

National Biodiversity Trust, Operational Plan

For the period dated 2025-2027.

1. Mission and Vision Alignment:

Ensure all activities described in this operational plan directly support the organization's mission and vision, and abide by the organization's bylaws.

2. Goals and Objectives:

Below are defined specific, measurable, achievable, relevant, and time-bound (SMART) objectives for the organization's key areas.

Organization: By the end of 2025, have tax-exempt status for the organization.

Organizational Operations: By the end of 2025, have the Director's position in place part-time to support effective conservation work, and at least one additional staff person part-time to support operational needs of the organization.

Conservation Projects: Secure 1-3 conservation easements by the end of 2027 on mitigation lands or other property that specifically support biodiversity in the United States. Defining biodiversity will be accomplished by species numbers, Kingdom/Phylum diversity, and habitat diversity.

Outreach: By the end of 2025, finish the development of the website, develop merchandise (shirts, hats, etc.), and plan to attend at least one conference related to conservation nonprofits, mitigation and biodiversity banking, or other related conference.

Financial Sustainability: By the end of 2025, have donors contributing financial resources to ensure long-term stability of the organization. This would mean a minimum of \$71,300 in 2025, and \$115,500 annually for 2026-2027. See the Financial Resources and Budget section below.

3. Action Plans:

Developed below are detailed, step-by-step action plans for each objective.

Include a timeline and clearly defined responsibilities for each action.

Organization: Complete tax-exempt status for the organization by the end of 2025.

Organizational Operations: The Director and an Operations Assistant will be hired and on part-time status by the end of 2025.

Conservation Projects:

Each project timeline will vary; however, each will have the following steps involved to reach completion:

- Property targeted for conservation.
- Property approved for conservation by the Board of Directors.
- Ecological surveys for habitats and species.
- Conservation values defined.
- Boundary survey of the property.
- Draft conservation easement developed.
- Appraisal of the property.
- Baseline Documentation Report written.

Outreach:

Specific goals for outreach and public awareness of the organization.

- Finish the website, including donation links, staff profiles, Board of Directors profiles, projects, blogs, and any other pertinent information.
- Finalize merchandise, including shirts, hats, stickers, and other awareness gear or items.
- Attend a conference within the year 2025. Plan at least one for 2026 and 2027.

Financial Sustainability and Budget:

Bulleted below are the allocations, the donations required, and budget, to implement this operational plan.

- Human Resources: Staff in place by 2025 include the Director and Operations Assistant part-time. Financial resources needed are estimated to be \$40,000 (\$25,000 and \$15,000 respectfully, but this can change). Website fees will be up to \$300 annually.
- Conservation: Staff will provide ecological surveys for conservation projects. Boundary surveys are wide-ranging in costs, so budgets must reflect acreage, geographic area, terrain, and other factors. Appraisals for property can vary widely, so budgets must reflect similar aspects like surveys require. The Baseline Documentation Reports can be written by staff. With these factors in mind, a budget of \$25,000 minimum must be allocated per project.
- Outreach: Merchandise, depending on needs and requests, should have a minimum budget of \$1,000 annually. Conferences with expenses can range from \$1,000 to \$2,500 per person.

- Donations: The required financial amount of donations/contributions required in the first 2 years to implement this operational plan, based on the numbers above for 2025-2027, total \$218,900, and totals \$71,300 in 2025 and \$115,500 annually for 2026-2027.

Funding in the first 2 years of the organization will be by contributions. Grants may factor in at a later time.

4. Monitoring and Evaluation:

Key performance indicators (KPI's) for tracking progress towards the objectives of this operational plan include:

- Secure the funding needed, stated above, at least annually.
- Have a Director and Operations Assistant part-time by the end of 2025.
- Completing a minimum of 1 conservation project by the end of 2025, and additionally a minimum of 3 conservation projects by the end of 2027.
- Have the website completed by the end of 2025.
- Have merchandise in place by the end of 2025.
- Have the Director and possibly Board Members attend 1 conference by the end of 2025.

Regularly review KPIs and adjust the plan as needed based on performance.

6. Risk Management:

Risks include primarily funding challenges and project disruptions, with funding challenges being the primary risk. If this risk cannot be overcome, the organization and the operational plan will sit idle.

7. Communication and Collaboration:

Communication: This operational plan will be available electronically at all times to staff members and the Board of Directors, via a shared electronic file system.

Collaboration: Collaboration with partners and other organizations is required for the success of the organization and completing projects. Partners include those federal, state, nonprofit, individuals, and for-profit groups that assist in completing conservation and acquiring funding for operations and conservation.

Dated June 2025.