

The image features a background of pink Muhlenberg grass. A horizontal green band is positioned across the middle of the image, serving as a backdrop for the title. The title '100 MILES' is centered within this band. The number '100' is stylized, with the zeros containing a map of Florida and a winding line representing a river or path. The word 'MILES' is in a simple, sans-serif font.

100 MILES

Strategic Plan 2019-2023



Preserving Georgia's Coast. **Forever.**

In 2013, One Hundred Miles began with a bold vision: to create a future where Georgia's coast has thriving communities, protected landscapes, and secure wildlife.

Since those early days, we've tackled issues on the local, state, and national stage—from reinstating Georgia's 25-foot salt marsh buffer to leading the campaign against proposed offshore drilling and seismic testing. We've celebrated what we love most about our coast and helped to usher in a new, more collaborative style of advocacy—one that celebrates the positive while pushing back against dangerous proposals that threaten our wild places, wildlife, and quality of life.

As we enter our next five years, our goals are as ambitious as ever.

In the pages of this 2019-2023 plan, you'll find detailed goals and objectives that chart the course for immediate, meaningful action at the local and state level. These plans are informed by feedback from our members and input from our board of directors and staff. At every step, you can count on our continued commitment to innovative partnerships, increased educational opportunities for learners of all ages, and campaigns that connect advocates to action.

We know the years ahead won't be easy and that we'll have wins as well as setbacks. But we have science, partnerships, and committed advocates across the country, and that's a powerful combination. With this strategic plan and you by our side, we will build a sustainable future for our coast—for generations to come.



Dear friends,

It all starts with love.

Love for this place. Love for our people, wildlife, and historic culture. Love for our quality of life—the traditions we cherish now, and the ones we want to leave for our children and grandchildren.

From the beginning, our mission has been rooted in this simple understanding: that our 100 miles are a wonder of the world, worthy of our pride and deserving of our protection. All of us at One Hundred Miles are here because we love Georgia's coast more than any other in the world.



But as passionate as we all are, we can't do this work alone. During our first five years, as we've grown from a staff of two to an experienced team of 11, we're fortunate to have had you by our side every step of the way. Our friends, members, and advocates—now a coalition more than 10,000 voices strong—ensure we are ready for action, whenever and wherever our coast needs us most.

Now, as we embark on our next half-decade of coastal conservation, we need your continued partnership more than ever. From rising seas to threats to our wildlife and uncoordinated development, there are urgent issues facing our coast. The time to take action is upon us. In the years ahead, One Hundred Miles will continue to tackle the projects that matter most. But most importantly, we're committed to providing you opportunities to celebrate what you love about our coast and make your voices heard when our landscapes, wildlife, and communities are threatened.

Rest assured that no matter what the next five years will bring, One Hundred Miles is in this for the long haul. We love our coast, and we know you love it, too—and that's something worth fighting for.

Thank you for being a part of the One Hundred Miles family. Here's to the next chapter of protecting and preserving the coast we love!

Megan Desrosiers, President/CEO



MISSION

Protect and preserve Georgia's 100-mile coast through advocacy, education, and citizen engagement.

VISION

We envision a future where coastal Georgia has thriving communities, protected landscapes, and secure wildlife.

GUIDING PRINCIPLES

Georgia's coast is a wonder of the world that deserves our pride and protection.

Coastal Georgia's quality of life depends on preserving our natural and cultural resources in the midst of growth and rising seas.

Economic development depends on a healthy coastal environment.

Credible advocacy requires a foundation of scientific knowledge and research.

The present condition of Georgia's coast is the direct result of the actions of a diverse team of individuals and organizations committed to conservation.

Coastal conservation relies on an educated citizenry that loves and understands our resources.

Building a sustainable business is the most certain strategy for success toward our mission.

Successful, long-term conservation requires the inclusion of all people and a commitment to a just, humane, and sustainable world.



GOAL We advocate at the local and state levels for solutions that will accommodate population growth, address sea level rise, and grow our economy while preserving the natural and cultural resources of our coast.

