

# COMMUNITY CONSERVATION

*“Empowering and energizing.”*

WORKSHOP PARTICIPANT



## A WORKSHOP

***A one-day intensive workshop for conservation organizations to explore their role in the community and their aspirations to broaden bases of support and build new alliances.***

### ■ THE NEED

Thinking together about healthy land, healthy people and healthy communities is integral to the success of today's conservation movement. What does it mean when the world's largest biodiversity conservation organization — The Nature Conservancy — talks about its role in alleviating human poverty? What does it mean for conservationists when a regional land trust in California decides to collaborate with migrant farm workers? What can we learn from a rural land trust in Colorado providing below-market-priced timber from its protected lands for affordable housing?

These are examples of a new model of conservation that responds to America's changing demographics and seeks to work successfully not just at a landscape scale but at a cultural scale. For a long time, conservationists have assumed they can protect land *from* people through laws instead of *with* people through relationships. Conservation of today is predominantly concerned with how, as a nation and a culture, we relate to the land.

For the conservation movement to become the force in American culture that it ought to be, we must start to build bridges, finding common ground among diverse groups and uniting ecological and social healing. We must realize our dependence, as a movement, on relationships among people, organizations and communities, and between people and the land. We must become stronger forces of change in our communities by collaborating with others, focusing on relationships, broadening our vision and bases of support, and taking a whole systems approach to our work. The extraordinary power of conservation today is to help create healthy people and whole communities, while at the same time build stronger, more resilient support for conservation itself.

### ■ WHAT WE OFFER

In response to this need, we offer this one-day intensive workshop for conservation organizations to talk openly and safely about their role in the community and their aspirations to broaden bases of support, develop meaningful new relationships and to become more engaged public citizens. This workshop is offered as a complete experience, though it can also be Phase I of a larger process of organizational change. Phase II is our longer Whole Thinking Workshop that facilitates organizations to engage directly with sectors of their community.

Core questions addressed by the workshop include:

- **How can we rise above our mission statements to collaborate with others toward larger common goals?**
- **How can we engage more meaningfully in public debate and play a stronger role in informing public opinion, thereby contributing to a broadly accepted land ethic and expanding our bases of support?**
- **What is our greater vision for our organization, our community and our landscape?**

Your conservation group will explore and develop a greater understanding of the role of land in shaping healthy and



CENTER FOR WHOLE COMMUNITIES

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prosperous human communities. You will consider new theories of how broad societal change occurs. You will practice the skills most needed in this new model of conservation: story, dialogue, dismantling racism, political agility and movement building.

The rewards of this work include: expanded membership, greater public visibility and respect, deeper collaborations, more legislative victories, and the chance to move beyond saving individual parcels of land to creating a land ethic in your community.

And you'll be familiarized with Whole Measures, a tool that will help you create the most positive change possible in the communities and organizations you serve. Whole

## LOGISTICS AND COSTS

### FOR INDIVIDUALS:

Whole Communities' workshops for leaders are offered at Knoll Farm in central Vermont and at other locations around the country throughout the year. For a full calendar of workshops, please visit our website at [www.wholecommunities.org](http://www.wholecommunities.org).

On our website you will also find our sliding scale of fees; through the generous support of our funders we are able to substantially underwrite the cost of many of our programs.

### FOR ORGANIZATIONS:

Center for Whole Communities leads workshops for organizations seeking greater effectiveness or looking for new tools to help them catalyze broader change. We bring our faculty and curriculum to you and tailor our workshop to your specific concerns and goals. To talk further about how we can serve your organization through one of our programs, please contact:

**Helen Whybrow, Educational Programs**  
[Helen@wholecommunities.org](mailto:Helen@wholecommunities.org)  
802.496.5690

## ABOUT CENTER FOR WHOLE COMMUNITIES

Center for Whole Communities supports leaders who are building healthier, more just communities through stronger relationships between people, and between people and the land. Our objective is to strengthen movements for change by connecting diverse leaders from multiple disciplines, helping them to explore differences, to imagine our country whole again, and to move beyond sustainability to *relationship*.

For more information about our programs, our faculty, and our alumni, find us online at [www.wholecommunities.org](http://www.wholecommunities.org).



Measures is the first community-based standard on the ethics and ecology of healthy, whole communities (see [wholemeasures.org](http://wholemeasures.org)).

## ALUMNI

Alumni of our programs include over 750 leaders from hundreds of organizations in 48 states, Canada and Mexico. Organizations we have served through our workshops include:

**Barr Foundation**  
**Big Sur Land Trust**  
**Bay Area Open Space Council**  
**Chesapeake Bay Foundation**  
**Funders' Network for Smart Growth & Livable Communities**  
**Geraldine R. Dodge Foundation**  
**Kulshan Community Land Trust**  
**Land Trust Alliance**  
**Larimer County Parks and Open Space**  
**Maine Coast Heritage Trust**  
**Massachusetts Audubon**  
**Natural Lands Trust**  
**New Jersey Audubon**  
**New Jersey Conservation Foundation**  
**Pennsylvania Land Trust Association**  
**Sonoma County Open Space**  
**University of Michigan • Flint**  
**Wood River Land Trust**

## WHAT WORKSHOP PARTICIPANTS HAVE SAID ABOUT THEIR EXPERIENCE ...

*[The workshop was] excellent — beyond expectations! Tying our work to needed social change and how to go about contributing to that change — these are the components of big change. You framed the discussion and provided the big picture that was necessary.*

Mark Ackelson • **IOWA NATURAL HERITAGE FOUNDATION**

*There was a universal sense of WOW from all who attended, giving me comfort that we are on the right road. You really did a magnificent job developing the framework for whole communities thinking and leading us to the Whole Measures. Thanks for all you're doing to enrich our movement and our lives.*

Jay Espy • **MAINE COAST HERITAGE TRUST**

*Already, the board and staff have begun to speak confidently about the future of our organization. It is as if our work to date was somewhat mysterious and difficult to put words to. Now, all of a sudden, it is all too clear what our purpose is and where we need to go.*

Bill Leahy • **BIG SUR LAND TRUST**