



STRATEGIC PLAN 2025-2029

OUR MISSION

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

OUR VISION

We envision a future where coastal Georgia's people, wildlife, and environment thrive.



OUR STORY

At just over 100 miles in length, Georgia's coast boasts some of the most unique ecosystems and communities on the planet. This incredible wonder of the world is the inspiration behind our organization, One Hundred Miles (OHM). Our journey began in 2013 with a bold vision, and over the past decade, we have made significant strides. We played a crucial role in reinstating Georgia's 25-foot salt marsh buffer, successfully campaigned against offshore drilling and seismic testing, and prevented harmful summer dredging that threatened sea turtles and a spaceport that could have destroyed Cumberland Island National Seashore. In more recent years, we have also advocated for the protection of key coastal habitats and species, and fostered statewide opposition to policies that jeopardize our coast. Through collaborative advocacy, we built a network of over 35,000 advocates ready to defend our coastal treasures and promote sustainable growth. As we continue to champion these causes, we remain steadfast in our commitment to preserve the natural beauty and ecological integrity of Georgia's coast for generations to come.

CORE VALUES

Our mission is grounded in a set of core values that guide our efforts and define our approach. These values are woven into every facet of our work, influencing our strategies in coastal conservation, community engagement, and systemic reform. Through an unwavering commitment to innovation, resilience, justice and equity, we aim to build a promising future for Georgia's coast and its communities. Below, we illustrate how each value is incorporated into our work, underscoring our dedication to nurturing a balanced relationship between humanity and the environment.

INNOVATION:

Our work is driven by a dynamic approach, constantly evolving through creativity, forward-thinking, and the courage to explore uncharted territory. By redefining coastal conservation, we aim to set new standards for decision making—personal, professional, and political.

RESILIENCE:

Guided by our connection to and reverence for the ecological treasure of Georgia's coast, we are dedicated to its long-term health. We are strengthened by our network of relationships, deep community investments, and commitment to training the next generation. Our dedication to resource and information sharing and equitable access to our coastal environments, will result in a future where nature and people coexist in a synergistic balance within vibrant ecosystems and robust, healthy communities.

JUSTICE & EQUITY:

We are dedicated to removing barriers to community-led decision-making as a strategy for amplifying the voices of those who have been historically disenfranchised. We fight for the well-being of both humanity and the natural world, recognizing the deep connection between access to clean and healthy natural resources and a thriving society. Through investment in systemic policy and social reform, that acknowledges the extent of racism's effects on our communities and environment, we aim to present solutions that make progress towards reconciling those harms through more just and equitable outreach, building the capacity of partner organizations and community groups, and improving access to coastal resources and opportunities.

TRANSPARENCY:

At the heart of our organization is our commitment to openness, honesty, and accountability. By advocating for greater access to information and open dialogues between government agencies, advocacy networks, community partners, and residents, we strive to catalyze deeper civic discourse and coordination. This culture of transparency invites new voices to the table, promotes power-sharing, and facilitates authentic engagement, unifying our collective impact.

ENGAGEMENT:

We foster powerful connections between people and Georgia's coast by centering our love of this place and prioritizing relationship building that strengthens the capacity for collective action and collaboration. We expand opportunities for everyone to learn more about our coast and engage directly with its wonders, promoting access to safe spaces where wildlife and people can thrive. This work encourages individual leadership and fosters project ownership within communities.



GOAL:

Spark a sustainable conservation movement by helping to boost the long-term viability of a diverse group of partner organizations.



No single organization can achieve lasting change alone. Strong partners and partnerships are the key to building a sustainable movement. To effectively leverage the collective impact of our work, we need to develop greater capacity for the collaboration and collective work we do. We must build a model that supports the growth and sustainability of nonprofit partners and the communities we serve. We enjoy our existing partnerships with traditional environmental organizations, but we must do more. We will focus on identifying unique partnerships with environmental justice organizations where One Hundred Miles is equipped to serve as a capacity builder and partner, fostering the growth of the environmental justice movement on the coast. OHM will leverage this focal point to advance the entire community of organizations working towards coastal resilience. By being more specific about our role as a collaborator, and our aspirations for partnerships, we hope to support the development of new organizations and strengthen existing ones, ensuring a healthier and more equitable future for our coast.

