



IOWA NATURAL HERITAGE FOUNDATION

# Strategic Plan

2025-2030

**A**lthough Iowa Natural Heritage Foundation's mission is simple, the ways we fulfill it vary greatly. From protecting native prairie to establishing multi-use trails, the work we do is far-reaching. It is bound by the idea that together, we can do more. At the center of INHF's mission are people who are passionate about protecting, restoring and exploring Iowa's outdoors. The strategic focus outlined here will carry us into the next decade — driven by our mission, inspired by our vision and guided by our values. Our work will remain grounded in four core pillars of focus: land protection; land stewardship, operational excellence and capacity; awareness and outreach. Within each pillar, we will undertake transformational initiatives that will strengthen our organization and elevate our mission. Together with thousands of members, supporters and partners, INHF will continue to protect and restore Iowa's land, water and wildlife.

## LAND PROTECTION

It's what INHF was created to do, and we take that responsibility seriously. Since 1979, INHF and its partners have permanently protected more than 200,000 acres across Iowa. INHF protects diverse landscapes including prairies, woodlands, wetlands, agricultural land, lakes and rivers. We will continue to secure land for future parks, trails and wildlife areas; work with private landowners to preserve the land they love with conservation easements; and care for land entrusted to INHF for long-term ownership and stewardship. We will continue to pursue landscape scale conservation initiatives and use land protection as a tool to meet the needs of Iowa communities.

## LAND STEWARDSHIP

INHF's work doesn't stop when a great place is permanently protected. Our land stewardship team actively cares for lands entrusted to INHF and our conservation partners to benefit water quality, soil health, wildlife and Iowans' quality of life. Together with seasonal interns, land ambassadors and volunteers, stewardship staff implement practices to help land remain healthy and vibrant far into the future, creating a more resilient landscape in our changing climate. Being responsible land stewards requires planning and action centered on the health of the land as well as thoughtful consideration of how our properties are enjoyed by people.

## AWARENESS & OUTREACH

INHF will strive to inform, educate and inspire people to take action on behalf of nature and support INHF's work. We will develop and implement a comprehensive outreach plan that will connect INHF with new audiences and broaden our base of conservation supporters. We will create events and opportunities that connect Iowans with the land and each other. Together with coalition partners and individual advocates, INHF will actively advocate for state and federal conservation policies, programs and funding that protect our state's natural resources, expand outdoor recreation and uplift Iowa communities.

## OPERATIONAL EXCELLENCE & CAPACITY

INHF will continue to be efficient and effective. We will be thoughtful stewards of the donations from our 10,000+ members, with more than 95 percent of gifts going to land protection and programming. We will seek increased financial autonomy in order to pursue key projects and opportunities, and we will enhance our statewide presence with staff in crucial regional positions. We will continue to cultivate future conservation leaders by investing in our extensive and impactful internship and fellowship programs. INHF will remain an inclusive organization that is committed to ensuring that its policies, practices, and systems are free of barriers and promote full participation to ensure dignity, respect and equal access for all.



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### MISSION

To protect and restore Iowa's land, water and wildlife



### VISION

An Iowa with healthy, resilient landscapes nurtured and enjoyed by all generations



### VALUES

Leadership, Stewardship, Respect, Partnership, Passion, Creativity

### TRANSFORMATIONAL INITIATIVES

#### LANDSCAPE SCALE CONSERVATION:

Explore initiatives and funding sources that support holistic land use planning, protection, and connectivity.

#### INCREASE LAND STEWARDSHIP:

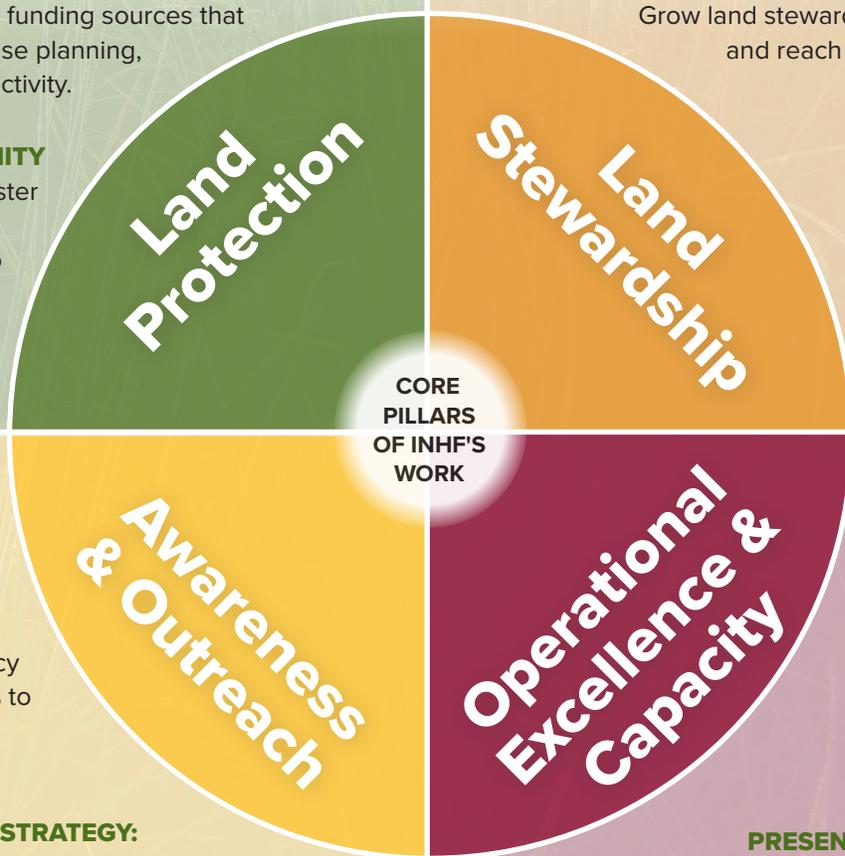
Grow land stewardship capacity, efficiency and reach across the state of Iowa.

#### ENHANCE COMMUNITY CONSERVATION:

Foster partnerships and projects to respond to conservation needs of urban and rural communities.

#### ENHANCE LAND STEWARDSHIP PRESENCE:

Expand and deepen regional stewardship presence in key geographic areas.



#### EMPOWER PARTNERS:

Build the capacity and leverage the expertise of conservation, advocacy and research partners to lead key projects.

#### CAPITAL GROWTH STRATEGY:

Seek increased autonomy and flexibility to pursue key projects and respond to opportunities through capital growth.

#### COMPREHENSIVE COMMUNICATIONS STRATEGY:

Broaden awareness of INHF's work with new audiences through market research and creative outreach.

#### ENHANCE STATEWIDE PRESENCE:

Expand and deepen regional presence in key areas around Iowa.