

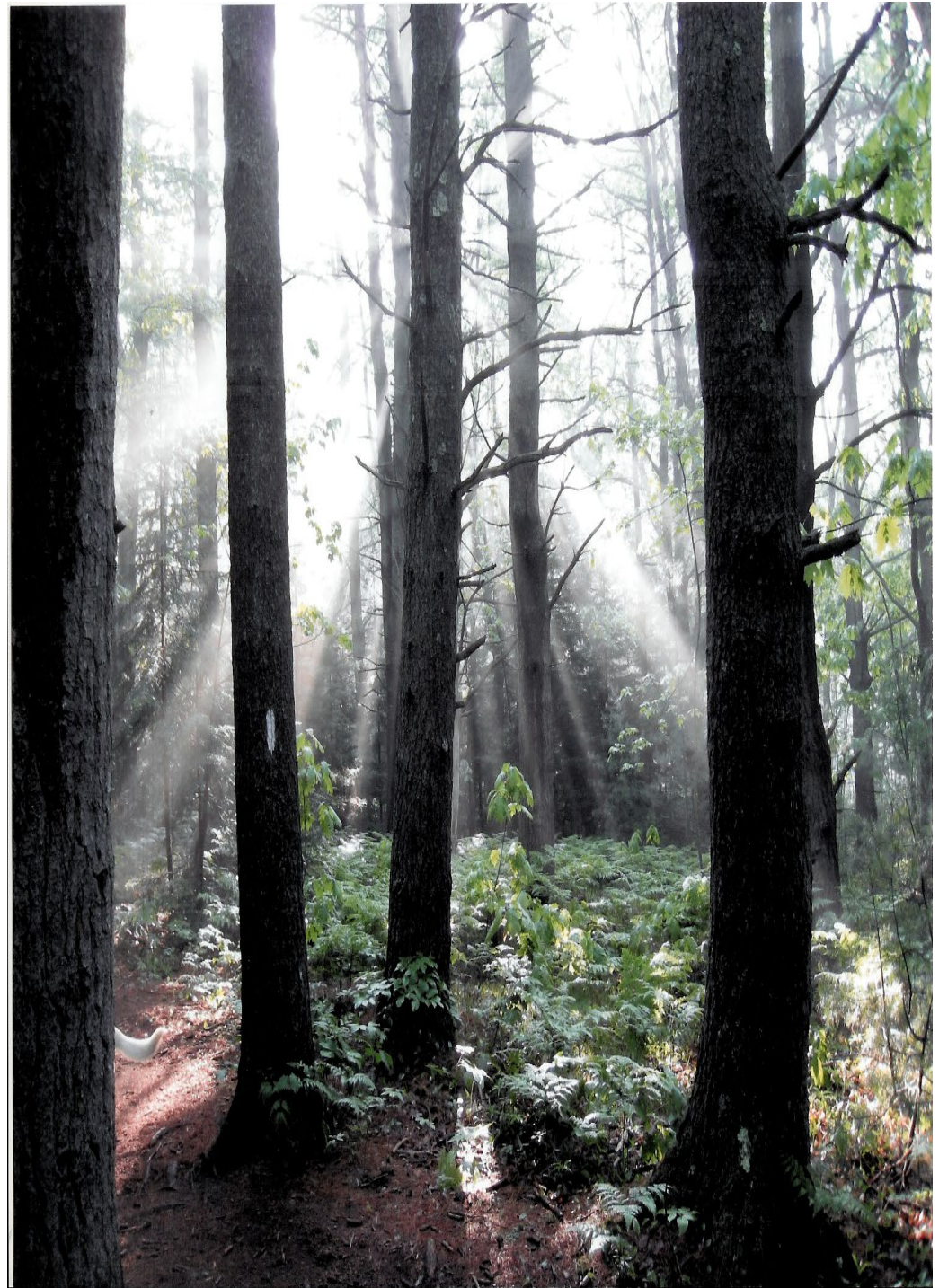


Strategic Plan 2022 – 2027



OUR MISSION:

The Cape Elizabeth Land Trust permanently conserves and stewards cherished lands – from shorelands to marshes, from farmlands to woodlands – for ecological benefit and for the enjoyment and education of all people.



Goal 1

Conserve Priority Lands



STRATEGIC APPROACH

We will conserve lands that showcase Cape Elizabeth's scenic natural beauty and special ecological features, preserve important natural habitat, and maintain the town's agricultural traditions. To do this, we will partner with landowners, our donors, the Town of Cape Elizabeth, and other conservation organizations. The lands we conserve also help mitigate the impact of climate change.

