

# LETTER FROM THE PRESIDENT

Our Mission Is To Protect & Conserve Georgia's Natural Resources Through Advocacy, Engagement & Collaboration.



The Georgia Conservancy is a statewide, member-supported conservation organization. Our work for environmental advocacy, land conservation, coastal protection, sustainable growth and outdoor stewardship recognizes the connection between the environment, the economy and our quality of life.

The Georgia Conservancy entered its 51st year during 2018. It's nearly impossible for an organization to continue day in and day out for 51 years without the continued support of individuals who believe in its mission and vision for the future. We wouldn't still be here advocating for Georgia's natural resources without you. We thank you for that. What's also not common is for an organization such as ours to survive through 51 years without ups and downs. Where we've succeeded, we've also failed. But, we get up, dust ourselves off, learn from our shortcomings, and continue on our path to a better Georgia.

An important goal yet unfulfilled for nearly 20 years - dedicated funding for conservation in Georgia - loomed heavy over our heads as we entered the 2018 Legislative Session. Such a measure has been central to our statewide advocacy since the late 1990s. The trail to get there has often been marked with obstacles, dead ends and reroutes, but with the sustained help and hard work of our partners in the Georgia Outdoor Stewardship Coalition and supporters like you along the way, bipartisan legislation has trekked forward and is nearing its goal to establish a sustainable mechanism that will help to expand and enhance our state's greenspace and watersheds, without creating a new tax. The clear path to funding was realized during this most recent legislative session with overwhelming support from both sides of the aisle and with Governor Nathan Deal's signature. Your voice on the November 2018 general election ballot is the last push that is needed.

In dedicating \$20 million-plus annually to the conservation of Georgia's natural resources, Amendment One, the Georgia Outdoor Stewardship Amendment, is truly a once-in-a-generation opportunity for Georgians to voice their support for revolutionary funding that will provide for our natural resources in a way that embraces our environmental assets as economic assets. The conservation of our state's land and water is not only a sound ecological decision, but is one that will enhance our economy.

In our Impact Report, you will learn more about the Georgia Outdoor Stewardship Amendment, the benefits that it will provide for Georgia, and how such conservation funding ties into all of our programmatic areas.

If passed, the Georgia Outdoor Stewardship Amendment will be a milestone in the conservation and protection of Georgia's natural resources, and it will be one to celebrate. However, our mission is never complete. With your continued support and with the lessons learned throughout our journey, the Georgia Conservancy, as it has for 51 years, will continue to be advocates and stewards of our state and its environment.

Robert Ramsay, President

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# GEORGIA OUTDOOR STEWARDSHIP AMENDMENT

PROTECT GEORGIA'S LAND AND WATERS FOR FUTURE GENERATIONS.

WHAT IS IT?

The Georgia Outdoor Stewardship Amendment (GOSA) is a historic opportunity for Georgians to protect our waters and lands by constitutionally dedicating a portion of the existing sales tax on outdoor sporting goods. It will be on the 2018 general election ballot as Amendment One.

### **HOW MUCH?**

If passed, the Georgia Outdoor Stewardship Amendment would generate approximately \$20 million in dedicated annual conservation funding for a period of 10 years.

# IF PASSED, THIS FUNDING WOULD:

# WHY SHOULD CONSERVING LAND BE A PRIORITY FOR GEORGIA?

Our natural resources are finite. If not protected, we could have a future lacking in access to clean water and void of ecologically-diverse lands, putting both our quality of life and economy at risk.















