

Why This Work Matters

Based in Castle Rock, Colorado, since 1987, Douglas Land Conservancy (DLC) is a nonpartisan, nonprofit land trust dedicated to the protection and conservation in perpetuity of the natural character, habitat, and open space in the Front Range region of Colorado, with a broad focus on Douglas, Elbert, and Jefferson counties. DLC holds conservation easements protecting both public and private lands, including agricultural and ranch lands, public recreation open spaces, scenic views, critical wildlife habitat and wetlands. Appreciation of the land and its natural beauty is a shared community value in the region.

Successful protection and conservation efforts include not only the acquisition and monitoring of conservation easements, but also the establishment and nurturing of positive relationships with landowners, community partners, volunteers, and donors to develop a thriving, sustainably funded and appropriately staffed organization. Together, we will have a powerful impact protecting open spaces for generations to come.

Through active involvement in the land trust community, education, and outreach, DLC will continue to advance conservation values and promote awareness and support of the critical work we do. The opportunities we continue to provide and expand for enjoyment and appreciation of the outdoors will improve the quality of life for members of the local community and will further secure our relationship as an essential part of their daily lives.

What We Do

Douglas Land Conservancy works diligently to preserve in perpetuity the natural beauty, ecological and recreational values, and historical agricultural and ranching uses of special lands in Douglas County and surrounding areas along the Colorado Front Range through:

Conservation. We collaborate with private landowners and local governments to establish and hold conservation easements to forever protect these beautiful lands. DLC currently holds more than 84 separate conservation easements.

Stewardship. DLC commits to *monitoring conservation easement properties in perpetuity* to ensure that terms of the easements are upheld and defended, and the conservation values are maintained or enhanced over time. Nearly 27,000 acres are currently protected under conservation easements held by Douglas Land Conservancy and monitored annually.

Public Lands. With conservation easements on over 13,000 acres open to the public, *we provide unique opportunities* for visitors to explore nature close to home and develop a deep appreciation of the land and natural ecosystems. Douglas Land Conservancy organizes over 40 guided hikes and open space activities each year, highlighting such topics as native flora and fauna, geology, history, and dark night skies.

Habitat Protection. Preserving open spaces *protects and enhances plant and animal habitats and connects wildlife migration corridors*. DLC conserved properties are known to host rare and threatened flora and fauna, including *Campanula aparinoides* (marsh bellflower or bedstraw bellflower), thought to no longer inhabit Colorado until rediscovered during a biological survey of Sandstone Ranch Open Space.



Education. DLC conducts a diverse education program to enhance the public's awareness and appreciation of the natural wonders around us, as well as to inform landowners (who may be prospective conservation easement donors) of the value and benefits of protecting their lands. The education program strengthens public and landowner support for our mission, crucial to building financial strength through donations and acquiring new conservation easements.

Community. By developing positive, transparent relationships and strong partnerships with the broad community, including landowners, donors, volunteers, government agencies, the land trust community and other conservation supporters, DLC establishes itself as a trusted organization, worthy of receiving financial support, holding new conservation easements, and collaborating on new conservation projects.

Where We Are Headed

To address the challenges ahead, Douglas Land Conservancy is committed to focusing on the following goals in the next five (5) years:

- **Land Conservation.** DLC will increase our conservation impact regionally while focusing on new projects and exemplary stewardship.
- **Building Our Community.** DLC will extend our partnerships while adding to our regional partnerships and presence.
- **Financial Growth.** DLC will diversify and broaden our financial base to sustain the organization in perpetuity.
- **Professional Growth.** DLC will grow the professional capabilities of the team while focusing on people, resources, and internal operations.

Goals and Strategies

- **Land Conservation.** DLC will increase our conservation impact regionally while focusing on new projects and exemplary stewardship.
 - Complete 25 projects in Douglas, Jefferson, and Elbert Counties.
 - Focus on creating a robust stewardship program that meets national standards and focuses on landowner education.
- **Building Our Community:** DLC will extend our partnerships while adding to our regional collaborations and presence.
 - Expand DLC visibility through new audiences, collaborations, and diverse stakeholders.
 - Offer robust outreach programs that engage and educate the community.
 - Build DLC brand and Communications and Marketing plan.
 - Foster existing relationships and build DLC's donor and volunteer bases to further conservation and advancement goals.



- **Financial Growth:** DLC will diversify and broaden our financial base to sustain the organization in perpetuity.
 - Develop infrastructure needed to support a thriving organization.
 - Diversify and expand DLC’s funding and sponsorship base.
 - Utilize new tools to increase conservation impact.
 - Ensure DLC has the financial resources to exist in perpetuity.

- **Professional Growth:** DLC will grow the professional capabilities of the team while focusing on people, resources, and internal operations.
 - Build Staff to meet DLC’s mission and goals.
 - Build a Board that meets DLC’s mission and goals.
 - Build volunteer program meet DLC’s mission and goals.
 - Expand infrastructure needed to support a thriving organization.

Goal 1: DLC will increase our conservation impact regionally while focusing on new projects and exemplary stewardship.		
Strategy	Outcomes Now through 2025	Outcomes Next through 2028
1A: Complete 25 projects in Douglas, Jefferson, and Elbert Counties.	300 properties are identified as key properties. Research land fellow hire. Create a land outreach plan. Complete at least 1 landowners education workshop. Identify and start transfer on 1 Easement from a County or Municipality to DLC.	Complete an average of 5 to 7 projects a year. Add Land project staff. Complete 10 landowner outreach activities. Identify 10 County easements that fit DLC criteria.
1B: Robust Stewardship program meets	Remotely monitor 2 to 5 properties.	Integrate remote monitoring into our Stewardship program.



