

"Maturing Our Missions to Serve Marginalized People and Communities"

Karen Grey, Wildlands Trust

Southeastern Massachusetts Land Trust Convocation

February 3, 2024





**"WEALTHY WHITE
HOMEOWNERS MORE LIKELY
TO SEE FINANCIAL BENEFITS
FROM LAND CONSERVATION,
STUDY SHOWS"**

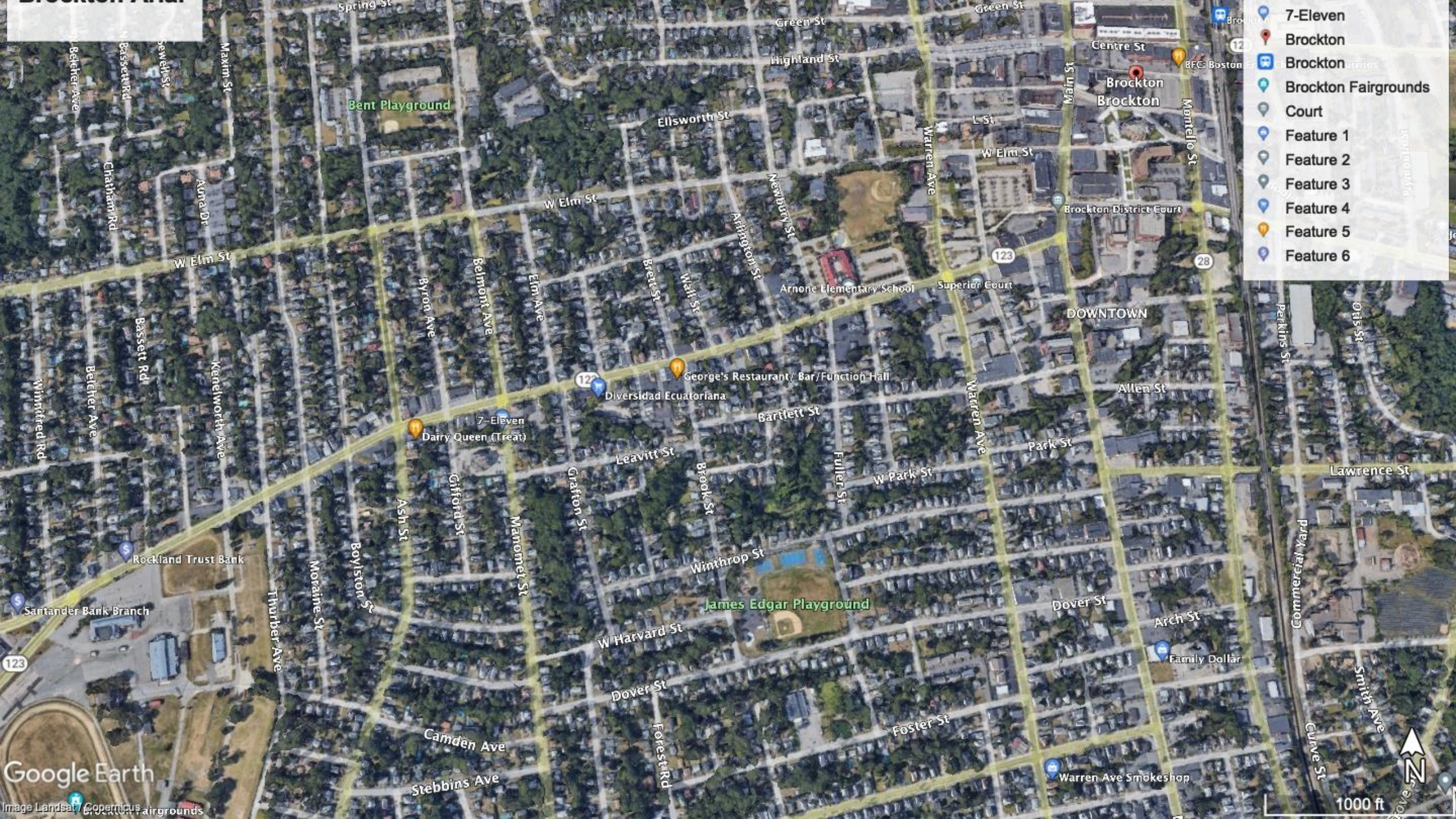
(UNIV. RI, APRIL 25, 2023)

*The time has come
for our land trusts to
be creative and
thoughtful around
how we serve and
whom we serve.*

There are no cookie
cutters.

