



The Land Trust
For Santa Barbara County

THE LAY OF THE LAND

FISCAL YEAR 2024 (JULY 1, 2023-JUNE 30, 2024)

Advancing Conservation, One Year at a Time

A Note From Meredith

Our work has a way of propelling us forward into deeper, more complex conservation. Land preservation takes a certain tenacious and relentless approach to getting deals done, so we don't often take time to look at recent achievements before we're deep in the next set of negotiations. This report is a chance to stop and celebrate the progress we've made, the people who helped make it happen, and the value of the work we do.

This fiscal year we conserved over 25,000 acres, doubled the amount of community Treks we offer, and hosted our first ever Picnic at the Preserve. We've also added new staff members to our Land Trust team and continue to see a significant increase in community support. While we jump at the opportunity to celebrate this amazing growth, let's not forget that this is all made possible through many months and often years of "behind the scenes" work.

We must never take for granted that the places we love will always be there and cared for. We must make an evergreen commitment to standing up for them through thick and thin in perpetuity. The steadfast support we've received from so many of you over the years—and in many cases, decades—gives me hope that we will continue to make significant strides in land preservation. The first step is conservation, the second step is the big one — perpetual care. As we celebrate our 40th anniversary in 2025, it is hard not to feel like a young upstart in the context of how long we hope this work will last. The 57,304* acres and counting will depend on the stewardship of future generations. I hope you will help introduce our organization to the next generation of conservationists, we need them.

I'm extremely proud of this organization and the people who make it tick—our board, staff, supporters, and volunteers. Without them, we would not have doubled our conserved acreage in the last two years, we would not be engaging with communities countywide to celebrate open spaces, and we would not be able to build out the vision for what long-term conservation success looks like in our county.



Meredith Hendricks
Executive Director

*As of January 2025, total acres preserved is 57,306.



FY 24 BY THE NUMBERS

25,202.49
ACRES PROTECTED

\$21,073,431 TOTAL
FUNDS RAISED

1st inaugural
PICNIC AT THE PRESERVE
raising over **\$200,000**

4,600 people served by Land Trust
Programs including **3,600** visitors to
Arroyo Hondo Preserve

