


Hopewell Riverwalk. Photo by Daniel Jones Foto

Friends of the Lower Appomattox River  
**FOLAR Strategic Plan**  
2023 – 2025

Empowering Conservation, Stewardship, and Sustainability



We are pleased to share our strategic plan and key objectives that will guide our work for the next few years. It is through the support and interest of our partners and community that we can plan for a strong future.

For 20+ years, the Friends of the Lower Appomattox River has worked with determination, purpose, and passion to become the foremost regional organization connecting, empowering, and expanding the efforts of our communities—of individuals, groups, and partners—to conserve and protect a Blueway-Greenway of extraordinary beauty and cultural richness that will forever connect nature, people, and vibrant communities.

As we look forward, FOLAR's role and responsibilities as a partner, leader, and the backbone organization for this regional vision is paramount. We are committed to do more to create a welcoming environment and to encourage everyone to actively connect, learn, share, and enjoy the benefits of a healthy river environment. The importance of FOLAR's mission is enormous as is the potential strength of our communities and partners engaged in protecting and strengthening our Blueway-Greenway—as a path to wellness, conservation, and prosperity.

Over the next three years and continuing on, FOLAR will increase the health and wellness and connectivity of our communities by increasing the acres of protected land along the river corridor and further developing the Appomattox River Blueway-Greenway Trail and Park system. We will engage the community through outdoor recreation, education, and conservation-based activities to support health and well-being as well as leverage our network in advocacy, communication, marketing, and philanthropy for the Appomattox River Blueway-Greenway.

This plan provides a strong foundation to focus our work, thereby increasing the impact and the benefits to our partners and communities by significantly growing our connections, leveraging our voices, and advance land and water protection and conservation, guided by FOLAR's core values and principles for equitable and inclusive work. We seek a future where the benefits of a beautiful Blueway-Greenway are enjoyed by all.

### FOLAR's Role in the Region

Convener

Coordinator

Educate & Advocate

Fundraiser

Implementer



## Our Mission

FOLAR works in partnership with the community to conserve, protect, and promote the Appomattox River for all to enjoy.

## Our Vision

We envision a welcoming Blueway-Greenway of extraordinary beauty and cultural richness that forever connects nature, people, and vibrant communities.

## OUR GUIDING PRINCIPLES

### Collaboration & Community

Our work is inclusive, and we believe everyone has a place at the table and on the trail. The river and outdoor spaces connect people to each other and to nature. We are a voice not only for the people who love the river, but also for the plants, animals, birds, and fish who call the Appomattox River home.

### Nurture & Respect Our Resources

Every day, we act with a mindset of conservation, stewardship, and sustainability in all we do. We see the value and connection to quality of life in natural and financial resources, as well as those who work to protect them.

### Healthy Community

We believe that great public spaces in nature make healthy, happy communities. These welcoming spaces along the river provide the opportunity to be active, have fun and recharge the mind and body.

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## GOAL 1

FOLAR will play a leading role in conserving and developing the Appomattox River Blueway-Greenway.

Objective 1: Increase the number of acres protected from future development to protect the viewshed, improve water quality and provide habitat. (Conservation)

Objective 1.2: Improve the riparian forest health of the Appomattox River corridor to create a resilient ecosystem. (Natural Resource Management)

Objective 1.3: Coordinate implementation and planning of current and ongoing park and trail plans. (Park and Trail Development)

Objective 1.4: Increase the number of individual trail and park plans to create a regional park, Greenway and Blueway system in the Tri-Cities Region. (Park & Trail Development)

Objective 1.5: Create a Park & Trail operations and maintenance plan. (Park and Trail Sustainability)

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## GOAL 2

FOLAR will engage the community through outdoor recreation, education, and conservation-based activities to support health and well-being.

Objective 2.1: Provide opportunities for community service, conservation activities and education.

Objective 2.2: Provide and promote opportunities for outdoor recreation and play.



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## GOAL 3

FOLAR will play a leading role in advocacy, communication, marketing, and philanthropy for the Appomattox River Blueway-Greenway.

