florida's Gulf Coast region is a rich and unique landscape. From the coastal mangroves and hammocks to the pine forests and prairies far inland, the natural bounty of this place is astounding – and deeply imperiled. Within our lifetime, much of it may be plowed under, paved over, or returned to the sea. We are the generation that must act.

Working together with many partners and against the clock, Conservation Foundation is protecting our region's natural landscapes. We partner with landowners, public agencies, and community leaders to prioritize and protect some of the most important, special places remaining here.

While we protect the places which nature needs, we also recognize that it's critical to give people the opportunity to experience the bounty of nature directly: people love what they know, and save what they love. We provide people an opportunity to know and love the natural world right in their own backyard. We also understand the need for outreach and education to help ensure that decision-makers set policy that advances conservation. To that end, we serve as the voice for conservation in our region.

We envision a future where southwest Florida's unique landscape is protected for the benefit of both nature and people. We envision a region known for its network of parks and trails – both greenways and blueways – offering our communities an opportunity to experience the rich, natural bounty of our land and waters, and to develop personal connections with their natural landscapes.

This strategic plan is our roadmap to achieve our vision for conservation on Florida's Gulf Coast.

Christine P. Johnson
President
March 2015

GOAL **1**

Protect the most environmentally sensitive lands and special places in perpetuity through creativity, innovation, and the use of best practices.



STRATEGIC APPROACH

BY 2020 WE WANT TO ACCOMPLISH

THIS MATTERS BECAUSE . . .

Protect selected lands of significance to our communities with scenic and/or recreational value

Conserve and restore key ecosystem components, such as wildlife corridors, coastal uplands and riparian areas

Conserve and restore unique and imperiled habitats and species

Conserve and restore lands adjacent to public lands and linking conserved lands

Cultivate landowner relationships and secure introductions to the owners of key parcels we wish to protect

Use partnerships to maximize the impact of our conservation work and build a conservation ethic within the communities where we work

Tatum Sawgrass is preserved and connected to the Myakka River

Tarpon Point Landing amenities are expanded and enhanced

In-holdings within the Myakka Island are protected

Increased mileage of trails - greenways

Increased mileage of water trails - blueways

We are the last generation that can save this land

The public needs more opportunities to enjoy our beautiful, natural resources

Our environment IS our economy

Eco-tourism drives our prosperity

Protecting land adjacent to waterways protects our water quality

GOAL **2**

Citizens throughout the region
are fully informed about and engaged in conservation



STRATEGIC APPROACH

Work with conservation partners to define a set of broad conservation messages that we can each use consistently

Use the story-telling opportunities offered by the lands that we protect

Enhance Bay Preserve as an entry to the rest of our work

Utilize Pine Island Preserve to educate visitors on the importance of coastal land conservation

Collaborate with other organizations to deliver programs at Bay Preserve and Pine Island

Educate elected officials on land conservation benefits, cost savings, and priorities

BY 2020 WE WANT TO ACCOMPLISH

Design and implement three self-guided opportunities for learning about and engaging in nature and conservation

Bay Preserve entrance and access are improved

Pine Island park plan is implemented

Visitation doubles at Bay Preserve and Pine Island Preserve

Annual programs draw 500 new visitors each year and engages 20% of our existing donors annually

THIS MATTERS BECAUSE . . .

Citizens and visitors will understand how our environment impacts our economy

Citizens will gain knowledge and speak out on important issues

Elected officials will value our natural resources in their decision making

Conservation Foundation will become an even stronger, more relevant and effective organization

GOAL 3

The essential resources are in place to ensure our impact and perpetuity



STRATEGIC APPROACH

Develop diverse, flexible, and sufficient funding to support short- and long-term operational needs of the organization

Strengthen our brand and our communities' awareness of our brand

Attract and retain effective volunteer leaders and professional staff

Develop board representation and leadership to build our presence and influence throughout our service area

Cultivate relationships with key decision-makers to assure a seat at the policy table

BY 2020 WE WANT TO ACCOMPLISH

\$3-5 million opportunity fund that will facilitate rapid action to secure priority properties