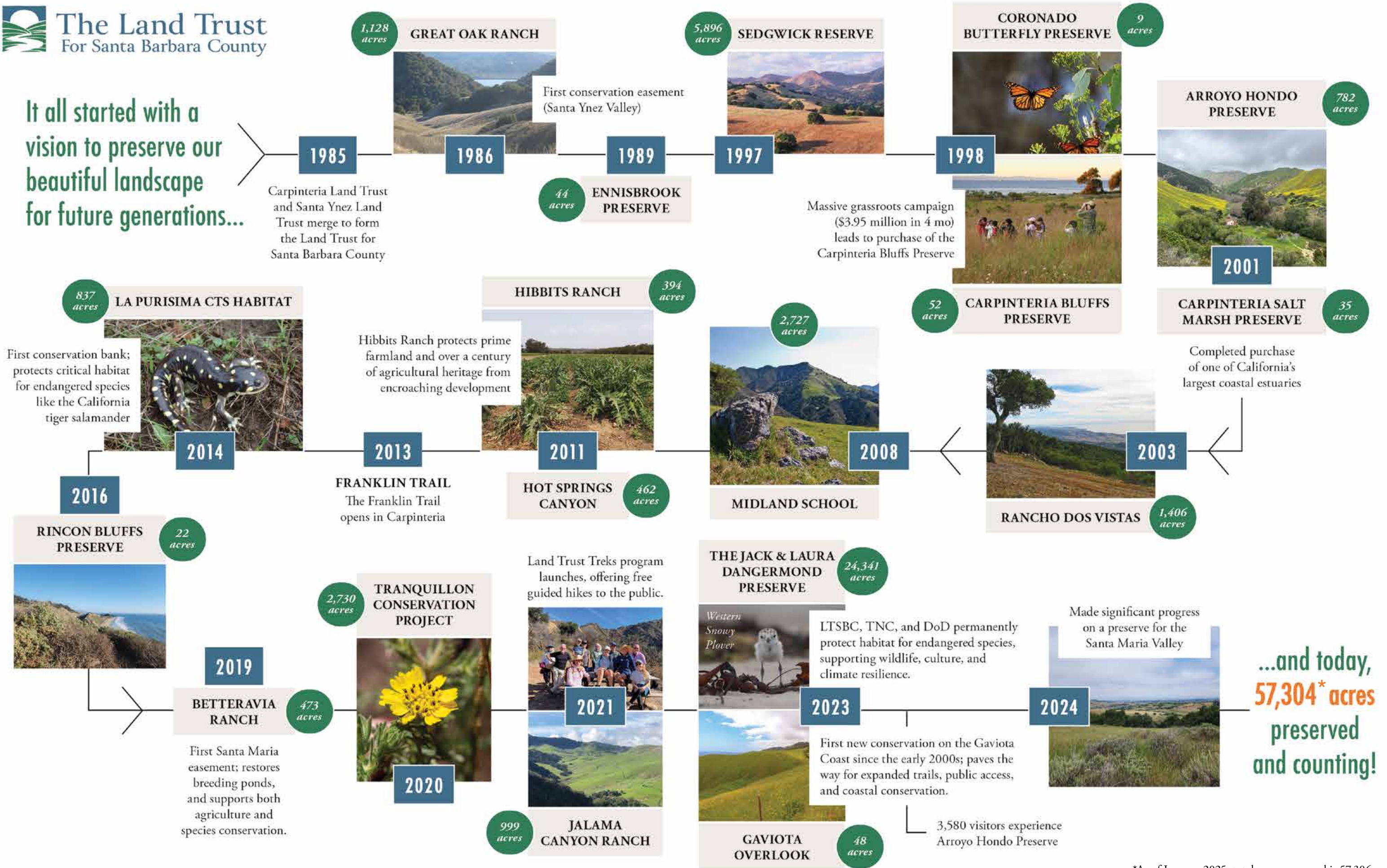
34 TREKS: **10** bilingual
 **22** different locations

134 NEW DONORS

13 OUTREACH EVENTS including
Discover Outside, Trailpalooza, Farm
Day, and the Lompoc Flower Faire



It all started with a vision to preserve our beautiful landscape for future generations...



...and today,
57,304* acres
preserved
and counting!

*As of January 2025, total acres preserved is 57,306.



THE IMPACT OF CONSERVATION

The Land Trust for Santa Barbara County, in partnership with Earth Economics, released a report highlighting the economic value of the county's natural lands and waters. These ecosystems, valued at approximately \$2.96 billion annually, include open spaces, water resources, and recreational areas crucial to the region's economy, public health, and climate resilience.

The year-long study emphasizes the importance of natural capital in supporting both the economy and residents' quality of life. Santa Barbara's natural assets provide clean air and water, while mitigating natural disasters like wildfires and floods. Outdoor recreation alone generates \$880 million annually, supporting 5,500 jobs and producing \$290 million in wages. Proposed projects, such as a Santa Maria Valley regional preserve and a Gaviota County Campground, could enhance this economic impact by addressing underserved communities and meeting growing demand for recreation.

Recent events, including wildfires, underscore the need for conservation. California's Proposition 4 presents a significant opportunity to utilize \$10 billion in state funds for wildfire prevention, water resource protection, and climate adaptation.

As Santa Barbara looks ahead, the message is clear: investing in open spaces is not only about conservation but securing the region's economic, social, and environmental well-being. With these efforts, Santa Barbara has the potential to create a resilient, thriving community where both nature and people can prosper together.

This report was made possible by the generous support of an anonymous donor.

**THRIVING OPEN SPACES
SUPPORT HEALTHY ECONOMIES**
NATURE'S VALUE IN SANTA BARBARA COUNTY



Scan here to read full report, visit www.sblandtrust.org/thriving-open-spaces-support-healthy-economies/



PICNIC AT THE PRESERVE

In September of 2023, the Land Trust welcomed 200 guests to Arroyo Hondo for its inaugural Picnic at the Preserve. Raising over \$200,000, this first-time major fundraiser generated a tremendous amount of excitement from partners and donors and exceeded our fundraising goals.

