



# Colorado Open Lands has adopted a BOLD NEW VISION

and a 10 year Strategic Plan to protect and steward 800,000 acres of Colorado's most important lands and natural resources.

How big is 800,00 acres? That's 1,250 square miles – more than 3 times the size of Rocky Mountain National Park. But it's not just about size. Colorado Open Lands has committed to working in landscapes of the highest natural, cultural and scenic values which face the most significant threats.

## STRATEGIC VISION

ENSURE PERPETUAL CONSERVATION AND PRESERVATION SUCH THAT COLORADANS RECOGNIZE OPEN LANDS ARE INHERENT IN THE FABRIC OF OUR COMMUNITIES AND FUNDAMENTAL TO OUR QUALITY OF LIFE.

### **GUIDING PRINCIPLES**

#### INTEGRITY

We earn the trust of our landowners, partners, donors and community by fulfilling our commitments and holding ourselves to the highest ethical standards in all we do.

#### **CREATIVITY**

We are focused on creating, championing, and celebrating conservation-minded solutions that turn challenges into opportunities.

#### **INSPIRATION**

We are driven by a love of Colorado's magnificent lands, a respect for the landowners that steward them and the citizens that cherish them.

#### **COLLABORATIVE LEADERSHIP**

Our leadership will seek and foster internal and external collaborative relationships to meet the challenge of conservation in perpetuity.

### **GOAL ONE**

Strengthen Colorado's conservation ethic by connecting people with Colorado's conserved lands.

Benchmark: Colorado Open Lands connects 16,000 people annually with the land.

In order to protect the land, we also have to protect Colorado's celebrated land conservation ethic.

An important part of the mission of Colorado Open Lands is to ensure continued public support for conservation — best accomplished by educating Coloradans about the important connection between conserved lands and our quality of life.



**HOW** 

DO

WE

DO

THIS?

EXPEDITIONS FOR KIDS ON CONSERVED PROPERTIES

PRODUCTS FROM CONSERVED LANDS TO CONSUMERS

RECREATION EXPERIENCES ON CONSERVED LANDSCAPES

AGRICULTURAL DEMONSTRATION PROJECTS

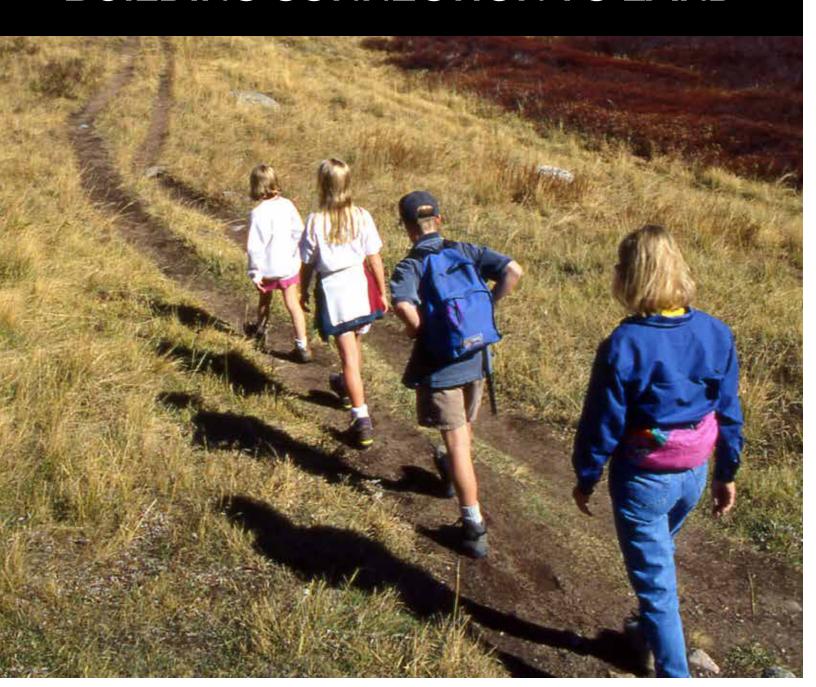
INCREASED HUNTING
AND FISHING
OPPORTUNITIES

FARM TO TABLE EVENTS

PROMOTING URBAN AGRICULTURE



## BUILDING CONNECTION TO LAND



## PROTECTING AND CONSERVING

## **GOAL TWO**

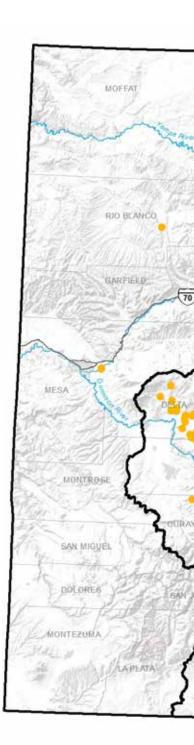
Conserve land and natural resources that define Colorado and the quality of life enjoyed by its citizens.

