

# 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

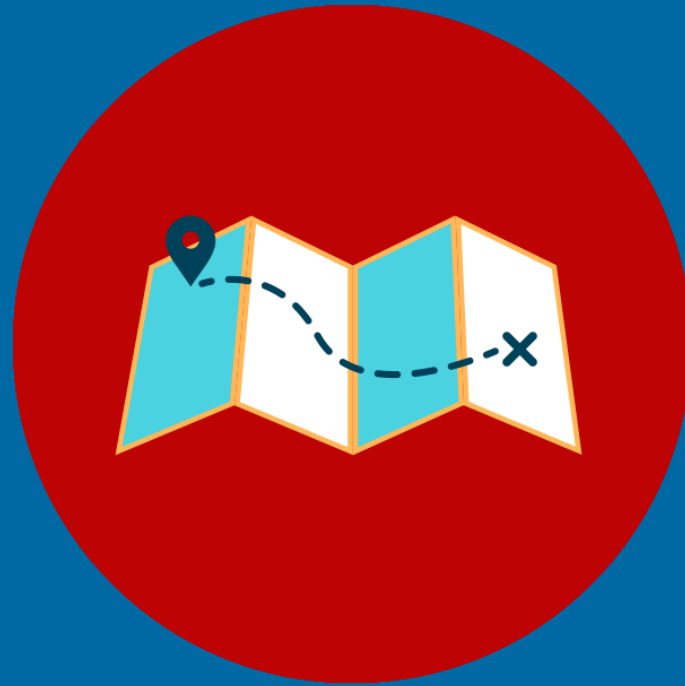
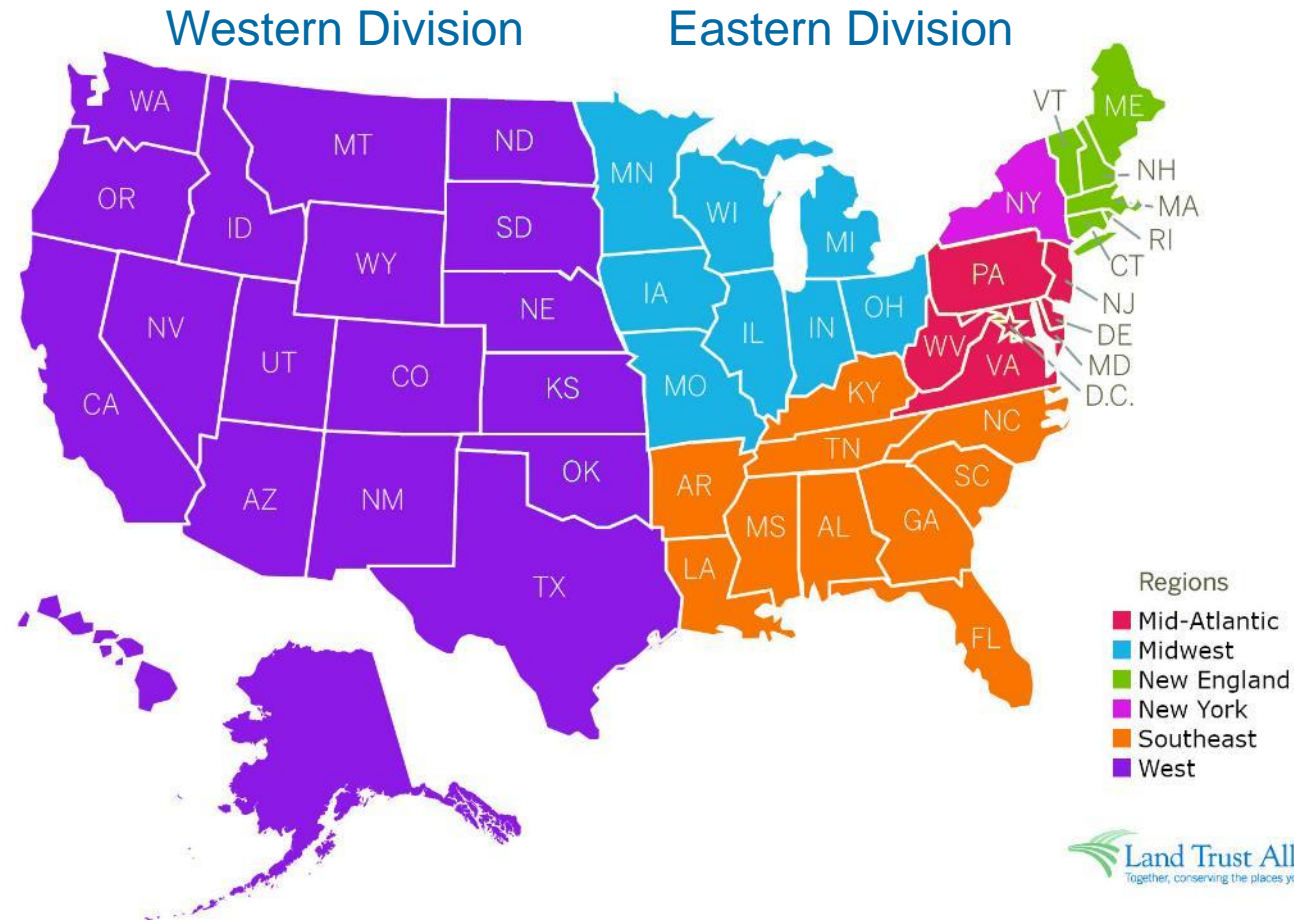


