

LAND TRUST ALLIANCE OF BC

2011-2016 STRATEGIC PLAN

Update November 2012

Vision

British Columbia: a global model of communities living in harmony with their natural and cultural heritage.

Mission

The Land Trust Alliance “fosters the land trust community, which protects and stewards British Columbia’s natural and cultural heritage.”

Tagline:

“Together conserving BC’s future.”

(Goals in priority order)

Goal 1: Operate an effective organization that models excellence and has sufficient resources to achieve its mission and vision.

Objectives:

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, and members.
3. Divest Living Carbon Investments by 2014.

Goal 2: Raise awareness about LTABC, the land trust community, and the importance of land conservation to British Columbians.

Objectives:

1. Design and implement a multi-faceted communications and marketing strategy.
2. Strengthen communications with and among land trust members and stakeholders.
3. Become a recognized voice about land trust issues.

Goal 3: Build the capacity of BC's land trust community.

Objectives:

1. Identify and increase funding opportunities for our members.
2. Continue to offer and explore opportunities for cooperative services that benefit our members.
3. Foster relationships and strategic partnerships, such as with governments, land trusts and other land trust alliances, and funders.

Goal 4: Develop, promote, and share conservation tools and resources to advance the missions of member land trusts.

1. Encourage the establishment of a provincial property tax exemption program similar to NAPTEP.
2. Compile an on-line repository of legal opinions and reference material related to land trusts.
3. Develop tools and programs for sharing expertise, including a land conservation toolkit.

Goal 5: Encourage and assist member land trusts to achieve organizational excellence, with emphasis on the adoption and appropriate implementation of the Canadian Land Trust Standards and Practices.

Objectives:

1. Promote, update, and improve the S&P and Assessment Tool.
2. Provide direct coaching, support, expertise and guidance to land trusts to encourage them to adopt and implement the S&P.
3. Facilitate the creation of a voluntary certification program for the S&P.