There are no recipes.





- 7-Eleven
- Brockton
- Brockton
- Brockton Fairgrounds
- Court
- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5
- Feature 6



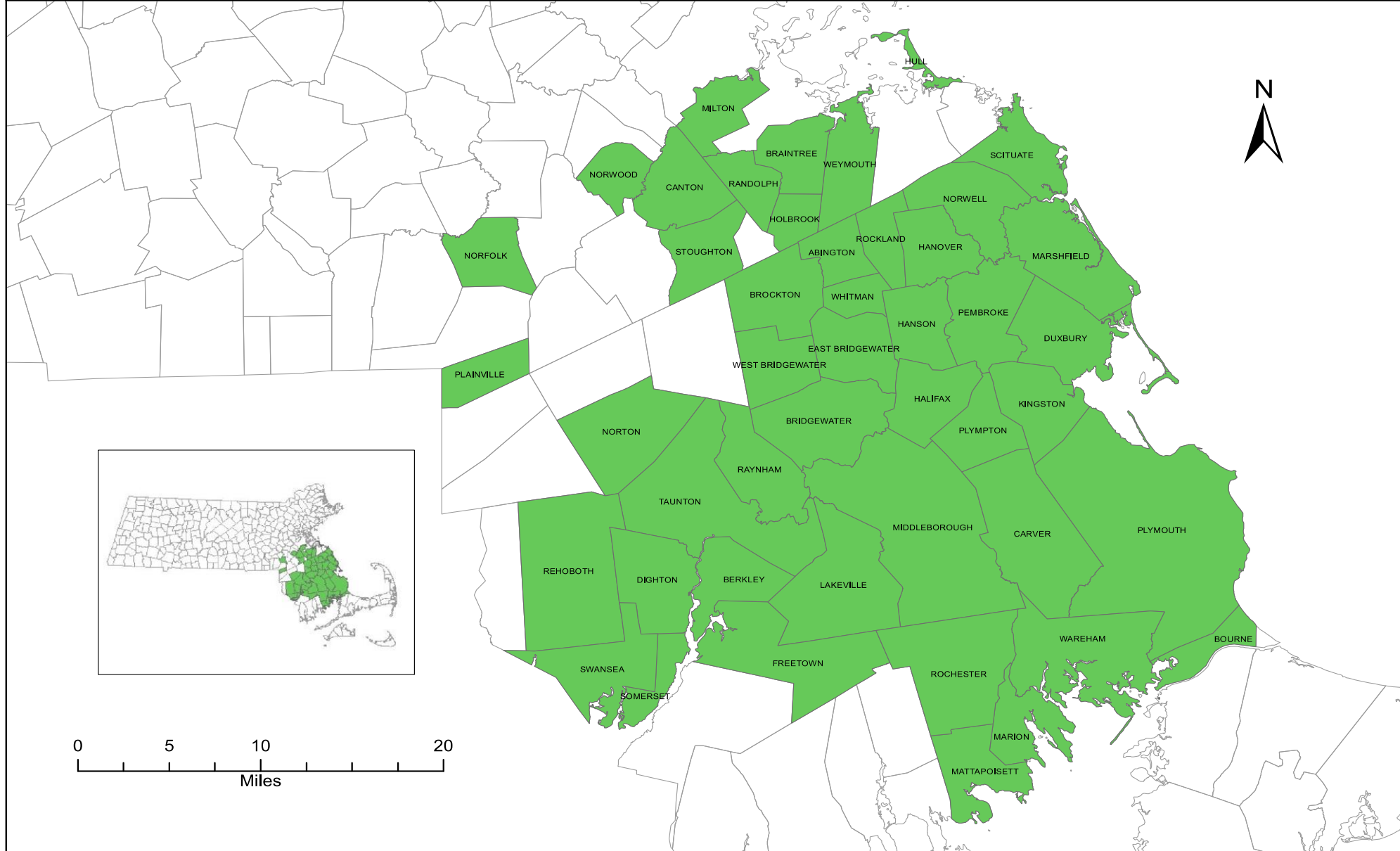


BROCKTON AUDUBON

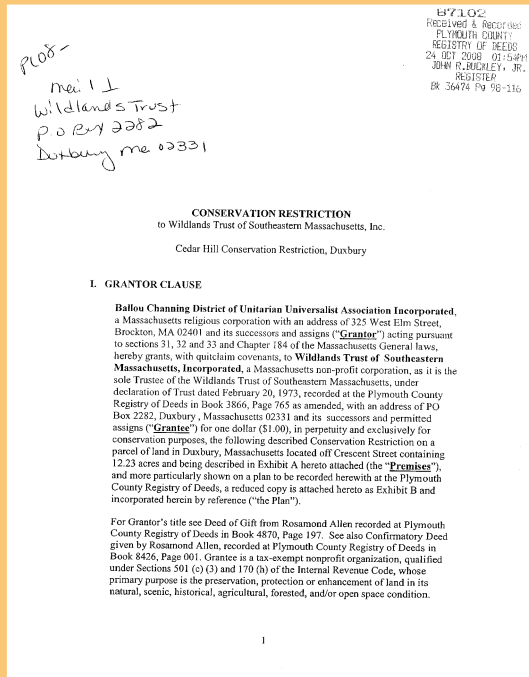
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Wildlands Trust: Towns We Serve



Land Trust Methodology



Deals



Trails



Hikes



BROCKTON AUDUBON PRESERVE