Guests enjoyed live music, local food and drink, and experience stations, creating a festive atmosphere that allowed the Land Trust to highlight our commitment to conservation while also celebrating our collective achievements. The afternoon included a live auction with a paddle raise that generated significant support for the Land Trust's mission.

Building on this success, we are already looking forward to our next Picnic at the Preserve in May of 2024. The incredible response to our first event has created a strong foundation, and we can't wait to continue this new tradition of celebrating the beauty of the land while supporting our mission. Thank you to all who helped make this unforgettable event a success!

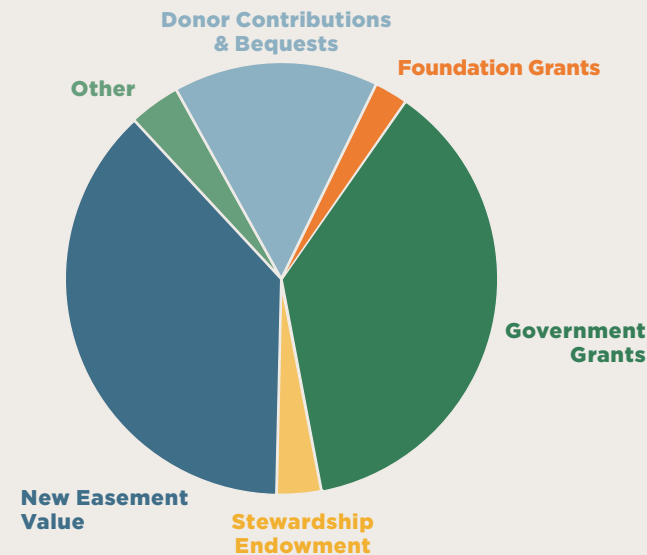


Financial Overview of Fiscal Years 2022-2024

(July 1, 2022 – June 30, 2024)

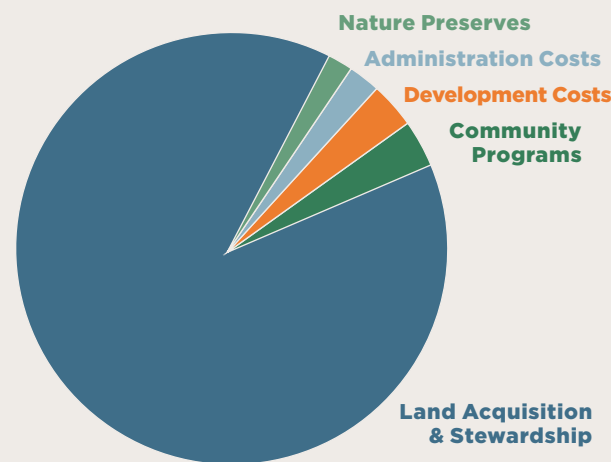
FY22-24 INCOME

Donor Contributions & Bequests	\$6,713,584
Foundation Grants	\$1,073,511
Government Grants	\$16,414,302
Stewardship Endowment	\$1,494,820
New Easement Value	\$16,735,124
Other	\$1,658,247
TOTAL INCOME	\$44,089,588

