Prairie State Conservation Coalition
FEBRUARY 27, 2020
MARYKAY O’DONNELL
Land Trust Alliance Priorities
The Land Trust Alliance

Founded in 1982, the Land Trust Alliance is a national nonprofit conservation organization that helps land trusts work faster, better and stronger.

Our nation’s land trusts, together, have conserved over 56 million acres of land. The Land Trust Alliance represents 1,000 nonprofits and their 4.6 million supporters, 207,000 volunteers and more than 6.2 million annual preserve visitors.
Land Trust Alliance

In its 2018-2022 strategic plan, the Alliance recommits to the broad strategic approach that has enabled the organization to grow and serve our members and partners:

• Capacity Building
• Advocacy
• Collaborative Leadership
• Convening
The Land Trust Alliance

At the same time, the plan acknowledges two of the biggest challenges facing the land trust community:

- Climate change
- The need to make land conservation relevant to far more people
Land Trust Alliance Updates
Restructure Roadmap
New Year, New Regions

Land Trust Alliance Regional Programs

Western Division

Eastern Division

Regions
- Mid-Atlantic
- Midwest
- New England
- New York
- Southeast
- West
The “New Midwest”

From The Lean Mean 13 to The Great 8
New Year, New Regions

Eastern Division

Laura Eklov
Midwest Program Coordinator

MaryKay O’Donnell
Midwest Senior Program Manager

Eastern Division Director of Field Programs

Regions
- Mid-Atlantic
- Midwest
- New England
- New York
- Southeast
What We Do

Build healthy, high-performing land trusts

The ethical and technical guidelines for the responsible operation of a land trust
Standards and Practices
Helping All Land Trusts

• 12 Standards & Practices
• The 4 Accreditation “buckets”
• We have revamped our Organizational Assessments
Accredited land trusts demonstrate:

- Fiscal accountability
- Strong organizational leadership
- Sound transactions
- Lasting stewardship of their lands
Land Trust Accreditation Commission

• An impressive 438 land trusts have earned the national accreditation mark of distinction.

• Including:

<table>
<thead>
<tr>
<th>Jo Daviess Conservation Foundation</th>
<th>Lake Forest Openlands Association</th>
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<tbody>
<tr>
<td>Land Conservancy of McHenry County</td>
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<td>Openlands</td>
<td>Prairie Land Conservancy</td>
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<td>The Conservation Foundation</td>
<td>Applied: Great Rivers Land Trust</td>
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438 Accredited Land Trusts

Protect
79%

of Land and Easements Held by All Land Trusts
Land Trust Accreditation Commission

• New Executive Director, Melissa Kalvestrand
• Watch for an enhanced website, social media campaigns and new tools to “share your seal.”
• All this will help land trusts better promote their accredited status and be better prepared for their renewal application.
Land and Climate Program

The Alliance is pursuing three strategies:

1. Increase the number of land trusts equipped with strategic conservation plans that address climate impacts and promote climate resilience.

![Resilient Land Mapping Tool](image)
Land and Climate Program

The Alliance is pursuing three strategies:

2. Advance the use of land through restoration, protection and management to maximize nature’s ability to keep greenhouse gases out of the atmosphere.
Land and Climate Program

The Alliance is pursuing three strategies:

3. Empower land trusts to facilitate the buildout of renewable energy facilities, all while steering such facilities away from sensitive lands.
Climate Change

Land trusts are increasingly seeking to access revenues that are generated through carbon offset markets for the lands they own and steward.

We are developing resources – and exploring strategies – that will empower land trusts to participate.
Community Conservation

COMMON GROUND: CREATING A SHARED VISION FOR CONSERVATION

• This yearlong listening and learning initiative was designed to collect and exchange information with a diverse array of individuals and organizations about how land can help communities thrive.

• By placing people at the center of conservation, Common Ground elevated the voices and perspectives of key local partners to inform how land trusts can adopt a community-centered approach to conservation.
Community Conservation

The Alliance is now hiring a Director of Community Partnerships and is creating an implementation plan for the Common Ground recommendations.
Advocacy Days

Land Trust Alliance Advocacy Days starts March 30 in Washington, D.C.

We hope you can join us on Capitol Hill!
Policy

TAX SHELTERS

• H.R. 1992 and S. 170, the Charitable Conservation Easement Program Integrity Act is the top Alliance policy priority. These bipartisan bills continue to reward honest philanthropy while shutting down abuse.

• All our members stand together on this issue – and industry leaders in the appraisal and conservation communities are supporting our efforts. We need Illinois co-sponsors for this legislation. Please help by contacting your legislators now.
Policy

FARM BILL

The bill’s passage in 2018 was great news. We are already working on 2023!

The interim rule for the Agricultural Conservation Easement Program, which includes Agricultural Land Easements, was issued in January. The Alliance will submit comments prior to the March 20 deadline.