## WHY DOES GEORGIA NEED DEDICATED FUNDING?

Dedicated funding is important because Georgia currently relies upon an annual appropriations process to fund much of our conservation needs, making long-term planning difficult. A dedicated funding source will provide the state with a reliable and predictable amount of annual funding that will not only help in planning, but also better position Georgia to attract additional federal, philanthropic and private investments for conservation and outdoor recreation. *This funding cannot be used for any other purpose.* 

### WHO?

The Georgia Outdoor Stewardship Amendment is supported by a coalition of leading conservation organizations including:





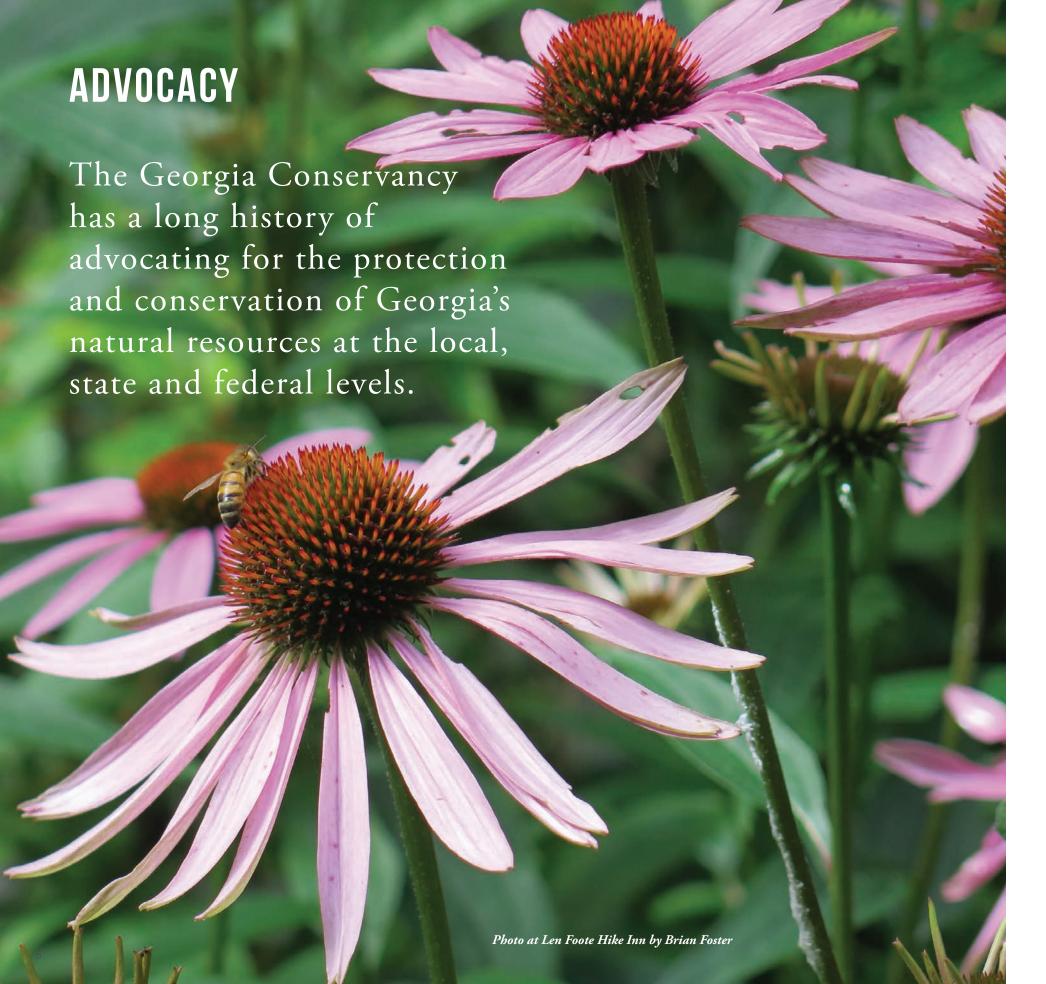








www.GeorgiaOutdoorStewardship.org



## **IN FYE2018**



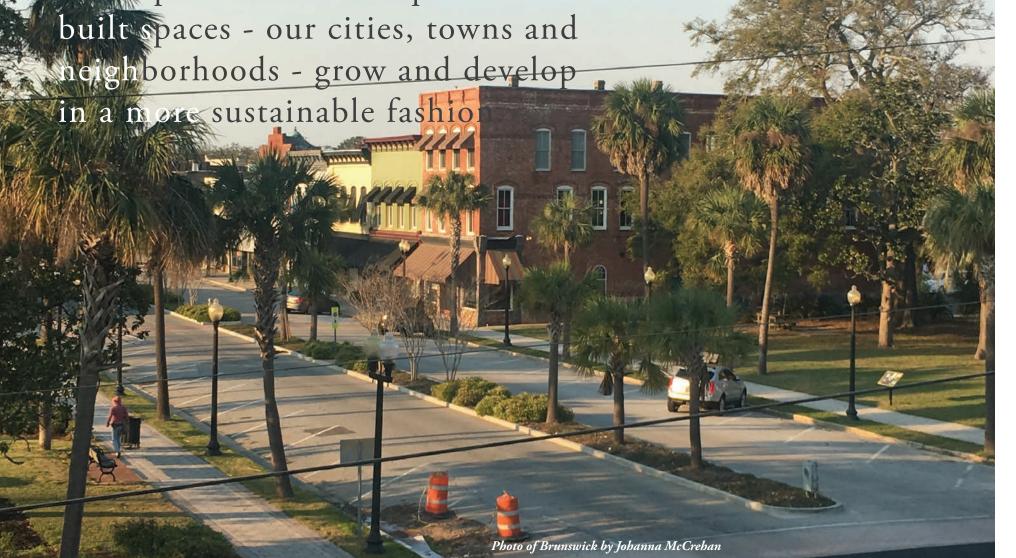
The Georgia Conservancy has a long history of advocating for the protection and conservation of Georgia's natural resources at the local, state and federal levels.

Given our position as a statewide conservation organization, the Georgia Conservancy takes a pragmatic approach to policy and one that incorporates our commitment to finding common ground. We work at the State Capitol every day during legislative session, monitoring and tracking natural resource related bills and advocating for policy that aligns with our views. During the rest of the year, our Advocacy Director and President meet with policy makers, government officials and other stakeholders to determine which issues will be important during the next session, and we are always updating the Georgia Conservancy stance on environmental issues.

If you have any questions about our Advocacy Program or would like to learn more, please contact *Advocacy Director Leah Dixon at ldixon@gaconservancy.org*.

# SUSTAINABLE GROWTH

The Georgia Conservancy's mission is to protect Georgia's natural resources. But in today's world, that means more than just protecting critical lands and habitats from development. It also requires that



### **IN FYE2018**

Gum Branch Trail

The Sustainable Growth team completed five community plans covering topics including greenspace acquisition, environmental justice, small towns, historic corridor revitalization, trail planning & sea level rise.

Marietta CID NPU-G (Atlanta)

