



**CONSERVATION**  
**TRUST**  
**FOR NORTH**  
**CAROLINA**  
**LAND WITH PURPOSE**



**STRATEGIC**  
**VISION**





Conservation Trust for North Carolina is forging a new path in North Carolina. We're striving to make conservation of our land more inclusive, supportive, and meaningful for **all** our communities.

At our core, we are a land conservation nonprofit focused on building a more resilient state. Our model for conservation is powered by the people we work with and responsive to their needs. It is as much about *how* we work as *what* we do.

Our state, our communities, and the lands they love, need to be ready for the environmental challenges ahead. Only through partnerships among our donors, a broadening constituency of conservation collaborators, and the affected communities can we fulfill this new vision of land conservation. Only through collaboration with those communities, adaptation to a changing climate, and greater equity and inclusion for all our citizens can North Carolina secure its future.

This new journey begins with you. See how you can join in and be part of this new vision for conservation.










## *Land conservation remains our story.*

Our stories of land have moved us to protect the breathtaking mountains, forests, farms, and beaches of North Carolina.

In the past 25 years, we've proven that strategic conservation – like our work along the Blue Ridge Parkway – makes a profound difference. But there is so much more to do. We are taking all we have learned and scaling that knowledge to reach across North Carolina and confront our most pressing challenges.

We will embrace the ways land can help us adapt to a changing climate while lessening its impacts in our communities. We will convene people with the most relevant experiences to collaborate on building a more resilient state. And we will do it in ways that make land conservation part of all people's cherished stories.

We need you to advance the big ideas that tackle our state's gravest conservation problems. Join us as we build more resilient communities by investing in the power of people.





## *Our Mission*

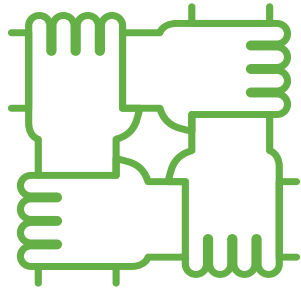
CTNC is a land conservation organization working across North Carolina to address the most important issues of our time. We believe that now, more than ever, we need to:

- › Conserve more land in collaboration with communities.
- › Use conservation to lessen the impacts of a changing climate.
- › Ensure conservation benefits everyone by being more inclusive and equitable.

**Community, Climate, Equity.** These three priorities drive our work.

Our goal, then, is to conserve land in ways that inspire and enable people to build resilient, just communities.

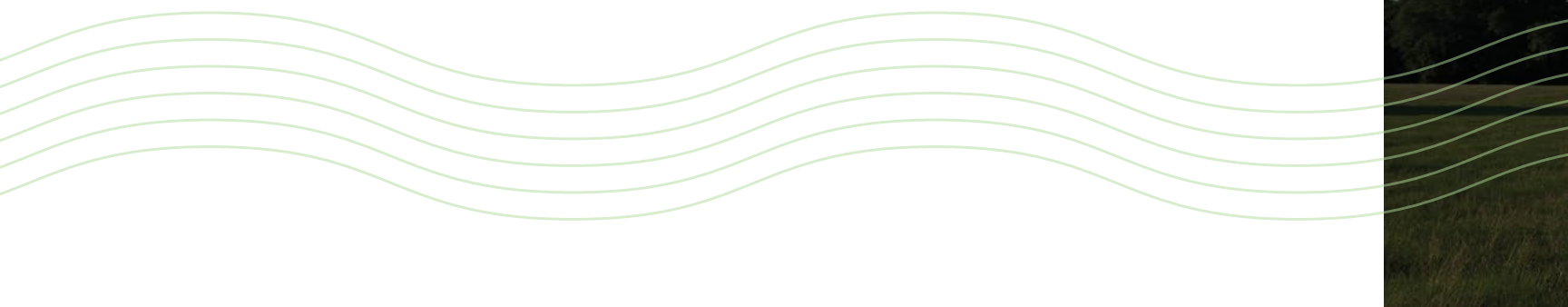




## *Conserving land with people for individual and community health*

There are numerous threats to the health of our lands, and our communities as a result. The key to healthy land and water is engaged communities who identify threats and find solutions to care for the places they love. Our projects will shift power to the people in conservation.

