October 2015
Board of Directors Meeting
“Together, we will get the job done!”
Our Mission

... to lead, support, and inspire local action and build partnerships to restore and protect the health of the streams, rivers and lands of the Chesapeake watershed.
Our Goals: the way we work.

- Build and lead strong partnerships of individuals, communities, businesses, NGOs and governments across the watershed States and District of Columbia.

- Inspire the people and communities of the watershed to be stewards of their local streams and take part in the work of restoration.

- Create and launch innovative local and regional programs that produce measurable results.
Our Strengths:

• For over 40 years, the Alliance has been a trusted leader of Bay and river restoration efforts across the watershed.

• Our work is uniquely focused on healing local streams.

• We rally others to work together to find and implement practical solutions.

• We focus on implementation of local programs.

• We mobilize volunteers and build watershed stewardship.

• We are a neutral unbiased voice who advocates for clean water and a healthy environment but does not litigate or lobby.
Organizational Challenges

- Donor Base/Unrestricted Funds
- Staff Capacity
- Diversify Grants
- Communications & Development
- Clarity of Mission
- Diverse audiences
- Large Geography
Our Strategic Priorities: 2015-2020

- Expand and cultivate signature programs that support the Alliance mission.
- Ensure the Alliance is an effective, creative, and supportive organization.
- Grow Alliance membership and expand development activities.
- Achieve excellence and sustainability in financial management and expand fundraising to support Alliance programs.
Program Focus

1. Conserve and Restore Forests
2. Reducing Stormwater Pollution
3. Assisting Local Governments
4. Building Stewardship
5. Supporting Our Partners
<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>Inter-office Coordination – <em>Chesapeake Forest Fund</em> – VA, MD, PA</td>
<td>B4B launch &amp; growth</td>
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<td>READY Pilot in MD</td>
<td>Define ForumPlus Plan</td>
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<td>Businesses for the Bay</td>
<td>Expand READY – PA &amp; VA</td>
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<td>Program Definition, Goals and Measures</td>
<td>Local Government Assistance Collaborative</td>
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<td>Launched 6–year Citizen Monitoring Initiative</td>
<td>River Sojourn Pilot</td>
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<td>Expanded PCS partners</td>
<td>Refine Measurement and reporting of program outcomes</td>
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<td>USDA/RCPP launch</td>
<td>Expand PCS Sponsorship</td>
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<td>Launch Native Plant Center</td>
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<td>Water Quality Trading &amp; Offsets pilots</td>
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2015
- Increased PA Staffing
- New Executive Staff – Assistant & Directors
- Increased Coordination – Staff, MT, CBP
- Visible Branding Guidance
- Expanded Newsletter
- Expanded Social Media w/CCC
- Rebuilt Watershed Network
- Developed new Program Displays & Photo Message
- Recruitment of strong diverse Board w/Succession

2016
- New Annapolis Lease
- Resolve Benefit Plans
- Create Innovation Fund
- Host State Office Events & Development
- Design & Launch New Website
- Develop New Brochure
- Develop & Implement a Social Media Plan
- Implement a Planned Giving Campaign
- Hold Retreat/Staff Training/Exchange
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2015

- Worked with Joe Barsin to develop unique Alliance Art
- Expanded DIY sites – reaching new members
- Expanded donor database & cultivation actions
- Researched and prepared LOI’s for Foundations
- Updated Salesforce Database

2016

- New “Join the Alliance” Membership Campaign
- Find Foundation Support for membership & community outreach
- Business cultivation strategy
- Salesforce Training
- Web Hosting of DIY
- Expand and solidify partnerships for Volunteer Recruitment
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2015

- Direct Mail Marketing
- Expanded Taste Venue
- Expanded business contacts
- Achieved Clean Audit
- Evaluated IDCR Options
- Increased total revenue
- Eliminated deficit (?)
- Establish Honorary Board

2016

- Automated Grants management System
- Finance Director
- Planned Giving Campaign
- Development Staffing
- Expand Finance & Organization Metrics
- Build on Honorary Board
- Targeted CFC
- Brewery Initiative
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