

Ivy Creek Foundation

Strategic Plan

2021 – 2024

Our Vision

To inspire and engage our community in the stewardship of our natural resources and our rich African American cultural history.

Our Mission

Connecting people to the past and present by honoring the land, history, and community

Impacts

If we have done our best work to live out our mission and execute the goals and strategies below we will have the following impacts in the Charlottesville-Albemarle community:

- A more inclusive and empathetic community – “We are all one community.”
- Broad community involvement in land management and environmental initiatives
- Increased community health through increased access and understanding of nature

GOALS AND STRATEGIES

- 1. Connect the Ivy Creek Natural Area (ICNA) land to the community by fully integrating the unique and exceptional story of River View Farm into Ivy Creek Foundation’s mission**
 - 1.1. Connect the story of River View Farm and the Carr family to the lives of families today
 - 1.2. Tell the Carr story with authenticity by partnering with organizations who are already doing historic preservation with a racial equity lens
 - 1.3. Deeply engage the African-American community as we work to share the Carr story
 - 1.4. Nurture and strengthen the relationship with Carr/Greer descendants
- 2. Connect the community to the land by deepening diverse community connection to historic preservation and sustainable land management**
 - 2.1. Weave the story of River View Farm into that of ICNA by developing and sharing a unified historical narrative that includes land management through the years
 - 2.2. Cultivate relationships and partnerships with complementary community groups to expand programming opportunities
 - 2.3. Create relationships w/ schools whereby children can incorporate land management activities into their school programming
 - 2.4. Strengthen land management planning and emphasize best practices to sustain and improve the property
 - 2.5. Promote biodiversity and habitats that tell the natural history of the property
- 3. Increase community health by leveraging natural outdoor space for community access and use**
 - 3.1. Ensure accessibility for all people
 - 3.2. Create a visitor-centric approach to physical spaces
 - 3.3. Create a culture of intentional invitation (i.e., The Arc, retirement homes, schools, etc.) to invite persons to experience all the property has to offer
- 4. Strengthen our capacity to execute on strategic initiatives**
 - 4.1. Expand diversity through intentional recruitment of leadership and volunteers
 - 4.2. Fortify sustainability and growth through executing fundraising strategies that support key initiatives
 - 4.3. Develop community awareness through a strategic marketing plan