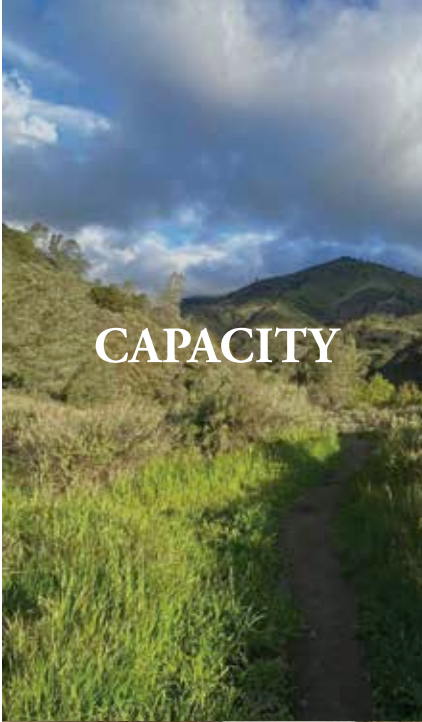




The Land Trust For Santa Barbara County

The Lay of the Land

FISCAL YEAR 2023 (JULY 1, 2022-JUNE 30, 2023) IN REVIEW: A REPORT ON IMPACT, APPRECIATION, & ACCOMPLISHMENT



CAPACITY



GROWTH



COMMUNITY



STEWARDSHIP



A Note From Meredith

Non-profit organizations such as the Land Trust measure themselves in many ways. *Are we accomplishing the goals of our strategic plan? Are we raising the dollars needed to do the work and take care of the people doing the work? Does the larger community understand the organization's work and support it? Are we stewarding the land we have protected already? And many more.*

As we write this on the first day of fall 2023 and look back at the 2022-2023 fiscal year, I am happy to report that the answer is: **Yes.**

This said, and as good as our achievements feel, our work is far from finished. There is more land that urgently needs to be protected in our county. There are people we still want to engage in our work. There are many who deserve more access to natural places. The need for continued refinement, improvement, progress, and hard work remains constant. We strive to do better and more—and with your help—we can.

This report looks back on the 2022-2023 fiscal year and is a tool to help us communicate the impact you are making on conservation in Santa Barbara County through your support of the Land Trust. We are deeply grateful for your continuing support and hope you will feel good about the momentum and progress we are achieving together.

A handwritten signature in blue ink that reads "Meredith Hendricks". The signature is fluid and cursive.

Meredith Hendricks
Executive Director





The Strategic Plan 2020-2025: An Update

In the 2022-2023 fiscal year we made significant progress on the goals laid out in our 2020 Strategic Plan. This progress serves to enhance the acceleration of conservation in Santa Barbara County. We are focused on consistent stewardship of the lands we protect as well as increased community understanding of our work and opportunities for everyone to be a part of it.

TREKS



**25%
MORE**
treks/month

75 MORE
*Treks on an annual
basis with year-
round offerings*

**ADDED
BILINGUAL
TREKS**

OFFERED TREKS IN 11 LOCATIONS

including new locations in the northern communities of the county (Orcutt, Guadalupe, Lompoc)

VOLUNTEER OPPORTUNITIES

The Land Trust created increased opportunities to meet people where their interests lie.

≈1000 CHILDREN
*from schools across the
county went on educational
field trips with volunteers*

The Land Trust offered
**MORE THAN DOUBLE
THE GUIDED TRIPS**
to Land Trust preserves to organiza-
tions helping people without regular
access to the outdoors

**Increased visitor
capacity to
Arroyo Hondo
Preserve by
25%**



RECRUITED & ENGAGED VOLUNTEERS for event planning and fundraising

ENGAGEMENT / DISCOVER OUTSIDE

The Discover Outside program, launched in June of the 2022-2023 fiscal year, provided 11 fun days of free activities countywide. All events during Discover Outside were free of charge and family friendly.

1 RADIO SHOW

1 MOVIE NIGHT

3 ACTIVITIES FOR CHILDREN AND FAMILIES

1 BEACH clean-up

5 LAND TRUST TREKS

1

FAMILY DAY
at the Arroyo Hondo Preserve
WITH OVER 100 ATTENDEES

3 SHOPPING DAYS

1 WINE TASTING

FIVE OPPORTUNITIES TO EAT, DRINK, AND COOK WITH FRIENDS

21 SOCIAL MEDIA POSTS WITH:
10,152 TOTAL REACH
14,396 TOTAL IMPRESSIONS
557 ENGAGEMENTS
254 CLICKS



STAFF, BOARD OF TRUSTEES, AND CAPACITY

Growth in staff and our board helps our ability to conserve more land, excite young people about conservation, and to raise the financial support our complex work requires. Importantly, we also focused on trustee governance and a renewed effort to bring in new and representative leadership on our board that will help expand our network and capacity over time.