Image courtesy of [www.cleanpng.com](http://www.cleanpng.com)

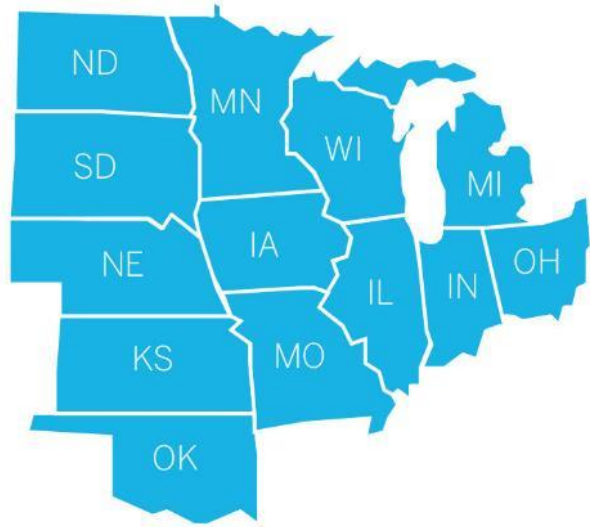
# New Year, New Regions

## Land Trust Alliance Regional Programs





# The “New Midwest”



**From The Lean Mean 13**      **to**      **The Great 8**



# New Year, New Regions

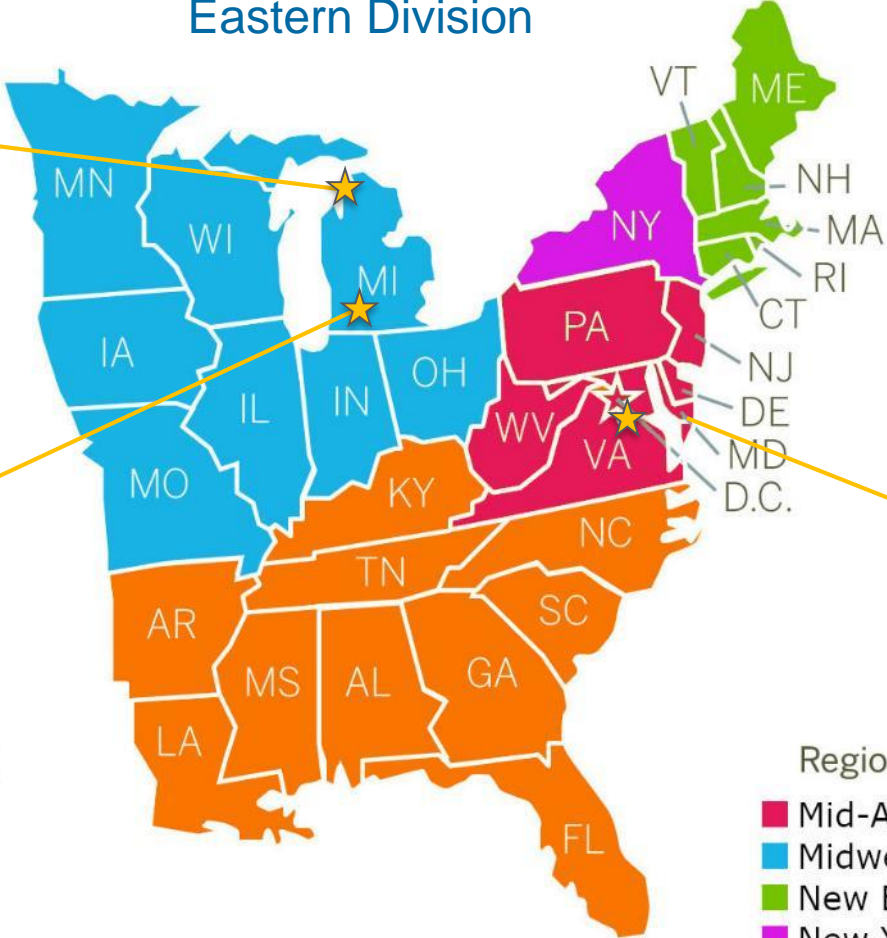


MaryKay O'Donnell  
Midwest Senior Program Manager



Laura Eklov  
