

Organization

Official Name: FALLBROOK LAND CONSERVANCY

***Legal Name:** Fallbrook Land Conservancy

***Year Company was Founded:** 1988

***Address:** 1815 S STAGE COACH LN

Address (2):

***City:** FALLBROOK

State: California

Zip/Postal Code: 92028-4400

***Main Telephone:** 760-728-0889

Main Fax:

Website Address: www.fallbrooklandconservancy.org

***Main Email Address:** FLC@fallbrooklandconservancy.org

***Mission Statement and History:** Our mission is to preserve and enhance the rural character and natural beauty of our community through the permanent protection of open space and related activities.

The Fallbrook Land Conservancy (FLC) was founded in 1988. Since then, it has grown to a membership of nearly 400 and has acquired more than 2,200 acres of open space. Employees and volunteers have planted thousands of trees and native plants in the community, and miles of trails that are open for public use free of charge. The FLC has a full-time Executive Director/Preserve Manager, a full-time assistant preserve manager, and a part-time office manager.

***Board of Directors :** Susan Liebes, Chair

NPRT & SOF EE Volunteer

BS in Forestry & Wildlife from Virginia Tech

Zachary Principe, Vice Chair

Stewardship ecologist with The Nature Conservancy 1998 to present

Board member - California Native Grasslands Association

Chris Pierson, CFO

Insurance Broker-Double Honor Benefits

CFO-Nextec Applications, Inc.

Masters in Finance San Diego State University(2001)

BA Accountancy University of San Diego(1996)

Lydia Rossi, Director

Local small business owner for 20 years. Community volunteer in many organizations for over 40 years.

Ashley Stein Araiza, Director

Ashley Stein Araiza Family Dental Practice

Jennifer Anderson, Director

Business Owner

Board Member, Angel Society of Fallbrook

B.A. Print Journalism, University of Southern California

Susannah Levicki, Director

Real Estate agent

University of San Diego
Bachelors of Science in Information Technology and Minor in Business Administration

Kent Borsch, Director
Financial Advisor, Edward Jones

Michelle Jordan, Director
Attorney
J.D., University of San Diego School of Law, 2005
B.A. Political Science, University of California, San Diego, 2001

Michelle Verdugo, Director
Business Owner, Health Wellness & Events
Certified Nutritionist Consultant
Fallbrook Honorary Mayor 2017-2018

Wallace Tucker, Director
Ph.D. Physics, UCSD

David Vornberger, Director
B.S. Civil Engineering, Colorado State
Member, American Society of Civil Engineers, Construction Management Assoc. of America

Sue Jackson, Director
Volunteer, Angel Shop
Member, California Native Plant Society

John Crawford (Non-Voting Member)
Legal Counsel/Board Secretary
Law Offices of John W. Crawford, APC
Member, State Bar of California
Commander, US Coast Guard Reserve, Retired

Most Recent 990: FLC Tax Returns 2018.pdf

***Most recent audited financial statement with management letter:** Fallbrook Land Conservancy Audit Report 2018.pdf

Proposal

***Request Owner:** Rachel Mason
Request Source: External (Submitted 04/10/2020)
Proposal Type: Ongoing Program

Agency Capability

Briefly describe your organization's history and accomplishments. :

Formed in 1988, the Fallbrook Land Conservancy (FLC) is a private, nonprofit, tax exempt organization. Our unique mission is to preserve and enhance the rural character and natural beauty of the area through the permanent protection of open space and related activities.

The FLC was accredited by the Land Trust Accreditation Commission in 2018 after a rigorous due diligence process. The accreditation process confirmed FLC's strong finances, ethical conduct, responsible governance, and lasting stewardship. The FLC is also certified by the California Department of Fish and Wildlife as a qualified entity to own and manage mitigation properties through an application process that reviews organizational finances and stewardship policies.

The FLC enjoys wide support in the community and owns and manages over 2,100 acres of open space, including the popular Los Jilgueros and Monserate Mountain Preserves, as well as eleven other nature preserves and the historic Palomares House & Park. In addition to its fee owned properties, the FLC protects more than 995 acres through conservation easements, bringing FLC's total land protection in the area to 3,100 acres.