KEY STRATEGIES:

- Find common ground with partners whose interests intersect with coastal conservation to leverage resources and collectively grow the impact of our work.
- Create a shared toolbox full of resources that can be used by partner organizations as a way to help improve efficiency, save money, and strengthen the infrastructure that supports the nonprofit community working on conservation.
- Work with partners to identify professional development needs and leverage participation resources in a way that builds overall capacity of the movement.
- Participate in and lead efforts that demonstrate the nonprofit sector's collective impact on the economic health of our coast.

METRICS OF SUCCESS:

- Increased engagement and positive feedback from underrepresented communities
 - Growth in online platform engagement from diverse audiences
 - Audience members served via education programs, training sessions, and other opportunities
 - Demographic makeup of communities engaged
- Tangible outcomes from collaborative projects (i.e. policy changes and successful conservation initiatives)
 - Enhanced organizational resilience, demonstrated by effective responses to emerging challenges and sustained progress toward conservation goals
- Contributions to the coastal conservation sector through capacity building efforts with partner organizations
 - Number of new partnerships formed
 - Number of existing partnerships strengthened
 - Resources leveraged through collaborative efforts
 - Number of capacity-building workshops, training sessions, and support initiatives conducted
 - Positive feedback and improved capacity metrics from partner organizations
 - Increased participation of partner organizations in joint conservation efforts



GOAL:

Advance resilience initiatives to ensure our ecosystems and communities are prepared to withstand the impacts of climate change.

In the face of a rapidly changing climate, the preparation of Georgia's coast is no longer a future consideration—it is a critical, present necessity. Resilience is defined by One Hundred Miles as the ability of people, households, communities, countries, and systems to mitigate, adapt to, and recover from adversity and disasters in a manner that reduces chronic vulnerability and facilitates inclusive growth. By proactively equipping communities with education and resources, we will foster collaboration that will protect and prepare our people and wildlife from inevitable landscape changes. We will promote the value of nature-based solutions and prioritize organizational and community partnerships that ensure communities' voices are heard. We will provide access to resources and offer opportunities to share knowledge and resources for the benefit of our coast. Long-term resilience hinges on prepared communities with strong plans, infrastructural support, and a shared vision for a thriving and sustainable coast.

KEY STRATEGIES:

- Identify national and international opportunities to leverage partnerships and resources in ways that will better prepare coastal Georgia's human and wildlife communities for climate adversity.
- Ensure OHM's advocacy results in fiscally-responsible investment in projects and infrastructure improvements that are responsive to the needs of existing residents who are already experiencing the impacts of climate change.
- Share with coastal advocates the knowledge and skills necessary to understand climate risks and advocate for policies that prioritize responsible infrastructure, land use planning, and long-term economic and environmental sustainability.
- Build partnerships with state, national, and international organizations that recognize the cultural and ecological significance of Georgia's coast and are willing to use innovative strategies to ensure our unique people and wildlife continue to thrive despite the impending threat of climate change.

METRICS OF SUCCESS:

- Increased public understanding of climate change threats
 - Percentage increase in community member understanding of climate risks (tracked through surveys)
 - Number of community-led initiatives and advocacy efforts aimed at promoting policies for economic and environmental sustainability
 - Number and diversity of participants in education and advocacy programs
- Number of new or amended local ordinances and state laws passed that specifically address wildlife protection and climate resilience
- Number of communities with adopted resilience plans and policies
 - Diversity and number of organizations and community groups involved in resilience projects
 - Measurable improvements in coastal ecosystem health and community resilience
- Completion rate and effectiveness of infrastructure projects aimed at mitigating climate impacts
 - Number of capacity building programs conducted and the subsequent increase in community readiness to address climate threats
 - Amount of federal funding secured for local resilience projects, infrastructure improvements, and incentive programs
 - Number of projects and initiatives funded through local strategies SPLOST and other investment strategies

GOAL:

Advocate for responsible development across Georgia's 100-mile coast so projects better incorporate the needs of people and wildlife while sustainably growing our economy.