Objective 3.1: Develop advocacy positions that strengthen and advance FOLAR's mission.

Objective 3.2: Develop and implement a communications and marketing plan to strengthen partnerships and increase understanding and awareness.

Objective 3.3: Re-brand the FOLAR organization to encompass growth.

Objective 3.4: Enhance the culture of philanthropy.

Objective 3.5: Retain and increase membership.



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## GOAL 4

FOLAR will invest in our board, staff, and organizational resources to advance our mission and impact in the region.

Objective 4.1: Develop standard operating processes and procedures for board and staff.

Objective 4.2: Prepare strategies and plans for organizational sustainability.

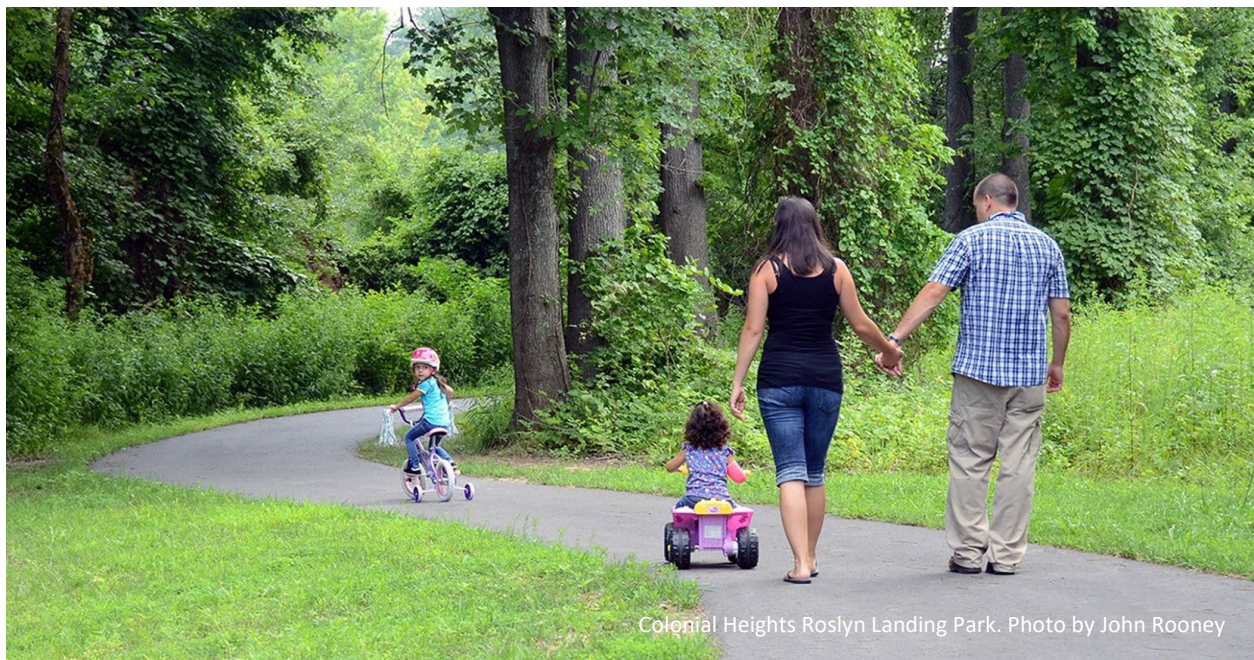
Objective 4.3: Determine organizational, operational, and human resources needed to implement the strategic plan and operate effectively over the next 3-5 years.

## IMPLEMENTATION APPROACH

To help operationalize this strategic plan and achieve impactful outcomes toward our goals and objectives we are developing a corresponding Implementation Plan that will:

- Set additional detailed and attainable key performance indicators
- Identify and assign roles
- Determine financial impact
- Develop a fundraising plan
- Establish workplans for specific programs and projects

As we execute these actions, we will regularly monitor, communicate, adjust, and revise - as unforeseen issues and changes arise to ensure aligned, efficient, and accountable completion of the work.



Colonial Heights Roslyn Landing Park. Photo by John Rooney

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