

Land Conservation Assistance Network *2022 Annual Report*



Conservation for a Better America

Our mission is to promote the protection
of endangered species, farms, forests, ranches,
wetlands, and other open spaces,
by empowering landowners to make smart,
sustainable decisions about their land.



2022 - Message From Director

Twenty-two years ago, we launched LandCAN to engage private landowners in on the ground conservation on a scalable basis. There were just two of us, Willard Dyche and myself in an office in Yarmouth, Maine. For two decades we have been working against the tide of the environmental movement and federal land agencies both of whom are focused on adding conservation acreage to public agencies' portfolio. Our focus is the private sector, the 71% of land in the continental U.S. that remains in private ownership. There is an adage that my former board member Paul T. Jones likes to quote: "All truth passes through three stages. First, it is ridiculed. Second, it is opposed. Third, it is accepted as self-evident."

We just added Leo Miranda-Castro former regional director USFWS for the Southeast region to our board because Leo is an avid apostle for private land conservation. Leo said, "Recognizing the critical role that private lands play in conservation, the Georgia LandCAN tool offers a spectacular resource to incorporate conservation into landowner's management goals."

LandCAN is now listing over 200,000 pages and we provide listings for over 70,000 service providers across the U.S. In August 2021 we crossed the threshold of 40,000 users on LandCAN in a month. In March 2022, we climbed past 50,000 users and in October we exceeded 60,000 users in one month for the first time. We closed 2022 with 645,000 users for the year a 55% increase over 2021.

Despite our progress, in many respects 2022 was a difficult year. We spent six months building a new

site on HabitatCAN for western monarchs, and in response to an emergency request from USFWS spent six weeks loading all USFWS local and regional offices onto LandCAN when their website did not incorporate their office contacts. In the no good deed goes unpunished, we were informed by USFWS & USDA that there would be no funding in 2022.

Over the summer, we did a long overdue analysis of LandCAN users across all our websites. Farm Service Agency was the top destination, followed by Conservation Districts and Foresters.

We are now compiling a data base of all our user feedbacks. For example, in December, two ranchers owning 860 acres and 650 acres in Texas contacted us to initiate conservation easements on their land. In Virginia, a landowner contacted a forest consultant to initiate a conservation easement on his 200 acres in Albemarle county. Many users have come to HabitatCAN to plant pollinator gardens and restore habitat for monarch butterflies.

In the first four months of 2023, we had more user traffic than in the whole of 2018. Our momentum continues. We have begun construction on the Alabama State Network (our 11th State) and we are seeking funding to build Florida, New Mexico, New Hampshire, and Oklahoma.

On behalf of the entire LandCAN team,
Thank you for a great year!

A handwritten signature in blue ink that reads "Amos S. Eno".

Amos S. Eno
Executive Director
2022 Annual Report – 3

In 2022 we:

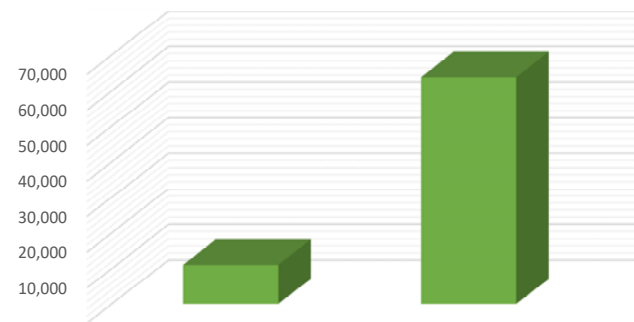
- Updated, the accuracy of over 20,400 resources in the directory
- To-date, we have confirmed 69% of the directory in the last two years
- Redeveloped our feedback survey to entice more responses
- Switched over to Paypal for all our online donations
- Expanded resources and locations available on our Monarch Network to western States
- Redesigned our Traffic Analytics data

In 2023 we will:

- Update the remaining 21,000 resources in our directory
- Build new state network for Alabama
- Update feedback surveys and response system (Update II)
- Switch all network analytics over to Google Analytics 4 & investigate Google Ads
- Increase website donations and small donation volume