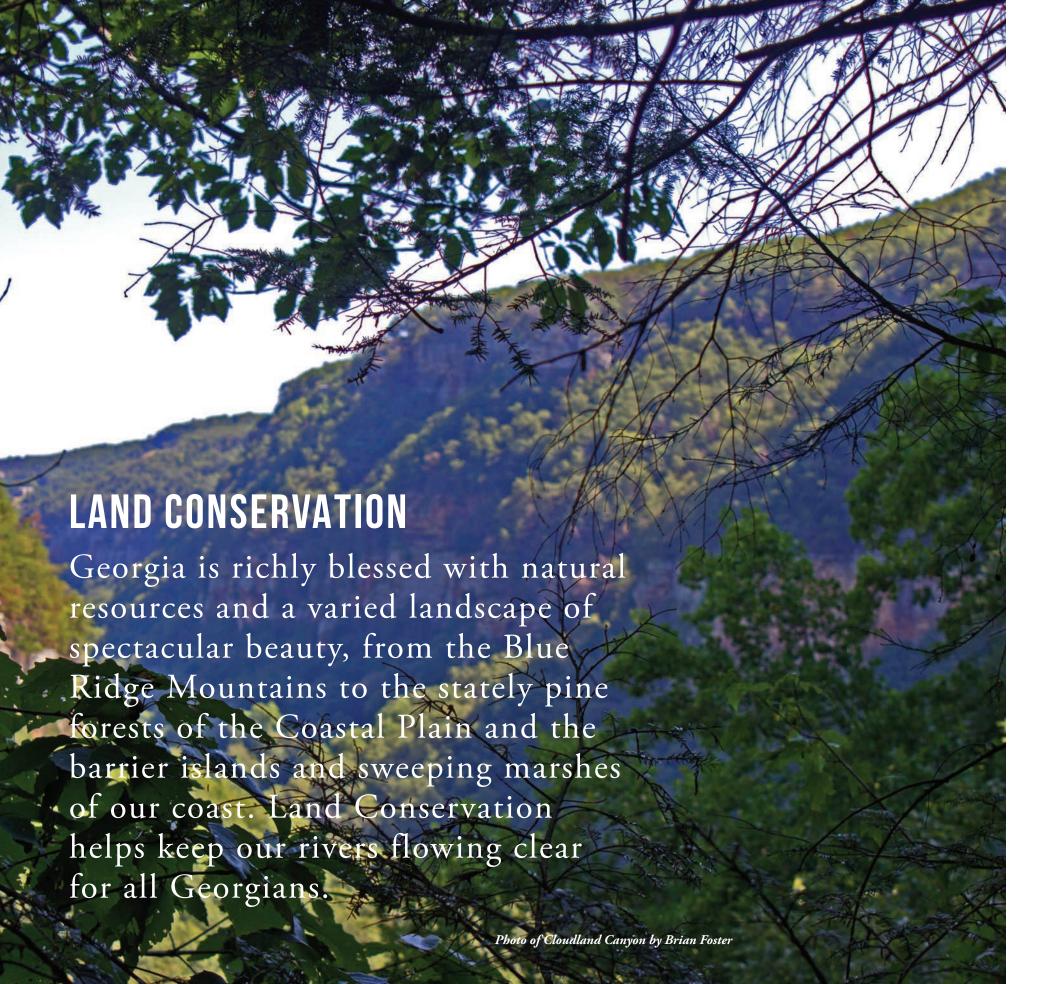
Victory Square (Savannah)

Norwich Corridor (Brunswick)

Better planning helps the environment, enabling communities to grow while using fewer resources and disturbing less open space. The Georgia Conservancy's Sustainable Growth program works to foster smart, sustainable development across the state, and to help communities be the best versions of themselves, economically and environmentally.

What does GOSA mean for the Sustainable Growth program? In Georgia, many small towns have a natural asset nearby which brings in tourism dollars to the community. But without that protected natural asset and a community that knows how to leverage it, the local economy can suffer. GOSA dollars will go partly towards outdoor recreation and toward acquiring and improving urban parks and access to protected lands. Protected lands = strong, resilient communities.

If you have any questions about our Sustainable Growth Program or would like to learn more, please contact *Senior Director Katherine Moore at kmoore@gaconservancy.org.* 

