

VALUING CONNECTIONS

A VISION FOR OUR
Second Century



MISSION



To protect New Hampshire's natural environment for wildlife and for people.

VISION



We envision a world where people lead happier and healthier lives by connecting with nature and finding inspiration to conserve and enjoy the environment they love.

Through our lands and programs, NH Audubon's members, staff and volunteers promote a deeper understanding of the natural world, and provide enduring opportunities to experience wildlife and their habitats.

CORE VALUES



We strive to protect the natural world and inspire others to do the same.

Our credibility, integrity, and reputation are built on deliberative science-based decision-making.

We embrace a spirit of respectful partnership, volunteerism, and teamwork to advance mutual goals.

Photos from top: Thompson Wildlife Sanctuary in Sandwich, by Phil Brown; pollinator walk at Silk Farm Wildlife Sanctuary in Concord, by Dyanna Smith; looking for loons on Lake Massabesic, by Dawn Genes. Cover: Common Yellowthroat, by Walter Keane.



Dear Friends,

At New Hampshire Audubon, we believe that connecting people with nature will inspire them to value wildlife and habitats, resulting in actions that protect New Hampshire's native habitats. NH Audubon provides opportunities for people of all ages to connect with nature and thereby motivates them to appreciate and work to protect our natural environment.

We are fortunate to live in a state with abundant birds and other wildlife, and the habitats and ecosystems that support them. Our quality of life is inextricably tied to the wild places that surround us throughout the state. From urban school yards to coastlines to alpine mountaintops—and the forests and rivers that connect them—both people and wildlife benefit from clean air and water.

New Hampshire Audubon is one of the originals.

New Hampshire Audubon, now over 100 years old, was created by people who studied birds and other wildlife. The conservation movement began with Audubon organizations and the people who recognized the need to protect the declining birds they cherished.

NH Audubon's second century starts at a time when climate change is outpacing wildlife's ability to adapt. Storms, droughts and changing seasonal patterns threaten wildlife and their habitats.

Every aspect of our work connects people to nature.

NH Audubon's programs are needed now more than ever to ensure that citizens understand, care about, embrace, and conserve nature. While continuing to provide quality environmental education for young children, we must expand our impact for all ages.

Our vision for the future includes four Strategic Priorities that will guide our work. These Strategic Priorities represent NH Audubon's road map for inspiring others to share in our Mission success. Every citizen in New Hampshire has a role to play.

I hope you will join us...



President
January 2019



*With this vision,
we are laying the foundations
for the next century of success*

We connect people to Nature. Connections lead to actions.

Everything in our Mission, Vision, and Values is based on a simple but powerful assumption: people will act to protect what they love.

As an environmental organization with over 100 years of history, our work has always been about protecting birds and wildlife. If people love wildlife, we believe they will work with us to protect the habitats that support them.

“People protect what they love, they love what they understand, they understand what they are taught.”

This level of action and engagement comes from a deep understanding of the natural world we are working to protect, plus a feeling of connection to it.

-Jacques Cousteau

Each of our new Strategic Priorities touches on

this simple but powerful model. Everything we do at NH Audubon provides opportunities to connect, to learn, and to be inspired. Implementing our Strategic Priorities moves NH Audubon closer than ever to accomplishing this model of connection and care.

For the people we serve, inspiration to support NH Audubon’s mission can come in the form of attending a field trip with your friends or family. It might result from reading a story in our Afield newsletter.

“Attention is the beginning of devotion.”

-Mary Oliver

You might be inspired to reduce your carbon footprint by understanding that our Rusty Blackbird research shows how our native bird species are threatened by climate change. Or you might change how you manage your woodlot based on the way we demonstrate wildlife habitat management on our Sanctuaries.

Each Strategic Priority strengthens and supports the others. Each Strategic Priority advances our Mission.

Areas of focus

NH Audubon's staff expertise runs deep—representing more than 350 combined years of conservation and education experience in New Hampshire. We are recognized for our accomplishments, but also for our leadership in addressing emerging environmental challenges. Our naturalists, biologists, and volunteers are some of the best in the region, and they willingly share their knowledge through our programs.



Conservation Science

Through research, management, monitoring, expert consultation, and citizen science, we are dedicated to providing sound science that informs decision making. Our highly educated staff scientists share more than 150 years of combined experience in wildlife ecology and conservation. A strong corps of volunteers add crucial project support.