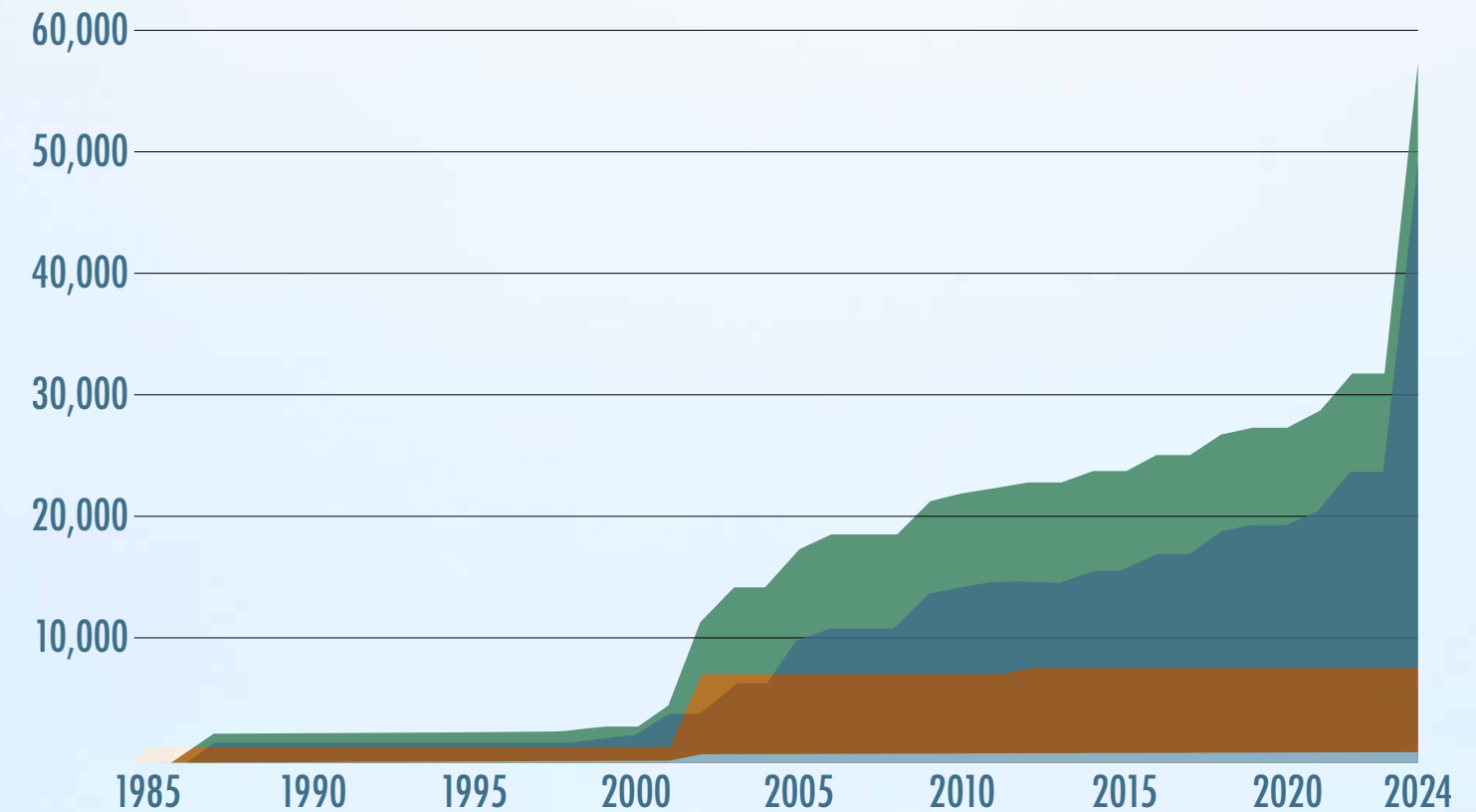


FY22-24 EXPENSES

Administration Costs	\$912,992
Development Costs	\$1,374,877
Community Programs	\$1,373,215
Land Acquisition & Stewardship	\$34,874,933
Nature Preserves	\$730,784
TOTAL EXPENSES	\$39,266,801



**57,304* ACRES
CONSERVED**



Total Acres Conserved June 1984-June 2024



The financials reported in our impact report are derived from the Land Trust for Santa Barbara County's financial statements for the three years ending June 30, 2024.

Land Trust financial statements are unlike many other organizations in that land acquisitions and the ongoing costs associated with them can span many years. This makes it difficult to measure land trusts' efficiency when looking at a single year on its own.