Objective 1: Foster constructive community agendas that enhance the quality of life for all coastal citizens.

By 2023, we will:

Host three week-long community charrettes to help leaders and citizens identify strategies to accommodate sea level rise and population growth.

Implement at least ten local-level strategies resulting from the charrettes.

Advocate for infrastructure upgrades that accommodate sea level rise and enhance our community and natural resources.



Objective 2: Advance policies that strengthen coastal economies, protect natural resources, and preserve cultural assets.

By 2023, we will:

Amend state laws in response to trends and projections and to improve natural resource management practices.

Annually work with existing and new partners to advocate for the creation of incentives that promote responsible rural economic development that enhances cultural and natural resources.

Advocate at the local level to ensure trends, projections, and community values influence the development of growth plans and ordinances in at least five coastal counties and cities.

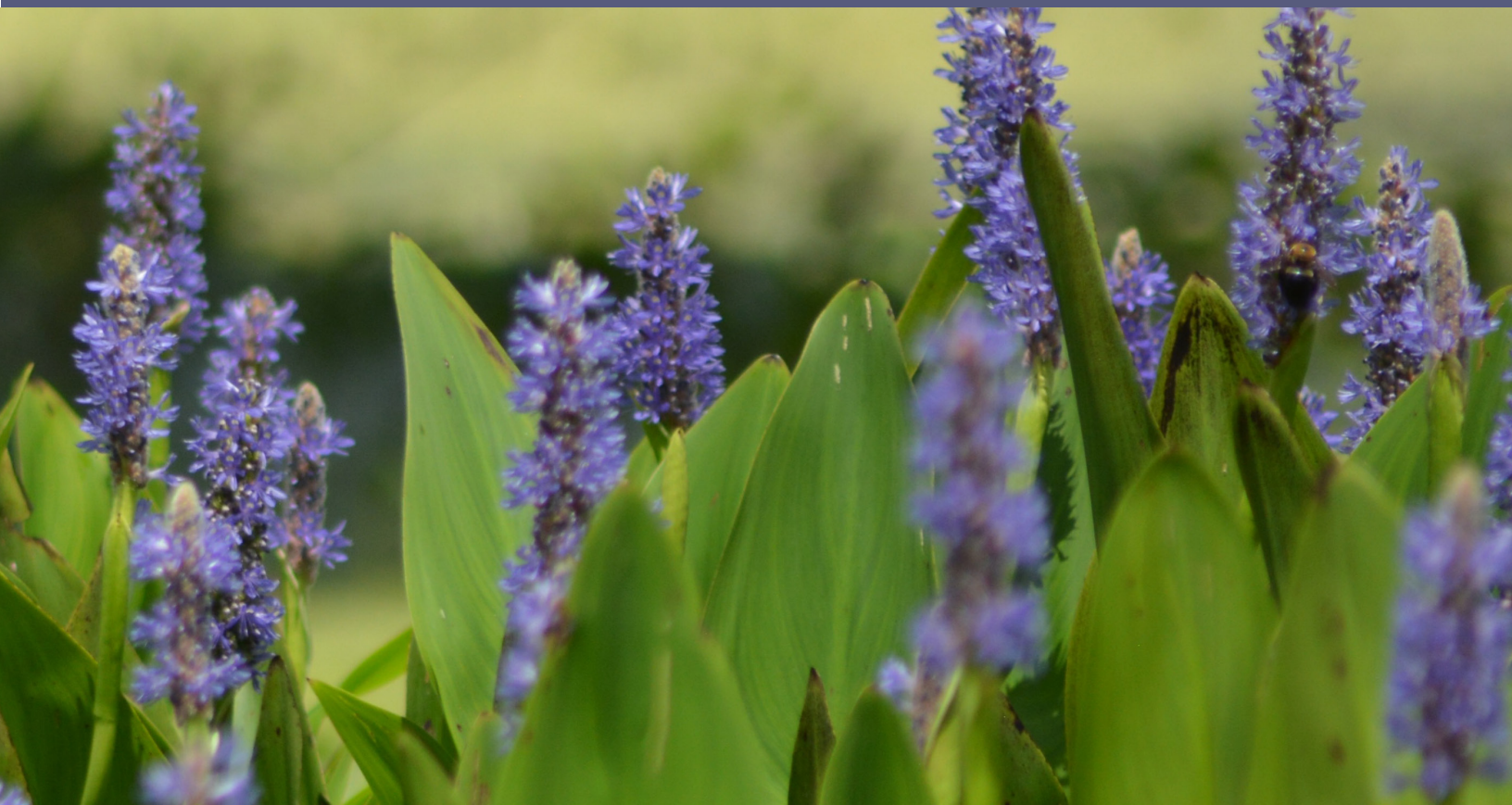
Objective 3: Engage citizens to combat proposals that threaten the well-being of coastal Georgia communities.

