



**EDMONTON AND AREA LAND TRUST**  
**STRATEGIC PLAN 2020-2025**



## MESSAGE FROM THE CHAIR

The last decade passed quickly for the Edmonton and Area Land Trust, and we are truly excited about the possibilities for EALT over the next few years.

I am privileged to have been a member of the EALT board since its inception. In this time, we celebrated many firsts, including our first land securement, the Hicks property, and our first conservation easement, Larch Sanctuary. Outreach programs like Protecting Pollinators and our online Resource Library extended our reach into the community. We accomplished much with little, thanks to the committed efforts of our staff, board, donors, volunteers, and partners.

This strategic plan will assist EALT to build on its successes over the next five years and focus our efforts. We will strengthen and grow the organization through our talented and committed staff and directors, under the leadership of our new Executive Director, Sheila Campbell, who joined us in June of 2019. We look forward to an exciting five years, and we invite you to join us on the journey!

Glen Thoman, Chair



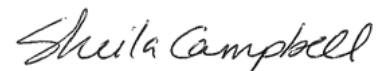
## MESSAGE FROM THE EXECUTIVE DIRECTOR

The year 2020 marks a new decade and a new chapter for the Edmonton and Area Land Trust.

In June of 2019, I joined EALT as the new Executive Director. One of my first impressions was EALT is small but mighty. I was impressed by what such a small staff team could accomplish and by the talent and can-do attitude of each individual. I quickly came to see that the team is backed by a strong, forward-thinking Board of Directors and an army of committed volunteers, partners, and donors. EALT's strength is its people and our success is a community effort.

This strategic plan charts our course over the next five years. Seeking common ground with diverse people and organizations will be key and I look forward to leading EALT as we implement the strategies in this plan.

Sheila Campbell





## ABOUT US

The Edmonton and Area Land Trust (EALT) is a non-profit, registered charity that conserves nature in Edmonton and area for current and future generations. Established in 2007 through a partnership between the City of Edmonton, Edmonton Community Foundation, Urban Development Institute-Edmonton Region, Land Stewardship Centre of Canada, and the Edmonton Nature Club, EALT is governed by a Board of Directors represented by our founding Members and the public at large. We have a small team of staff and interns and are supported by a community of volunteers, partners, and funders. As the region's land trust we secure and steward land in the city of Edmonton and within a 150-kilometre radius through land donations and conservation easements. We are active in the community and raise awareness of land conservation in our digital and print communications, presentations, nature walks, and hands-on workshops.





## **OUR VISION**

A network of forests, river valleys, wetlands, lakes, and farmlands in Edmonton and area is conserved as a legacy for future generations.



## **OUR MISSION**

We conserve nature in Edmonton and area, engaging people and communities in land conservation and stewardship.



# OUR VALUES AND PRINCIPLES

## COLLABORATION

It takes partnerships to conserve and steward land in perpetuity. We seek common ground with diverse organizations and create partnerships needed to achieve greater outcomes for land conservation.

## INTEGRITY

Reputational excellence is key to our success. Whether we are in the office, in the field, or in the community, we deliver our best in all we do and hold our organization and ourselves to our highest personal and professional standards. We are respectful, transparent, and trustworthy in all our interactions and transactions.

## ACCOUNTABILITY

We are accountable to our founding Members, donors, landowners, municipalities, volunteers, and the general public who make up our EALT community. We listen and are responsive to the community we serve and respect the trust placed in us.

## INNOVATION

We seek new ideas and opportunities to address the challenges facing land conservation in an expanding Edmonton and area. We continually seek new ways to achieve our mission and run our day-to-day operations.

## OUR COMMUNITY

We love what we do and where we live. We care deeply about Edmonton and area, a commitment we see in the organizations and people who make up our EALT community. While broad and diverse, what connects our EALT community is a desire to conserve lands for all who live here now and to pass along that legacy to future generations. We are also proud to be part of a larger conservation community in the Edmonton region, Alberta, and Canada and actively seek opportunities to collaborate with the land trust community and other organizations involved in or with a vested interest in land conservation.



## LANDOWNERS

Conservation-minded private landowners seeking to conserve their lands in perpetuity.

## CITIZENS

The diversity of Edmonton and area residents, both current and future generations.

