January 27, 2017
Board of Directors Meeting
... to lead, support, and inspire local action to restore and protect the health of the streams, rivers and lands of the Chesapeake watershed.
Our Core Values: how we work

- Build strong partnerships of individuals, communities, businesses, NGOs and governments across the watershed.
- Inspire people and communities 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 measureable results.
Organizational Challenges

- Donor Base/Unrestricted Funds
- Staff Capacity
- Diversify Grants *
- Communications and Development *
- Clarity of Mission *
- Diverse audience *
- Large Geography
- Neutral Voice
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.
Building Innovative and Signature Programs

2016
- Launched Businesses for the Bay
- Chesapeake Monitoring Cooperative
- READY Annapolis
- Expanded Project Clean Stream
- USDA/RCPP launch
- RYS/Native Plant Center
- River Wise Congregations
- River Smart Expansion

2017
- B4B Member Focus (Food, landscaping, Sportsman) & Regional Initiatives
- Forum Plus
- Chesapeake Tree Challenge
- READY in PA
- Measure program outcomes
- Octoraro Watershed Project
- Env. Markets – Land Trusts
- River Wise Marketing
- Citizen Stewardship
Effective, Creative and Supportive Organization

2016

- Innovation Fund
- Staff Retreat
- Support Staff Training (VNRLI, Arborist)
- Expanded staffing (33)
- Health benefits proposal
- Service Enterprise Plan
- Board Recruitment Outreach

2017

- Management Team planning Retreats
- Explore TSP Training & Cert.
- Diversity Resolution
- Strengthen Board Committees
- Increase Benefits
- Expand Communication/Products/Tools
Grow and expand Development Activities

2016
- Taste Outcomes/Committee
- Direct Mail Campaign
- Corporate B4B Sponsors
- New Communications Staff
- Produced Alliance Video
- New Alliance Website
- New Brochure/Play Book/Annual Report

2017
- Business outreach and cultivation strategy
- Salesforce Training for staff
- Long term Volunteer Recruitment
- Flying Dog Partnership
Financial Management and Fundraising

2016
- Deficit reduction
- 4th “Clean” audit
- New Grants tracking and management systems
- Clear guidance for indirect cost recovery
- Sub account tracking
- Cash Flow
- Increased Program Sponsors

2017
- Match Tracking
- Expand Finance & Organization Metrics
- Goal-driven Development Strategy
- Build Honorary Board
- Target CFC events
- New Initiative development – Flying Dog and Day for the Bay
“Together, we will get the job done!”