- STEWARDSHIP
- PROGRAMS
- LAND ACQUISITIONS
- DEVELOPMENT
- FINANCE
- ADMINISTRATION
- BOARD LEADERSHIP

AHEAD OF SCHEDULE

In some areas, the Land Trust has far exceeded the 2020–2025 Strategic Plan goals. Here are some specific areas where the Land Trust raised the bar in the 2022-2023 fiscal year:

GOAL

STATUS AT THE END OF THE 2022-2023 FISCAL YEAR

Achieve **conservation** of **35,000** to **45,000 acres** countywide

With an additional **158 acres conserved in the fiscal year 2022-2023**, the Land Trust has conserved **32,000 acres**. With three additional properties anticipated to close in the last quarter of 2023, the Land Trust will nearly double this goal.

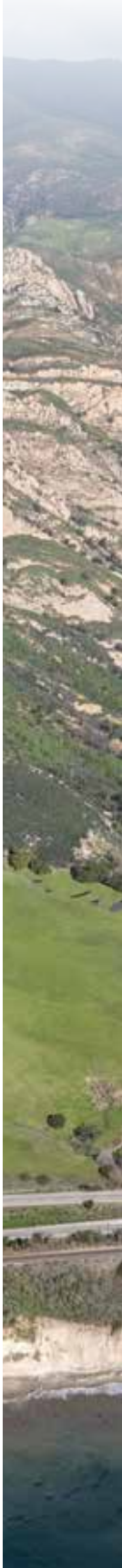
Public grant revenue total of **\$10M-\$15M by 2024** to support conservation acquisitions and stewardship projects

THE LAND TRUST IS ON TRACK TO EXCEED THIS GOAL BY 50% BY 2024.

Build and maintain a **reserve fund equal to 100 percent of annual, non-discretionary expense by 2024**

DONE! Our perpetual conservation obligations require us to be fiscally prudent to ensure we have enough funding in savings for a rainy day or two.

We are a strong and effective organization as a result.





Celebrating Gaviota Overlook

The 2022-2023 fiscal year started with an incredible opportunity coupled with an extraordinary challenge.

Nearly fifty acres contiguous to the Arroyo Hondo Preserve went on the market for nearly \$3 million. That was the opportunity part. The challenge was to move quickly and to raise the funds needed to protect this land and make Arroyo Hondo bigger in the process.

Thanks to our quick strike fund for the Gaviota Coast, the Land Trust was able to move quickly to secure the property while we raised the funds needed to buy the land and replenish the quick strike fund for future Gaviota protection. Supporters like you helped us to raise the money necessary to purchase the land.

Gaviota Overlook is the first land on the Gaviota Coast to be conserved in 15 years.

Today, we are in the process of developing trails and expanding education and recreation opportunities on Gaviota Overlook as a part of the Arroyo Hondo Preserve.

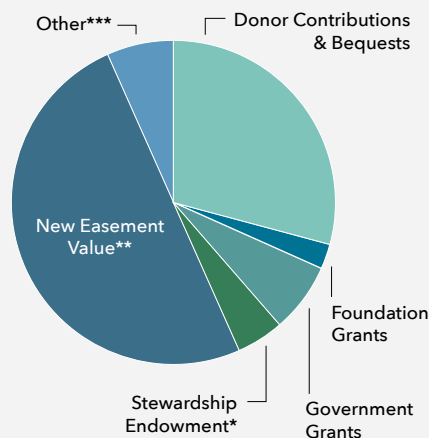
Congratulations on protecting this beautiful stretch of coastline for future generations forever!

Financial Overview of Fiscal Years 2021–2023

(July 1, 2020 – June 30, 2023)

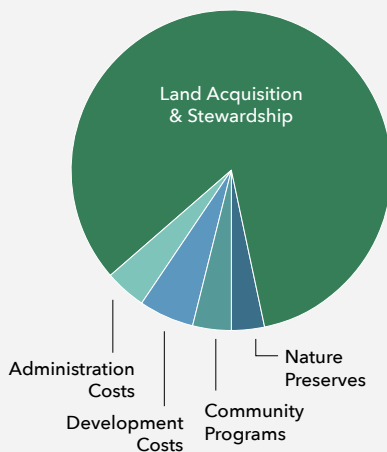
FY21-23 INCOME

Donor Contributions & Bequests	\$8,450,307
Foundation Grants	\$754,805
Government Grants	\$1,980,806
*Stewardship Endowment	\$1,364,494
**New Easement Value	\$14,466,798
***Other	\$1,915,591
TOTAL INCOME	\$28,932,801



FY21-23 EXPENSES

Administration Costs	\$921,211
Development Costs	\$1,282,427
Community Programs	\$945,054
Land Acquisition & Stewardship	\$19,182,355
Nature Preserves	\$707,422
TOTAL EXPENSES	\$23,038,469



The preliminary financials reported in our impact report are derived from the Land Trust for Santa Barbara County's financial statements for the three years ending June 30, 2023.

