2024-2028 STRATEGIC PLAN
2025 SUMMARY PROGRESS REPORT

LAND PROTECTION

- Conserved 277 acres of land in 2025, moving York Land Trust more than a quarter of the way toward its strategic goal of protecting an additional 1,000 acres by 2028.
- Focused conservation efforts on parcels that protect wildlife habitat, water resources, and climate-resilient landscapes.
- Advanced multiple acquisition projects through early feasibility and evaluation stages, ensuring alignment with conservation priorities and organizational capacity.
- Built momentum for future land protection through strategic prioritization and Lands Committee engagement.

STEWARDSHIP

- Completed major trail and infrastructure improvements across multiple preserves, including the replacement and installation of 84 feet of boardwalks and bog bridges.
- Conducted a full inventory of trail infrastructure, documenting current conditions, maintenance backlogs, and future capital needs.
- Improved visitor safety and accessibility with new signage and maps while protecting sensitive ecological areas through targeted stewardship investments.
- Established a clearer understanding of long-term stewardship costs and priorities, creating a stronger foundation for future planning and budgeting.

PROGRAMS & EDUCATION

- Delivered 100+ free public programs in 2025, significantly expanding community access to YLT preserves.
- Offered a wide range of programs, including wellness-focused classes, family-friendly events, and seasonal outdoor education.
- Increased consistency and scale of programming across the year, strengthening community engagement and repeat participation.
- Advanced accessibility and inclusivity goals by ensuring all programs were free and piloting webinars and virtual programs to better serve participants across ages and experience levels.

COMMUNICATIONS

- Continued execution of the organization's multi-year branding and communications strategy initiated in 2024.
- Implemented updates to visual identity and messaging to improve consistency across digital, print, and public-facing materials.
- Strengthened storytelling to better communicate the impact of land conservation, stewardship, and community programming.
- Increased visibility and clarity around York Land Trust's mission and role in the region.

FINANCIAL STRATEGY

- Successfully hosted six events, engaging hundreds of attendees and strengthening relationships with donors, supporters, and new community members.
- Strengthened donor relationships while welcoming 68 new supporters into the York Land Trust community.
- Continued exploring diversified fundraising strategies with community room rentals and branded merchandise, staying aligned with organizational values and capacity.
- Reinforced community-centered events as key tools for long-term financial health.

ORGANIZATIONAL GROWTH

- Completed a staff compensation and benefits analysis to inform discussions around pay equity, staff retention, and organizational resilience.
- Continued strengthening internal systems that support a healthy and sustainable workplace.
- Established an Inclusivity Committee and strengthened volunteer pathways.
- Invested in staff and volunteers as essential infrastructure for delivering long-term conservation impact.

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