



Geneva Lake Conservancy

2022-2025 STRATEGIC PLAN

VISION

To be a leading Midwest land trust as measured by protected land, waterways preservation and innovation and implementation of programs and policies that support conservation and slow climate change.

MISSION

To preserve and restore the lands and waters of Walworth County and beyond. (Southeastern Wisconsin?)

STRATEGIC INITIATIVES AND GOALS (2022-2025)

IMPACT LAND – Continue to protect open lands with high conservation value in Walworth County (Southeastern Wisconsin?) and restore them to ecological health.

1. Identify a large project (preferably of 100 acres or more) that has high conservation value as either a nature preserve and/or public park and work with the landowner to purchase the property with money raised from public grants and private donations. (Possible projects: WEP, Hillmoor and Fontana Farm)
2. Focus land protection efforts on supporting GLC's five or six landscape scale projects by restoring their conservation values to make them more resilient while also looking at opportunities to expand on their size through land purchases, donations and conservation easements.
3. Continue to complete land protection projects in our project focus areas.
4. Continue to restore and steward protected land with the management goals of ecological health and climate resiliency.

IMPACT COMMUNITY -- Change the mindset of our target communities by educating and engaging them in land and water conservation and encouraging them to make slowing climate change a top priority.

1. Become the “go to” organization in Walworth County for information on climate change and improving ecological health by reaching out to new and existing members as well as younger generations to education them on how they can slow climate change by improving and restoring their own property, making lifestyle changes and supporting open land protection.
2. Continue and expand programs that educate our target audiences, including Conservation@Home, preserve hikes and activities at Helen Rohner Children’s Fishing Park.
3. Develop and implement a sustainable fundraising plan that expands all levels of membership.
4. Develop and use the Mill House Native Plant Preserve as a centerpiece for environmental education and engagement.
5. Update and use multiple communications vehicles including the Website, newsletter, social media, public presentations and print and broadcast media to reach target audiences.

IMPACT WATER – Continue to protect the lakes and waterways of Walworth County and restore their ecological health.

1. Lead the Water Alliance for Preserving Geneva Lake to solve ecological problems threatening Geneva Lake’s health and continue to stress the GLC’s leading role while also working with community leaders to develop a better long-term structure for funding and preserving the lake’s health.
2. Use knowledge gained from the Alliance to assist in protecting other lakes and waterways in Walworth County.

STRENGTHEN THE TEAM – As the Conservancy continues to grow, develop and implement programs and policies to support its growth.

1. Continue to develop financial reports, policies and programs that support the Conservancy’s growth.
2. Expand the size of the board to obtain additional skills needed and geographical and ethnic diversity.
3. Seek and obtain Land Trust Alliance reaccreditation.
4. Continue staff professional development and compensation packages that are competitive and reflect performance.
5. Continue to strengthen partnerships with government and private organizations that support the Conservancy’s mission.