## OUTDOOR AND NATURE ENTHUSIASTS

Conservation-minded, active, and engaged individuals and groups.

## MUNICIPALITIES

City of Edmonton and municipal and Indigenous governments in Edmonton and area.

## DONORS

Individuals or grantors, donors large or small, making a local impact.

## FOUNDING MEMBERS

The visionary organizations that shared a common goal to create an urban land trust organization for Edmonton and area.







## **OUR PRIORITIES**

**LAND SECUREMENT • LAND STEWARDSHIP • OUTREACH • FINANCIAL SECURITY**





## 1. LAND SECUREMENT

Our operating area is a mix of urban, suburban, country residential, rural, agricultural, commercial, and industrial — a myriad of land-uses that make up Edmonton and area. In this fragmented landscape, we conserve ecologically-important lands that support biodiversity, habitat connectivity, and our region’s ability to mitigate and adapt to climate change. We also have a role to play in conserving lands that, in addition to ecological value, have high social value for people and communities. Conserving these lands will ensure that, as the city and region grow, future generations will also have open spaces where they can connect with nature, be active outdoors, and grow or enjoy local food.

## 2. LAND STEWARDSHIP

Maintaining, restoring, and enhancing the conservation values of our lands are some of our most important work. We steward these special places with volunteers and neighbours who are critical to our ability to care for these lands, now and forever. As we continue to grow as an organization and secure new lands, we will need to build capacity and partnerships and continue to inspire, mobilize, and grow our community of volunteers.



### 3. COMMUNICATIONS AND OUTREACH

Inspiring people to join us in protecting the forests, river valleys, wetlands, lakes, and farmlands of Edmonton and area motivates us each and every day. Our outreach and communications activities aim to build broad-based community understanding of, and support for, land conservation and stewardship. Our outreach mobilizes people, organizations, and companies to connect with our work and invest in nature in Edmonton and area.

### 4. FINANCIAL SECURITY

We steward our financial resources with the same high degree of care that we steward our conservation lands. We recognize that the funds we use to operate come from our generous funders, donors, and partners, so we invest and spend wisely. Our vision and mission are ambitious, thus growing our means – and growing within our means – is a priority.



# **OUR GOALS AND STRATEGIES**

## **2020-2025**





## 1. LAND SECUREMENT

*Goal: Conserved lands benefit nature and people in a growing Edmonton region.*

### STRATEGY 1

Secure ecologically-important lands that support biodiversity, habitat connectivity, and ecosystems.

We will do this by:

- Securing lands by donation, conservation easement, or other methods that are within or adjacent to environmentally sensitive areas, protected areas, and areas of high conservation value.
- Responding to land securement opportunities from public and private landowners.
- Developing collaborative relationships with Alberta's land trust community and organizations involved in or with a vested interest in land conservation in Edmonton region and area.

### STRATEGY 2

Conserve lands that, in addition to ecological value, have high social, cultural, agricultural, or recreation value, supporting smart-growth, health, and wellbeing.

We will do this by:

- Seeking opportunities to conserve agricultural lands and working closely with organizations that serve rural and urban agriculture communities.
- Seeking opportunities to conserve land, in or near urban areas, where low-impact recreation, community, and cultural use connects people with nature and the outdoors.
- Seeking innovative ideas and partnerships to add to the network of natural areas and open spaces in Edmonton and area.

## 2. LAND STEWARDSHIP

*Goal: Community-driven stewardship helps us meet our commitment to care for our conservation lands in perpetuity.*

### STRATEGY 1

Develop volunteer stewards and stewardship groups, creating meaningful and hands-on opportunities for people to make deep connections with our lands.

We will do this by:

- Developing a volunteer stewardship program.
- Holding stewardship events for community and corporate groups and individuals to help address stewardship needs on our lands.

### STRATEGY 2

Maintain strong relationships with conservation partners who share title on our lands, landowners with conservation easements, and neighbouring landowners and communities.

We will do this by:

- Delivering on our responsibilities in Partnership Agreements and conservation easements.
- Outreach to the local community and landowners near our conservation lands.

### STRATEGY 3

Maintain, restore, and enhance the conservation values of our lands using evidence-based and innovative approaches to land management and stewardship.

