



**CONSERVATION**  
**TRUST**  
**FOR NORTH**  
**CAROLINA**  
**LAND WITH PURPOSE**







# History

27 years as a

- ❖ Incubator of new land trusts in NC (7-22)
- ❖ Protector of land statewide (35,000 acres conserved in mountains/BRP; hold 56 easements, including 26 on coast; 16 fee-owned properties totaling 837 acres)
- ❖ Connector for youth to careers in conservation, especially for those of color (Diversity Internships, AmeriCorps, Youth Conservation Corps)



# Equity and Inclusion Milestones

**2008-2011:** Awarded Mini-Grants to find land trusts' diversity efforts

**2008:** Founded the Max Internship program for rising leaders of color

**2011:** Established a Diversity and Equity Board Committee

**2016:** Completed "From Diversity to Equity" Assessment with Open Source

**2017-2018:** Communications Campaign to better engage Millennials and BIPOC

**2019:** Adopted new Strategic Plan centered in Climate – Community – Equity issues

**2019:** Implemented ongoing training for Staff and Board onboarding that reinforces equity values

**2020-Present:** Established an authentic partnership with the Town of Princeville and have invested \$500,000+ in projects to date



# Path to a more equitable future.

## EXECUTIVE LEADERSHIP

Create a written agreement with executive leaders to reshape the organization to be more equitable.

## BOARD MEMBERS

Garner agreement and support from your board for a path to a more equitable organization.

## PROFESSIONAL DEVELOPMENT AND TRAININGS

All staff and board must participate in racial equity training to transform your organization.

## TEAM WORK TO INCLUSION

Make internal commitments to implementing equitable work from every member of your team.

## HR & HIRING POLICIES

Evaluate your current HR policies to ensure they include the latest required language for inclusion and guidance on addressing implicit bias.

## PROGRAMS

Evaluate your program structures, policies and procedures to ensure your work is meeting your new mission of inclusion.

## COMMUNITY RELATIONS

Evaluate your partnerships and vendor lists through a racial equity lens to ensure your organization is investing in businesses and organizations led by people of color.

## DIVERSIFYING LEADERSHIP

Add racial and generational diversity to your board along with efforts to transform your organization, partnerships, and programs.

## COMMUNICATIONS

Evaluate organizational communications, messaging, and content by establishing shared language for racial equity and organizational equity commitments.

## KEEP GROWING

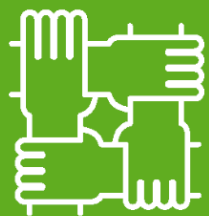
The journey is NEVER done. Plan how your staff and board will continue to increase internal knowledge and awareness.







# Conserve land to inspire and enable people to build resilient, just communities



*Strong Communities*

+



*Equity, Diversity,  
and Inclusion*

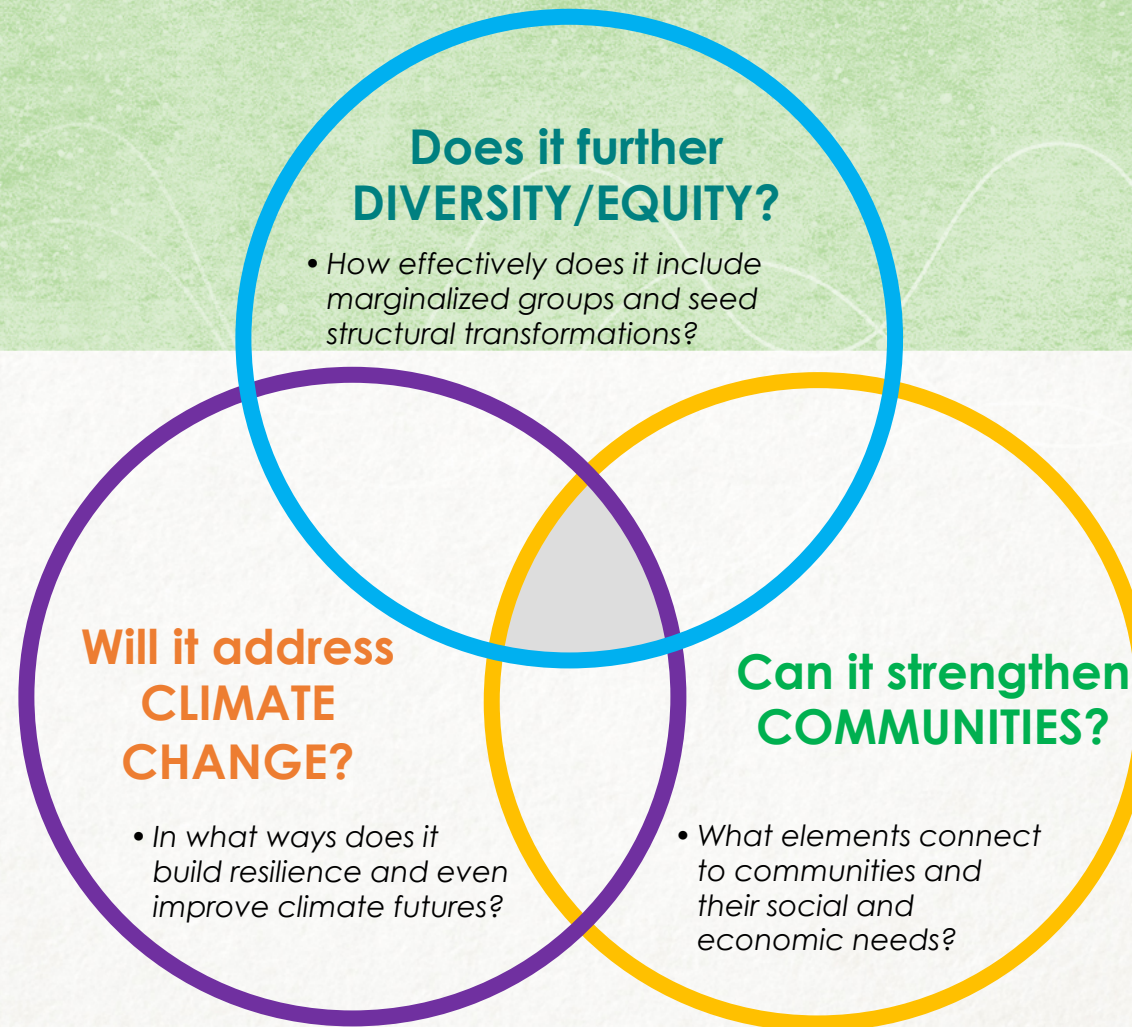
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*Climate*



