



YORK LAND TRUST 2024-2028 STRATEGIC PLAN SUMMARY

Through input, reflection, and discussion from the community, supporters, volunteers, and staff, we have created a road map of our priority areas for the next five years.

LAND PROTECTION

Protect ecologically significant lands in our MtA2C and Cape Neddick Focus Areas that prioritize connectivity, waterways and wetlands, climate resiliency, and donated lands. Explore protecting lands that intersect with community needs and support underserved populations such as land for agricultural use, outdoor education, affordable housing, and the Wabanaki community.

STEWARDSHIP

Manage our current properties with collaborative habitat restoration projects and a comprehensive invasive species strategy. Enhance public access and accessibility through repairing trail infrastructure, creating a universal access trail, and updating trail resources. Support our scaled up stewardship efforts through investing in staff capacity, storage, transportation, and tools.

PROGRAMS & EDUCATION

Sustain free, public nature-based programs for all ages that include varied recurring and themed series. Strengthen community collaborations with schools and citizen science projects, and through showcasing our role in the community and local initiatives. Create opportunities for learning about the intersections of conservation and this region's Indigenous community.

COMMUNICATIONS

Enhance our visibility and engagement across a broader and more diverse audience. Increase awareness through effectively communicating our story and impact. Foster stronger connections by improving communication within and across user groups. Ensure relevancy and recognition across communication channels and leverage digital media to amplify our reach.

FINANCIAL STRATEGY

Develop a multifaceted fundraising strategy to promote the fiscal sustainability of the organization that is aligned with our overarching goals. Broaden and deepen our membership and diversify our income sources to support the expanded efforts and realms of our work. Align annual workplans and long-term capital projects with achievable fiscal goals.

ORGANIZATIONAL GROWTH

Strengthen organizational sustainability through investing in our staff and their development, and fostering an inclusive culture for the organization. Empower volunteer relationships through meaningful engagement, learning opportunities, and varied voices. Invest in our headquarters to ensure effective workspaces and longevity of operations.

Strategically designed so our work fosters inclusivity, contributes to climate action, and is fiscally sustainable.