



CONSERVING FOR THE FUTURE TODAY

UPDATING CTNC'S STRATEGIC VISION

In 2019, CTNC set out to forge a new path in North Carolina through a boldly articulated strategic vision and plan. Four years later, we are still motivated by the broad values and goals of that plan.

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.

We have been guided from the outset by our values in all decisions. Inclusive and authentic collaborations are at the heart of those values. We've been willing to be bold, yet always open to new learning. This values-driven approach has allowed us to take advantage of opportunities that served communities best, equally ready to reevaluate and change course where needed. Measuring our success by how we support our partners as much as what projects we accomplish continues to underpin our work.

Overall, we have been successful well beyond our original hopes. Since the launch of our strategic plan, support for land conservation has risen to new highs, especially through better understanding of its value for community resilience. Hundreds of millions of new dollars are being allocated to land conservation and other natural remedies to help communities better withstand increased flooding, landslides, fire hazards, and heat effects.

Our groundbreaking partnership with the people of Princeville, NC, has inspired communities and organizations across the state – and across the continent. Our proven results are influencing the ways North Carolina officials are designing their efforts to improve community resilience. And CTNC's commitments to equitable, community-led responses to the impacts of climate change have helped elevate the national conversation among fellow land trusts.

We've learned as much as we've shared and realize how much more we have the opportunity to accomplish together.

Here are the goals that grow out of our 2019 vision we see driving our work in the near term.



Conserving Land

- Sustain the \$100 million in annual state funding for conservation recently achieved through the growing advocacy of the Land for Tomorrow coalition and others
- Continue to conserve high priority lands based on our data-driven approach to addressing climate impacts, co-created priorities with the Blue Ridge Parkway partners, and the multiple benefits to gateway communities
- Build on the CTNC-facilitated collaborative focused on discovering and uplifting the historic stories and places of Black and Indigenous people along the Blue Ridge Parkway
- Collaborate with Smith Island Land Trust and Bald Head Island Conservancy to articulate a conservation plan and outreach strategy for remaining unprotected, high-priority lots on the island



Changing Conservation

- Carry out CTNC's DEI Action and Measurement Plan for creating an equitable culture and practice of conservation within CTNC
- Continue sharing lessons and models from CTNC's own work toward greater diversity, inclusion, and equity within the national land trust and broader conservation communities
- Increasingly focus youth and young adult programs (e.g., AmeriCorps, conservation corps) on supporting marginalized communities and communities of color through direct service by members recruited from and representative of the local community
- Collaborate with key stakeholders to reduce occurrences of involuntary land loss by adopting heirs property* law reforms and supporting legal access to assist families in resolving heirs' property disputes



Building Resilience

- Support and inform the \$20 million statewide flood resilience planning process underway to provide comprehensive, community-oriented models and tools for all river basins of the state
- Ensure that the \$200 million earmarked for resilience planning and projects is spent effectively and equitably and in ways that prioritize natural solutions
- Support \$15 million in recurring funding for the NC Land and Water Fund to support floodplain protections and restorations
- Expand the nationally recognized, community-based flood resilience model from our work with Princeville, NC, to other communities across NC
- Employ youth and young adult service programs to build a network of capacity support for communities struggling to define and attain resilience

*"Heirs' property" is family-owned land passed down through generations and owned by many family members with an undivided interest in the land. It is vulnerable to forced sales due to insufficient legal protections from codified wills and other documentation.