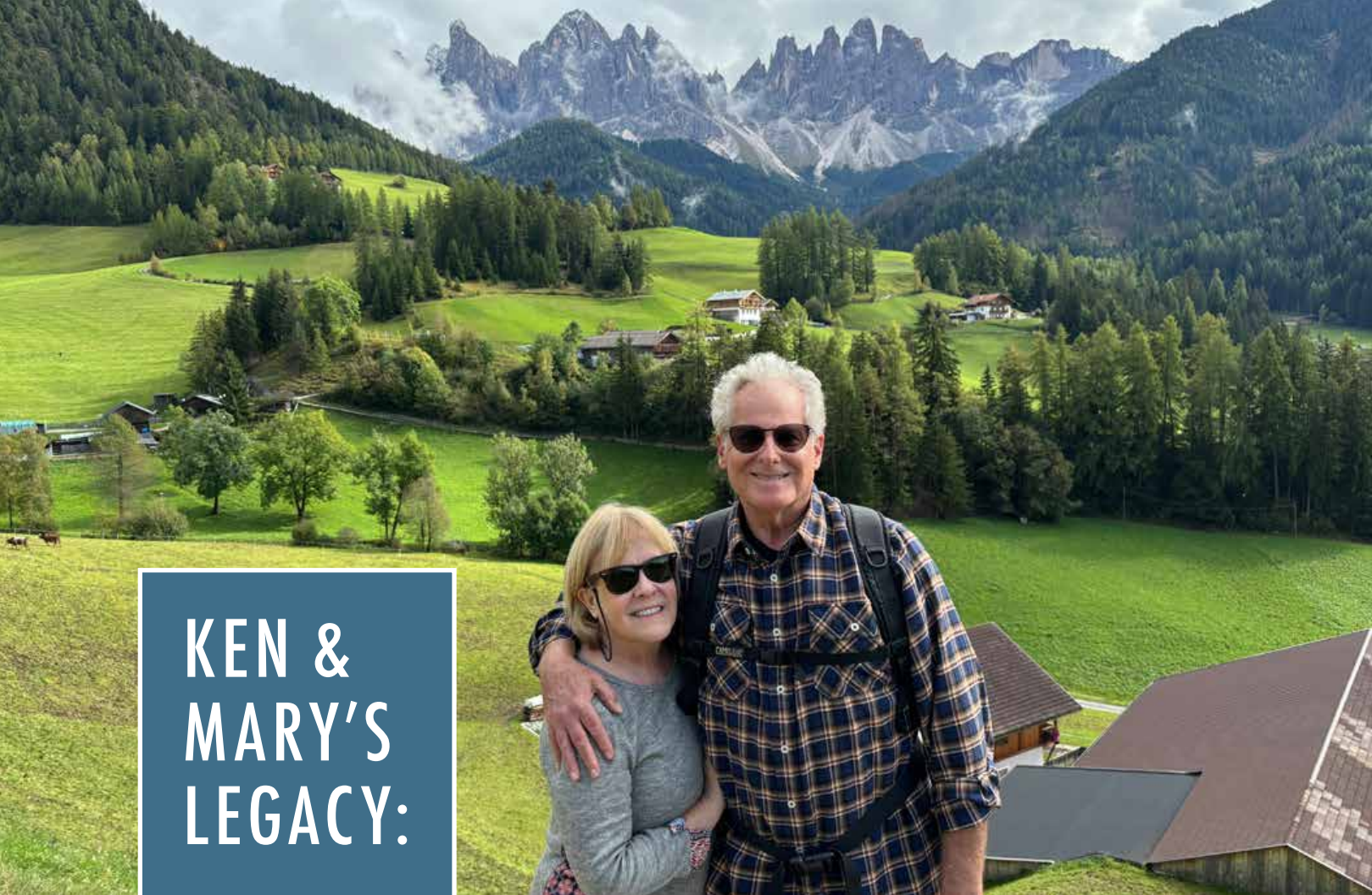
Your ongoing support translates to significant conservation wins throughout the county. Thank you for your support and for moving our shared mission forward.

*Our Stewardship Endowment represents additions to our funds to monitor and steward all of our 56 conservation easements, as well as owned properties, in perpetuity.

**New easements acquired are appraised and that valuation is reflected in our financial reporting.

***Other income is comprised of dividends and interest, fees from reimbursable projects, and other revenue.

*As of January 2025, total acres preserved is 57,306.