Midwest Program Coordinator

## Eastern Division



Eastern Division Director of Field Programs

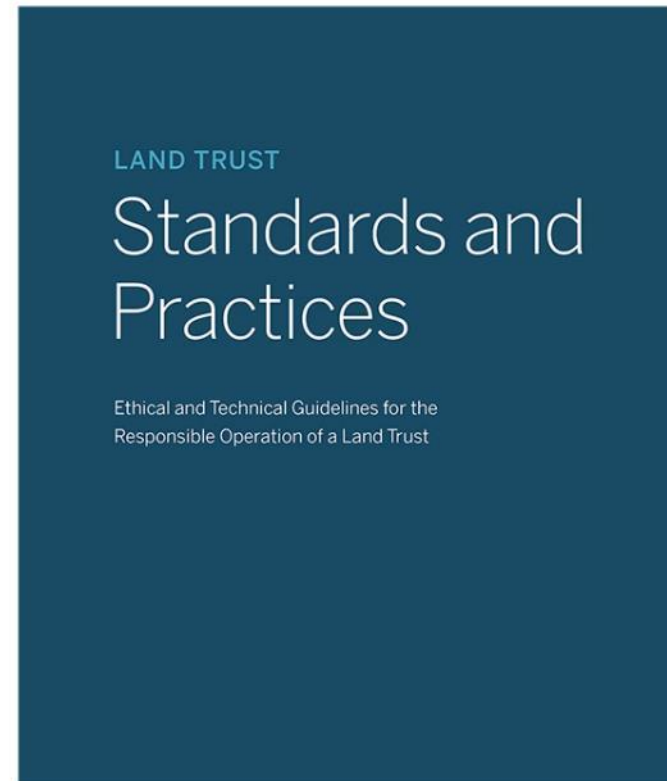
- Regions
- Mid-Atlantic
  - Midwest
  - New England
  - New York
  - Southeast

# What We Do

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*Build healthy, high-performing land trusts*

The ethical and technical guidelines for the responsible operation of a land trust