Biologists have identified more than 175 species of birds, and other animals large and small, from horned lizards to mountain lions on the protected land. Numerous plant communities are also protected, from coastal sage scrub, to chaparral, to wetland and riparian. Throughout our preserves, both state and federally protected species are given a place to call home.

Within FLC's network of preserves, our organization maintains over 13 miles of trails, ranging from easy to difficult. The trails are open to the public, free of charge, and FLC encourages the use of its preserves as a way to connect with nature, enjoy open space, and participate in passive recreational activities. The preserves are used by people of all abilities, from young families, to hardened athletes, to seniors.

Three active volunteer groups within our organization concentrate their efforts on separate and important aspects of FLC's mission. The Save Our Forest group plants and cares for trees and shrubs downtown and collaborates with the Fallbrook Union Elementary School District on the Environmental Education Program. The Trails Committee maintains our network of trails, and the Native Plant Restoration Team actively restores our preserves through the removal of non-native species and planting of native California plants.

To date, the FLC has benefited from the financial, in-kind, and volunteer support of more than 300 individuals, and currently maintains a membership of roughly 400 households.

What are the current activities and/or programs offered by your organization?:

FLC staff and volunteers regularly monitor and maintain our existing 2,200+ acres of preserved land.

The FLC has several Committees, made up of volunteers, staff, and Board members:

1. Native Plant Restoration Team: This Committee works on the improvement of FLC preserves through the planting of native vegetation to restore habitats and improve conditions for native wildlife.
2. Save Our Forest (SOF): This Committee plants and maintains trees in public places in the community, notably Fallbrook's downtown area, Pico Promenade, and along South Mission Road. Additionally, since 2001, the SOF Environmental Education Program has been in place with Fallbrook Union Elementary School District.
3. Trails Committee: This Committee assesses FLC's current trail systems, proposes new trails, leads guided walks and hikes and hosts volunteer work parties to maintain and improve trail conditions.
4. Outreach Committee: This Committee provides outreach about the FLC, attends community events, and leads guided walks, hikes, and events throughout our preserves, including family friendly nature walks, guided bird walks, and fitness-based hikes and walks.
5. Acquisitions and Stewardship Committee: This Committee regularly seeks out the acquisition of new open space lands.

In addition, the Palomares House & Sculpture garden provides a public meeting place, sometimes used for member yoga or presentations, with a sculpture garden dedicated to sculptures of animals native to the Fallbrook area.

List and describe current collaborations with other organizations that enhance your ability to provide services through this program.:

The FLC collaborates with numerous organizations, both in terms of financial and volunteer support. Within the past calendar year, the FLC has received financial support from the following organizations to further our mission of providing safe open space preserves and educational opportunities to residents: The Angel Society of Fallbrook, California ReLeaf, Fallbrook Chamber of Commerce, Fallbrook Firefighter's Association, Fallbrook Garden Club, Fallbrook Riders, Inc., Fallbrook Village Rotary, Fallbrook Vintage Car Club, Fallbrook Women's Club, Philanthropic Educational Organization -- UH Chapter, Legacy Endowment Community Foundation, Rally for Children, The County of San Diego, and The San Diego Foundation.

The FLC has received in kind-support from multiple businesses in town to help offset our budget, including services from Fallbrook Equipment Rentals, Fallbrook Waste & Recycling, Pacific Western Bank, and Specialty Mowing Services, Inc.

In 2019, the FLC logged over 2,500 volunteer hours from projects ranging from administrative tasks to trail maintenance. The FLC regularly collaborates with organizations and individuals to provide community service projects. Recent volunteer projects have been completed with the generous assistance of the Boy Scouts, Camp Pendleton Single Marine Program, Camp Pendleton Young Marine Program, Eagle Scouts, Fallbrook 4-H, Fallbrook Future Farmers of America, and North Coast Church.