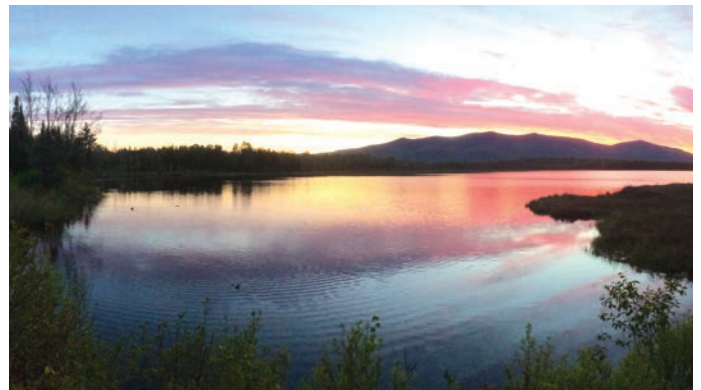
Environmental Policy

In close collaboration with our conservation partners, we advocate for effective environmental policies that are informed by science. We regularly testify in front of state and federal legislative committees, communicate with Congress and the NH legislature, and develop strategies for how to approach current environmental issues and proposed legislation.



Environmental Education

We reach over 40,000 youth and adults annually through environmental education programs delivered by highly qualified education staff. Programming takes place at our nature centers and off-site locations, including schools, across the state. In addition, summer and vacation camps provide the opportunity for children to get outside and experience the natural world.



Land Stewardship

NH Audubon actively stewards over 7,500 acres on 39 wildlife sanctuaries, spanning every New Hampshire county. Our lands provide recreational opportunities along 75 miles of trails. We actively enhance wildlife habitat by maintaining open fields, creating wildlife openings, and removing invasive species. Our sanctuaries protect several species of rare plants and animals, as well as unique natural communities.

Photos, clockwise from top left: Bald Eagle ice fishing, by Jack Dorsey; campers with a bird nest they made during April vacation, by Hilary Chapman; sunrise at Pondicherry Wildlife Sanctuary, by Phil Brown; Larry Sunderland, long-time policy volunteer and past policy committee chair, outside the State House in Concord, by Sean Gillery.

STRATEGIC PRIORITY #1

Promote and increase environmental awareness and understanding by connecting people to nature



GOAL:

Deepen public respect for natural systems and environmental issues, and inspire constructive, science-based action for the benefit of all.

Outcomes of our work:

ADVOCACY

Decision makers understand the environmental implications of policy proposals.

OUTREACH & ENVIRONMENTAL EDUCATION

Programs and experiential opportunities reach citizens of all ages throughout New Hampshire, including urban, rural, and suburban areas.

NH Audubon regularly leads outdoor trips and educational programs throughout the state.

Volunteer citizen scientists engage in fulfilling efforts that advance our knowledge.

New Hampshire's families have opportunities to experience and learn about the natural world.

AT OUR CENTERS

Vibrant centers provide engaging activities for all ages throughout the year.

People engage with nature at our centers and sanctuaries on their own or with the guidance of our staff and volunteers.

NH AUDUBON CHAPTERS

Energized chapters participate in and deliver educational programs and field trips.

Camper learns how to hold a Box Turtle. Photo by Angie Krysiak.

STRATEGIC PRIORITY #2

Communicate important and inspiring environmental messages



GOAL:

Strengthen our statewide influence and reach by telling our stories effectively, using the full range of media and marketing tools and technologies.

Outcomes of our work:

PEOPLE TAKE ACTION

Residents and visitors have the knowledge and desire to engage in environmental stewardship.

Stories about our work are broadly shared and influence local action.

People of all ages are inspired to take action to improve their local lands and habitats.

Residents and visitors know that all places—whether urban, suburban, or wild—have special qualities and provide opportunities for people to interact with nature.

BEST USE OF TECHNOLOGY & MEDIA

Both print materials and interactive digital technologies are used to effectively inform and engage people.

Social media attracts and retains supporters, members, and donors of all ages and backgrounds.

BASED ON SCIENCE

Scientific research guides our education, advocacy, and land and facility management.

Rusty Blackbird nest. Photo by Rachel Rabinovitz.

STRATEGIC PRIORITY #3

Invest in research that addresses critical conservation needs



GOAL:

Monitor, restore, and manage imperiled native species and the habitats that support them.

Outcomes of our work:

TARGETED SCIENCE

Research programs focus on solving critical environmental challenges.

NH Audubon's scientific research is respected statewide and beyond.

ACTIONS BASED ON OUR DATA

Species we study tell a bigger story about broad conservation issues. Our focus issues include:

- The causes and restoration of rare and declining native birds and other wildlife species.
- Climate change, and how our environment is changing.
- Phenology: the study of ecological timing, including blooms, snow melt, and arrival of migratory species.
- Pollinators and how they support our forests and crops.

PARTNERS

Strong partnerships help achieve research goals.

*Chris Martin surveys American Pipits on top of Mount Washington.
Photo by Vanessa Johnson.*

STRATEGIC PRIORITY #4

*Demonstrate exemplary environmental practices
on our lands and at our centers*

GOAL:

NH Audubon sanctuaries are models of sound land management, supporting native wildlife, habitats, and water resources; and our centers demonstrate energy and resource conservation.