BROCKTON, MA

Heavily developed urban area with rich industrial history (former shoe capital of the world).

94,000 Residents

98% of city is in an environmental justice census block

Top 10 poorest communities in MA

**THE LAND IS
PROTECTED.**

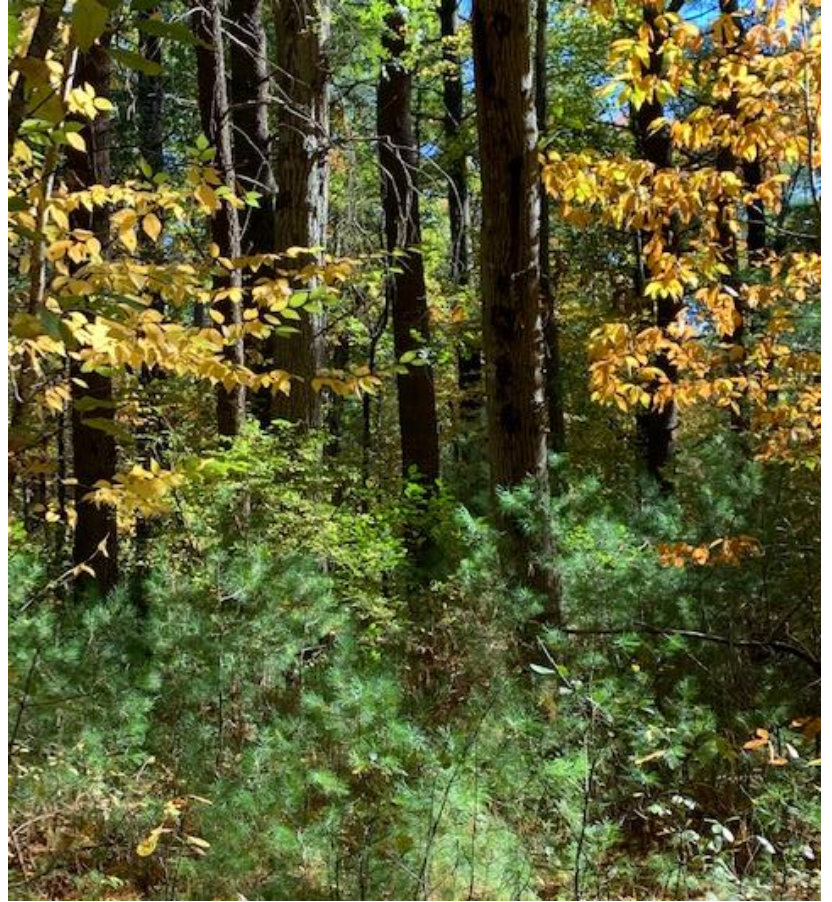
NOW WHAT?

Who is going to use it?

Who is going to take care of it?

**Who are the volunteers we can
rely on?**

Does anybody even care?




