



Bruce Trail CONSERVANCY

2030 STRATEGY

**AN AMBITIOUS PLAN FOR CONSERVATION
AND CONNECTION TO NATURE**



BRUCE TRAIL CONSERVANCY

The Bruce Trail Conservancy (BTC) is one of Ontario's largest land trusts and the steward of Canada's longest marked footpath.

We actively preserve and care for land within the UNESCO designated Niagara Escarpment Biosphere to protect its ecosystems for the benefit of all. We connect people to nature through the Bruce Trail and our protected natural areas.

We are a member-driven, volunteer-based, charitable organization, governed by a 19-member Board of Directors. Working with each of the nine Bruce Trail Clubs, we are committed to caring for the Bruce Trail and to preserving land along its route.



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OUR MISSION

Preserving a ribbon of wilderness, for everyone, forever.

OUR VISION

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

OUR 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.



URGENTLY PROTECT LAND

Permanently protect lands and enhance our conservation corridor containing the Bruce Trail along the Niagara Escarpment to conserve ecosystems for future generations



STRATEGIC PRIORITIES

- Urgently secure land within our conservation corridor
- Accelerate actions to protect ecosystems and to help mitigate the challenges of climate change
- Advocate for stronger land use policies and incentives to deliver on government commitments to protecting land and securing permanence for the Bruce Trail
- Practice Indigenous reconciliation through conservation by protecting Niagara Escarpment ecosystems and biodiversity
- Collaborate with landowners, conservation organizations and other partner agencies to secure Escarpment lands



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INSPIRE GENEROSITY

Nurture and grow our culture of giving to ensure the BTC is resourced to preserve and conserve the Bruce Trail conservation corridor

STRATEGIC PRIORITIES

- Fund ambitious and measurable conservation progress
- Share our collective impact to encourage meaningful and inclusive connections to the BTC
- Thank our supporters by delivering meaningful experiences and service excellence
- Innovate to grow all sources of revenues
- Steward all funds transparently and to the highest standards



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RESTORE & CARE FOR NIAGARA ESCARPMENT LANDS

Steward and restore significant ecosystems to optimum ecological health



STRATEGIC PRIORITIES

- Employ nature-based solutions to restore and enhance the biodiversity of the Niagara Escarpment
- Protect species at risk along the BTC conservation corridor
- Mitigate the impact of invasive species along the BTC conservation corridor
- Embrace Indigenous knowledge and conservation best practices in stewarding the Niagara Escarpment lands
- Collaborate with relevant sectors to advance ecological research



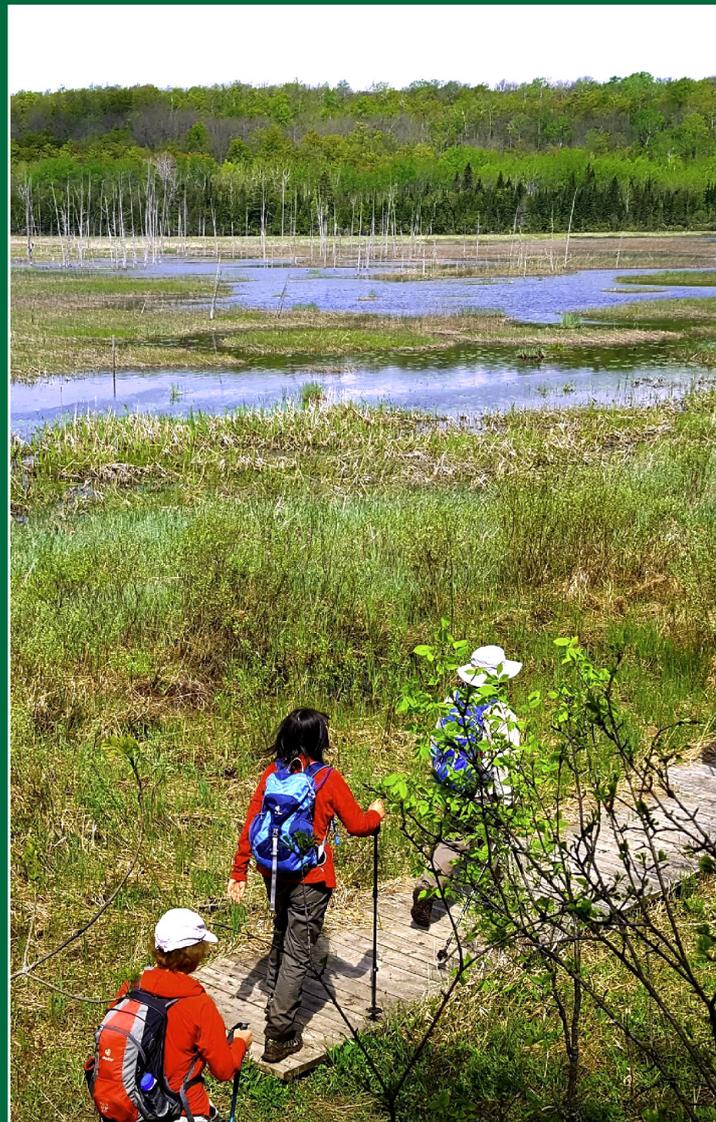
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ENHANCE THE BRUCE TRAIL EXPERIENCE

Actively invest in infrastructure that promotes the Bruce Trail as an invitation into nature

STRATEGIC PRIORITIES

- Ensure the Bruce Trail meets world class sustainable trail design and maintenance standards
- Increase awareness of how to navigate the Bruce Trail and reduce environmental impact while enjoying the trails
- Deliver a plan that allows people to thru-hike the entire Bruce Trail more easily
- Optimize parking and trail infrastructure along the Bruce Trail through investments on BTC-owned or managed lands, in collaboration with our partners
- Maximize technology and innovation to reach out to and service new and existing audiences



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SUPPORT PEOPLE AND CULTURE

Demonstrate our commitment to building an inclusive, diverse and welcoming community that celebrates and protects the Niagara Escarpment



STRATEGIC PRIORITIES

- Work inclusively with the Bruce Trail Clubs to deliver the strategic priorities and initiatives
- Nurture and strengthen relationships with BTC landowners to ensure a resilient Trail and protected conservation corridor
- Engage members and create new ways for people to interact with the BTC that will reach diverse audiences
- Strengthen and deliver an excellent volunteer experience and make volunteering accessible and enjoyable for all
- Empower staff to achieve their potential within the organization



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LAND ACKNOWLEDGEMENT

The Bruce Trail Conservancy wishes to acknowledge and honour the lands of the Niagara Escarpment as the traditional territory of Indigenous peoples. In both spirit and partnership, we recognize and thank the Anishinaabek, Huron-Wendat, Tionontati, Neutral Nation, Haudenosaunee, Métis, and all who provided stewardship of these lands over millennia.

Recognition of the contributions of Indigenous peoples is consistent with our commitment to making the promise of Truth and Reconciliation real in our communities. We are grateful for the opportunity to live, work, and play here and thank all those who have served and continue to serve as caretakers of this special place.

We are also mindful of broken covenants and the need to reconcile with all our allies and relations. Together, may we care for this land and each other, drawing upon the strength of our mutual history through peace and friendship, to create a lasting legacy of conservation for generations to come.





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