Benchmark: Colorado Open Land triples its historic rate of land conservation in order to protect and steward 800,000 acres by 2025.

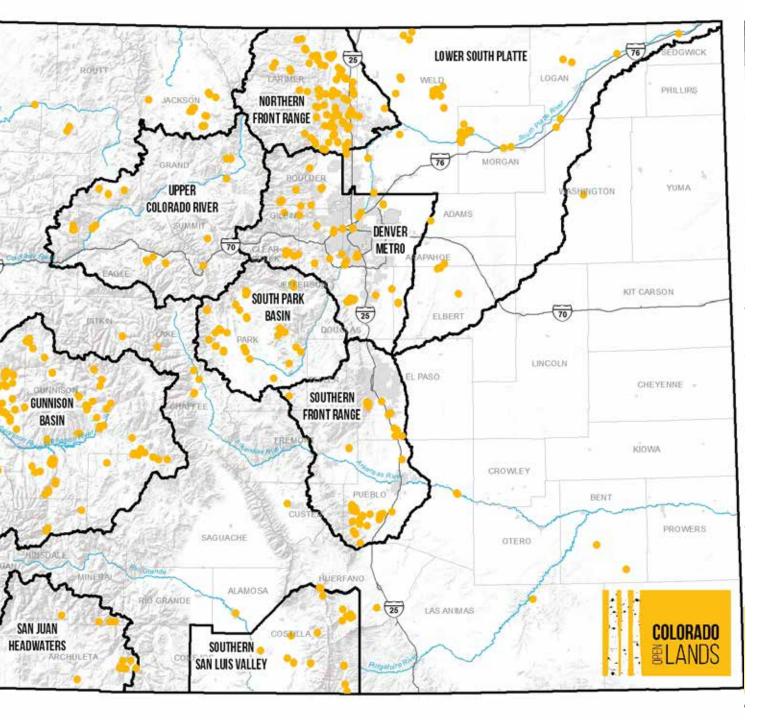
Colorado Open Lands will invest in key priority landscapes to increase the pace, quality and permanency of land conservation in Colorado.

### **ACCOMPLISHED THROUGH:**



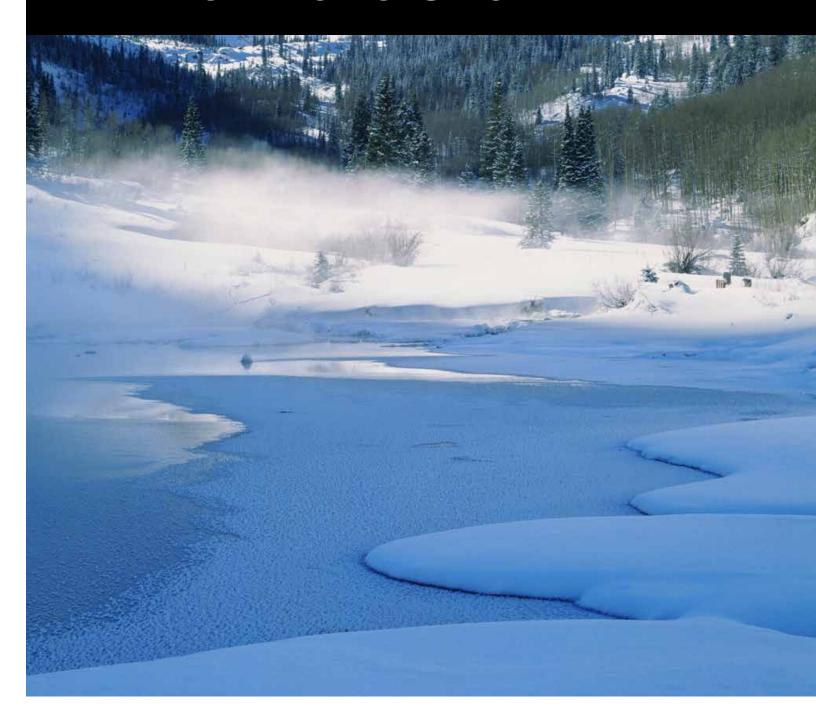


## THE BEST OF COLORADO FOREVER





## **HOW LONG IS FOREVER?**



### **GOAL THREE**

Build an enduring institution through organizational excellence that can keep the promise of perpetuity.