Unplanned development has fragmented our coast. This short-sighted approach undermines investments in existing communities and wildlife conservation efforts. We will continue championing responsible planning practices, and we will work alongside coastal residents to co-create a vision for a sustainable future that protects wildlife, landscapes, and people. Through training and mentorships, community members will be prepared to participate in official processes to shape new policies and ordinances that promote responsible growth and wildlife habitat conservation investments and enhance—not detract from—our quality of life. At the same time, OHM staff will remain committed to partnering with legal, land conservation, and fiscal entities that can help secure coastal Georgia's critical wildlife habitat through policy and acquisition.

KEY STRATEGIES:

- Ensure public officials and residents are educated about tools and methods for evaluating development impacts on human, cultural, natural, and fiscal community resources so they have the capacity to analytically consider alternatives and community input.
- Partner with community members and groups to advocate for development projects, ordinances, and laws that will improve quality of life, safeguard cultural assets, preserve existing and historical communities, and protect wildlife.
- Create and share tools that demonstrate the impact unbridled growth is having on our landscape, people, and wildlife and demonstrate the benefits of alternative development strategies.
- Utilize innovative tactics, including litigation, strategic land conservation, and constitutional petitions to leverage partnerships, increase civic engagement, and block major threats to our people, wildlife, and landscapes.

METRICS OF SUCCESS:

- Improvement in quality of life metrics in communities with advocated development projects
 - Percentage of development projects incorporating community input
 - Reduction in the rate of irresponsible development projects along the coast
 - Improved health and resilience of wildlife populations
- Increased public awareness and support for coastal protection measures
 - Increased awareness and understanding about sustainable development alternatives among public officials and residents
 - Number of public officials and residents educated
 - Number of educational campaigns and materials distributed
- Passage of new state and local ordinances that protect cultural and historical sites and critical wildlife habitats
 - Preservation of key cultural heritage sites and critical wildlife habitats
 - Number of proposals revised or halted
 - Successful litigation cases that protect communities and ecosystems
 - Reduction in number of major threats due to legal actions
- Environmental impact assessments indicate minimized harm to wildlife and landscapes
 - Integration of sustainable practices in new development projects



GOAL:

Fight against threats to our water, wildlife, air quality, and public health so that industrial impacts—past, present, and future— are acknowledged and mitigated.

Industrial operations continue to choke our coast with pollution, threatening the air we breathe, the water we drink, and the health of our communities—both human and wildlife. This environmental injustice disproportionately burdens vulnerable coastal residents, particularly communities of color and low-income individuals, as well as many threatened and endangered wildlife species. We will continue to support ongoing initiatives that combat this legacy, while also developing our capacity to respond to new threats as they arise, ensuring a healthier future for all coastal residents.

KEY STRATEGIES:

- Promote economic development that does not require an unfair share of groundwater, disproportionately pollute our air and water, or unnecessarily harm our people, wildlife, and signature natural areas.
- Use collaborative partnerships with coastal residents, communities, institutions, and agencies to better understand and share information about the extent of damage to the health of humans and our environment that has been or could be caused by industrial operations.
- Utilize advocacy and legal tools to challenge existing laws and processes that allow industrial operations to harm humans and wildlife.
- Spur investment in new initiatives and programs that help heal harmed communities.
- Develop educational and communication tools that help people and decision-makers understand the cumulative impacts industrial development and expansion projects have on people, wildlife, and natural resources throughout our 100-mile coast.

METRICS OF SUCCESS:

- Increased number of industrial developments that are investing in practices that protect people, wildlife, and natural areas
 - Improvements in air and water quality, land remediation progress, and reductions in pollution exposure disparities across communities
 - Reduced risk to quality of life and wildlife habitat
- Number of collaborative projects initiated with residents, governments, and agencies to repair and prevent environmental harm or reduce risk to coastal communities
 - Monitor increases in community participation, implementation of culturally inclusive strategies, and reduction in environmental burdens faced by historically disadvantaged communities
- Number of protective policies/ordinances enacted, effective mitigation plans adopted, funding secured for clean-up efforts, and legal victories achieved against polluting activities
 - Measurable increase in public advocacy and participation in decision-making processes related to industrial development

GOAL:

Offer innovative and inclusive opportunities for Georgians to learn about, experience, and protect our coast.



Our organization's success is deeply rooted in the network of people and partnerships we have built. As we move into the future, we must continue to deepen engagement with this network to institutionalize and further leverage the tactics that have been instrumental to our success to date. We are committed to mobilizing new advocates from across the state, while also empowering our current network of coastal enthusiasts and partners with increased knowledge, skills, and tools they need to take action. This dual strategy will cultivate a dynamic state-wide force in support of Georgia's coast.