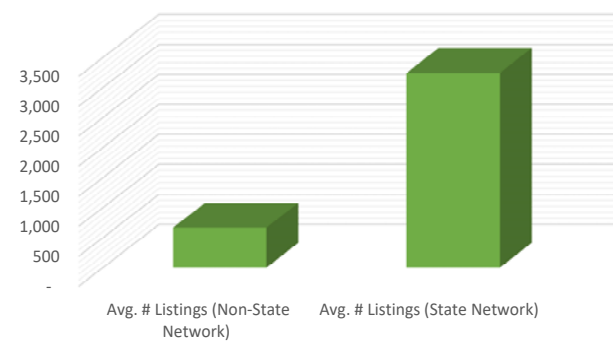
Our state networks drive the most traffic with the best results. This is why we would like to quicken our state conservation network expansion. *See two charts below for state network impact.*

LandCAN Pageviews



Listing increase (on average) 388% with a State Network.

LandCAN Network Listings

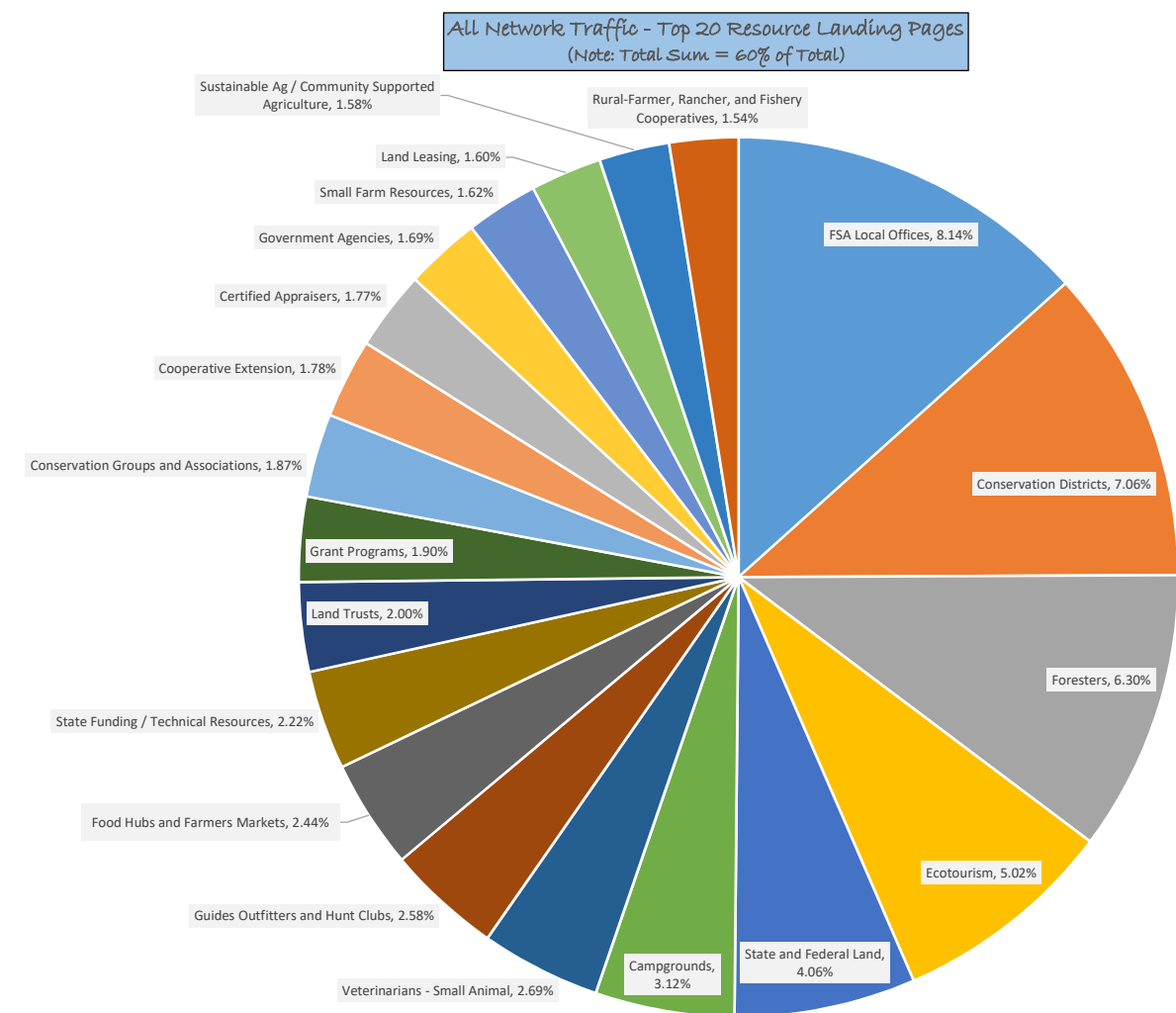


Pageviews increase (on average) 476% with a State Network.

Understanding what resources in our directory our users frequent most, has been a fundamental part of our work in 2022. Using Google Analytics (soon to be Google Analytics 4), we have been able to get a better understanding of what resources are most important to private land owners and our network users.

We hope to use this information to clean up the disparate amount of information that we have on our networks - to create an easier user experience and enhance the users' ability to find the resources. In 2022, we broke down all networks by the user landing page (see below chart).

This demonstrates the breath of different programs on our networks and the interests of private landowners. This data could also be useful in the future for attracting ad revenue and corporate sponsors.



In 2023, we further hope to improve our data analytics with the new tools provided by Google Analytics 4 and our upgraded feedback survey. This could also help LandCAN attract possible ads revenue in the future.

I am reforesting with Long Leaf Pine and needed to find someone who burns cutover and open areas for planting.

