

2012 Annual Report

Mission:

The Capital Region Land Conservancy is Central Virginia's only land trust dedicated solely to serving the City of Richmond and Chesterfield, Henrico, Hanover, Goochland, Powhatan, New Kent, and Charles City counties. Our mission is to conserve and protect the natural and historic land and water resources of Virginia's Capital Region for the benefit of current and future generations.

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At CRLC we educate landowners about voluntary land protection tools, facilitate the process of donating conservation easements, and co-hold conservation easements with other land trusts. Although there are other Richmond area organizations which serve a variety of conservation needs, CRLC fulfills a unique role in the region because it is *the only regionally-focused land conservancy*. CRLC exists to increase the amount of conserved land in the Capital Region, and it alone devotes its resources to increasing area landowners' knowledge of conservation easements and other land protection tools, and by assisting landowners during the often lengthy and confusing easement donation process.

Conservation easements are voluntary, legal agreements that place permanent limits on future development in order to protect the land's conservation values. Each easement is unique and negotiated between the landowner and the public agency or conservation organization that holds the easement. Except for rights explicitly given up in the easement document, the landowner continues to own, use, and manage the land. The land can be farmed, hunted, sold and passed to heirs.

Since its inception in 2005, the Capital Region Land Conservancy (CRLC) has facilitated the protection of over 5,000 acres and 33 miles of stream frontage in the Richmond region.

In 2012...

Our outreach efforts included continuation of the *Our Land and Water Campaign*, which works to protect our region's drinking water, ambient water and to help restore the Chesapeake Bay through strategic land conservation in the Richmond region. Achievements this year included:

- Facilitating the permanent protection of 75 acres on the James River in Goochland County;
- Assisting landowners in preserving their 106-acre Century Farm in New Kent County;
- Mailing to over 300 rural landowners owning 75 acres or more in Western Hanover to educate them about land conservation tools and existing conservation easements in their area;
- Mailing of 2 newsletters to 800 citizens to educate them about the public benefits of land conservation and the work of CRLC;
- Exhibiting at 5 community events, allowing us to personally educate and inform over 200 people;
- Presenting at 5 civic and community group meetings;
- Attracting over 60 new committed CRLC members;
- Conducting 4 land conservation seminars to educate landowners and the community about land protection tools;
- Partnering with other conservation organizations such as the VA Dept. of Forestry, the Chesapeake Conservancy, several Soil and Water Conservation Districts, and Conservation Partners on 9 outreach and education events;

- Managing and building upon our existing 4 County Advisory Councils, as well as initiating the new Chesterfield County Advisory Council; and
- Beginning work with 8 new individual landowners interested in exploring their land protection options.

Raising Awareness about Conservation

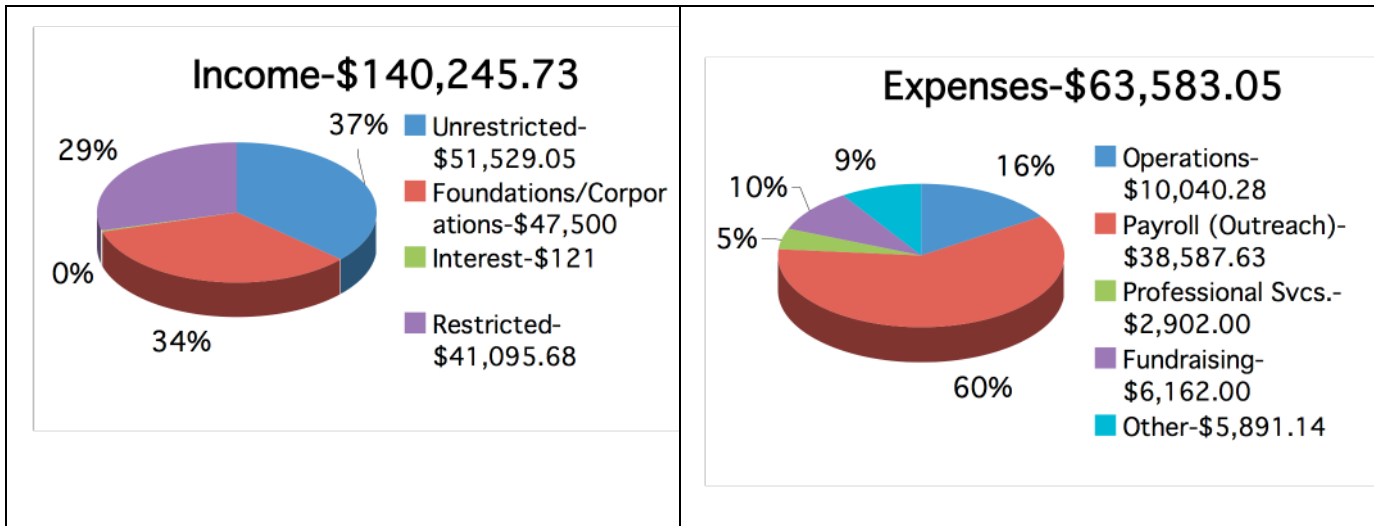
Of late, the Conservancy has begun to garner press and awards for its trailblazing conservation work in the Richmond Region. Examples include:

- Garnered 5 press mentions discussing CRLC’s conservation work and the relationship between land conservation and water quality in such publications as the *Richmond Times-Dispatch*, *The Chesterfield Observer*, *Progress Index*, and *Goochland Gazette*;
- In 2012, CRLC and Chesterfield County Parks and Recreation Department jointly received a Governor’s Environmental Excellence Honorable Mention Award for their partnership to preserve more than 100 acres for use as the future Atkins Acres Community Park (see photo at right); and
- In December, CRLC was made a winner of VCU’s 2013 CreateAthon, a 24-hour, work-around the clock creative blitz during which VCU’s advertising and design student teams provide non-profit marketing services on a pro bono basis.



Atkins Acres Community Park

2012 Financial Data:



Sources of funding in 2012 included Altria Group, Friends of Chesterfield’s Riverfront, Dominion Resources, Universal Leaf Foundation, the Guilford Foundation, Luck Companies, Chesapeake Bay Restoration Fund, Vulcan Materials, and individual donors. One hundred percent of the CRLC board provided funding to support our mission and goals.

Through the generosity of a long-time supporter, CRLC successfully completed a \$25,000 challenge grant in October of 2012. The grant required dollar-for-dollar matching donations from new donors within the seven-month challenge period. This generous grant afforded the Conservancy the ability to build new community support, fund existing programs, fully fund our stewardship and legal defense fund, and prepare to pursue national land trust accreditation in 2014.

CRLC uses its funding to conduct educational outreach to inform landowners about conservation tools, to educate the public and community about the benefits of land conservation, and to facilitate the donation of conservation easements.

Due to the size of the 2012 budget, CRLC did not have its financial statements audited.