DEI VALUES INTO DEI ACTION

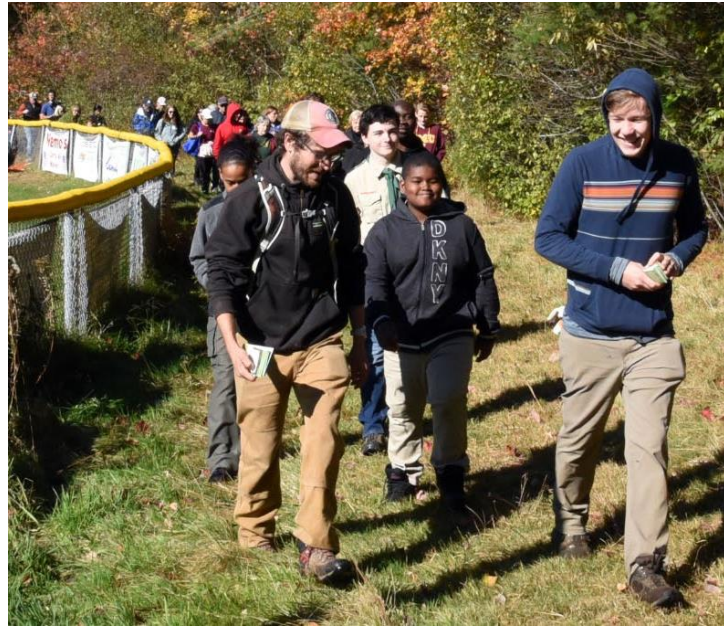
Diversity—Choosing to serve a broader, more diverse constituency



Equity—People in Brockton should have access to Nature just as people in Duxbury do



Inclusion—Being culturally sensitive and making deliberate efforts to insure all are included



ACCESS TO NATURE: GUIDED HIKES,
PROGRAMS, PUBLIC EVENTS

ENGAGING YOUTH

- Brockton High Environthon Team
- Annual BioBlitz with Stonehill & BHS
- Partnerships with Massasoit Community College, Bridgewater State University
- Summer Service Learning with Green Team



Brockton student accepted to seven Ivy League schools




OUR PICKS

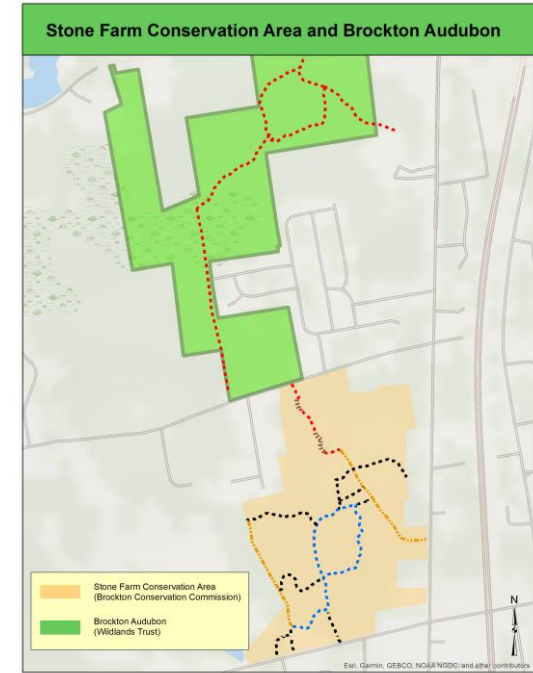


UPCOMING EVENTS



 BUY PHOTO

 HIDE CAPTION



MANAGE STONE FARM AND BROCKTON AUDUBON AS 250 ACRE URBAN PRESERVE

GREENING THE GATEWAY CITIES

- *"We all need to stop counting acres and pay attention to what Wildlands Trust is doing in the City of Brockton because that is the future of our work."*
- Mass Executive Office of Environmental Affairs, Director of Forest Policy, Robert O'Connor at a Mass Land Trust Coalition Meeting, Spring 2016:



WILDLANDS STAFF

BROCKTON
NATUREFEST 2019





DW FIELD PARK INITIATIVE







LESSONS LEARNED

Align your programming ideas to address real needs.

Reach out to Gateway city schools who want and need your help.

Bring financial resources that benefit the community and enable people to fully participate

Broaden impact through strategic partnerships

Build relationships with local leaders who can open doors

Stay true to your mission but interpret it creatively

LISTEN, LEARN, ADAPT & ENJOY

NEVER GIVE UP



