



ACCELERATING THE PACE OF CONSERVATION

STRATEGIC ACTION PLAN 2018-2025

The Triangle is Growing Fast

Together, we have permanently conserved 18,358 acres of land and over 138 miles of stream in our six-county region over the past 35 years.

But we must do more. And soon.

As cranes swing outside our office windows and bulldozers roll past our nature preserves towards forests not yet conserved, the urgent need for TLC's conservation work grows. By 2035, almost a million new people will reside in the Triangle. In just seven years, the population will be more diverse: millennials (born 1982-2004) will be the largest age cohort of the Triangle population and people of color will represent 45% of the population.

TLC conserves the lands you love forever, so present and future generations benefit from the careful balance of rural and urban landscapes that makes our region extraordinary.

Motivated by current and projected population growth and inspired by the community's enthusiasm for land, water, farm, and wildlife conservation work, TLC's board and staff updated our strategic plan. The new 2025 Strategic Action Plan sets aggressive conservation and community engagement goals, with increased emphasis on safeguarding clean drinking water. Healthy land means healthy water, people, and communities.

Wild and working lands that are protected, where people and nature connect and thrive, are central to an increasingly healthy and vibrant Triangle.

We invite you to join us in achieving bold conservation goals.

By 2025, TLC plans to protect an additional 7,000 acres.



Triangle Land Conservancy is doubling the pace of conservation.

Every land protection project is ranked based on scientific analysis of each of the four benefits of conservation:



CLEAN WATER



PEOPLE & NATURE



NATURAL HABITATS



LOCAL FARMS & FOOD

TLC will conserve 25,000 acres by 2025

Safeguarding Clean Water

WHERE WE'VE BEEN

The Watershed Protection Program, funded primarily by the City of Raleigh, has been immensely successful in safeguarding drinking water for the Triangle since 2005. The Upper Neuse watershed represents 770 square miles, 6 counties, 8 municipalities, 6 public water drinking systems, and 9 water supply reservoirs. Six land trusts have worked together to protect 9,244 acres of land and 101 miles of stream. Each year these efforts are estimated to have prevented 5,356 pounds of nitrogen and 1,002 pounds of phosphorous from entering Raleigh's drinking water supply.

WHERE WE'RE GOING

Priority lands in the Neuse River and Upper Cape Fear/Jordan Lake watersheds will be identified and permanently protected through increased funding and financing mechanisms.

Photo by Frankie Clark

HOW WE'LL GET THERE

Continue to work with partners like the City of Raleigh, Wake County, Durham County, Conservation Trust for North Carolina, Eno River Association, Ellerbe Creek Watershed Association, and Tar River Land Conservancy to **protect an additional 5,000 acres in the Upper Neuse Watershed** by purchasing property outright and through conservation easements.

Draft, design, and develop an Upper Cape Fear Conservation Plan to replicate the Watershed Protection Program in coordination with the Triangle J Council of Governments, local governments, and other nonprofit partners to **protect an additional 2,000 acres of land in the Cape Fear Basin** with regional partners.

Increase advocacy efforts in coalition with other conservation groups to support North Carolina's Clean Water Management Trust Fund, Parks and Recreation Trust Fund, and Agricultural Development and Farmland Preservation Trust Fund.

Connecting People with Nature

WHERE WE'VE BEEN

The community response to TLC opening the George and Julia Brumley Family Nature Preserve has been remarkable. Every month, thousands of visitors of all ages walk, run, bird, and bike under canopies of beautiful forests and alongside Stony Creek. The creek that flows through the preserve in Orange County eventually makes its way to Falls Lake and supplies the City of Raleigh's drinking water. In 2018, TLC's 35th year, we installed our 35th mile of trail on our nature preserves and hosted more than 1,574 people at programs on the land.

WHERE WE'RE GOING

TLC's preserves and protected lands are creating opportunities for people to deepen their connection to the natural world.

HOW WE'LL GET THERE

Use the experience and momentum from opening the Brumley Nature Preserve to energize planning and fundraising to **open the Sarah and Bailey Williamson Preserve at Walnut Hill** in Wake County by 2020.

Develop a robust and engaging volunteer program as a certified Service Enterprise Organization.

Increase reach of educational programs by 50%

Build 25 more miles of trail by 2025, including more than 10 miles at Walnut Hill and the adjacent River Walk property.

Increase ethnic diversity of TLC members, volunteers, vendors, board members, and staff **by 25%**.

Expand existing preserves and their buffers.