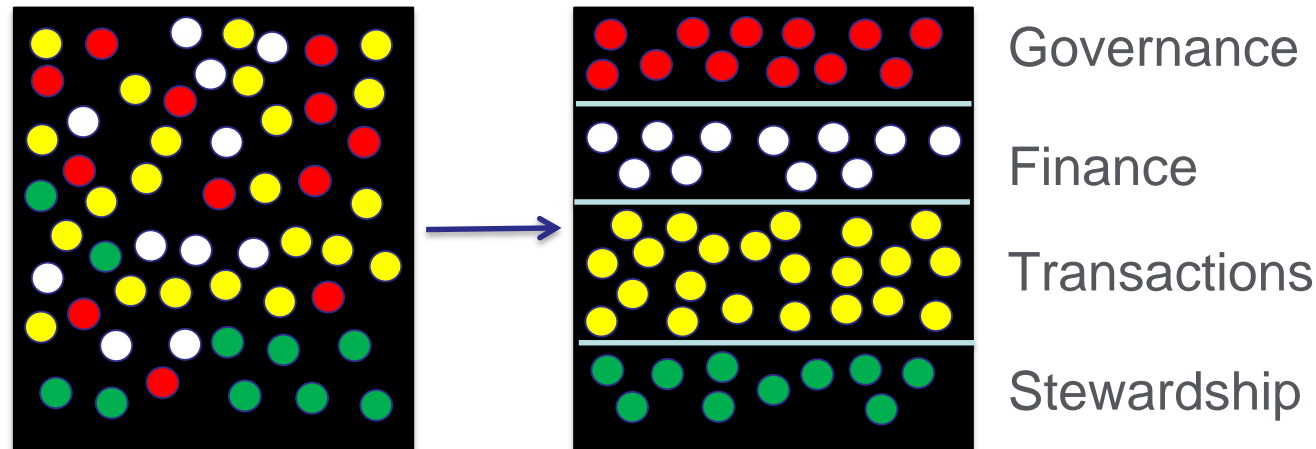


# Standards and Practices



# Helping All Land Trusts

- 12 Standards & Practices
- The 4 Accreditation “buckets”
- We have revamped our Organizational Assessments



# LAND TRUST ACCREDITATION COMMISSION

An independent program of the Land Trust Alliance

## Accredited land trusts demonstrate:

- Fiscal accountability
- Strong organizational leadership
- Sound transactions
- Lasting stewardship of their lands



Accreditation ceremony at Rally 2015 (DJ Glisson/Firefly Imageworks)

# Land Trust Accreditation Commission

- An impressive 438 land trusts have earned the national accreditation mark of distinction.
- Including:

<b>Jo Daviess Conservation Foundation</b>	<b>Lake Forest Openlands Association</b>
<b>Land Conservancy of McHenry County</b>	<b>Natural Land Institute</b>
<b>Openlands</b>	<b>Prairie Land Conservancy</b>
<b>The Conservation Foundation</b>	<b>Applied: Great Rivers Land Trust</b>