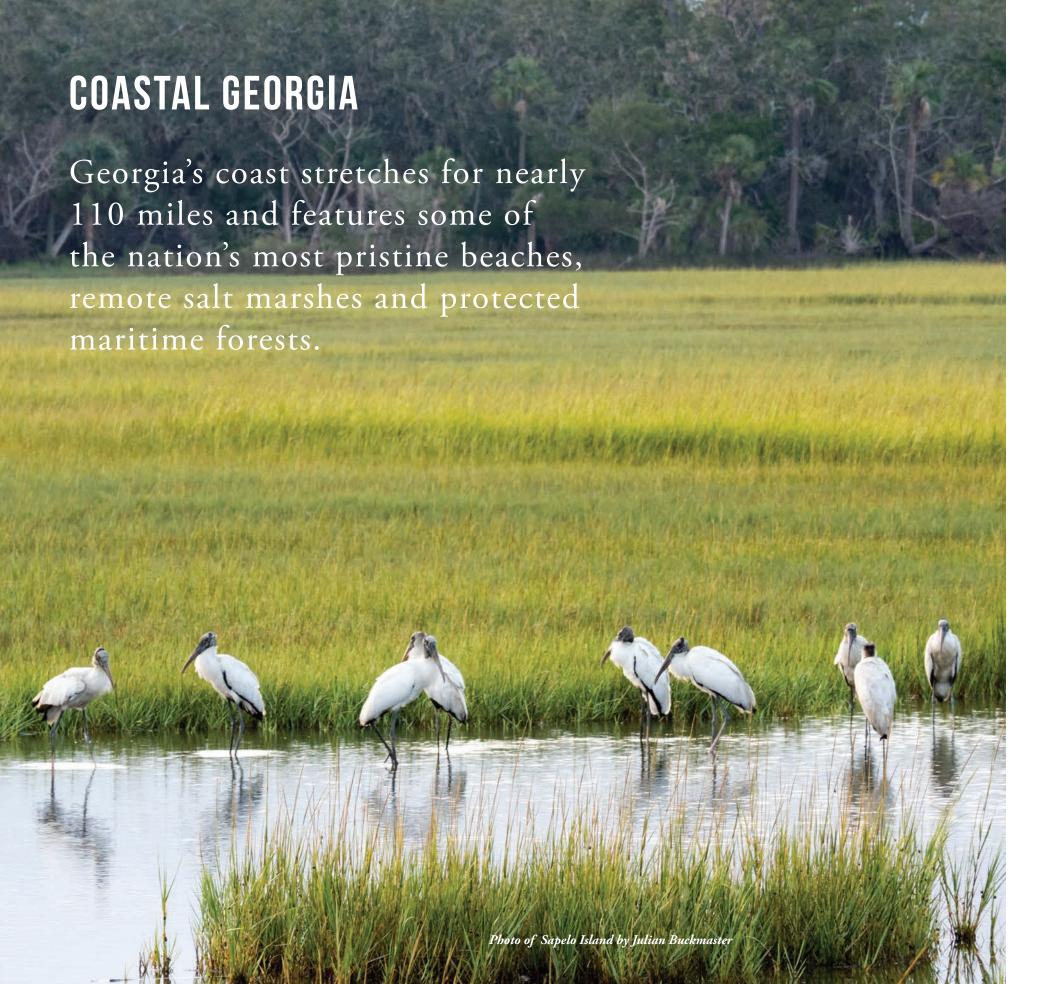




With the population of our state at 10 million, development is putting more pressure on our rivers and streams, and poses a threat to our biodiversity. The Georgia Conservancy believes that land conservation is a key to protecting our water resources, our plants and animals, and our citizens. It is for that reason that we have made land conservation a cornerstone of our work.

The Georgia Conservancy advocates for local, state and federal policies that encourage land conservation, provides strategic outreach and support to private landowners who wish to protect, conserve or restore their properties, and collaborates with partners on large-scale land conservation initiatives.

GOSA would help to provide additional funds to conserve ecologically-critical lands, enabling the protection of water supplies, wildlife and access to outdoor recreation If you have any questions about our Land Conservation Initiative or would like to learn more, please contact *Coastal Director Charles McMillan at cmcmillan@gaconservancy.org.* 