By 2023, we will:

Build active teams of diverse community advocates in all six coastal counties.

Bring unconventional allies to the table by annually recruiting new partner groups and individuals who have public health or economic interests in maintaining a clean environment.

Maintain an active, regular presence at the State Capitol during the General Assembly to block bills that would erode coastal Georgia's natural resources.





GOAL

We celebrate coastal Georgia's landscapes, communities, and wildlife and the leaders who are making a difference to protect them.

Objective 1: Develop community programs that highlight the ecological and cultural significance of Georgia's 100-mile coast.

By 2023, we will:

Educate 2,500 participants per year through our programming and 5,000 annually through collaborative outreach opportunities.

Increase statewide environmental literacy about coastal issues.

Develop an ecotour model that celebrates coastal Georgia's species and the international significance of our landscape.



Objective 2: Promote effective models of coastal conservation in action and recognize leaders who are creating positive change across Georgia.

By 2023, we will:

Develop strong relationships with local, regional, and national media outlets so that at least one monthly story is published about Georgia's coast.

Host two annual One Hundred Miles 100 celebrations, recognizing advocates, researchers, business leaders, and everyday citizens making a difference for Georgia's coast.

Annually nominate at least two non-traditional partners for conservation-oriented recognitions.

Objective 3: Diversify attendance at our education programs to reach beyond participants who already self-identify as environmentalists.

By 2023, we will:

Launch a community wildlife program with 200+ local residents and businesses annually.

Increase Naturalist 101 and Nature and the Arts attendance by 10% each year.

Partner with community groups, media, funders, and others to ensure diverse audiences have greater access to our education programs.

GOAL

We educate people of all ages to build knowledge of Georgia's 100-mile coast, develop leadership skills, and provide opportunities to take action.

Objective 1: Provide opportunities for citizens to act on issues affecting our coastal communities.

By 2023, we will:

Host quarterly webinars and in-person trainings that engage a minimum of 200 community members annually.

Work with local businesses and community partners to provide on-site action opportunities.

Annually increase public discourse about coastal conservation, as measured by letters to the editor, social media activity, communication with elected officials, and the number of attendees at public meetings where proposed actions will either threaten or protect our environment.



Objective 2: Build a diverse network of stakeholders representing many communities and cultures to preserve the quality of our coast.

By 2023, we will:

Reach more than 750 youth participants annually through expanded monthly programming.

Motivate at least 75% of program participants to take positive conservation actions.

Partner with organizations and employers across the state to educate new audiences about Georgia's coastal resources and conservation threats.

Objective 3: Launch conservation leadership programs that help students and adults gain the skills to become effective advocates for our coastal community.

By 2023, we will:

Create a Youth Environmental Leadership Program (YELP) that includes 50 or more participants per year.

Grow our annual Choosing to Lead conference to educate more than 500 participants annually and facilitate the launch of two or more volunteer-led initiatives per year.

Through our digital action platform, connect at least 1,000 citizens per year with their elected representatives.



GOAL

We create a collaborative work environment that inspires creativity as we build an innovative non-profit organization.

Objective 1: Support employees with compensation, benefits, and policies that help them achieve their work and life goals.

By 2023, we will:

Offer nationally-competitive wages and maximize and match employees' investments in benefits such as retirement plans, health savings accounts, paid time off, and other incentives.