“The ranger you supplied in Statesboro, Mr. Gatch along with an USDA forester, explained how to apply for the EQIP program and the requirements. I applied. They are currently working on my application and plan. I am working closely with them. They recommended that I needed an approved forester. I already had a forester they were familiar with and had worked with them before so this was simple. I will begin planting next November/December 2023. I will follow their plan exactly as requested and hope to have a successful Longleaf Pine stand to go with my other Longleaf pine stand. The EQIP program will reimburse all costs for this and this is critical for me. Thank you so much for your follow up and help. LandCAN may use my feedback. I wish you the best in your fundraising efforts.”

- George Bird, Georgia

Looking for assistance in sourcing coastal restoration plants and plant selections in preparation for a grant proposal on behalf of a parish government.

“My experience was great. Like I said, I received a phone call following up the same day. I just think you may want to consider how to publicize all that LandCAN does. I happened to have a friend at the LSU AgCenter who directed me to you. Otherwise, I would not have known this existed.

Not at this time. We were awarded the grant, but likely will not be ready for construction for several months. At that time, I may be reaching out again when it is time for more specific planting considerations.”

- Dov Block, Louisiana

Assistance with extending water service to corral and/or water resource improvements on 1,00 acres.

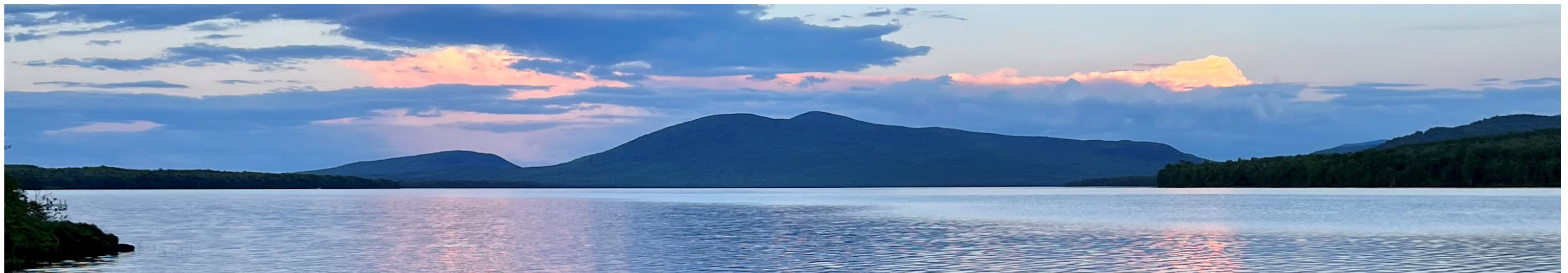
“I wholeheartedly thank you for your efforts. It may seem like a small thing for you, but as I said before, its easy expect disappointment when asking for help on these things. For what its worth, I think you and Simon may have rekindled some of my faith in humanity.