<p>national standards and focuses on furthering landowner education.</p>	<p>5 updated management plans received.</p>	<p>Receive all current management plans for applicable properties.</p> <p>Develop a Best Management Practices manual for easement landowners.</p> <p>Develop a Resource guide for easement landowners.</p>
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Goal 2: DLC will extend our partnerships while adding to our regional collaborations and presence.

Strategy	Outcomes Now – 2025	Outcomes Next -2028
<p>2A. Expand DLC visibility through new audiences, collaborations, and diverse stakeholders.</p>	<p>Attend 50 collaborative meetings a year collectively as staff and Board.</p>	<p>Prioritize 2 to -5 collaborative relationships.</p> <p>Participate in 2 collaborative projects in the next five years.</p> <p>Establish an Indigenous collaborative relationship.</p>
<p>2B. Offer robust outreach programs that engage and educate the community.</p>	<p>Prioritize and refine annual outreach offerings.</p> <p>Offer 2 outreach activities designed to connect with diverse communities.</p>	<p>Create long-term outreach programmatic focus.</p> <p>Foster inclusive outreach opportunities for the community.</p>
<p>2C. Build DLC brand and Communications and Marketing plan</p>	<p>Develop Communications and Marketing plans.</p> <p>Create a DLC style guide.</p>	<p>Create and maintain a DLC branding kit.</p> <p>Prepare for DLC’s 40th Anniversary.</p>
<p>2D. Foster existing relationships and build DLC’s donor and volunteer bases to further</p>	<p>Establish Advancement and Major Donor plans.</p>	<p>Implement a major donor program.</p> <p>Empower staff and board members to each maintain a portfolio of major donors through</p>



conservation and advancement goals.	Identify 20 major donors to cultivate.	creation and implementation of a training program.
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Goal 3: DLC will diversify and broaden our financial base to sustain the organization in perpetuity.		
Strategy	Outcomes Now – 2025	Outcomes Next - 2028
3A. Develop infrastructure needed to support a thriving organization.	Internal databases updated and utilized appropriately. Integrate new staff positions.	Sustainable, dependable, and efficient technology systems in place to support DLC operations. Sufficient staffing to meet the goals and culture of DLC.
3B. Diversify and expand DLC’s funding and sponsorship base.	10% annual increase in net supporters. 15 new sponsors. 1 new grant funder.	12% renewals increase to donation amounts over previous year. 10% annual increase in net supporters. Leverage new conservation fund to attract different/larger donations. Garner \$100,000 in sponsorships annually. Identify 20 new grantmaking opportunities.
3C. Utilize new tools to increase conservation impact.	Apply with 2 new land funding sources. Create and define DLC Conservation Opportunity fund for project opportunities. Research 1 mitigation project partnership.	Create and maintain list of potential funding sources that are applicable to DLC’s mission. Attend 5 (staff and board) educational opportunities related to emerging conservation finance. Utilize Conservation Opportunity funds to facilitate projects as appropriate. Participate in collaborative programs for land stewardship and best management practices.



<p>3D. Ensure DLC has the financial resources to exist in perpetuity.</p>	<p>Grow Legacy Circle membership by 2 people.</p> <p>Prioritize Accounting and Investment strategies, balancing reward, and risk.</p> <p>5-year financial projections developed.</p> <p>Assess and define fee structure for Stewardship.</p>	<p>Create Legacy Circle challenge fund to get 25 new members.</p> <p>Build the Stewardship fund to \$3 million.</p>
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<p>Goal 4: DLC will grow the professional capabilities of the team while focusing on people, resources, and internal operations.</p>		
<p>Strategy</p>	<p>Outcomes Now – 2025</p>	<p>Outcomes Next - 2028</p>
<p>4A. Build Staff to meet DLC’s mission and goals.</p>	<p>Hire additional staff.</p> <p>Integrate new staff positions.</p> <p>Create individualized staff professional development plans.</p> <p>Each staff member engages in 2 professional development trainings yearly.</p>	<p>Establish dedicated staff funding.</p> <p>Ensure salaries & benefits are competitive with market.</p> <p>Review and update staff professional development plans annually.</p> <p>Review and update DLC policies.</p>
<p>4B: Build the DLC Board to meet DLC’s mission and goals.</p>	<p>Establish consistent onboarding training and materials Assist committees in developing effective workplans.</p>	<p>Prioritize Board member criteria to realize a 10 - 12-member Board.</p> <p>Review and update DLC policies.</p> <p>Workplans aligned with Strategic plan.</p>



	<p>Attend 2 Board training sessions outside DLC meetings.</p> <p>Review and update DLC mission and by-laws.</p> <p>Create a DLC vision statement.</p> <p>Establish Board donor portfolios.</p>	<p>Board members regularly participate in national land trust training to expand their knowledge base.</p> <p>Board will increase involvement with Advancement plan.</p> <p>Board will meet capacity and expertise needs.</p>
<p>4C. Build a volunteer program to meet DLC’s mission and goals.</p>	<p>Send DLC’s volunteer coordinator to CO Volunteer Certification training.</p> <p>Update volunteer outreach materials.</p>	<p>Create Volunteer plan to ensure meaningful volunteer relationships.</p> <p>Maintain a quality volunteer program with at least 100 actively engaged volunteers.</p>
<p>4D. Expand our infrastructure to support a thriving organization.</p>	<p>Internal databases updated and utilized appropriately.</p> <p>Establish internal staffing functions, workplans, and job descriptions.</p> <p>Obtain office space to reflect professional needs.</p> <p>Build a thriving and rewarding work culture.</p>	<p>Technology systems in place to support DLC operations.</p> <p>Enhance work-life balance for staff and board.</p>

