



# 50th Anniversary Milestones Project

## Planning for our Future

*Over the last 50 years the Bruce Trail Conservancy's work, as a land trust and as provider of a world class recreational footpath, has expanded. We are the collective stewards of almost 10,000 acres of Escarpment land. We have raised millions of dollars to support our land acquisition efforts. More than 1,400 volunteers invest their time and talent with our organization. As our organization grows, so does our commitment to planning for a successful future. The Bruce Trail Conservancy Board, its staff and volunteers are committed to safeguarding our legacy while ensuring we have the right systems and resources in place to maximize opportunities and address challenges as we work towards achieving our mission.*

In 2015, our 50th Anniversary Milestones Project theme is *Planning for our Future*. The theme encompasses our organization's efforts to support the 2015 review of the Niagara Escarpment Plan and the Greenbelt Plan. It will be a year of focused effort, establishing strategic inroads with decision makers in the public sector and all levels of government while influencing policy decisions that affect the Niagara Escarpment. We are committed to working for legislative change to better protect the Niagara Escarpment.

Internally, the Conservancy is poised to implement a new Strategic Plan, our organization's guiding document. In addition, several critical plans are in development focusing on finance, fundraising, risk management, membership and marketing and communications.

We are eager to share these plans with our members, donors and volunteers - our most important stakeholders. Over the next three issues of the Bruce Trail Magazine, feature articles will highlight the important work of the BTC in this Anniversary year, as we plan for our future. •



Photo: Man Khan Chan



Photo: BTC Archives