KEY STRATEGIES:

- Equip Georgians and all who love our coast with the knowledge, skills, and resources to confidently participate in efforts to protect our coastal resources.
- Develop innovative educational programs that provide a better understanding of conservation efforts, challenges, and how to get involved.
- Expand our integrated slate of communications, hands-on education programs, volunteer opportunities, and digital platforms to increase understanding of our coast, the threats it faces, and opportunities to get involved.
- Diversify coastal Georgia's conservation network by partnering with community organizations to create inclusive programs and facilitate greater access to our coast, ensuring all voices, especially those traditionally ignored, are amplified to protect our coast.
- Track network growth, participation, and advocacy outcomes to continually improve engagement, maximize impact, and ensure the long-term sustainability of Georgia's coastal conservation effort.

METRICS OF SUCCESS:

- Increased public understanding of coastal conservation initiatives
 - Growth in audiences across communications channels
 - Increased media coverage and public mentions
 - Increase in resources utilized by Georgians to support coastal protection efforts
 - Increase of Georgians' knowledge of and value for our coastal resources and understanding of the threats affecting it
 - Increase of program participants' knowledge of and value for our coast
- Advocacy Network expansion
 - Number of new Advocacy Network members
 - Increase in diversity of Advocacy Network members
 - Growth in the number of partnerships with diverse community organizations
- Increased community engagement
 - Active engagement levels in advocacy projects and education programs, measured by attendance, collaboration quality, and project outcomes
 - Number of new conservation initiatives or projects led by traditionally ignored voices and communities
 - Number of advocacy actions taken (e.g., petitions signed, policy meetings attended, public comments submitted)
 - Increased long-term commitment and recurring participation from individuals and organizations in coastal conservation activities



GOAL:

Foster a culture of innovation by scaling strategically, investing in our employees, and building a dedicated team of experts on our staff and board.

OHM's impact over its first ten years of service is due to the vision, hard work, creativity, and collaboration by our board, staff, partners, and thousands of citizen advocates. Credit goes to our team of dedicated employees. As an organization, we have grown strategically and organically, always while pursuing a busy agenda of advocacy, education, and community engagement. And yet, OHM must continue to evolve to meet the region's challenges in the years ahead. During the next five years, adapting, scaling, and sustaining OHM as an organization is critical to long-term impact on behalf of the communities we serve and the coast as a whole.

KEY STRATEGIES:

- Offer a work environment with nationally-competitive wages, benefits, and professional development opportunities while supporting our employees in the ongoing quest for work-life balance.
- Create an organization structure that provides the hierarchy necessary to support employees while also allowing the necessary flexibility for creativity and innovation on all levels.
- Improve the age, racial, geographic, and political diversity of the board and staff.
- Work with all staff to set personal and professional growth goals and build a plan and budget that supports the achievement of those goals.

METRICS OF SUCCESS:

- Increased employee satisfaction and retention rates
 - Annually research salary and benefit information for the NGO sector
 - Create a board committee to help the staff review data and make responsible decisions
 - Update HR software and processes based on employee feedback and industry innovation
- Board diversity and engagement levels
 - Maintain a board of 15-20 members
 - Accomplish 100% board giving for our operating and capital campaign revenue
 - Diversity goals are reflected throughout the board and committee participants
- Successful implementation of new systems and frameworks, with measurable improvements in efficiency and adaptability
 - Increased investment in staff development, with more training opportunities and skill-building programs
 - Budget dedicated to innovation and experimentation
 - An annual assessment that includes employee perspectives, cost/benefit analysis, impact of our work, and other indicators of our efficiency and efforts



It's difficult to imagine the state of conservation on Georgia's coast if OHM didn't exist; the work over the past decade has been instrumental in raising the awareness of the value of this incredible ecosystem.

- Survey Response from a Philanthropic Partner



The OHM team—board and staff—is committed to environmental justice and protection. We must learn from our past successes and failures. We must listen to the people who live here and love this place. And we must work together to find solutions that will create a future where our communities and nature are equitably considered when important decisions are made.

- Megan Desrosiers, President & CEO





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ONE HUNDRED MILES
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MILES