Collaborate with partners to **prioritize land protection** efforts along the Neuse, Haw, and Deep Rivers and **designated blueways**, like the Deep River State Trail, and existing and future **greenway corridors** like the Mountains-to-Sea Trail.

Protecting Natural Habitats

WHERE WE'VE BEEN

North Carolina's Natural Heritage Program (NHP) defines Natural Areas as land or water that is important for the conservation of the natural biodiversity of the state based on biological surveys. TLC has helped protect almost 10,000 acres of NHP Natural Areas. Hundreds of species of flora and fauna have been documented across our preserves. At Brumley Nature Preserve alone, 47 different species of Odonates (an indicator species) have been identified.

WHERE WE'RE GOING

Important natural areas and their wildlife are protected, connected, and buffered.

Brumley Nature Preserve photo by John Petranka

HOW WE'LL GET THERE

Conserve 75% of all unprotected Natural Heritage sites as identified by the NC Natural Heritage Program.

Expand and connect habitat corridors by **adding 1,000 acres to buffer existing TLC preserves** and other natural areas.

Increase educational resources on benefits of ecological stewardship & restoration for easement landowners & TLC members.

Partner with educational institutions to **help manage and monitor restoration projects and additional inventorying** by NC's Natural Heritage Program

Expand Citizen Science projects to increase understanding and support stewardship activities.

Supporting Local Farms and Food

WHERE WE'VE BEEN

Triangle Land Conservancy has protected almost 5,400 acres of farmland in 35 years. In the last fiscal year, we conserved 101 acres of farmland, including the 21-acre WindSong Farm. It was permanently protected with a conservation easement. We've worked with many families over the years to ensure that the places they have lived and loved will be forever safeguarded. We also host nonprofit farm groups on our conserved land, like Urban Community AgriNomics and Transplanting Traditions Community Farm, who support farmers and produce fresh food for our community.

WHERE WE'RE GOING

TLC's land conservation will support increased opportunities for sustainable food production and protection of historic farm communities.



Photo of Cing Neam at Irvin Farm by Chris Fowler

HOW WE'LL GET THERE

Protect 3,000 acres of high priority farmland,
especially in Johnston & Chatham Counties

Develop Walnut Hill as a model preserve
that demonstrates how a sustainable local food system benefits
the environment and the local economy.

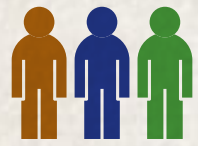
**Build on success of
collaborations** at Irvin Farm
and other TLC lands.

Activate NextGen project at Walnut
Hill to **support new farmers**
as part of helping implement Wake
County's Food Security Plan.

**Host agricultural
education groups**
on TLC lands.

Fill gaps in local food systems
where TLC can **best support
and complement
community efforts.**

Our goals are bold—and necessary. To accomplish them, we have to strengthen our organizational infrastructure with additional resources.



PEOPLE

In order to accelerate conservation, we need additional staff and volunteers plus space and tools for them to get their jobs done.



BUDGETS

We're developing multi-year budget projections to reflect the organizational growth required to protect 7,000 additional acres.



PHILANTHROPY

A multi-year fundraising strategy based on growth projections will be built.



COMMUNICATIONS

We'll utilize an integrated communications strategy to attract and engage conservationists.



COLLABORATIONS

Our community is our greatest asset. We'll strengthen our existing partnerships and build new ones as we grow.

How You Can Help

Your generous support can double the pace of conservation across our region and is a gift to the community.

Annual gifts and other unrestricted donations leverage millions of dollars in land donations and government grants for land acquisition.

Gifts of Appreciated Securities may allow you to give more with less and save on taxes. Your gift of appreciated stocks, bonds, and mutual fund shares benefits TLC while you avoid capital gains tax.

Charitable Gifts from your IRA are a good option if you are 70½ and older. Individuals may donate up to \$100,000 from their minimum required distributions tax free to a charity like TLC.

Monthly Giving is a great way to provide steady and ongoing support so TLC is ready to take action when and where it's needed most to accelerate conservation.

The Catalyst Fund, established in 2018 by the Salamander Fund of Triangle Community Foundation, provides an immediate source of funding to rapidly ignite conservation projects that may not otherwise have a financing mechanism. A donation to the Catalyst Fund complements TLC's Land Opportunity Fund, an internal revolving loan fund established during TLC's Our Water Our Land Campaign.

Planned Gifts are a meaningful way to make sure the places we save today will be protected forever. You can make a lasting impact to our shared vision for a healthy and vibrant Triangle region by leaving a gift to TLC in your will, trust or by beneficiary designation. There are several approaches to planning your legacy gift and some may even provide you with income or reduce your taxes.