# 438 Accredited Land Trusts





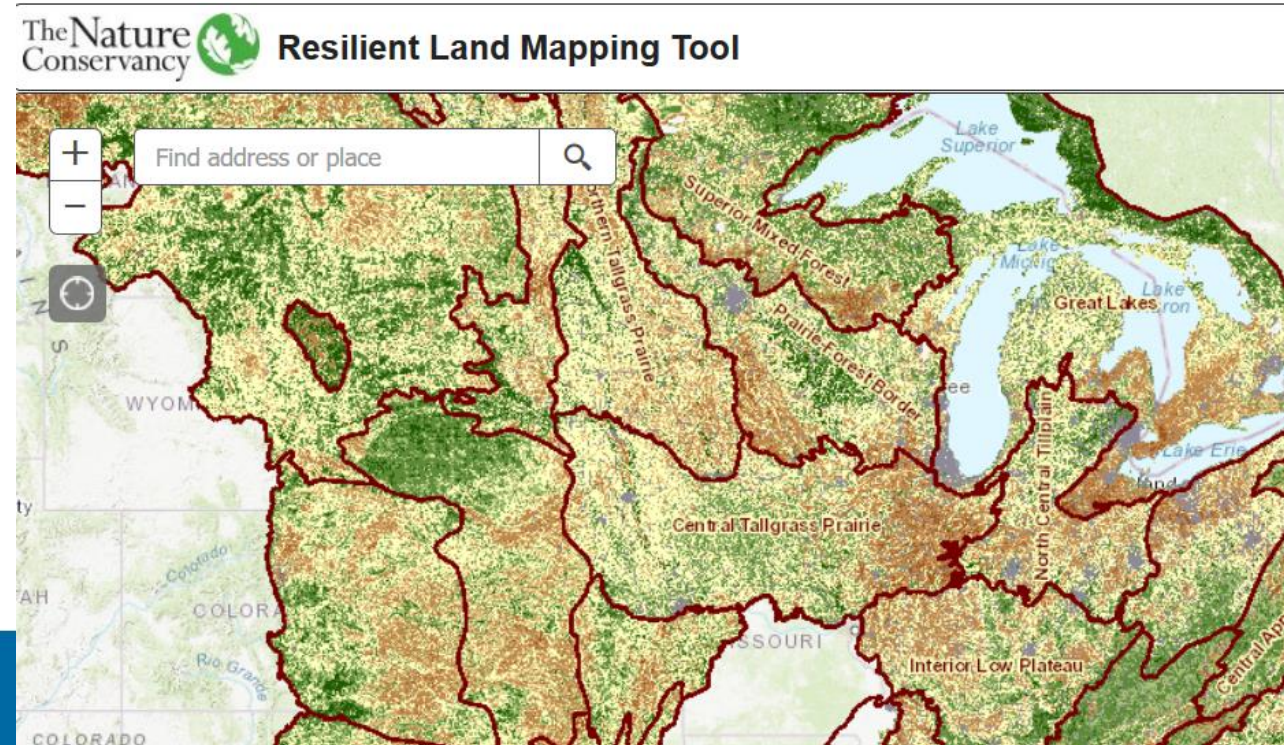
# Land Trust Accreditation Commission

- 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.



# 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.

RESHAPING THE  
ENERGY FUTURE

Renewable Energy and Land Trusts



 Land Trust Alliance  
Together, conserving the places you love

# 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 start  
March 30 in Washington, D.C.

We hope you can join us on Capitol Hill



DJ Glisson II / Firefly Imageworks



# 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

# Policy and Conservation Defense

## 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.





## An Untapped Powerbase

- 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.



There's nothing better this land  
could be than what it is right now.



 Land Trust Alliance

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](https://www.KeepGainingGround.org)

**GAINING  
GROUND**

# 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](mailto: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](http://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](http://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

*[tla.org/courses](http://tla.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

A banner for the Land Trust Alliance Rally 2020. The background is a scenic landscape with rolling hills and a body of water. The banner is divided into three horizontal sections: an orange top section, a green middle section, and a grey bottom section.

LAND TRUST ALLIANCE

# RALLY 2020

**PORTLAND**  
OR

**National Land Conservation Conference**  
October 8-10 | Portland, OR · Oregon Convention Center



# 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 RRG

**Terrafirma is a Risk Retention Group.**



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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.**





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Terrafirma is *not* just for easements.