Our donor base has tripled

Our donor retention rate is above 60%

We have a robust annual giving program

We have a sophisticated planned giving program

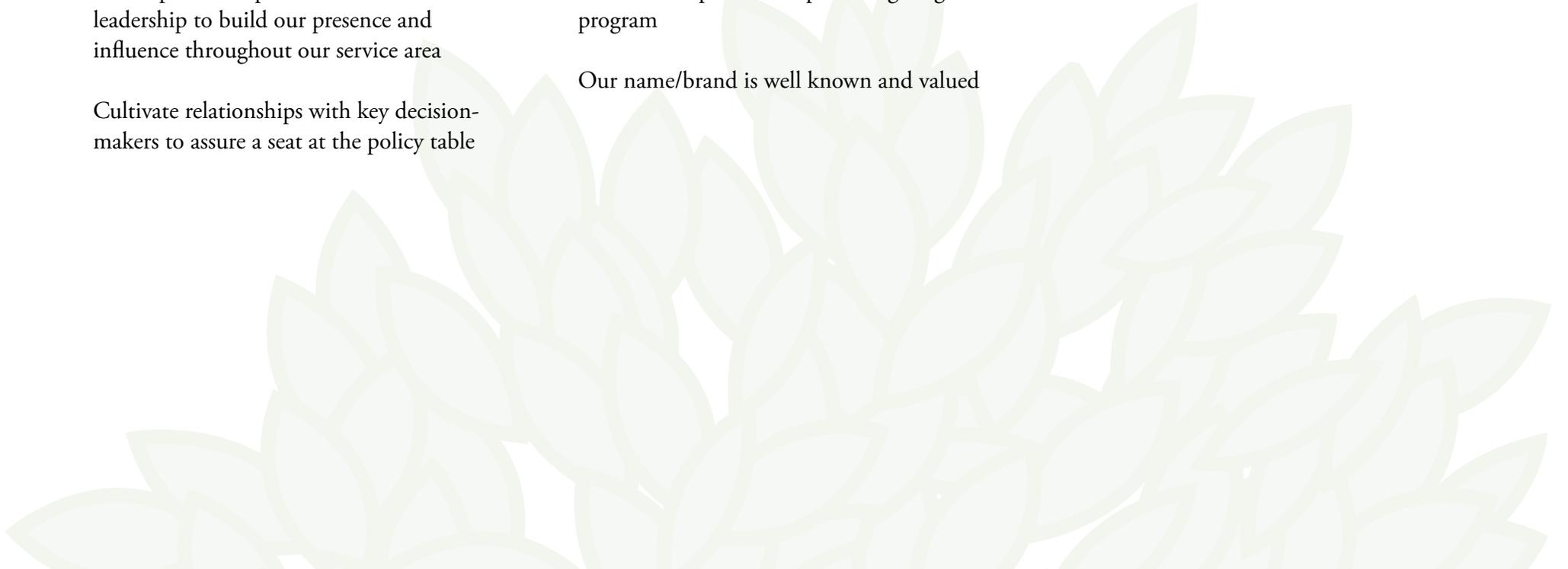
Our name/brand is well known and valued

THIS MATTERS BECAUSE . . .

The land we protect in perpetuity is financially secure

Conservation Foundation is able to move quickly on key land opportunities

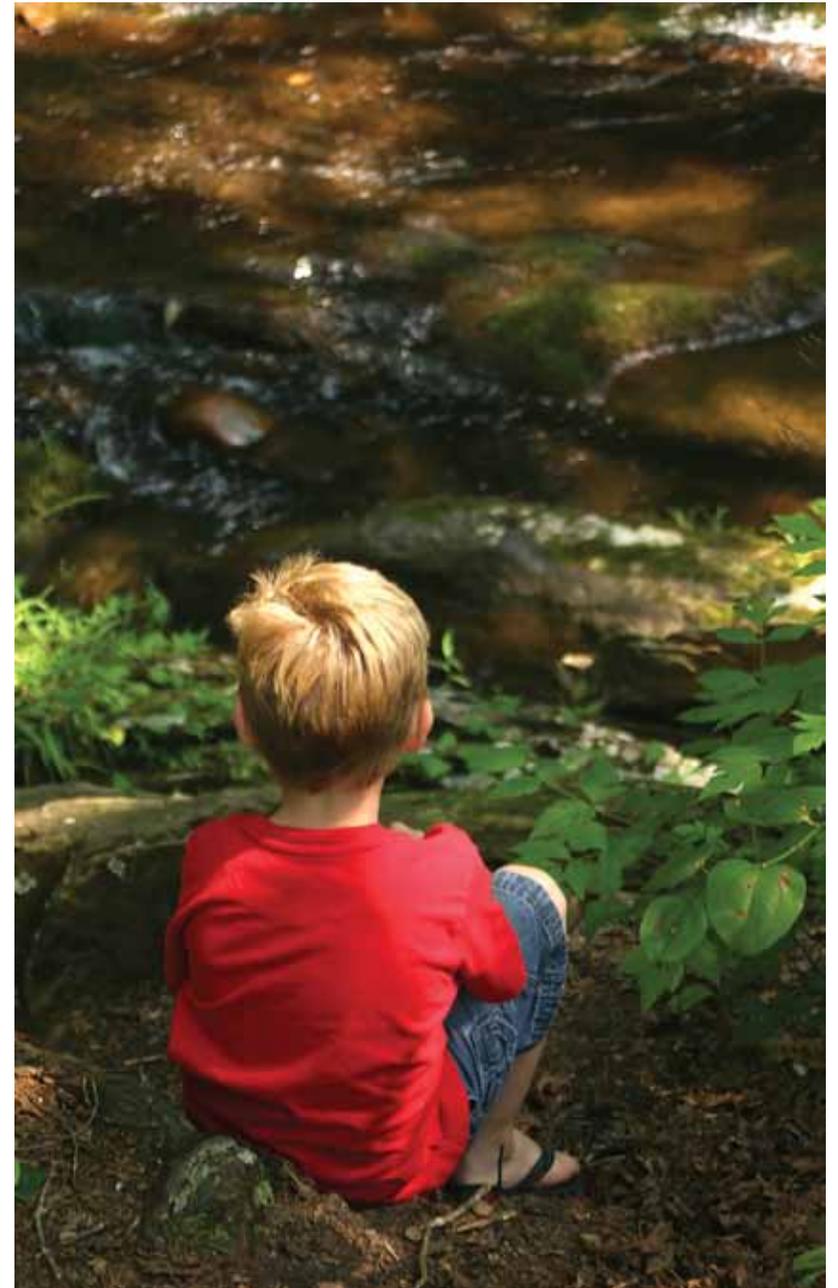
Land conservation is so important to the fabric of our communities that in the best of times, the community will invest deeply in it, and in the worst of times, will not let land conservation wither