Program Information

Is this application being submitted in collaboration with another agency?: No

Project Title: Fallbrook Land Conservancy Vibrant Volunteer Program

Requested Cash Amount: \$23,158.10

This is an ongoing program that began on: 04/04/1988

Name of the person submitting the grant: Karla Standridge
(760) 728-0889
karla@fallbrooklandconservancy.org

Name of Program Coordinator: Karla Standridge
(760) 728-0889
karla@fallbrooklandconservancy.org

Is the Program Coordinator responsible for submitting quarterly reports?: Yes

Ages Served: Children (infants to 12): 5%
Young adults (13-18): 20%
Adults (18-60): 40%
Seniors (60+): 35%

Gender: Female: 50%
Male: 50%

Select the income limit category of your target population: We do not collect this data

Projected number of residents (participant/client) that will directly benefit from this program: 200

Projected number of residents that will indirectly benefit from this program: 50000

How will the program be staffed?: Paid: 75%
Volunteer: 25%

Statement of Problem/Needs Assessment

Discuss the need for the proposed program or service within the District.:

Several studies have shown a direct link between volunteering and a person's physical and mental wellbeing. Yeung et al (2017) concluded that "[v]olunteering should be promoted...as a kind of healthy lifestyle, especially for the social subgroups of elders, ethnic minorities, those with little education, single people, and unemployed people, who generally have poorer health and less participation in volunteering."

The FLC has the opportunity to provide a unique volunteer experience to District residents through direct engagement with the natural environment. The FLC's preserves offer a wide range of outdoor volunteer opportunities for all ages: organized planting events, regular maintenance of native plantings, trail maintenance, and monitoring. The Save Our Forest also plants and maintains trees and benches downtown and on public right of ways. Another unusual aspect of FLC's volunteer activities is that they can be tailored to suit participants with a wide variety of ages, physical ability, skills and backgrounds. Volunteers can work together as a family or with a large group or a small group or alone, the hours can be flexible, and the volunteer activities can be adapted to any age group and physical condition, from patrolling and monitoring wildlife and other conditions, to planting and weeding, to building and maintaining trails, signs and kiosks.

Additionally, studies show that volunteering in nature has profound positive impacts on socially marginalized groups (O'Brien et al (2011). Benefits include improving personal relationships with nature and other individuals, allowing individuals to work alongside others who are viewed as different, and teaching employable and social skills that can be used in day to day activities. Additionally, O'Brien et al found that "active hands-on engagement allows people to work at their own pace, since these approaches are not target focused, and skills and social networks can be developed slowly."

Reference your supporting data below.:

O'Brien, L., Burls, A., Townsend, M., & Ebdon, M. (2010). Volunteering in nature as a way of enabling people to reintegrate into society. *Perspectives in Public Health*, 131 (2), 71--81. doi: 10.1177/1757913910384048

Yeung, J. W. K., Zhang, Z., & Kim, T. Y. (2017). Volunteering and health benefits in general adults: cumulative effects and forms. *BMC Public Health*, 18(1). doi: 10.1186/s12889-017-4561-8

What other organizations within the community offer similar programs/ services that address this need?:

Most, if not all, nonprofits within our community offer volunteer opportunities; however, none of these organizations currently offer organized and staff supported volunteer programs on open space preserves that allows participants to connect with and learn from nature. The FLC program is different in that the proposed volunteer program will provide program participants with a direct connection to and engagement with nature while also instilling physical and mental wellbeing and pride of community service.

Program/Services Description

The Fallbrook Regional Health District has identified several health disparities that effect the long term health and well being of our community. The following questions address how your program addresses these concerns. :

Which one of the following categories best describes the primary goal and objectives of your program?:

Ancillary: Services that support our mission to promote health for the people of the District.

Which of the following health disparities does the program address:

- Behavioral & Mental Health (e.g., Anxiety, Depression, Substance Use,)
- Cardiovascular health (e.g., High Cholesterol, Hypertension)
- General Fitness
- Youth Services (non-school based)

Describe how the program provides the service.:

The FLC will conduct community outreach to promote the concept of volunteerism as an integral part of a healthy lifestyle. The FLC will recruit and train volunteers to participate in nature-based volunteer opportunities. Repeating opportunities for volunteers will be provided and FLC staff will maintain a close professional relationship with volunteers in an effort to retain volunteers.

What is/are the program goal(s) and what are the objectives for each goal.:

Define goal #1 for this program : Increase volunteer capacity by 25% of current level.

Number of Objectives for this program: 3

Objective 1: Increase outreach efforts by 50%.

Objective 2: Host weekly and monthly recurring volunteer events.