Ill get with Simon regarding the USDA-NRCS options. Years ago, in the early 2000s, we participated in an EQIP program to improve the watershed feeding into the Leon River valley. I’m sure a lot has changed, but that program was immensely helpful in opening up a lot of acreage that had been covered up with juniper. We are fine with jumping through some hoops and even cost shares; the issue we might run into is doing enough to make a difference on an 1,800 acre property.”

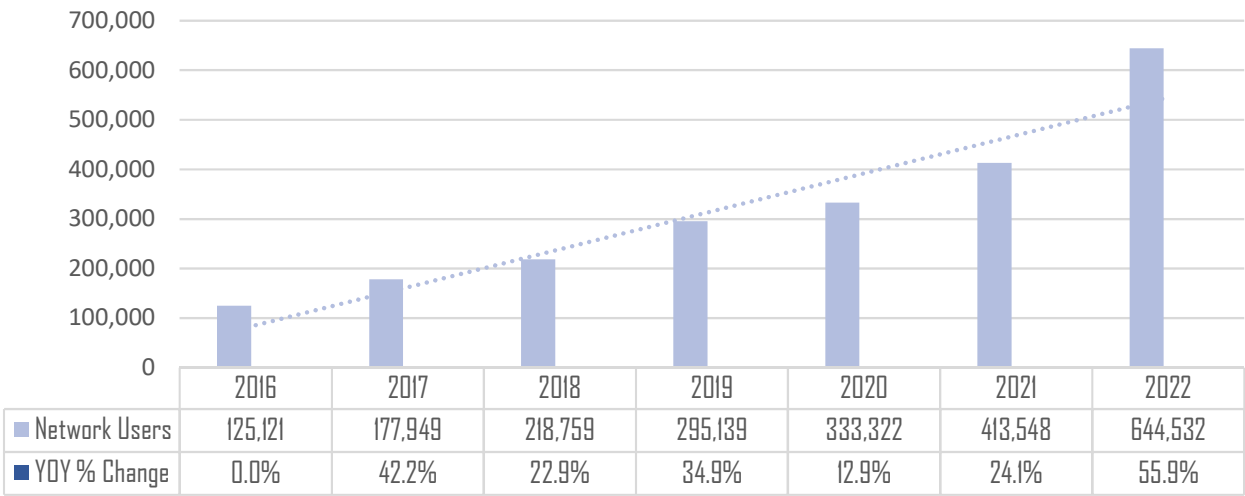
- Seth Morris, Texas

We believe that the experiences and success stories of our valued users are the true testament to the impact of LandCAN’s mission. We would be delighted to include your success story in future publications, showcasing the incredible achievements made possible through our collaboration.

If you have a success story to share with LandCAN, we would love to hear from you! Your story can inspire and motivate others to join our cause. Please feel free to reach out to either Angus at anguseno@landcan.org or Jessie at jadkins@landcan.org with your success story. We greatly appreciate your willingness to share and look forward to hearing from you.