Land Trust financial statements are unlike many other organizations in that land acquisitions and the ongoing costs associated with them can span many years. This makes it difficult to measure land trusts' efficiency when looking at a single year on its own.

The fruit of our efforts is evident in the figures presented showing our recent achievements in obtaining both conservation easements valued at approximately \$15M and a new addition to our owned properties (Gaviota Overlook – a new \$2.8M asset).

It is our wish to be transparent about our financial health. Our final audited financials will be available on our website in December 2023. Please visit www.sblandtrust.org for our audited FY23 financial statements and Form 990.

Your ongoing support translates to significant conservation wins throughout the county. Thank you for your support and for moving our shared mission forward.

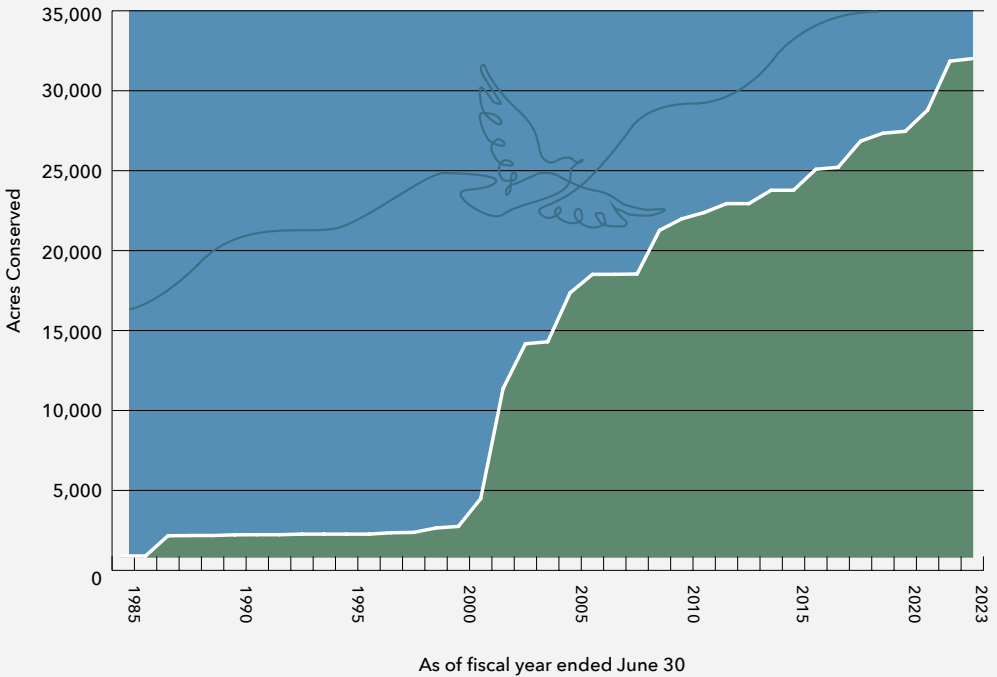
*Our Stewardship Endowment represents additions to our funds to monitor and steward all of our 56 conservation easements, as well as owned properties, in perpetuity.

**New easements acquired are appraised and that valuation is reflected in our financial reporting.

***Other income is comprised of dividends and interest, fees from reimbursable projects, and other revenue.

EXTRAORDINARY MOMENTUM IN LAND CONSERVATION

The Land Trust for Santa Barbara County
Total Conserved Acres, July '84 – June '23



A Look at Santa Barbara County



In addition to natural beauty, recreation, unique topography, cultural resources, ranching, and farming values, Santa Barbara County is home to 1.7 million acres of land, 70 endangered species, 4 distinct ecoregions, and it is located within the California Floristic Province—recognized as one of only 36 biodiversity hotspots on the planet. The Land Trust focuses on Santa Barbara County and only Santa Barbara County and is therefore a local conservation expert.

Thank You

The most important factor in the growth and forward progress the Land Trust made in 2022-2023 fiscal year is you, our supporters. You support us in many ways: through your financial support, through your volunteerism, and through your engagement and interest in our work. All are vital for our success.

Your loyalty to our work and to conservation in Santa Barbara County is moving the needle in terms of what the Land Trust can accomplish. It takes time and investment to gain momentum, but that momentum is happening.

We are grateful for your steadfast support.

In the past, we have shared the names of our donors as a way of recognizing them and communicating our deepest thanks. This year, in keeping with evolving standards, increased concern for privacy, and our own goal of creating a greener impact report, we have decided to do things differently.