Conservation Foundation of the Gulf Coast protects land of the highest conservation value by following these priorities:



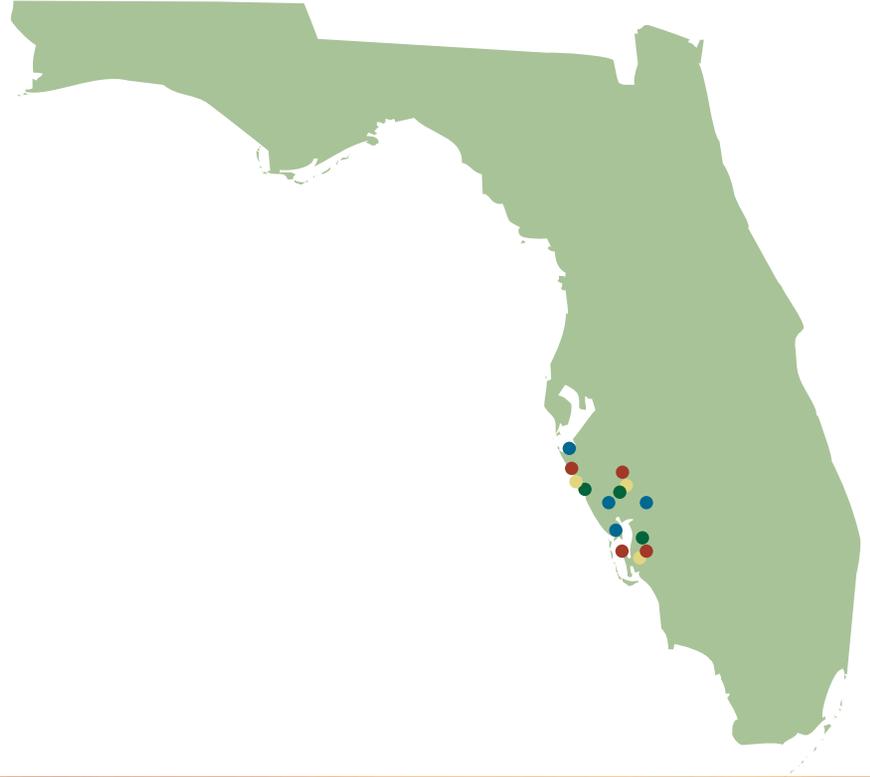
● CONSERVE HABITAT FOR IMPERILED PLANTS AND ANIMALS



● PROTECT SHORELINE AND PROVIDE WATER ACCESS



● CONNECT CONSERVED LANDS FOR PEOPLE AND ANIMALS



● PROVIDE UNIQUE, HIGHLY DESIRED RECREATIONAL ACCESS FOR THE PUBLIC

We invite you to join our
conservation community.



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of the Gulf Coast

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