BY 2027 WE WILL:

- Secure additional conservation lands as opportunities arise with landowners, in keeping with our conservation criteria.
- Undertake fundraising campaigns for specific conservation opportunities as they arise, but also hold open our Land Acquisition Fund to receive donations so that we are prepared to move quickly.
- Expand our relationships with the Town of Cape Elizabeth, the Cape Farm Alliance, and other local partners to build a stronger network and foundation to achieve our conservation goals.

THIS MATTERS BECAUSE

Cumberland County's population continues to grow and land values are dramatically increasing. We must conserve priority lands while they are still available. Given the climate crisis, preserved lands allow for climate adaptation and ecological sustainability.



Goal 2

**Take Excellent Care of the Lands
We Conserve**

STRATEGIC APPROACH

We will maintain the quality of the properties we hold, with special attention to climate change adaptability. We will actively encourage the use of publicly accessible properties we hold by all people, because everyone should have access to nature.

BY 2027 WE WILL:

- Maintain and improve existing trails and relocate trails as necessary due to current wet areas and planning for climate adaptation.
- Manage invasive species and plant native species where needed as invasive species are removed.
- Provide consistent and welcoming signage on the publicly accessible properties we hold.
- Monitor properties as required by the State and address findings promptly.
- Maintain our headquarters building and the house and barn at Turkey Hill Farm.
- Restore habitat for the endangered New England cottontail at Runaway Farm.
- Continue to upgrade our ArcGis mapping layers and provide more detailed trail maps for the public.
- Pursue special projects that require Town permitting, such as a universal access trail, improved parking at Robinson Woods, and improving the barn at Turkey Hill Farm.
- Support the Town's climate change initiatives that involve CELT properties.

THIS MATTERS BECAUSE

CELT's efforts don't stop when land is acquired. Our responsibility is to care for the lands we conserve in perpetuity, which involves balancing human access with delicate habitat. We aim to maintain healthy ecosystems despite our changing climate.



Goal 3

**Foster a love of the natural world
and a sense of environmental
responsibility in children and
adults through our educational
programs**

STRATEGIC APPROACH

We will foster appreciation of the natural world by connecting people to the lands we hold and educating them about nature, climate change, and the benefits of conservation. Our partnership with the Cape Elizabeth schools grows ever stronger to help make this happen. We envision Turkey Hill Farm as a robust connector of people to nature, building on Peter Eastman's vision when he donated the property. We will welcome all people to participate in our educational programs, fostering an environment of inclusivity and embracing diversity.

BY 2027 WE WILL:

- Continue to develop our partnership with the Cape Elizabeth schools, reaching children in every grade level.
- Incorporate climate change awareness and environmental responsibility into our educational programming.
- Implement programming for people in underrepresented populations whom we especially want to make welcome on the properties we hold, and partner with relevant organizations to reach those populations.
- Begin to develop a nature education center at Turkey Hill Farm to serve as the centerpiece of our educational programming.
- Work with the Town to renew and expand our use permit for programming at Turkey Hill Farm when required.

THIS MATTERS BECAUSE

We believe that a love and appreciation of nature must be instilled as a core value in all people and in every generation. The children we reach today are the land stewards of tomorrow. Through our recent community survey, we learned that adults also want to hear more from us on climate change and other important conservation issues of our time.

Goal 4

**Govern and operate CELT
effectively and efficiently**



STRATEGIC APPROACH

We will operate CELT at the highest standards, managing with transparency and accountability. We will be excellent stewards of the resources entrusted to us by our donors, as well as a fair and equitable employer. We will leverage the power of volunteers by welcoming all people to join us in achieving our mission.

BY 2027 WE WILL:

- Foster and sustain a positive, inclusive, thriving organizational culture that welcomes all people to the properties we hold and to our organization.
- Encourage and develop our growing staff team as the bedrock of our work, including developing fair, equitable, and sustainable hiring, compensation, and benefits policies.
- Grow our volunteer base, both with individuals and by partnering with local organizations.
- Manage our financial assets prudently and according to their specific purposes.
- Sustain and grow our fundraising efforts, adding board, volunteer and staff capacity as needed.
- Continue to comply with the Standards and Practices set by the Land Trust Alliance, our accrediting body. Achieve re-accreditation when required in 2025.

THIS MATTERS BECAUSE

A strong infrastructure is critical to the success of every nonprofit. A solid base of operations that is firmly focused on the future will help us to achieve even greater impact.