# **IN FYE2018**

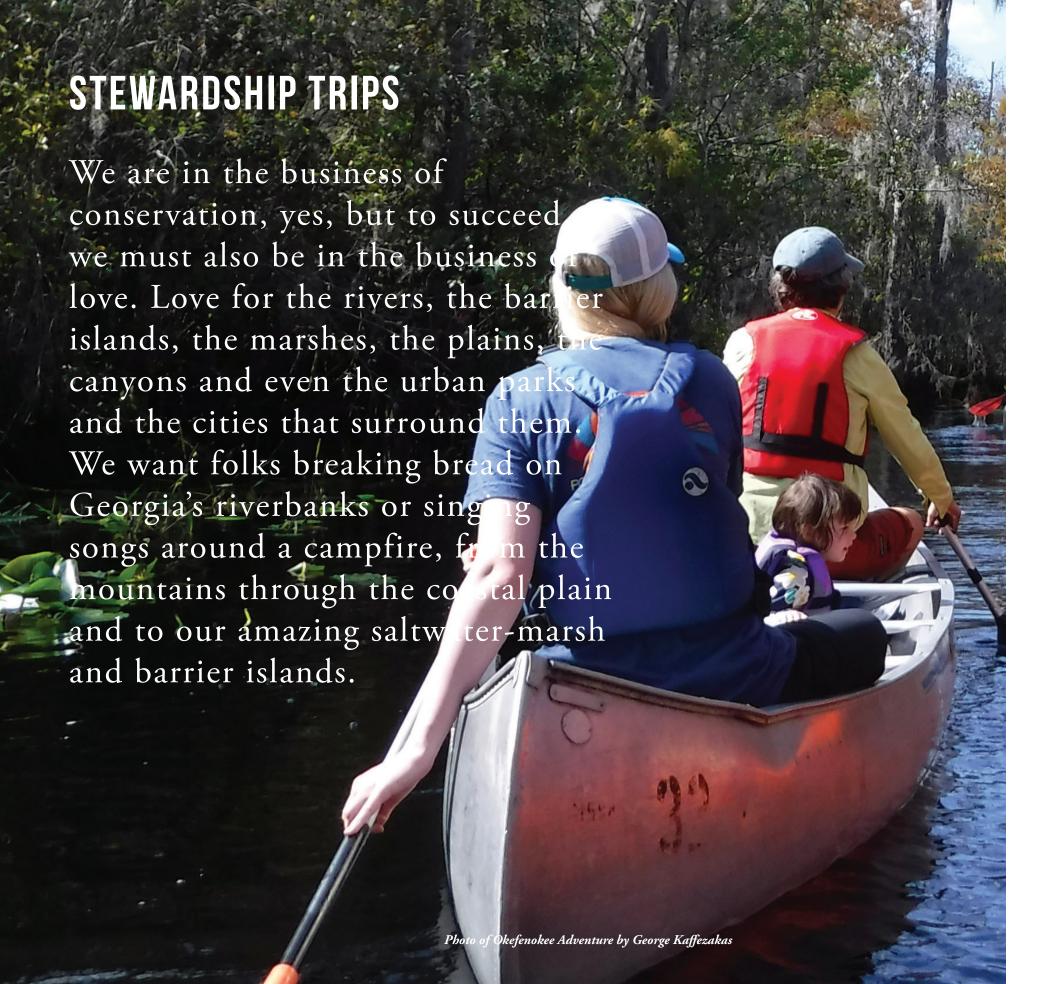


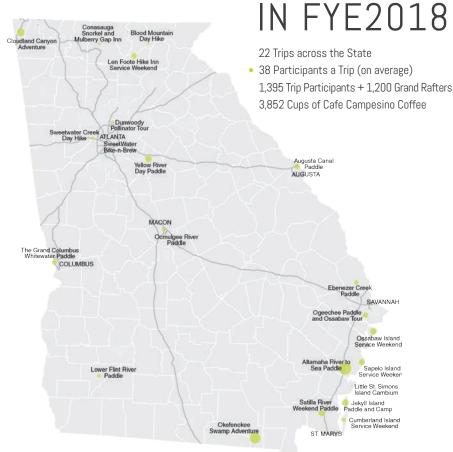
The coast of Georgia is always changing and we must be ever vigilant. From spaceports to shipping ports and on to oil exploration on our shoreline, we have a number of issues to research, review and advocate for environmental sustainability.