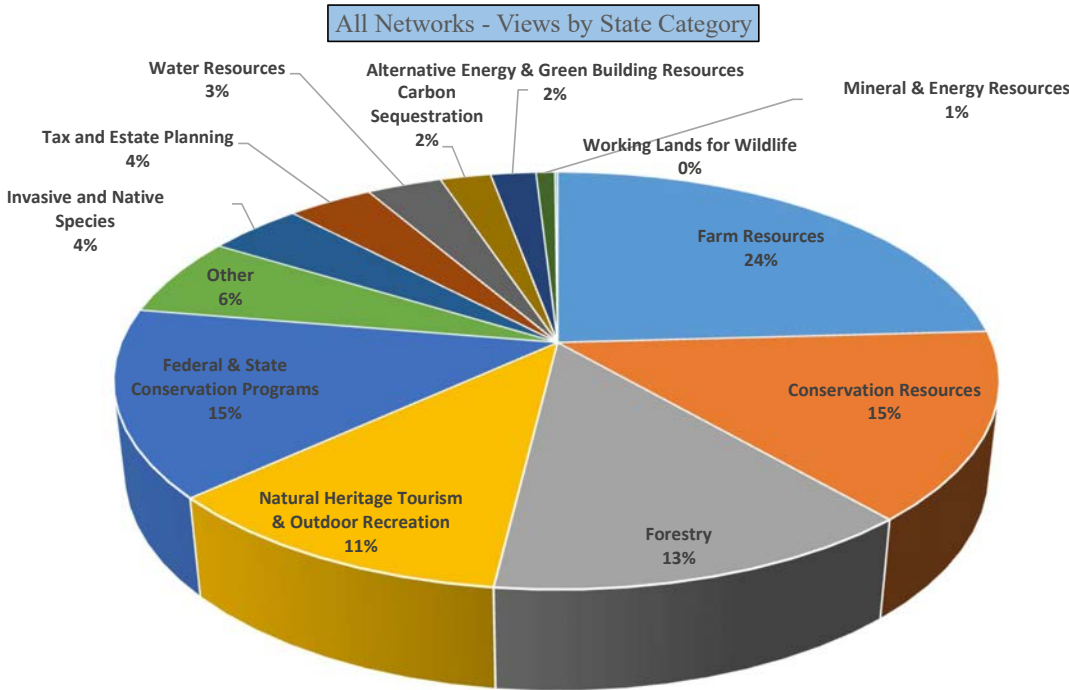


Total LandCAN Network Users By Year

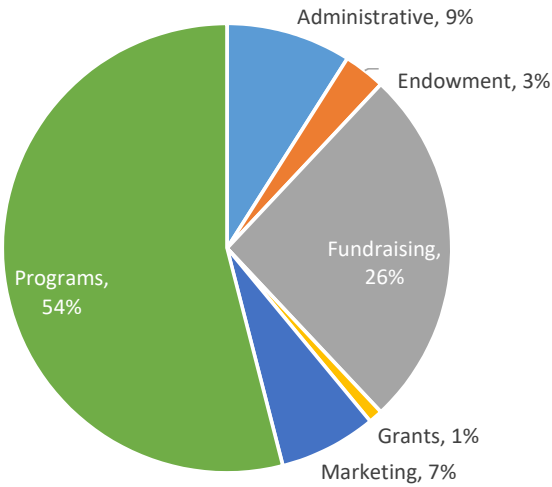


In 2022, LandCANs’ networks averaged over 52,000 users a month and surpassed 640,000 users annually - an increase over 2021 of 56 percent. Our 2022 traffic growth was the largest in our organizations history. If maintained, LandCAN could reach the milestone of one million annual users by the end of 2023. This goal is lofty and in more realistic scenarios we anticipate at least 850,000 annual users in the year 2023. Our top Four destinations for users (below chart) across all networks are:

- 1) Farm Resources
- 2) Conservation Resources
- 3) Forestry
- 4) Natural Heritage, Tourism & Outdoor Recreation



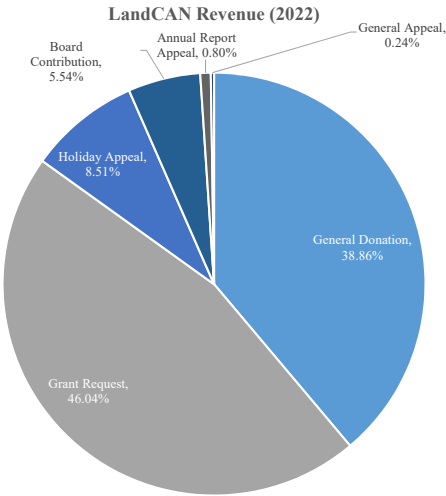
Expenses



Fundraising

We followed our best fundraising year with our worst. This was mostly due to a delay in our grant cycle and the closing of our NRCS Monarch project. We hope to have remedied the grant cycle by the end of the first quarter of 2023.