Benchmark: Colorado Open Lands is an efficient, professional and well-resourced organization.

When Colorado Open Lands accepts a conservation easement, we make a firm commitment to the landowner and the community that we will steward and protect that land forever.





### WHAT DOES THIS LOOK LIKE?



### **GOAL FOUR**

**Lead and support** the evolution of the land trust industry in Colorado and the nation.

Benchmark: Colorado Open Lands is a widely recognized state, regional and national leader in innovative, significant and perpetual land conservation and stewardship.

We pledge to be an industry catalyst, and to help advance the pace, quality, and permanence of land conservation of Colorado.

When we collaborate and provide support, we achieve areat conservation outcomes as a statewide community.



## LEADING OUR CONSERVATION COMMUNITY THROUGH:

ROBUST BRIDGE FUNDING AND LOANS

INNOVATIVE CONSERVATION TECHNIQUES

NEW MESSAGING, ADAPTABLE FOR DIFFERENT GROUPS NEW FORMS OF COLLABORATION WITH PARTNERS

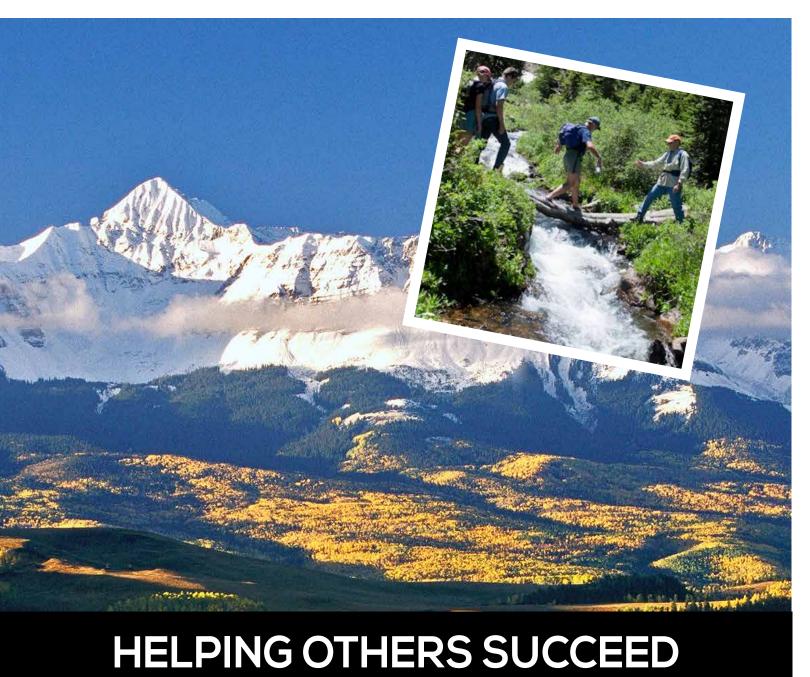
CONSERVATION
AND STEWARDSHIP
SUPPORT FOR LOCAL
LAND TRUSTS

TRAININGS AND BEST PRACTICES FOR LOCAL PARTNERS

FELLOWSHIPS TO LAUNCH CAREERS OF EXCEPTIONAL PROFESSIONALS

PROACTIVE WORK ON RISING INDUSTRY ISSUES

OUTREACH TO ELECTED OFFICIALS





## JOIN US

In order for Colorado Open Lands to achieve our ambitious conservation goals and keep our promise of conservation in perpetuity, we need the help of people like you.

### **EVERYONE CAN BECOME INVOLVED IN THIS IMPORTANT EFFORT:**

PURCHASE GOODS AND SERVICES FROM CONSERVED LANDS JOIN THE CONSERVATORS GIVING NETWORK

INCLUDE CONSERVATION IN YOUR ESTATE PLANNING

VOLUNTEER WITH COLORADO OPEN LANDS MAKE A TAX-DEDUCTIBLE GIFT TO SUPPORT OUR STRATEGIC PLAN

BECOME A
MONTHLY DONOR

JOIN OUR YOUNG CONSERVATIONIST NETWORK

PLACE A
CONSERVATION
EASEMENT ON YOUR
LAND

### **BOARD OF DIRECTORS**

DR. DONALD APTEKAR
THOMAS BARRON
ROB DELINE
MICHAEL DOWLING

WENDELL FLEMING
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