Protecting our coast has been a priority of the Georgia Conservancy for more than 40 years. We maintain an office in historic downtown Savannah, headed by Coastal Director Charles McMillan, and are working on a range of projects to protect this precious natural resource.

While GOSA will help protect and maintain lands all across our state, we know the coast has special environments that are globally significant. Continued focus on protecting these lands will always be a priority for the Georgia Conservancy.

If you have any questions about our Sustainable Growth Program or would like to learn more, please contact *Coastal Director Charles McMillan at cmcmillan@gaconservancy.org.* 





We lead hiking, paddling, camping and service trips to beautiful and unique places across Georgia. Why? We seek to create a connection between some of Georgia's most underutilized, stunning natural places and the people we need to help us protect them.

At minimum, GOSA means our trips to special places keep going, providing continued funding to their preservation. At best? GOSA could provide new trips opportunities in the state, increasing our group impact on local economies and the environment.

If you have any questions about our Stewardship Trips Program or about any upcoming trip, please contact *Stewardship Trips Director Laura Buckmaster at lbuckmaster@gaconservancy.org* 

### **ACKNOWLEDGEMENTS**

Thank you to the individuals, corporations, foundations and organizations who generously supported the Georgia Conservancy and its leadership role in managing statewide environmental initiatives to protect Georgia's natural environment and resources. Due to space limitations, we are pleased to acknowledge gifts of \$250 or more from the following individuals, foundations, corporations and organizations in FYE18. We thank you for your generous support of the Conservancy's programs, projects and operations. Every effort was made to correctly list these donors from July 1, 2017 - June 30, 2018. If you notice an omission or error, please contact the development team at 404-876-2900 or mail@gaconservancy.org.

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Coast

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# INCOME & EXPENSES [unaudited]

INCOME	FYE2018	FYE2017
Contributions	\$385,814	\$573,205
Membership	\$307,603	\$186432
Program Services	\$70,230	\$97,558
Special Events (net)	\$113,778	\$125,460
Restricted Contributions	\$565,128	\$402,171
Other Income	\$38,576	\$89,271
TOTAL	\$1,481,129	\$1,474,097
EXPENSES	FYE2018	FYE2017
Outreach, Education and	FYE2018	FYE2017
Advocacy	\$361,765	\$560,514
Sustainable Growth	\$374,115	\$325,093
Land	\$123,328	\$103,798
Coastal Program	\$123,328 \$110,995	\$103,798 \$134,162
Coastal Program	\$110,995	\$134,162
Coastal Program  Membership	\$110,995 \$150,099	\$134,162 \$121480
Coastal Program  Membership  Administration	\$110,995 \$150,099 \$168,057	\$134,162 \$121,480 \$172,440

BALANCE OUTET	
BALANCE SHEET	
Cash and Cash Reserve	\$955,630
Endowment Fund	\$150,000
Other Assets	\$67,830
TOTAL ASSETS	\$1,173,460
Total Liabilities	\$110,089
Unrestricted Fund Balance	\$581,518
Temporarily Restricted Fund Balance	\$331,853
Permanently Restricted Fund Balance	\$150,000
TOTAL EQUITY	\$1,173,460

The Georgia Conservancy is a private nonprofit organization. The Conservancy's revenues come from a combination of individual memberships, unrestricted gifts, restricted grants, stewardship trip fees, special events and the sale of merchandise. All contributions are tax deductible as allowed by law. A certified public accounting firm audits the Georgia Conservancy annually.

If you have any questions about our Accounting or Financing, please contact Georgia Conservancy Finance Director, Cheri Robinson at crobinson@gaconservancy.org





Coastal Office 428 Bull Street, Suite 210 Savannah, GA 31401 (912) 447 - 5910 coast@gaconservancy.org







#thisismyga

Island Adventure by Julian Buckmaster ously provided by Federal Home Loan Bank of Atlanta