To ensure all people share in the benefits of healthy lands, we must secure even greater funding for land and water protections. In the coming years, we will work with racially and socioeconomically diverse communities, ensure impacts of climate change are factored into long-range plans, and connect land management to the needs of local communities.



## *Our Work*

- ✓ Secure \$100 million in annual state funding through the growing advocacy of the Land for Tomorrow coalition and others
- ✓ Work with local governments in the Upper Neuse River Basin to increase dedicated funding by 40% for land and water protections
- ✓ Implement plans for CTNC and Blue Ridge partners to meet statewide climate resilience and carbon reduction goals
- ✓ Protect 5,500 acres of Waterrock Knob along the Blue Ridge Parkway with partners.
- ✓ Include marginalized communities and communities of color in strategy and decision-making in the Blue Ridge Parkway region



## *Your Challenge:*

**How will you speak up for  
your community's health?**



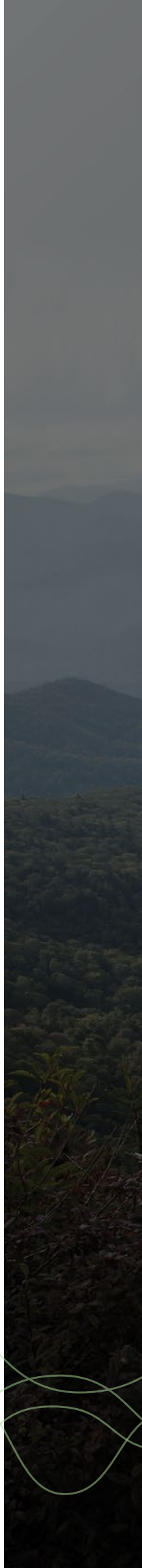


## *Changing the culture and practice of conservation*

While land physically grounds us all, our stories are not the same. Conservation's legacy has not equally benefited all people of North Carolina.

We acknowledge land conservation has marginalized some communities – impacting health outcomes, quality of life, and economic stability. Equity is both an outcome and a process. How we work together is as important as what we do. We cannot create a sustainable future without first understanding our roots.

Our goal is to become an organization of and for all people. Together we will protect land in ways that promote equity, improve public access to conserved lands, and enrich all of our lives. As a part of the conservation movement, we will help promote and build this shared future. Your help will get us there.





## *Our Work*

- ☑ Create a framework for CTNC to establish and be accountable to an equitable culture and conservation practice
- ☑ Provide equity and inclusion consulting support to partner conservation organizations, based on our own growing understanding and practice
- ☑ Help elevate diversity, inclusion, and equity in land trust goals, practices and accreditation standards
- ☑ Increase to 50% the participation of people of color in our youth and young adult programs
- ☑ Engage with marginalized communities and communities of color to achieve our collective priorities



## *Your Challenge:*

**How can you connect  
with communities other  
than your own?**



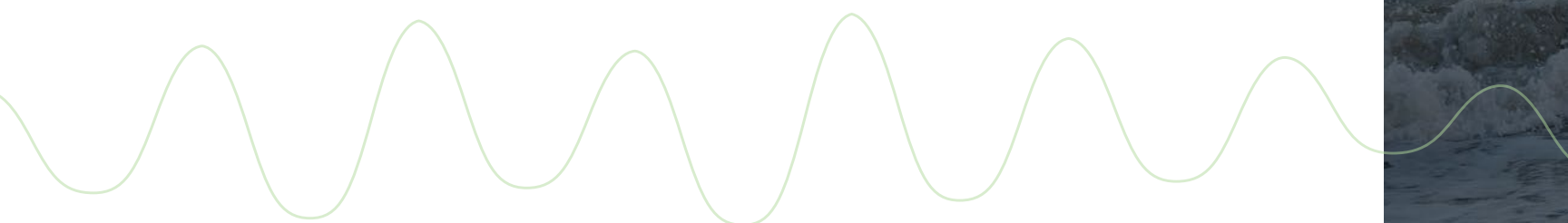


## *Building more resilient human and natural communities*

Our state is changing. Stronger storms, increased rainfall, and periodic droughts are all symptoms of the larger threat of climate change.