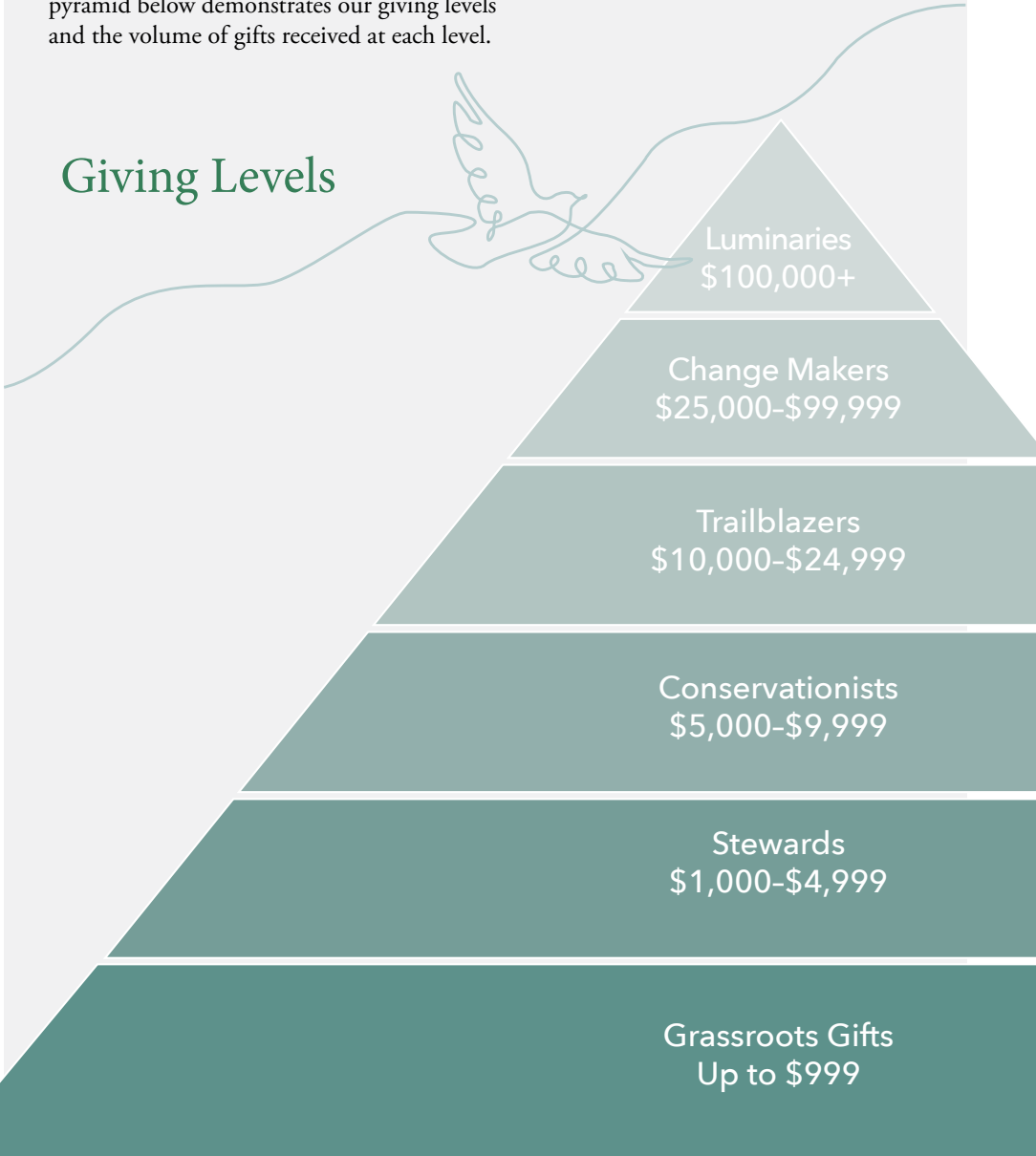
Please follow the QR code on the right to see our list of donors. We are beyond grateful for your support.



Your Giving Matters

The Land Trust receives gifts in varying amounts, all important to our ability to do our work! Unrestricted gifts are especially important to help cover operating expenses and the due diligence that goes into protecting land. The pyramid below demonstrates our giving levels and the volume of gifts received at each level.

Giving Levels



YOUR GENEROSITY = LAND THAT IS PROTECTED FOREVER



The Land Trust For Santa Barbara County

1530 Chapala St., Santa Barbara, CA 93101

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BOARD OF TRUSTEES FOR THE LAND TRUST FOR SANTA BARBARA COUNTY

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Henry Glasheen
Jim Hammock
Brad Lundgren
Ken Marshall
Maurie McGuire
William O'Donnell
Sheri Overall
Greg Parker
Jim Phillippi
Teresa Romero
Ben Romo



OUR MISSION

The Land Trust for Santa Barbara County conserves natural resources, agricultural land, and open spaces for the benefit of present and future generations.