We will do this by:

- Undertaking activities in Conservation Management Plans.
- Exploring innovative stewardship techniques, such as biological control of invasive plants with insects, targeted browsing, and restoration projects.



### 3. COMMUNICATIONS AND OUTREACH

*Goal: Our volunteers and stakeholders are champions for land conservation.*

#### STRATEGY 1

Focus business development outreach on relationships and partnerships that help us achieve our mission, creating value for EALT, and our founding Members and community.

We will do this by:

- Positioning EALT as a tool for governments, developers, and industry to realize conservation objectives and targets.
- Building EALT's reputation with business, academic, and community leaders through targeted business outreach presentations and communications.

#### STRATEGY 2

Focus community outreach on enhancing public awareness of our organization, our mission, and ways people can get involved in land conservation and stewardship

We do this by:

- Continuing to grow the reputation and awareness of EALT through a variety of communication channels, including digital and print media, information booths, presentations, and workshops.
- Engaging with community, corporate, and Indigenous groups on conservation outreach and projects.





## 4. FINANCIAL SECURITY

*Goal: Stable, ongoing financial security now and into the future.*

### STRATEGY 1

Grow our endowments to ensure long-term financial security, ensuring sufficient funds to meet our stewardship commitments and support annual operations.

We will do this by:

- Seeking major gifts and planned giving.
- Leveraging endowment programs and services of the Edmonton Community Foundation.

### STRATEGY 2

Grow the number and diversity of funding partners and donors, increasing revenue for operations, securement, stewardship, and outreach.

We will do this by:

- Seeking government, nonprofit, foundation, and corporate grants.
- Cultivating individual donors and increasing the size and frequency of donations through positive donor communications and targeted donation campaigns.
- Growing revenues from the sale of EALT program-related items and partnerships with local businesses.



## WHAT SUCCESS LOOKS LIKE

This strategic plan sets our direction for the next five years. We will know we are on the right path as more forests, river valleys, wetlands, lakes, and farmlands are conserved and the region, even as it grows, retains natural areas for biodiversity and provides meaningful opportunities for people to connect with nature and the lands that sustains us.

We see success for EALT as:

- New conservation lands
- Active volunteers and stewardship groups
- Engaging outreach and communications
- Strong collaboration and partnerships
- Diverse and resilient revenue streams

As we implement this strategic plan, we will monitor progress and adjust to meet the needs of our community, new opportunities, and the circumstances in which we operate.

We invite you to join us in conserving nature and building a legacy for future generations in Edmonton and area.





## **PARTNER**

Contact us to talk about ways we can work together to build a conservation legacy for Edmonton and area.



## **DONATE**

Donate online, set up an endowment, leave a legacy in your will, or donate securities, mutual funds, or land.



## **VOLUNTEER**

Sign up for our volunteer e-newsletter to learn about upcoming stewardship and outreach volunteer opportunities.



## **CONNECT**

Stay up to date with our Conservation Connections e-newsletter and follow us on social media.



## VISIT US

#101, 10471-178 Street, Edmonton, AB T5S 1R5



## CONTACT US

780-483-7578 | [info@ealt.ca](mailto:info@ealt.ca) | [www.ealt.ca](http://www.ealt.ca) | [@EdAreaLandTrust](https://www.instagram.com/EdAreaLandTrust)



## **FOUNDING MEMBERS**

City of Edmonton  
Edmonton Community Foundation  
Edmonton Nature Club  
Land Stewardship Centre  
Urban Development Institute-Edmonton  
Region

## **BOARD OF DIRECTORS**

### **EXECUTIVE**

Glen Thoman, Chair  
Martin Garber-Conrad, Treasurer  
Sandra Meidinger, Secretary

### **DIRECTORS**

Alex Nagy  
Cheryl Lockhart  
David Parry  
Hendrik Kruger  
Joanne David  
Kevin Jones  
Rudy Zacharias

## **STAFF TEAM**

### **EXECUTIVE DIRECTOR**

Sheila Campbell

### **STAFF**

Rebecca Ellis  
Maryse Lavigne  
Meghan Jacklin  
Michelle Holland  
Nikki Paskar

### **INTERNS**

Alana Tollenaar  
Alison Morphy  
Emilia Housch  
Kaylie Breedvelt

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