Outcomes of our work:

LAND MANAGEMENT

We demonstrate sound environmental management to promote natural resource conservation.

Our land management (plans, strategies, actions) educates landowners on best practices for habitat conservation.

NH Audubon sanctuaries are utilized as community learning labs.

RECREATION & VISITATION

Citizens of all ages and abilities have access to NH Audubon sanctuaries.

Visitors to our sanctuaries gain a better understanding of ecology and the health benefits of connecting with nature.



Phil Brown leads a group to the Thompson Sanctuary platform. Photo by Dyanna Smith.

Our road ahead

To truly thrive in the next century, NH Audubon must implement organizational practices that ensure a strong future. This means meeting or exceeding long-term financial goals, preparing for and anticipating technological advances, working closely with partners, and being fully transparent. These best practices support and enhance the Strategic Priorities, defining how we conduct ourselves as a leading nonprofit environmental organization in New Hampshire.



INVESTMENT

Increase giving and strengthen financial stability.

Meet annual and long-term fundraising goals to support operations and increase staff capacity.

Grow endowments to support program development, capital improvements, and long-term sustainability.

Newfound Center social at the Red Barn. Photo by Jane Kolias.



INNOVATION

Accelerate our use of digital technologies while retaining tried and true tools and methods.

Increase capacity and investment in communications and marketing.

Create dynamic and innovative outreach in a variety of media formats.

Adopt cutting-edge technologies in our programs and projects that attract partners and retain members.

Common Loon with fish. Photo by Tianne Strombeck.



COLLABORATION

Leverage shared Mission objectives through partnerships with agencies, businesses, and other nonprofits.

Engage in partnerships with other organizations, agencies, and business to accomplish shared goals and objectives.

Actively pursue shared goals with National Wildlife Federation as the NH state affiliate.

Work closely with other Audubon organizations to advance shared strategies and priorities.

Preschoolers enjoy a nature chat. Photo by Lorianne Updike Toler.



TRANSPARENCY

Demonstrate accountability with staff, volunteers, members, donors, and the general public by setting goals, measuring success, and sharing what we learn.

Regularly report our science-based results in printed and digital communications.

Research results inform and influence our education programs, our land management, and our policy initiatives.

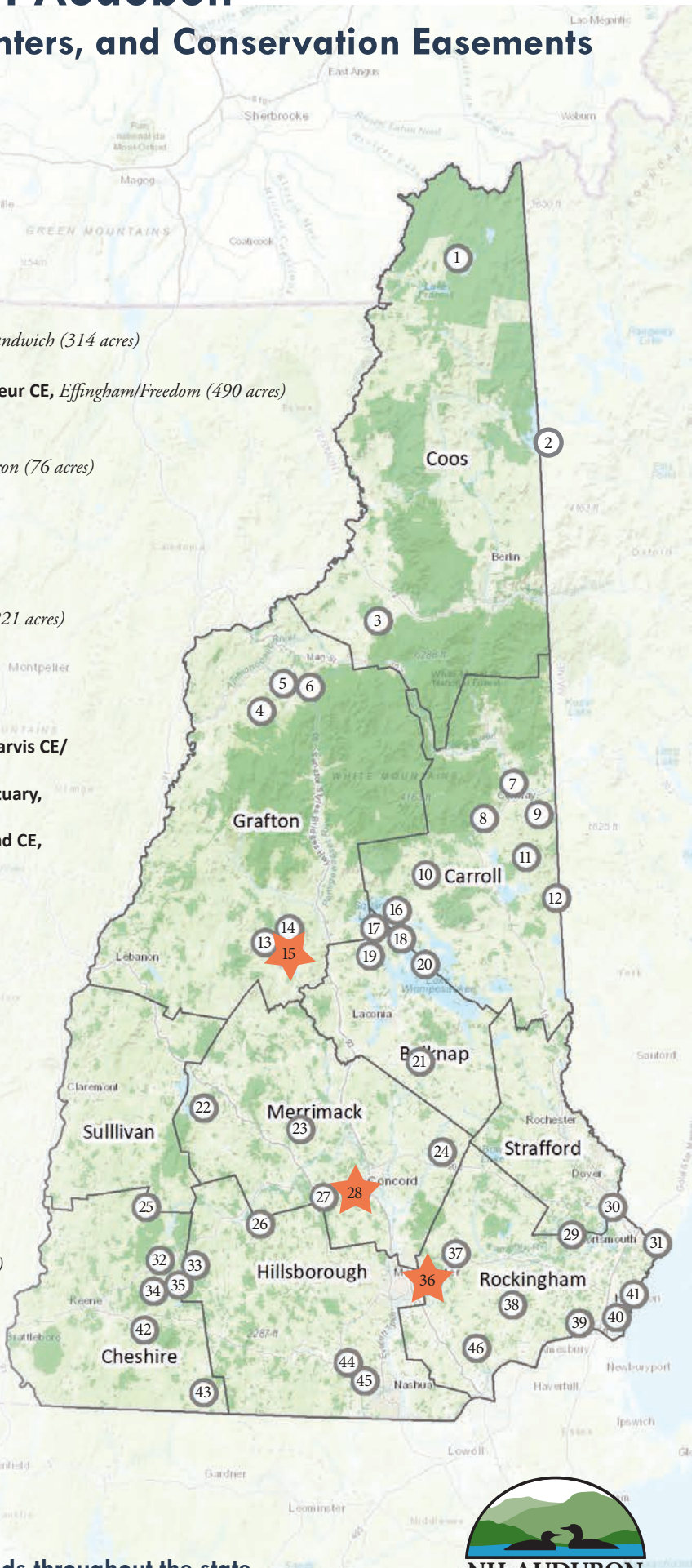
Measure and report the impact of our educational programs.

