



PROTECTING NOVA SCOTIA'S NATURAL LEGACY

2019-2025 Strategic Plan Update

Our MISSION

To protect Nova Scotia's outstanding natural legacy through land conservation.

Vision

We envision a future in which Nova Scotia's native species, unique habitats and natural landscapes are protected in perpetuity, and in which this natural legacy is appreciated and actively stewarded.



ACTIONS THAT GUIDE OUR WORK



We are committed to conserving Nova Scotia's natural legacy.



We recognize that protected natural areas provide a vital contribution to the quality of life for present and future generations of Nova Scotians.



We champion urgent action to protect important natural areas that are increasingly threatened by development, resource use and climate change.



We prioritize the protection of irreplaceable sites on private lands because they comprise the majority of lands in Nova Scotia.



We collaborate with landowners because they have a key role to play in protecting Nova Scotia's special places.



We provide information and support for conservation-minded Nova Scotians who are interested in protecting nature on their lands and in their communities.

OUR APPROACH

CONSERVATION SCIENCE

We use the most current, evidence based science to inform our work.

CO-OPERATION

We partner with others to implement creative conservation solutions.

LAND ACQUISITION

We acquire land through purchase, and acceptance of donations and bequests.

ENGAGEMENT

We work at the grass roots level to create opportunities for community engagement.

CONSERVATION AGREEMENTS

We sustain permanent, legal conservation agreements with landowners.

LEADERSHIP

We enhance capacity for private land conservation by developing and sharing innovative policies and programs.

STEWARDSHIP

We follow best practices to provide long-term protection and management of conservation lands.

EDUCATION

We foster appreciation and understanding of the natural environment and the critical importance of conserving natural areas.

THE PATH AHEAD

Our current context is shaped by two factors which will drive our direction for the next 3 years:

1 URGENCY

We are facing dual environmental crises of rapid biodiversity loss and the tangible impacts of climate change. At the same time we are also witnessing exceptional shifts in the real estate market due to the pandemic and economic volatility.

2 OPPORTUNITY

We have access to historic investments and interest in land conservation from all levels of government, private sector and individuals. The momentum is high for conservation action.

The time to act is NOW

STRATEGIC PRIORITIES



PACE

We will significantly accelerate biodiversity conservation in Nova Scotia.



PERMANENCE

We will be a leader in land stewardship, ensuring all lands entrusted to our care are truly protected, forever.



RESILIENCE

We will have an enduring, reliable revenue model and engaged community support that together will sustain our operations into the future.



PEOPLE

The united efforts of professional staff, partners, and vibrant volunteers will provide the resources that are needed to realize our strategic plan.

PACE

Goal: To double our protected areas to 30,000 acres by 2025

KEY ACTIONS

- 1** Implement Twice the Wild - a major land conservation drive, supported by a \$20 million fundraising and marketing campaign - to protect 15,000 additional acres of Nova Scotia's highest priority conservation lands by 2025.
- 2** Develop and implement a long-term strategic conservation plan to guide our efforts.
- 3** Co-lead a collaborative conservation initiative with government, land trust and Mi'kmaw partners to build conservation capacity, strategy, and outcomes.
- 4** Build knowledge and strategy to integrate climate change considerations into land prioritization and stewardship.
- 5** Enhance our understanding , relationships and collaboration with Mi'kmaw conservation partners.



PERMANENCE

Goal: Enhance our capacity to future-proof our land stewardship program.

KEY ACTIONS

- 1** Scale up our stewardship systems, resources and expertise to ensure we can meet the promise of 'forever wild'.
- 2** Build stewardship capacity and effectiveness through a focused Property Guardian volunteer program.



RESILIENCE

Goal: To generate reliable unrestricted annual funding that will sustain 80% of the organization's core operations by 2025

KEY INITIATIVES/ACTIONS

- Implement a focused philanthropic and marketing effort to increase supporters, enhance donor engagement, and to diversify unrestricted revenue streams.
- Build on our endowment funds to support long-term land stewardship and operations.
- Define a marketing & communications plan that sustains a strategic market presence and profile, and inspires community engagement, philanthropy, volunteerism and conservation.
- Continue our role as provincial and national leaders to advance funding for land trusts and private land conservation.



PEOPLE

Goal 1: To secure and retain the staff and volunteer talent needed to realize the strategic plan and sustain the organization beyond 2025

KEY ACTIONS

- Implement strategic talent recruitment and human resources management to facilitate the people power needed to deliver on our plan, integrate more diversity, and build resiliency for the future.
- Refresh the volunteer program to generate and sustain a highly engaged and effective volunteer base and community partnerships.

Goal 2: To ensure effective board governance and their amplification of the work of the staff team

- Invest time and intention to nurture a positive organizational culture, and positive employee and volunteer engagement.
- Implement governance review and education to strengthen board governance, define roles and accountabilities and optimize communications.



KEY OUTCOMES BY 2025

Conservation

- 30,000 acres of Nature Trust conserved lands means more protected biodiversity, landscape connectivity and nature-based solutions to climate change.
- A formal conservation plan guides our decisions for conservation action.
- Collaborative partnerships with government, landowners, land trust and Mi'kmaw partners are together advancing strategic conservation outcomes toward a federal target of 30% by 2030.
- Our leadership in private land conservation continues to advance the land trust sector in Canada.
- Increased expertise and capacity around climate change informs our conservation and stewardship priorities and actions.



KEY OUTCOMES BY 2025

Stewardship

- Enhanced stewardship resources and capacity ensure long-term protection of the biodiversity in our care, and are scalable for future needs.
- A vibrant network of volunteer Property Guardians ensures that all lands are effectively monitored and stewarded, and informs stewardship plans.
- Threats to our conservation lands have been reduced through landowner, neighbour, community outreach, education, and relationships
- Research and collaborative stewardship projects bring external expertise and capacity to our stewardship.



KEY OUTCOMES BY 2025

Resilience

- Annual revenue streams are generating \$2 million in unrestricted funding.
- Endowment funds of \$18 million sustain operations and ensure we can meet land stewardship obligations.
- Our base of annual supporters is expanding by 20% per year.
- Major federal and provincial grants and revenue streams are sustained to support land trusts and private land conservation.
- Strategic marketing activities drive media opportunities, public awareness, donor support and landowner outreach.



KEY OUTCOMES BY 2025

People

- A positive organizational culture inspires and engages staff, Board and volunteers
- A robust volunteer program ensures sufficient volunteer capacity is sustained to meet our operating and stewardship needs
- A plan is in place and being implemented that is enhancing equity, diversity and inclusion, Mi'kmaw relationships and reconciliation
- A full complement of staff, volunteers, expertise and leadership are in place to deliver on the strategic plan, and sustain operations to deliver on our core mandate into the future.