KEN & MARY'S LEGACY:

32 Years of Commitment to Land Conservation

For over 30 years, Ken and Mary have been passionate supporters of the Land Trust for Santa Barbara County. Their journey began in 1993 when Ken was invited to lunch by David Anderson, the then-Director of the Land Trust. Newly a father, Ken was inspired by the organization's mission to preserve important lands for future generations. Together, Ken and Mary committed to ensuring that these lands would be protected for their family and the community.

"We wanted to be part of an organization that could permanently protect land," Ken shares. "When I became a dad, it became personal. We wanted these lands saved for our daughter and future generations."

Ken joined the Land Trust Board during its early days when it was a small, volunteer-run organization with just one staff member. Over the years, Ken and Mary have witnessed the Land Trust's growth, now protecting 57,304* acres across Santa Barbara County. One of their most meaningful milestones was the acquisition of the Arroyo Hondo property, which became a public preserve in 2001.

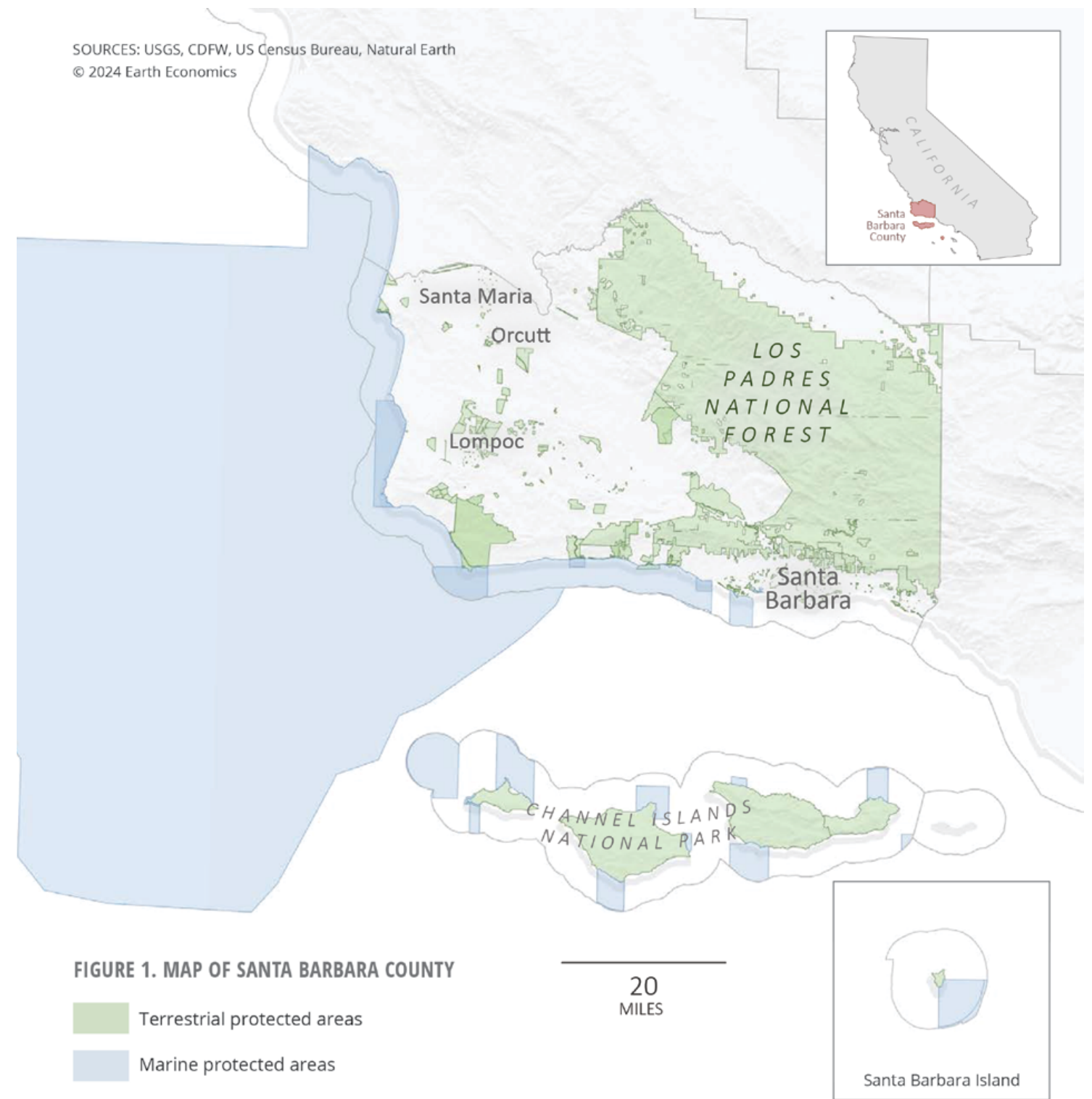
"The most rewarding part has been reading letters from schoolchildren after visiting Arroyo Hondo," Ken says. "Their excitement about learning from nature is truly special."

