

## Blue Ridge Land Conservancy Practices

### **Standard 1: Ethics, Mission and Community Engagement**

*Land trusts maintain high ethical standards and have a mission committed to conservation, community service and public benefit.*

#### **Practice 1B: Mission, Planning and Evaluation**

- 1. Adopt a mission that advances conservation and serves the public interest*
- 2. Establish strategic goals for implementing the mission, and then review and update them, as needed, at least once every five years*
  - a. Revisit the mission during the strategic review to confirm it is relevant*
- 3. Review programs and activities at least annually to ensure they are advancing the strategic goals and make adjustments, as appropriate*

**Practice 1B:** It is the policy of the Blue Ridge Land Conservancy to review periodically its mission statement to ensure that it is relevant and specifies the public interests served by the organization.

#### **Mission statement of the Conservancy:**

The mission of the Blue Ridge Land Conservancy is to promote the conservation of western Virginia's natural resources—farms, forests, waterways, rural landscapes, and wildlife habitat and corridors.

#### **Strategic goals of the Conservancy:**

- To hold and be good stewards of conservation easements
- To educate landowners and professionals about conservation easements
- To promote, through sound estate planning, the retention of family lands critical to preserving our rural landscapes
- To assist local, state, and federal partners in the preservation of critical conservation lands
- To encourage land use planning which recognizes the importance of preserving our rural landscapes
- To encourage land development which minimizes impacts on the environment and creates sustainable communities
- To promote best management practices for forestry and agriculture

#### **Priority areas:**

- Ridgetops and mountaintops
- Rivers and streams
- Farmland
- Scenic views
- Lands adjacent to existing conservation areas
- Wildlife habitat, especially wildlife corridors

## **Blue Ridge Land Conservancy Practices**

It is the policy of the Blue Ridge Land Conservancy to establish at regular intervals strategic goals for implementing its mission and to routinely review its programs, goals, and activities as needed, and at least once every five years, to be sure they are consistent with the mission. The Conservancy's mission shall be revisited during such strategic reviews to confirm that it is relevant.

Each year, the Conservancy shall develop an annual work plan and budget for the upcoming year. The tasks in the annual work plan shall derive from the Conservancy's mission, strategic goals, and priority areas. Programs and activities shall be reviewed at least annually to ensure they are advancing the strategic goals, and adjustments shall be made, as appropriate.

Adopted 10/7/2009; revised 9/2/2015; revised 4/4/2018

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