

PLAN AT A GLANCE



A New Approach

GOCO's 2020 strategic planning process resulted in an evolution in our role as a funder—a vision for us to become a more dynamic, proactive, and values-based grantmaker. We will work with our partners to create new efficiencies and collaborate more closely for even greater impacts on the ground. We will dedicate resources to invest in signature projects that have lasting benefits for future generations. And we will center our work in equity, so that we break down barriers to our funding, working with our partners to improve outdoor opportunities and experiences for more people and communities. Thank you to the partners who contributed to this vision and who work every day to bring Colorado's conservation and recreation projects to life across our great state.

Mission, Vision & Guiding Principles

Mission | To help preserve, protect, enhance, and manage the state's wildlife, park, river, trail, and open space heritage.

Vision | To fulfill the trust of the people of Colorado through wise investments in the great outdoors.

Guiding Principles

- Advance equity.
- Lead with legacy in mind.
- Leverage innovation and be flexible to increase impact.
- Evolve how to approach investment areas.
- Be a responsive and cooperative partner.

THE SITUATION

Colorado Today & Tomorrow

PROTECT | Our land and water face challenges due to development, natural disasters, climate change, and increased use. Land conservation projects safeguard the places we value.

ACCESS | Responsible public access is a high priority as Colorado's population grows. Coloradans who spend time outdoors and reap the benefits of doing so will help protect it into the future.

CARE | We will encourage Coloradans to recreate responsibly and minimize impacts, while also scaling up our support of maintenance and restoration efforts across the state.

LEAD | Individuals and organizations from Colorado's youth-and-outdoors movement Generation Wild and many other GOCO partners are setting critical visions for how to support the state's outdoor values through change and into the future.



How We Engage

Accessibility | We work to remove barriers to ensure equitable access to funding and make grant-making processes clear and efficient.

Community-centered approach | We strive to meet communities where they are. Together with partners, we consider the unique culture and needs of each community in order to fulfill its vision.

Education and support | We provide partners with resources, training, and shared learning opportunities to support success.

Communications | We communicate with clear, accessible, and inclusive language and lift up our partners' authentic, community-created stories.



PHOTO BY CAMERON DAVIDSON
COURTESY OF THE NATURE CONSERVANCY

What We Value

Resource conservation | We value strategic land conservation and resource protection work.

Outdoor stewardship | We support sustainability of and improvements to the state's natural and recreational resources.

Community vitality | We invest in conservation and outdoor recreation efforts that support communities and quality of life.

Equitable access | We partner with communities to break down barriers to the outdoors.

Youth connections | We support projects and programs that help children and families get outside more often and experience the benefits of doing so.

END RESULTS

In order to refine our new approach to grantmaking over time, throughout the course of the plan we will consistently measure and evaluate progress toward the following desired end results:

- Through our community-driven approach, GOCO listens, learns, and reflects shared values to help partners elevate and respond to local priorities.
- Every funded project integrates one or more program values, and GOCO's investments as a whole reflect the collective of values we share with partners.
- GOCO grows authentic relationships with partners, takes a flexible approach to align project concepts with funding opportunities, and iterates partner ideas to achieve successful outcomes.
- GOCO will pursue a flexible spending plan and diverse investment portfolio to increase financial assets and enable response to unforeseen situations and immediate opportunities.

Onward!

Putting values at the center of GOCO's programs and decision-making and taking a community-centered approach will require a reorientation of our work and ongoing organizational learning. We invite you—our partners—to join us on this exciting journey.

As we embark on this plan in FY 21, Colorado is adjusting to the impacts of COVID-19 and GOCO is pivoting accordingly, adjusting its program suite to put recovery and resiliency first. [Learn more.](#)

Our Programs

What To Expect From FY 22+

Land Conservation | Land conservation projects that protect significant conservation values and connect people to place

Stewardship | Restoring, enhancing, and sustaining Colorado's natural and outdoor recreational resources

Community Impact | Capital projects that enhance a community's access to the outdoors and its quality of life

Generation Wild | Advancing equitable access to the outdoors through local coalitions that provide program and pathway opportunities for youth and families

Planning and Capacity | Research, education, planning, and capacity-building projects that address trends, issues, and opportunities in the outdoors

Centennial Program | High-value, once-in-a-lifetime projects with lasting impacts for the state and future generations of its people

Colorado Parks and Wildlife | Continued investments in critical CPW activities across the state, including environmental education, wildlife research, wildlife habitat restoration, state park system operations, public information, and youth internships