

2025 STRATEGY

MISSION

Preserving a ribbon of wilderness,
for everyone, forever

VISION

The Bruce Trail secured within a permanently protected
natural corridor along the Niagara Escarpment

VALUES

Commitment

We encourage, foster and benefit from the commitment of excellence from our supporters – members, volunteers, donors and staff – to achieve our vision.

Integrity

We conduct ourselves in accordance with the highest standards of professional and personal behaviour and ethics.

Stewardship

We embrace our role in responsible stewardship of the Bruce Trail, the lands in our care, and the organization's resources, for the benefit of all including future generations.

Collaboration

We work cooperatively with landowners, funders and other partners, share best scientific and business practices, and maximize our volunteer resources.

Respect

We show respect for all individuals and groups with whom we interact, recognize our special relationship with landowners, and acknowledge the traditional homeland of the Indigenous peoples of the Escarpment.

STRATEGIC PRIORITIES

Accelerate Land Acquisition

We will identify and implement innovative tools and techniques to accelerate our land preservation program and support our growing land stewardship responsibilities.

- Increase landowner outreach to maximize the number of properties available
- Focus on acquiring priority lands that fit within our mission
- Secure resources to acquire, sever and resell developed properties
- Grow the Land Stewardship program resources to keep pace with the new lands acquired

Expand Fundraising

We will secure financial resources to fund our activities now and for the long term.

- Expand our fundraising efforts from all sources
- Explore creative techniques to build financial support
- Secure long-term pledges of support
- Expand our planned giving program
- Enhance our donor recognition program
- Inspire donations with compelling and timely fundraising material and programming

Build Brand Awareness

We will promote a strong brand that will be readily identified with our unique balance of conservation and recreation.

- Research the level of brand awareness of "Bruce Trail" and "Bruce Trail Conservancy"
- Based on findings, create and implement activities to communicate the value offered by the Bruce Trail and the work of the Bruce Trail Conservancy

Increase Impact of Membership

We will encourage and leverage membership and other sources of support, to increase our impact and effectiveness.

- Determine the scope of our current base of support (formal and informal)
- Assess the level of membership necessary to achieve desired goals
- Research models to support achieving the desired levels of members and/or supporters
- Implement actions to achieve the desired levels of support
- Significantly increase membership and other support for the BTC

Enhance Stakeholder Relationships

We will develop high quality relationships with all stakeholders to increase the Bruce Trail Conservancy's effectiveness.

- Increase connections to decision-makers at all levels of government, to advance goals of land preservation and Escarpment access
- Communicate our brand value to government, corporate donors and other stakeholders
- Optimize relationships with Bruce Trail Clubs
- Explore potential incentives to encourage landowners to provide Bruce Trail access
- Develop effective partnerships to raise our profile, generate support, and add value to the Escarpment's conservation and recreation sectors



Bruce Trail
CONSERVANCY

VOLUNTEER DRIVEN – NINE CLUBS – COMMITTED MEMBERS