On a positive note; while our dollar (\$) amount decreased, the actual number of donors increased by 20 percent.



LandCAN will be hard pressed to reach 2021 funding levels, but must improve over 2022 to remain viable. While bleak at the moment - we are optimistic. Closing our physical office and moving to remote work, is one option to further reduce costs. LandCAN has also reduced travel expenses and will be doing all board meetings remotely in 2023 and beyond.

With the continued support of our private donors, foundations and a further reduction of costs, we are well poised for growth in 2023. We received funding to build the Alabama LandCAN (our 11th state) with the U.S. Fish and Wildlife Service, in the second quarter. We hope this will generate more traffic and interest in LandCAN, pushing us closer to the one million milestone. With the completion of Alabama, only Florida will be without a LandCAN network on the Gulf Coast.

LandCAN Partners in Giving

The Land Conservation Assistance Network would not exist today without the generous support of donors like you, who place their trust in us and who believe in the work we do. We are forever grateful to everyone who contributed to LandCAN in the past years!

The staff at the Land Conservation Assistance Network have taken every effort to ensure the accuracy of the donor information provided in this report.

Please let us know if you have a question about your information by sending an email to Angus Eno, — anguseno@landcan.org or call (207) 847.0589



>\$25,000

Gordon Russell
Trammell S. Crow
Tudor Investments

\$10,000-\$25,000

James W. Gorman, Jr.
Peter Eno
George L. Ohrstrom, II
Carol Warren
Timothy A. Ingraham
Valerie Brackett & Nikolaos Monoyios

\$2,500-\$9,999

Michael R. Crane
Thomas Nicholas Trkla
William Carey Crane, III
Jonathan D. Brightbill
Malcolm Steve Forbes
Jessica L. Mailman
Amos S. Eno

\$1,000-\$2,499

Michael P. Wood
Amos P. Eno
Bruce & Christy Evans
John Dudas
Mark Rey
Robert R. Williams
Ross W. Melinchuk
Wildlife Mississippi

\$500-\$999

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Angus C. Eno
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Gordon A. Echols
Heather Blease
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Linda Borgman
Morgan R. Beckwith
Samuel Ladd, III
The Stuart Taylor Charitable Fund
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Leverett Davis, Jr.
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\$1-\$250

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Maine Timberlands Charitable Trust
The French Foundation
The Jane and William Curran Foundation, Inc.
Tianaderrah Foundation
USDA - Natural Resources Conservation Service - MONARCHS

Meet Two of our Board Members

Leopoldo Miranda-Castro - Regional Director, Southeast Region (2018-2022)



Leopoldo “Leo” Miranda was the Southeast Regional Director of the Department of the Interior’s U.S. Fish and Wildlife Service. He oversaw the work of approximately 1,300 employees in carrying out the Federal Government’s partnership role in conserving fish, wildlife, and plant resources and their habitats within 10 southeastern states, Puerto Rico and the U.S. Virgin Islands.

Leo began his work with the Service as a Private Lands biologist in his native Puerto Rico, later becoming the Program Supervisor of the Service’s Chesapeake Bay Field Office in Annapolis, Maryland, followed by Assistant Regional Director of the Southeast Region’s Ecological Services Program. An advocate of public-private conservation partnerships, he points to the success of the shade-grown coffee industry as an example of how government organizations and private landowners can work together to achieve win/win outcomes for people and for wildlife.

On any given weekend, you are likely to find Leo in a tree stand or by a river, hunting or fishing with his son, Pablo. Leo attributes much of their shared love of nature and commitment to conservation to the pursuit of these outdoor recreational pastimes. Leo holds a Bachelor of Science in Marine Biology from the University of Puerto Rico and a Master of Science in Zoology from North Carolina State University. He and his wife, Jessica, Pablo, and their four-legged family members live in Marietta, Georgia.

