



Strategic Plan 2021 - 2025

Our Vision

People and wildlife thrive together

Our Mission

We inspire, motivate and engage people to protect, preserve and restore wildlife habitat

Our Values

Passion: Our passion for wildlife and habitat protection drives our commitment to what we do.

Stewardship: We are good stewards of our gifts.

Partnership: We partner with other nonprofits, government agencies, donors and members to carry out our mission.

Diversity: We actively engage everyone in the conservation of nature.

Goal # 1 **Protect and restore wildlife habitats in Loudoun County**

Objectives:

- Research, identify, prioritize and implement habitat protection projects in Loudoun County. **(Responsibility – Habitat Conservation Programs)**
- Facilitate and monitor ongoing stewardship of selected restored habitats through strategic partnerships. **(Responsibility – Habitat Conservation Programs)**
- Design, implement and monitor an initial management plan for the Black Oak property. **(Responsibility – Black Oak Committee)**

Goal # 2 **Serve as a knowledge leader and partner for wildlife stewardship**

Objectives:

- Conduct citizen science programs to gather wildlife status data for Loudoun County. **(Responsibility – Citizen Science Programs)**
- Publish articles and share data and information about wildlife habitat protection and restoration. (Education & Conservation Advocacy Programs & Citizen Science Programs).

Goal # 3 **Inspire and engage people to become involved in the natural world**

Objectives:

- Provide experiential programs that directly engage people with nature. **(Responsibility – Education & Conservation Advocacy Programs, Habitat Conservation Programs & Citizen Science Programs)**
- Teach the value and appreciation of wildlife and healthy habitat conservation in Loudoun County. **(Responsibility – Education & Conservation Advocacy Programs & Habitat Conservation Programs)**
- Encourage active citizen involvement in conserving nature. **(Responsibility – Education & Conservation Advocacy Programs, Habitat Conservation Programs & Citizen Science Programs)**

Goal # 4 Advocate for the advancement of wildlife and habitat conservation

Objectives:

- Educate the Loudoun community about the importance of responsible conservation design and green infrastructure for wildlife and habitat conservation. **(Responsibility – Education & Conservation Advocacy Programs)**
- Partner with local organizations, businesses, and leaders to develop policies and solutions that support conservation. **(Responsibility – Board of Directors, Executive Director, Conservation Advocacy Program)**
- Encourage our members to participate in shaping development policy. **(Responsibility – Fundraising & Marketing Committee & Education & Conservation Advocacy Programs)**

Goal# 5 Increase our capacity to fulfill the demands of our mission

Objectives:

- Develop and implement a sustainable long-term financial strategy that identifies potential new sources of income and supports our strategic goals and objectives. **(Responsibility – Finance Committee & Fundraising & Marketing Committee)**
- Grow our membership annually and increase our endowment fund. **(Responsibility – Fundraising & Marketing Committee)**
- Secure funds annually to achieve objectives of Black Oak Management Plan. **(Responsibility – Black Oak Committee & Fundraising & Marketing Committee)**
- Maintain a functional organizational structure that clearly defines roles, responsibilities and accountability of paid and volunteer staff, and board leadership. **(Responsibility – Governance Committee)**
- Continue to build a board that is engaged, accountable and informed. **(Responsibility – Governance Committee)**
- Maintain an effective internal and external communications strategy that supports our strategic goals and objectives. **(Responsibility – Fundraising & Marketing Committee)**