



# Strategic Plan Essex Region Conservation Foundation

## Who Are We?

Established in 1977, the Essex Region Conservation Foundation is a registered, charitable public foundation with a vital goal to raise the funds needed to contribute to the conservation, restoration, development or management of the natural and historic resources of the Essex Region. This is accomplished by partnering with the Essex Region Conservation Authority and raising the funds so critically needed to protect the natural resources of the Essex Region.

Many successes have been realized over the past number of years. LaSalle Woods, the Chrysler Canada Greenway, and important parcels of Cedar Creek have all been protected for the benefit of future generations. Heritage Forests have been established at three locations, memorializing loved ones while restoring select tracts of land to a natural state. As well, the John R. Park Homestead and Kingsville Train Station have been restored in order to preserve the story of our human heritage. These are just a sampling of the many success stories that we have achieved - but there is still much work to do in order to create a state of sustainability for the Essex Region.

## Our Mission

*To create opportunities for every member of the community to invest in our environment.*

## Our Strengths

- We have a track record of success (Greenway, LaSalle Woods, Heritage Forests)
- What we do helps to make our community more sustainable. Early acquisitions of lands – progressive and continued
- We have a strong knowledge base of how to do things
- We are open to and successful with partnerships
- Our work crosses urban and rural boundaries – we offer something for everyone
- We partner with the Essex Region Conservation Authority – they do great work to protect and restore the regional environment and we are a critical part of their success

## **Our Fundraising Priorities:**

### **1. To raise the funds to protect the critical natural resources of the Essex Region.**

*The United Nations has stated that for a region to be healthy and sustainable, at least 12% of its land area must consist of natural spaces. In a region where merely 7.5% of our land base remains in a natural state, the importance of protecting existing significant natural areas cannot be overstated. Our current priorities are the Spring Garden Complex and the St. Clair College Prairie Woodlot.*

### **2. Greening the Essex Region**

*Raising funds for tree planting, habitat restoration and carbon credits are just a few ways in which the Essex Region Conservation Foundation can provide opportunities for every citizen to become involved in creating a future of environmental sustainability for the Essex Region.*

### **3. To raise the funds to create a first rate Centre for Excellence in Environmental Education.**

*This education centre will promote water and energy conservation and serve as an educational complex not only for the students of the region, but for families interested in learning how to make a difference in environmental protection and restoration. As well, it will serve as a community attraction that could likely attract tourists to the region.*

### **4. Trail Development**

*Trails have proven physical, spiritual and mental health benefits, and are key to helping allowing residents to lead more healthy and active lifestyles. Raising the funds to develop this 26 kilometre Amherstburg-Essex Greenway trail that intersects with the existing 50 kilometre Chrysler Canada Greenway, as well as creating extension for the existing Greenway, especially into the City of Windsor, will help provide more opportunities for residents to become healthy and active while benefitting the local economy as a tourism draw.*

### **5. Preserving our Heritage**

*Understanding our history is key to our future, and the Essex Region Conservation Foundation raises funds to help preserve our human heritage by raising the funds to protect and restore the John R. Park Homestead and Kingsville Train Station.*