To join our Farm Bill Working Group, contact Lori Faeth.
Policy and Conservation Defense

IRS COURT CHALLENGES

The IRS is challenging many new conservation clauses in court and the Alliance is tracking and responding with briefs and other actions as needed to uphold sound conservation practices.
Policy

LAND AND WATER CONSERVATION FUND (LWCF)

Congress **permanently reauthorized** LWCF last year, but we still need dedicated funding at higher levels. Fortunately, support in Congress for this funding is growing. Ask your members of Congress to add their support.

**Currently supporting:**

Senators Durbin and Duckworth

Representatives: Bustos, Casten, Foster, Garcia, Krishnamoorthi, Lipinski, Quigley, Rush, Schakowsky, Underwood
AMENDMENTS

Amendment clauses in conservation easements serve to strengthen an easement and improve its enforceability. To this end, we continue to oppose attempts to constrain the ability of land trusts to amend easements.
Relevance Campaign

The Land Trust Alliance is committed to leveraging our robust network of 1,000 member land trusts, partners and supporters to launch a bold, impactful public engagement campaign to connect more Americans to the land – including new diverse, young and urban audiences who have not yet engaged in private land conservation.
Relevance Campaign

Our research has identified 13% of the adult population (33 million people) who are interested in land conservation, and land trusts and are highly motivated to engage.
• Aged 25-54, employed, highly educated, high income and parents with kids in the home.
• Young, urban/suburban and diverse.
• Highly focused on their personal connection to the land.
• Wired for political engagement and action (registered, vote, lead and organize).
• Well suited to digital/social campaign outreach and activation.

An Untapped Powerbase
There’s nothing better this land could be than what it is right now.

Every day, the nation’s private land trusts set aside nearly 8 square miles of land so that it can keep doing what it was meant to do: provide habitat for wildlife, produce food and clean water and combat the effects of climate change. Learn how community-based land conservation benefits us all at KeepGainingGround.org
Relevance Campaign

• We are fundraising for the next phase of the campaign.
• We are seeking land trusts to take part in the pilot launch of the campaign.
• If you are interested in participating or just want to learn more, contact Elizabeth Ward, eward@lta.org.
Land Trust Alliance: Learning Resources

The Alliance’s learning resources can help you where and when you need to get your work done well.
Webinars

LEARN FROM THE BEST RIGHT AT YOUR DESK!

Quickly build your skills on critical subjects and network with colleagues across the country.

30+ webinars offered!

Register Today
www.lta.org/webinars

Alliance Webinars Are the Easiest Way to Learn

- Taught by the best experts
- Cost is just $65 for Alliance members and affiliates / $100 for non-members
- All-access pass for all webinars and recordings is just $595 for Alliance members and affiliates
- Includes webinar recording for review later
- As many people as you’d like from your organization can join from your location
Land Trust Alliance: Learning Resources

The Learning Center
http://learningcenter.lta.org

Find hundreds of sample documents, including policies from accredited organizations commended by the Land Trust Accreditation Commission.

Get personal responses to your specific conservation questions in the Ask An Expert forum where our experts provide answers and insights daily.
Land Trust Alliance: Learning Resources

» If you’re looking to train your team at your next staff or board meeting:

Express Learning Kits
www.lta.org/expresslearning

Each Express Learning Kit contains everything you need:

• A 20- to 30-minute video from an expert
• Facilitator’s guide to lead the group
• Participant discussion guide or exercises and
• List of additional resources
Land Trust Alliance: Learning Resources

Online Courses

*tlc.lta.org/courses*

Strengthen your skills and explore new topics with our self-paced online courses. Topics include:

- Baseline documentation
- Title investigation
- Recordkeeping
- Board oversight
- Fiscal health
Midwest Planned Giving Training

From launch to legacy: create, build and grow your program

• April 15, 2020
• Close to Kalamazoo, Michigan
• Pre-session webinar
• Post-Session peer group
Terrafirma Risk Retention Group LLC

Seven Years of Providing Conservation Defense Liability Insurance for Land Trusts

OVERVIEW
Five Important Points
Terrafirma is a Risk Retention Group.
Terrafirma is *not* owned by the Land Trust Alliance.

Terrafirma is owned by land trusts.
Terrafirma is not property insurance.

Terrafirma is liability insurance.
Terrafirma is *not* just for precedent-setting cases.

Terrafirma is a safety net.
Terrafirma is \textit{not} just for easements.

\textbf{Terrafirma covers all conservation.}
Conservation Defense Growth

**Land Trusts**

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**Acres**

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**Parcels**

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Claims Process

Service to land trusts is guiding principle

• *Simple online* form to start process
Free Risk Help

• Land Trust Alliance members Affiliate membership with the Nonprofit Risk Management Center
• Call for special free help for quick questions (202) 785-3981 or info@nonprofitrisk.org.

* For Terrafirma help: help@terrafirma.org
  Hannah Flake at 202-800-2248
  Lorri Barrett at 202-800-2219
  Leslie Ratley-Beach at 802-262-6051
Website at www.terrafirma.org
How can we be of service?

February 27, 2020