Mark Winter - Retired



As a State Office Representative for US Senator Susan Collins of Maine, Mark will oversaw the Augusta office, represented the Senator at local events, and assist Mainers with issues relating to federal agencies. Mark, a Captain in the United States Navy Reserve, previously served as a Legislative Assistant and as Counsel on the Senate Homeland Security and Government Affairs Committee in Senator Collins’ Washington, D.C., office.

Mark is a graduate of Maine Maritime Academy and the University of Maine School of Law. In addition to working for Senator Collins on the Homeland Security Committee, Mark previously served as General Counsel at the National Maritime Intelligence Center and as the National Security/Counter-Terrorism/Intelligence Specialist at the U.S. Attorney’s Office in Portland.

In 2014, Mark was recalled to active duty, first serving as Chief of Staff at Joint Task Force – Guantanamo Bay, Cuba, and then as the Deputy Director and Director of the Detainee Affairs Branch on the Joint Staff in the Pentagon.

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Ladder Ranch

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U.S. Fish and Wildlife, Retired

Teri Murrison
Idaho Coalition of Land Trusts

Tom Cassidy
Washington, DC

Tom Daniels
University of Pennsylvania

Vinh Lang
Pine Creek Forestry

LandCAN Updates

- 🐟 Largest user growth in our organization's history
- 🐟 Nearly 650,000 annual users
- 🐟 Updated of over 20,400 resources in the directory
- 🐟 To-date, we have confirmed 69% of the directory in the last two years
- 🐟 Revamped our data analytics with Google Analytics (migrating to GA4 in 2023)
- 🐟 Increased small donations & donors by 20 percent
- 🐟 Revamped feedback survey system and cataloged historical feedbacks
- 🐟 Maine LandCAN resources updated
- 🐟 Western Monarchs Expansion to include west coast (HabitatCAN)
- 🐟 Over 85% of the listings have been confirmed since 2019
- 🐟 The directory now contains more than 58,600 individual listings
- 🐟 Applied to build state network for New York
- 🐟 Will apply to U.S. Fish and Wildlife Services to build Alabama LandCAN in 2023



LandCAN's conservation ethic is driven by the works of the founding fathers of American conservation such as Aldo Leopold, who wrote in his *The River of the Mother of God* essays, "[T]he geography of conservation is such that most of the best land will always be held privately for agricultural production. The bulk of the responsibility for conservation thus necessarily devolves upon the private custodian, especially the farmer."

These values shape what LandCAN does well - empowering private landowners by providing resources and information about the importance of land conservation and stewardship.

Passion for Conservation - Conservation is what we are about. We provide the entire spectrum of conservation assistance programs to landowners nationwide - federal, state, non-profit, and for-profit.

Empowering People - We help private landowners preserve land that is at the heart of their family history. Land is both real and symbolic of the continuity of family.

Information You Trust - We are Committed to providing quality resources, tools, and other information that landowners can trust to accomplish their conservation goals and outcomes.

Driven to Innovate - From its beginning, LandCAN was the first to harness the power of the internet to connect people for the conservation of land. We encourage fresh ideas and new ways of doing things by building collaboration opportunities that translate into tangible and measurable on-the-ground actions.

Purpose-led Performance - Our national conservation efforts are driven by a commitment to do what is right. We promote and facilitate the revival of conservation as a core American value, specifically through aiding the sustainable use of natural resources on private lands - farming, ranching, and forestry - to benefit the environment and rural economies.

Donate to LandCAN today by clicking
on the Sage Grouse:





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Info@LandCAN.org

LandCAN Team

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Amos S Eno

Director of Operations
Jessica Adkins-Mailman

Director of Technology
Willard Dyche

Program & Grants
Amos P Eno

Development & Analysis
Angus Eno

Consultant
Greg Elliott

*Check out our state networks for
private landowners!*

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GeorgiaLandCAN.org

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