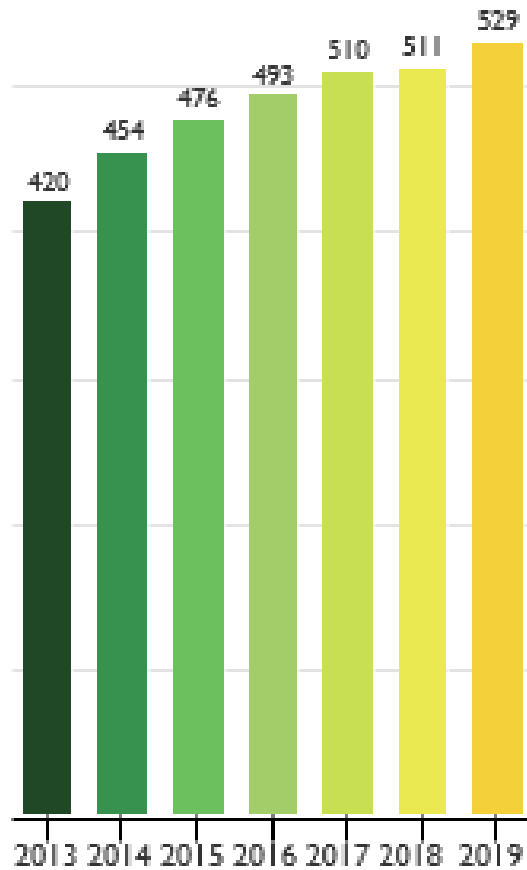
**Terrafirma covers all conservation.**



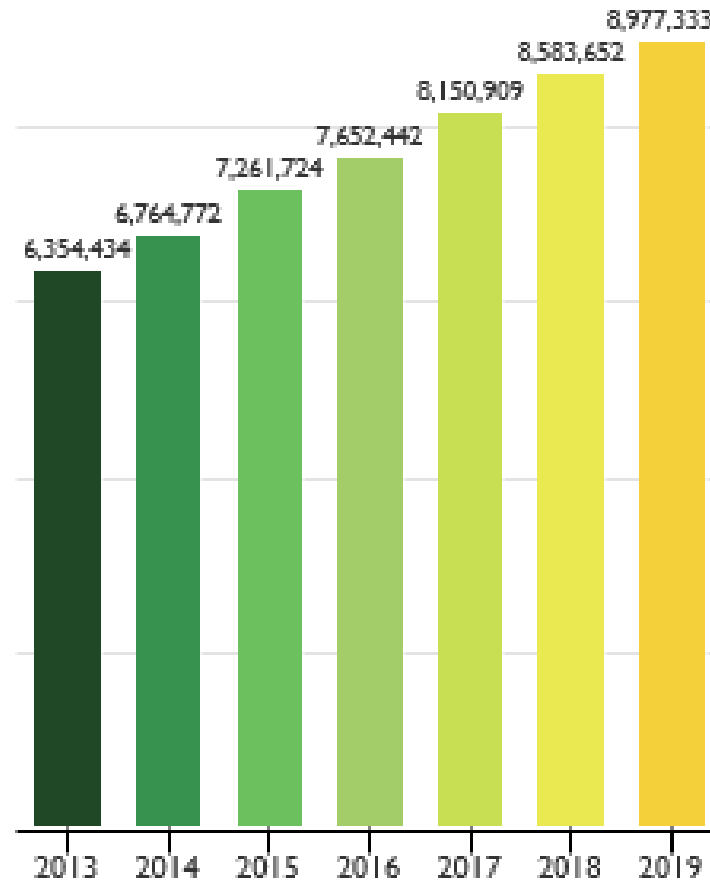


# Conservation Defense Growth

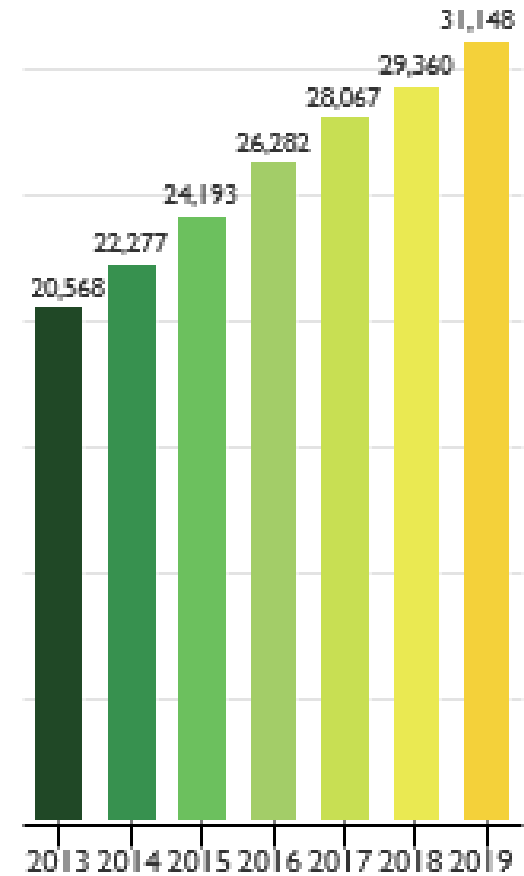
## Land Trusts



## Acres



## Parcels



# 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](mailto:info@nonprofitrisk.org).

\* For Terrafirma help: [help@terrafirma.org](mailto: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](http://www.terrafirma.org)

# How can we be of service?

February 27, 2020