As long-time donors, Ken and Mary's sense of fulfillment has deepened over the years. They take great pride in knowing that their contributions have helped ensure these lands will remain protected for future generations. They have seen the immeasurable benefits of preserving land for the environment, wildlife, and the community.

Looking ahead, Ken and Mary hope the Land Trust will continue expanding its efforts, especially in coastal and North County areas. They hope that the community will become more aware of the Land Trust's work and continue to enjoy and appreciate these precious lands.

For Ken and Mary, protecting the land is about more than conservation. "Once land is lost, it's gone forever," Ken reflects. "It's up to all of us to protect it—for our children and future generations."

*As of January 2025, total acres preserved is 57,306.



Thank You!

On behalf of the Land Trust for Santa Barbara County, we extend our heartfelt gratitude to our generous donors for your unwavering support throughout the 2023-2024 fiscal year. Your partnership has been instrumental in our mission to preserve and protect the natural beauty of Santa Barbara County. Your commitment to preserving our local environment empowers us to create lasting change and ensure a thriving, resilient ecosystem for years to come. Thank you for being a vital part of our efforts, and for your continued dedication to this important work. Together, we are making a profound impact on the future of Santa Barbara County.

Please follow the QR code to see our list of donors. We are beyond grateful for your support.

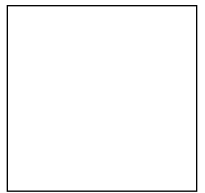




The Land Trust

For Santa Barbara County

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sblandtrust.org



BOARD OF TRUSTEES

Laurel Fisher Perez, <i>President</i>	Ken Marshall
Greg Parker, <i>Vice President</i>	Maurie McGuire
Ann Lippincott, <i>Secretary</i>	William O'Donnell
Joe Weiland, <i>Treasurer</i>	Sheri Overall
Henry Glasheen	James Phillippi
Jim Hammock	Teresa Romero
Valerie Hoffman	Ben Romo
Bradley Lundgren	Scott Van Der Kar

STAFF & CONSULTANTS

Meredith Hendricks, *Executive Director*
John Bowlin, *Donor Engagement Manager*
Brooke Burns, *Grant Writing Consultant*
Vanessa Brooks, *Volunteer Coordinator*
Carlomagno Calderon, *Land Programs Coordinator*
Leslie Chan, *Land Programs Director*
Rosie D'Acquisto, *Development Intern*
Carla Frisk, *Project Consultant*
James Grennan, *North County Site Supervisor*
Eden Hagen, *Development Associate*
Sally Isaacson, *Arroyo Hondo Preserve Education Coordinator*
Kyle Kusa, *Land Stewardship Coordinator*
Kim Morucci, *Land Transaction Manager*
Alison Petro, *Land Stewardship Director*
Zulima Rojas, *Bookkeeping Assistant*
Devin Rothman, *Director of Land Conservation*
Keri Setnicka, *Marketing & Communications Consultant*
Gavin Spencer, *Arroyo Hondo Preserve Assistant Manager*
Vanessa Stowers, *Development & Communications Director*
Sue Ulu, *Office Manager*
John Warner & Jennifer Dunn, *Arroyo Hondo Preserve Co-Managers*
Dave Wirt, *Director of Finance & Administration*

OUR MISSION:

The Land Trust for Santa Barbara County conserves natural resources, agricultural land and open spaces for the benefit of present and future generations.

