**Land Trust Alliance of British Columbia**

**Operational Plan February 2024 – February 2027**

**w/2020-21 Proposed Outcomes OutcomesOutcomes**

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| **VISION:** *communities living in balance with their natural systems and spaces.* |
| **MISSION:** *leadership that fosters and promotes the land trust community for the long term conservation of natural spaces and systems.* |
| **TAGLINE:** *Together, Conserving BC’s future.* |
| ***GOAL 1***  | ***OBJECTIVES*** | ***PROPOSED OUTCOMES: 2024-2027*** |
| **A. Provide support to LTABC member land trusts by providing Programs and Services.** | 1)Identify funding opportunities for our members, and support where possible.  |  |
| **2)** Serve as an essential communications and engagement link between BC land trusts. |  |
| **3)** Continue to offer and explore opportunities for cooperative services that benefit our members. |  |
| **4)** Strengthen communications and strategic partnerships with governments, land trusts, other land trust alliances, and funders.  |  |
| **5)** Develop, promote, and share conservation tools and resources to advance the work of member land trusts.  |  |
| **B. Provide support to LTABC member land trusts through compliance with the Canadian Land Trust Standards & Practices.** | **1)** Provide shared learning opportunities on best practices for land trusts and charitable organizations.  |  |
| **2)** Provide direct coaching and guidance to land trusts to support adoption and implementation of the Canadian Land Trust Standards and Practices.  |  |
| **3)** Recognize organizational achievements of member land trusts.  |  |
| ***GOAL 2*** | ***OBJECTIVES*** | ***PROPOSED OUTCOMES: 2024-2027***  |
| **Communicate the values, significance and contributions of LTABC, the land trust community, and land conservation through engagement and education initiatives that increase awareness and support for land trusts.**  | **1)** Complete and implement a multi-faceted engagement and marketing strategy that includes a program to communicate and collaborate with specific audiences.  |  |
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| **2)** *Develop a collective and inspiring communications message that effectively engages and widely celebrates the work of BC land trusts to the public.* |  |
| **3)** Become a recognized voice about land conservation issues in BC.  |  |
| ***GOAL 3*** | ***OBJECTIVES*** | ***PROPOSED OUTCOMES: 2024-2027***  |
| **Provide a leadership role with BC’s First Nations and land trusts.** | 1] seek opportunities to engage Provincial First Nations organizations |  |
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| 2] Facilitate knowledge and learning opportunities between First Nations and land trusts. |  |

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| ***GOAL 4*** | ***OBJECTIVES*** | ***PROPOSED OUTCOMES: 2024-2027*** |
| **Operate an effective organization that has sufficient resources to achieve its mission and vision.**  | **1)** Develop and implement a strategy for sustainable and diverse funding.  |  |
| **2)** Establish policies and adhere to best practices in governance to ensure accountability and responsibility to the board, staff, members and donors.  |  |