Leaf investigation during vacation camp. Photo by Angie Krysiak.

NH Audubon

Wildlife Sanctuaries, Centers, and Conservation Easements

1. French Wildlife Refuge, Pittsburg (52 acres)
2. Williamson CE, Upton ME (100 acres)
3. Pondicherry Wildlife Refuge, Jefferson/Whitefield (166 acres)
4. Scotland Brook Wildlife Sanctuary, Landaff (102 acres)
5. Holman, Sugar Hill (55 acres)
6. Williams CE/Williams & Vail CE, Franconia (138 acres)
7. Dahl Wildlife Sanctuary, Conway (63 acres)
8. Lovejoy Wildlife Preserve, Abany (96 acres)
9. Doffing CE, Eaton (12 acres)
10. Thompson Wildlife Sanctuary/Wyman CE/Ridgely CE, Sandwich (314 acres)
11. Hoyt Wildlife Sanctuary, Madison (135 acres)
12. Watts Wildlife Sanctuary/Woods Mtn Preserve CE/Varrieur CE, Effingham/Freedom (490 acres)
13. Bear Mountain, Hebron (73 acres)
14. Mary McLane, Hebron (165 acres)
15. Newfound Center/Paradise Point & Hebron Marsh, Hebron (76 acres)
16. Evergreen Preserve, Moultonborough (5 acres)
17. Proctor Wildlife Sanctuary, Center Harbor (45 acres)
18. Dane CE, Moultonborough (36 acres)
19. Weeks Island, Meredith (.1 acres)
20. Less-In-Area Island, Meredith (.1 acres)
21. Johnson CE/Johnson & Wood CE/Wood CE, Gilmanton (221 acres)
22. Stoney Brook Wildlife Sanctuary, Newbury (667 acres)
23. Victor CE, Webster (200 acres)
24. Popple Island, Epsom (149 acres)
25. Ashuelot Wildlife Sanctuary, Washington (25 acres)
26. Deering Wildlife Sanctuary/Young I & II CE/Jarvis CE/R Jarvis CE/Levesque & Kilbride CE, Deering (964 acres)
27. Smith Pond Bog Wildlife Sanctuary/Chase Wildlife Sanctuary, Hopkinton (719 acres)
28. McLane Center/Silk Farm Wildlife Sanctuary/Turkey Pond CE, Concord (35 acres)
29. Kwaks/Smith Sisters, Newmarket/Durham (172 acres)
30. Bellamy River Wildlife Sanctuary, Dover (26 acres)
31. Crosby CE, Newcastle (19 acres)
32. Nye Meadow, Stoddard (45 acres)
33. Willard Pond Wildlife Sanctuary/French CE/Pratt CE/Caughey CE, Antrim/Hancock (2822 acres)
34. Sucker Brook Cove Wildlife Sanctuary, Nelson (21 acres)
35. Blueberry Island CE, Nelson (1 acres)
36. Massabesic Center/Battery Point, Auburn (49 acres)
37. Abe Emerson Marsh, Candia (103 acres)
38. Danville Town Forest CE, Danville (410 acres)
39. Brookside Wildlife Sanctuary, South Hampton (31 acres)
40. Saltmarshes, Hampton Falls/Hampton/Seabrook (220 acres)
41. Little River Marsh Sanctuary/Shane CE, North Hampton (60 acres)
42. Kensen Devan Wildlife Sanctuary, Marlborough (598 acres)
43. Betsy Fosket Wildlife Sanctuary, Ringe (37 acres)
44. Ponemah Bog Wildlife Sanctuary, Amherst (75 acres)
45. Farley Meadow Wildlife Sanctuary, Hollis/Nashua (113 acres)
46. King/Kelley CE, Salem (16 acres)



Key:

✚ - Trails

CE - Conservation Easement

★ - Center

Dark green areas represent conservation lands throughout the state