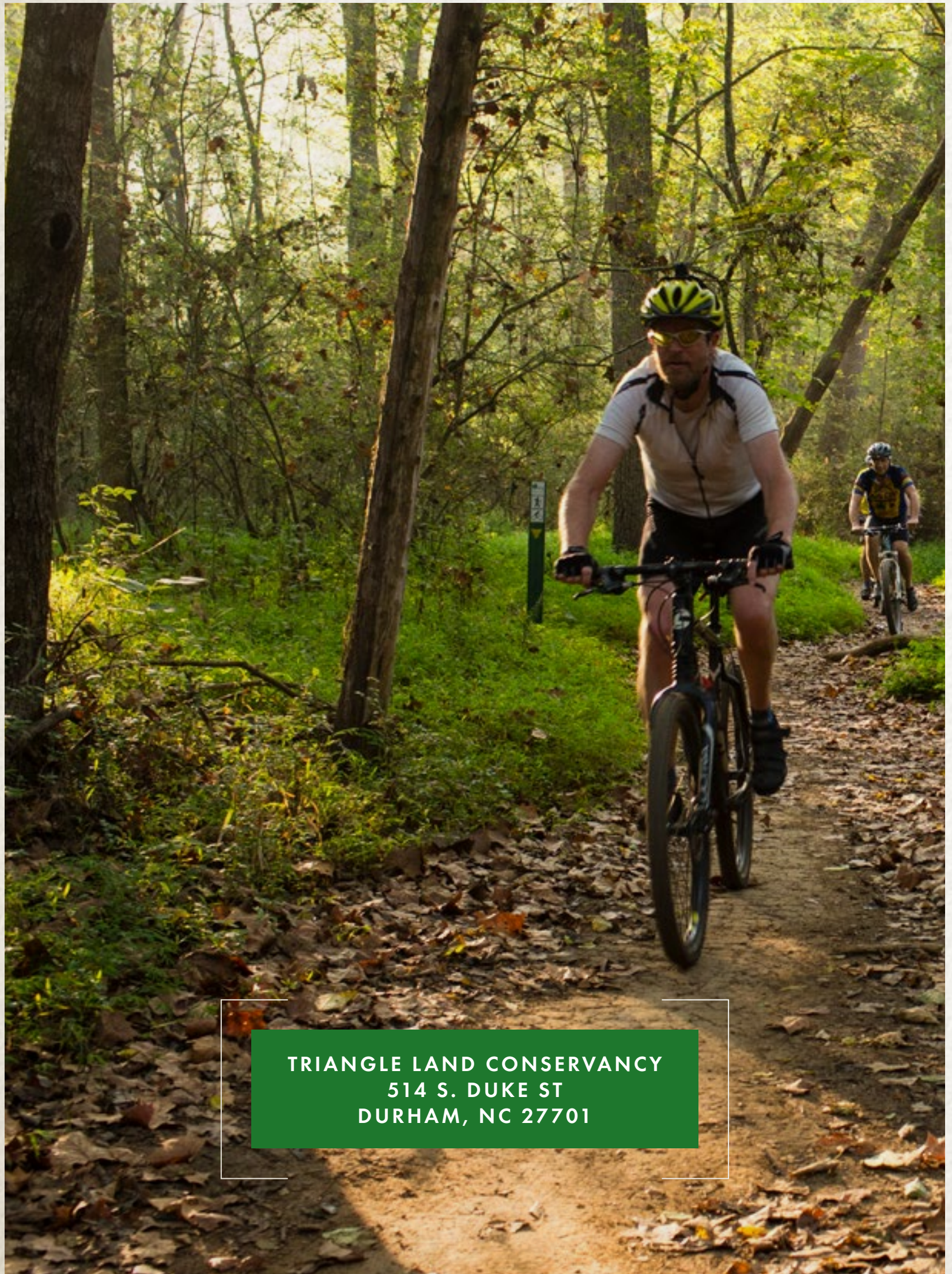
For more information visit our website at www.triangleland.org or contact Christine Wilson, Director of Advancement, at (919) 908-0059.

Our region is rapidly growing.
Triangle Land Conservancy will grow
along with it and accelerate the pace
of conservation to protect the land
that we love for future generations.

We need you to make
this vision a reality.



Brumley Nature Preserve photo by Jack Arnold
White Pines Nature Preserve photo by Chip Freund
Back cover photo by Chris Fowler



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