Lead the non-profit sector through the implementation of policies that are updated annually based on employee input and national research.

Invest in work spaces that can accommodate community and education events and enable collaboration between staff and partners.



Objective 2: Collaborate with leading experts in other sectors and regions to benefit coastal Georgia and One Hundred Miles.

By 2023, we will:

Convene a diverse and informed team of staff, volunteers, and board members from a wide range of communities, cultures, and faiths.

Build the overall capacity of the organization and conservation sector in coastal Georgia through collaborative training opportunities.

Recruit national experts from across sectors to lead and advise education programs, advocacy campaigns, and the annual Choosing to Lead Conference.

Objective 3: Secure the long-term health of the organization through responsible fiscal management and financial planning.

By 2023, we will:

Secure a Charity Navigator 5-Star Rating.

Achieve 100% growth of our emergency reserve and maintain an annual surplus of \$100,000.

Launch a capital campaign to support the expansion of our education and advocacy programs.





GOAL

We cultivate a network of supporters who share their love of Georgia's coast with others.

Objective 1: Using print and digital communications, build an engaged constituency that supports and takes positive action for coastal conservation.

By 2023, we will:

Expand OHM's advocacy network to more than 20,000 total activists.

Implement a monthly communication strategy that includes print mail, digital tools, and social media postings and reaches at least 5,000 citizens.

Launch a new website that provides interactive action opportunities for more than 1,000 citizens per month.



Objective 2: Engage supporters in experiences to increase their affinity and philanthropic giving for coastal conservation in Georgia.

By 2023, we will:

Launch a series of cultivation and stewardship events to expand our audience, increase revenue, and provide donors with at least six opportunities to experience our coast each year.

Utilize coalition relationships to secure new funding from major donors and foundations for coastal conservation priorities.

Provide our members with exclusive access to expanded advocacy and education programs.

Objective 3: Increase the number and diversity of supporters who contribute to our mission.

By 2023, we will:

Increase annual membership to more than 1,000.

Annually secure more than two new foundation and five new leadership donors.

Develop new annual events that attract corporate participation and sponsorship.

Conserving Georgia's Coast

We no longer have the luxury of inaction. With each passing year, coastal Georgia is increasingly impacted by rising sea levels and intense storms. Our communities are put at risk by lack of coordination between decision-makers. And our iconic wildlife—from loggerhead sea turtles to North Atlantic right whales—are threatened by ill-conceived development.

We must come together to act. Not when the next storm hits or the next development is proposed for our coast.

Today. **Now.**




...Starts with YOU.

More than fifty years later, Martin Luther King, Jr.'s wise words resonate for our path ahead:

"We are now faced with the fact that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history, there is such a thing as being too late . . . We must move past indecision to action."

As One Hundred Miles works to achieve the goals outlined in our 2019-2023 strategic plan, we know we cannot do it alone. We're counting on you to take bold actions, to move us forward in ways big and small.



You make everything we do possible, and we can't wait to see all that we can accomplish in the years ahead—**together.**



You are our most important partner.

Your participation, support, and advice have bolstered us through the past and present and will continue to propel us into the future.

You, our advocates, are part of the solution, and we're grateful for your continued partnership. Thank you!

"Our job is to cultivate champions for our coast and show them how they can engage to protect what's best about this special place."

Roy Richards
OHM Board Chair

"One Hundred Miles' dedication to collaboration has made for a more productive way of working. The multiplier effect that comes from groups working together is going to be the game changer for long-term success on the coast."

David Weitnauer
R. Howard Dobbs Foundation

"One Hundred Miles is an organization comprised of people with intelligence and compassion that have the capability to effectively advocate for our valuable coastal environment."

Robin Hoy
Brunswick

"In just a short time, OHM has built a responsible organization and a legitimate movement. Our 100 miles are forever grateful!"

Suzie Williams
Savannah



We thank Marcus Kenney, Kelly Patton, and SouthEast Adventure Outfitters for their beautiful photographs of our coast.



Join us in protecting Georgia's coast at OneHundredMiles.org.