# FOCUS





# Commitment to Race Equity

Acknowledging that we still have much to learn about our race equity practice

Holding ourselves and each other accountable for our own learning and growth

Creating a culturally inclusive organization that leverages the strengths of all staff and board members, grounded in a deep appreciation for our differences

**Confronting the history of racialized land loss and displacement and examining our place within that legacy**

Reflecting on our organizational practices and assessing their impacts – intended or unintended – on marginalized communities

**Engaging in authentic, mutually beneficial relationships that allow us to both impact and be impacted by communities that have been excluded from traditional conservation**

Prioritizing conservation-related concerns felt most acutely by marginalized communities as fundamental guiding criteria for our practices

Collaborating with partners and organizations across sectors to amplify our collective impact and support lasting change

Creating accountability systems to assess and measure progress toward our equity goals



# Values

Openness

Curiosity

Collaboration

Inclusiveness

Authenticity

Boldness

Compassion



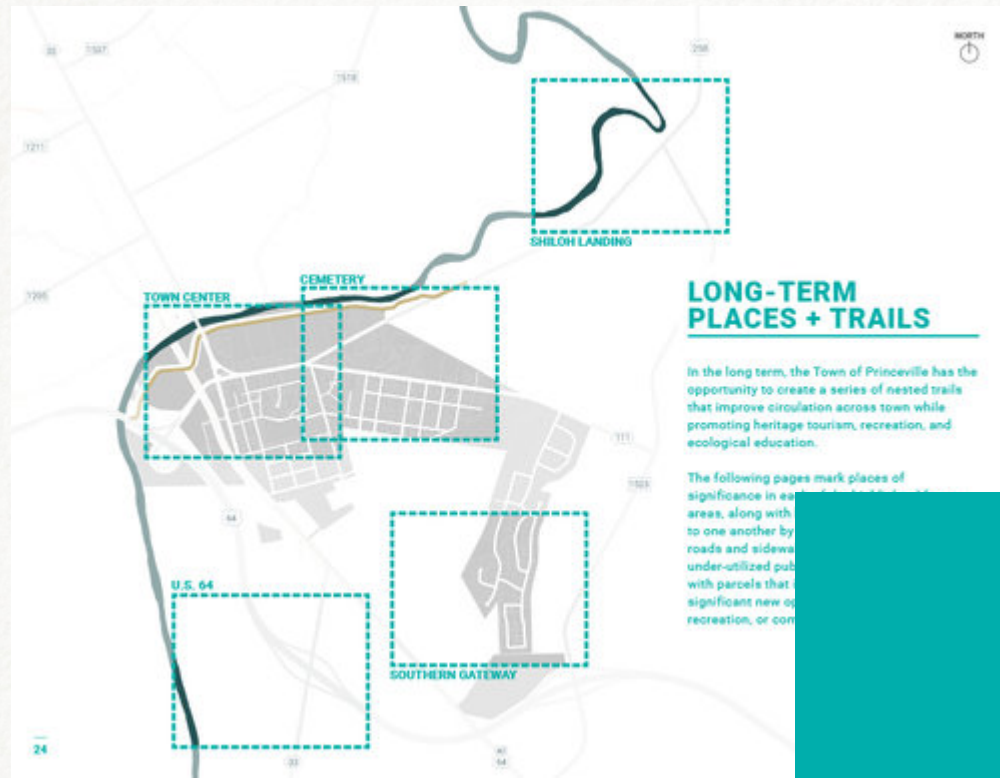


"It goes back to 1865, when the civil war was finally over, and our ancestors came across the Tar River bridge to absolutely nothing but swamp land. To a land nobody wanted, and they used their God-given gifts and talents and their hands to build a town from nothing. They called it Freedom Hill."

Bobbie Jones - Mayor









# Challenges you'll encounter

- Board attrition is possible
- Push-back from donors is likely
- Board/Staff will be at different places and paces
- Authenticity may be questioned from community members
- Authentic partnerships may feel challenging to navigate



# Funding Opportunities through Resilience and Racial Equity

- NRCS – Emergency Watershed Protection Program
- FEMA – Building Resilient Infrastructure and Communities (BRIC) and other Hazard Mitigation funding
- State – NC Office of Recovery and Resiliency; Environmental Enhancement Grant, Clean Water
- Foundations – Community/Equity Focus
- NFWF – Resilient Communities Grant Program



# 2020 and the Sense of Urgency









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# Continue the conversation

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