We are rising to the challenge our changing climate brings by partnering with affected communities to identify ways that healthy lands can better support and protect people. Luckily, nature helps show us the way. Including land conservation in larger plans for reducing the carbon output of our state and lessening impacts to communities, we can build a resilient North Carolina.

We need sound planning and implementation strategies that keep foremost in mind the impact of every decision on those who have been most affected by environmental catastrophes – communities of color and those with limited economic resources. Help us put this plan into direct action.





## *Our Work*

- ☑ Support a statewide planning process that produces a 50-year comprehensive plan for climate resilience
- ☑ Model and share how floodplain buyouts and restoration can be done in close collaboration with affected communities
- ☑ Establish a \$20 million public-private climate resilience grant program to fund land conservation in at-risk communities
- ☑ Employ youth and young adult programs to repair, restore, and enhance developed and natural areas for public benefit and economic prosperity
- ☑ Collaborate on two large-scale community-based land conservation projects that incorporate equity, community, and climate resilience



## *Your Challenge:*

**What will make your  
community more resilient  
in the face of change?**





Addressing the impacts of a dramatically changing climate, inequity throughout conservation, and the resulting threats to community health will be challenging. While we may not always get it right, we're committed to delivering quality projects that strive to meet the needs of all people throughout our state.

### **AmeriCorps and Service Programs**

Building on a decade of success, our commitment to delivering quality experiences through AmeriCorps, Conservation Corps, and the Diversity in Conservation Internship Program are inspiring the next generation of leaders in conservation. As a pathway to conservation careers through paid and volunteer positions, youth and young adults have the opportunity to give back to local communities through service while building a lifelong affinity with nature.

### **Advocacy and Policy Priorities**

To meet the demand for land conservation, we strive to educate state and national lawmakers about the need for increased funding and a long-term commitment to resilience. The urgent needs of our communities must be heard.





## Blue Ridge Parkway Land Protection

We coordinate land protection along the Blue Ridge Parkway in partnership with local land trusts, the National Park Service, government organizations, and private landowners to effectively conserve nearly 37,000 acres of forested lands. We will continue to preserve this national treasure while weaving in its past and future story of cultural heritage and climate resilience.

## Upper Neuse Clean Water Initiative

One of the most effective ways to ensure clean drinking water is to protect the land surrounding our rivers and streams. The Upper Neuse Clean Water Initiative, a partnership of land trusts and local governments, works to protect the lands most critical for ensuring the long-term health of drinking water supplies in the Upper Neuse River Basin.

## Common Ground Collaborative

Many communities are struggling to thrive because they lack voice and resources to implement positive change. In partnership with The Conservation Fund and the NC Community Development Initiative, we will work to build a model for economically and environmentally resilient communities across the state.

## Race Equity in Conservation

It will take engaging North Carolinians from all walks of life to successfully protect the state we all call home. By consulting with partner conservation organizations, we can create a more equitable sector where all North Carolinians share in the benefits of healthy lands.



Our land is facing new threats and it's time to offer new solutions. North Carolina deserves a future that is safer, healthier, and more just for all our citizens.

Our conservation work needs to be relevant to the times we live in, meaningful to the people we work with, and effective for the future.



### Community-Led Conservation

The key to healthy land and water in North Carolina is an engaged community of people who help identify the threats to places they love and feel empowered to protect them.

***Our Commitment:*** *We will implement projects with involvement from the communities impacted by our work.* **Read more [ctnc.org/community](https://ctnc.org/community)**



### Diversity and Equity

Racially and culturally inclusive participation in projects will move us to a just future where everyone shares in the benefits of healthy lands.

***Our Commitment:*** *We will shape our organization and those we work with to be inclusive of those traditionally left at the margins of decisions affecting their lives and health.* **Read more: [ctnc.org/equity](https://ctnc.org/equity)**



### Climate Solutions

Strategic management and restoration of our lands will lessen the impact of climate change to human and natural communities.

***Our Commitment:*** *Address the long-term implications of climate change throughout our work to build a resilient environment and economy for our state.* **Read more: [ctnc.org/climate](https://ctnc.org/climate)**

Join us and get your hands dirty. We need your voice, your support, your collaboration, and your dollars so land will provide individual and community prosperity for all.









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