# Our Strategic Objectives

## OBJECTIVES

## MEASURES OF SUCCESS

OBJECTIVES	MEASURES OF SUCCESS		
<p><b>Good Governance</b></p> <ul style="list-style-type: none"> <li>•An active and engaged Board</li> <li>•Up-to-date bylaws and policies</li> <li>•Active working committees</li> </ul>	<p><b>2008</b></p> <ul style="list-style-type: none"> <li>•Develop and administer volunteer/member recruitment plan</li> <li>•Develop training protocol for new volunteers</li> <li>•Review existing membership list and increase volunteer/member base by 20%</li> <li>•Develop a Gift Acceptance policy</li> </ul>	<p><b>2009</b></p> <ul style="list-style-type: none"> <li>•Develop a Succession Plan</li> <li>•10% increase in members/volunteers</li> <li>•Create 2 working committees (Membership Recruitment and Friend-raising) with at least six non-member volunteers</li> <li>•Update bylaws</li> </ul>	<p><b>2010</b></p> <ul style="list-style-type: none"> <li>•Establish phone call thank you protocol for Board</li> <li>•10% increase in members/volunteers</li> <li>•Host a 'team-building' session for volunteers and members</li> </ul>
<p><b>Capacity Building</b></p> <ul style="list-style-type: none"> <li>•Build staff capacity</li> <li>•Build technological capacity</li> </ul>	<p><b>2008</b></p> <ul style="list-style-type: none"> <li>•Recruit and train Development Officer</li> <li>•Purchase fundraising/prospecting database</li> <li>•Develop donor database</li> </ul>	<p><b>2009</b></p> <ul style="list-style-type: none"> <li>•Update webpages with new branding, case for support, etc.</li> <li>•Promote ability to donate online</li> <li>•At least 20% of donations (excluding major gifts) received online</li> </ul>	<p><b>2010</b></p> <ul style="list-style-type: none"> <li>•Increase online donations by 5%</li> </ul>
<p><b>Fundraising</b></p> <ul style="list-style-type: none"> <li>•Donor Cultivation</li> <li>•Annual Fund</li> <li>•Special Events</li> <li>•Corporate Giving/Major Gifts</li> <li>•Establish Fundraising Targets</li> </ul>	<p><b>2008</b></p> <ul style="list-style-type: none"> <li>•Host two 'friend-raising events'</li> <li>•Engage existing donors through an annual appeal</li> <li>•Increase in golf tournament revenue of 10%</li> <li>•Investigate new fundraising activity or 'special event'.</li> <li>•Develop partnerships for third party fundraising</li> <li>•Develop Major Gift giving targets</li> <li>•Develop range of 'giving opportunities' to match Fundraising priorities</li> <li>•Fundraising Target: \$300,000</li> </ul>	<p><b>2009</b></p> <ul style="list-style-type: none"> <li>•Host six 'friend-raising events'</li> <li>•Host one 'Ask Event'</li> <li>•Host one donor appreciation that attracts 30% of existing donors</li> <li>•Initiate 'Leader Letter Writing Campaign'</li> <li>•Raise at least \$200,000 through Grants and other Foundations</li> <li>•Increase donations through annual appeal</li> <li>•10% increase in sponsorship and 15% increase in revenue at golf tournament</li> <li>•At least one third party fundraising event (possibly lottery)</li> <li>•At least one Major Gift</li> <li>•Develop Planned Giving strategy</li> <li>•Fundraising Target: \$350,000</li> </ul>	<p><b>2010</b></p> <ul style="list-style-type: none"> <li>•Host six 'friend-raising events'</li> <li>•Host at least one 'Ask Event'</li> <li>•Personal contact with at least 300 individuals to invite them to become donors/volunteers</li> <li>•Continue 'Leader Letter Writing Campaign'</li> <li>•Raise at least \$250,000 through Grants and other Foundations</li> <li>•80% retention rate for annual giving + 10% new donors</li> <li>•Maintain revenue from golf tournament and host one new fundraising activity or event</li> <li>•At least two third party fundraising events</li> <li>•At least two Major Gifts</li> <li>•Begin to implement Planned Giving strategy by marketing tax advantages of securities gifting-distribute marketing material for CFPs and other financial planning professionals</li> <li>•Fundraising Target: \$400,000</li> </ul>

Communications	2008	2009	2010
<ul style="list-style-type: none"> <li>•Develop print/electronic communications materials</li> <li>•Media relations</li> <li>•Direct Mail</li> <li>•Celebration Events</li> </ul>	<ul style="list-style-type: none"> <li>•Create and design 'case for support' materials</li> <li>•Produce outreach video</li> <li>•At least six positive news articles</li> <li>•One direct mail campaign</li> <li>•Host two celebration events/major announcements</li> <li>•Develop plan/model for Environmental Education Centre</li> </ul>	<ul style="list-style-type: none"> <li>•Develop Foundation newsletter</li> <li>•At least twelve positive news articles</li> <li>•Two televised Foundation interviews</li> <li>•Two direct mail campaigns</li> <li>•Host two celebration events/major announcements</li> </ul>	<ul style="list-style-type: none"> <li>•Mail two Foundation newsletters</li> <li>•At least 15 positive news articles</li> <li>•Three Foundation television presences</li> <li>•Two direct mail campaigns</li> <li>•Host three celebration events/major announcements</li> </ul>

## Our Fundraising Targets

### 2008

Major Gifts	\$250,000
Fundraising Events	\$25,000
Annual Appeal	\$5,000
Heritage Forest	\$10,000
<b>Total</b>	<b>\$290,000</b>

### 2009

Major Gifts/Grants	\$150,000
Leader Letter Writing Campaign	\$80,000
Third Party Event	\$25,000
Fundraising/Ask Events	\$75,000
Annual Appeal	\$6,000
Heritage Forest	\$10,000
<b>Total</b>	<b>\$351,000</b>

### 2009

Major Gifts/Grants	\$200,000
Leader Letter Writing Campaign	\$80,000
Third Party Event	\$25,000
Fundraising/Ask Events	\$80,000
Annual Appeal	\$7,500
Heritage Forest	\$10,000
<b>Total</b>	<b>\$ 402,500</b>