



Strategic Plan 2021 - 2025

Vision Statement

Great Peninsula Conservancy is a trusted, visionary, and self-sustaining community leader that is making a difference in people's lives. GPC envisions a day when:

- The unique character of the Great Peninsula region is vibrant and valued.
- Healthy populations of bears, orcas, salmon, and eagles are a testament to a thriving ecosystem that will support future generations of all species and a high quality of life for people.
- A network of protected lands (forests, marine shorelines, estuaries, streams, freshwater wetlands, farms, and community greenspaces) connects all the communities of the Great Peninsula.
- Our region's communities are actively involved in GPC's land preservation and stewardship efforts.



Mission

Protecting forever the natural habitats, rural landscapes, and open spaces of the Great Peninsula of Washington's Puget Sound.

Goals & Objectives

Goal 1: Conserve important and threatened lands in GPC's working region.

- Conserve important habitat.
- Conserve working lands.
- Expand community greenspaces and trails.

Goal 2: Responsibly manage the lands that GPC protects.

- Proactively implement responsible stewardship and monitoring practices on land under our care.
- Maintain and, as appropriate, restore the ecosystem health of lands conserved by GPC.
- Identify and implement opportunities to provide public access on targeted GPC lands.

Goal 3: Involve our region's communities in GPC's land preservation efforts.

- Strengthen GPC communications with people in our region.
- Provide a variety of opportunities for people to participate in GPC activities.
- Strengthen and expand GPC programming that focuses on welcoming local communities and non-traditional partners to become engaged in land conservation.

Goal 4: Increase organizational capacity to protect and manage lands in perpetuity.

- Recruit, train, and retain a professional staff, engaged board, and skilled volunteers to maintain a high performing organization.
- Grow a robust and diverse funding base to support operational and project costs.
- Maintain GPC's technology and communication infrastructure.