2024-2028 STRATEGIC PLAN
2024 SUMMARY PROGRESS REPORT

LAND PROTECTION

- Placed 127 new acres into permanent protection
- Received grant funding of $10,000 from York River Stewardship Committee to support acquisition of town donated parcels around McIntire Highlands
- Received approval from Select Board to receive an additional 8 town-owned parcels
- Completed two projects with Maine Coast Heritage Trust and US Fish & Wildlife along the upper reaches of the York River
- Working with Town of York and Old York Historical Society to preserve Steedman Woods

STEWARDSHIP

- Replaced and installed new boardwalks, bog-bridging, stream-crossings, and railed foot bridges at Highland Farm, Smelt Brook, and Hilton Winn Public Preserves
- Enlisted help from growing volunteer base, including Boy scouts, Berwick Academy, Portsmouth Naval Shipyard, and via Nature Groupie
- Conducted field refurbishment at Near Point Preserve, enhanced 3 Spotted Turtle nesting habitats, planted 45 trees at Smelt Brook and McIntire Highlands.
- Launched new hunter registration and harvest forms

PROGRAMS & EDUCATION

- Held over 90 free public programs, including new wellness and garden series.
- Increased involvement in Climate Series with Y. Public Library and York Ready for Climate Action
- Launched field trip program with White Pine Programs
- Presented at Center for Wildlife Open House, York Public Library, and Grain Surfboards
- Developed the Indigenous Learning and Conservation Collaborative with local land trusts
- Partnered with MDIFW for Golden Eagle Study, American Chestnut Foundation for Chestnut planting, Wells Reserve for Smelt spawning survey, and Cornell for grassland birds project

COMMUNICATIONS

- Redesigned our logo and updated branded materials and signage
- Launched a line of merchandise with local business, Bull Shirt
- Increased trail signage including roadside preserve signs, signage for American chestnuts, QR codes, Caution signs, Hunting signs, and piloting new Trail Map brochure
- Tabled at Climate Action Fair, Sustainability Fair, CRES Trash A Thon, Shagbark Farm, York Farmers Market, and York Harvestfest.

FINANCIAL STRATEGY

- Welcomed 66 new members, recaptured 91 donors, and added 58 recurring monthly donors
- Launched Leadership Giving circle and held first annual Giving Circle Donor Event
- Fundraising event proceeds grew by 69% and created new Online Stewardship Fundraiser.
- Began renting our Community Room
- Developed 5-year capital budget with identified funders and grant sources

ORGANIZATIONAL GROWTH

- Hired two new staff: Evelyn (Stewardship) and Kara (Outreach)
- Developed workplans and updated employee areas of work
- Conducted anonymous member and employee surveys and employee annual reviews
- Updated HR benefits with changing state legislation; now offer retirement plan
- Improve internet reliability and continued cloud server migration
- Completed annual commitment to continued learning with LTA All Access Pass

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