Objective 3: Host specialized volunteer events based on individual need.

Measuring Success for Goal #1: Obj 1: FLC will promote volunteerism as an integral part of a healthy lifestyle through press (semiannually), e-blasts (monthly), and social media (bi-weekly). FLC will reach out to a minimum of 5 local organizations and businesses, such as schools and senior advocacy groups, each quarter to evaluate potential volunteer opportunities and collaborations. FLC will conduct trailhead outreach days to promote the program twice per quarter.

Obj 2: The FLC will host a weekly, recurring volunteer event to retain volunteers who are able to commit to a specific schedule. The FLC will host a monthly, recurring volunteer event (differing day than the weekly event). These volunteer events will be weather permitting and may be subject to change. FLC will record volunteer data such as name, age, and hours volunteered.

Obj 3: Based on outreach efforts, FLC will host specialized volunteer events to fit the needs of interested volunteers throughout the program year. It is anticipated that a minimum of four specialized volunteer events will be held throughout the year

Define goal #2 for this program if applicable.:

Anticipated Acknowledgment

Acknowledgment: The FLC distributes a monthly e-blast to more than 1,000 e-mail addresses and distributes a semi-annual print newsletter to approximately 400 households and businesses. An acknowledgement line with the FRHD logo will be included in each e-blast and print newsletter. The FRHD logo will be placed on FLC's website to acknowledge the District as a sponsor. Additionally, the FLC will promote the District and the program through its social media platforms.

Financial Reporting & Budget

Has your organization requested funding from FRHD for this program before?: Have not applied before

Have grant funds awarded to your organization ever been withdrawn, reduced or discontinued?: No

Please list other grant funders that have been approached by your organization in the past 3 years, including FRHD. Include Name, Date, Amount Requested, Declined or Pending.:

County of San Diego Community Enhancement Program, 2020, \$14,000, Pending. Save Our Forest, Native Plant Restoration Team, Stagecoach Sunday sponsorship.

US Fish & Wildlife Service Partners for Fish & Wildlife Program, 2020, \$15,000, Pending. Gird Valley Preserve restoration and enhancement project to support coastal sage scrub habitat

County of San Diego Community Enhancement Program, 2019, \$10,000, Received. Save Our Forest, Native Plant Restoration Team, Monserate Mountain Preserve, Stagecoach Sunday sponsorship.

County of San Diego Neighborhood Reinvestment Program, 2019, \$50,000, Received. Monserate Mountain Trail Improvement Project.

Eddy Foundation, 2019, \$10,000, Received. FLC trails committee coordinator.

FRHD, 2019, \$42,503.52, Declined. Promoting Community Wellness Walking.

FRHD, 2019, \$60,827.12, Declined. Save Our Forest Environmental Education Program Expansion.

State of California Natural Resources Agency, 2019, \$492,500, Declined. Acquisition to complete 16.3 Mile Monserate-Meadowood Trail.

The San Diego Foundation, 2019, \$25,000, Declined. Save Our Forest Environmental Education Program Expansion.

County of San Diego Community Enhancement Program, 2018, \$8,000 , Received. Save Our Forest, Native Plant Restoration Team, Monserate Mountain Preserve, Stagecoach Sunday sponsorship.

County of San Diego Neighborhood Reinvestment Program, 2018, \$11,070, Received. Palomares House A/C Project.

FRHD, 2018, \$10,000, Received. Expanding Community Wellness Walking Resources.

Please list the fund raising events conducted by yourself or other organization(s) where proceeds have been designated to your organization as beneficiary of funds raised. Include Name, Date, Amount:

Fallbrook Firefighter's Association, 9/11 Memorial Hill Climb. September 2019. \$500.

Fallbrook Land Conservancy, Stagecoach Sunday Annual Fundraiser. Oct 2019. \$54,006.19 (gross).

Fallbrook Village Rotary, Turkey Trot. November 2019. \$2,200.

Describe your plan for maintenance/ continuation of the proposed program beyond the 2020-2021 fiscal year.:

FLC board and staff will continue to work with volunteers beyond the grant cycle. The updated volunteer database, outreach materials, and volunteer opportunities will be maintained so that there will be an easy transition for future staff or volunteers to carry on the program. Additionally, FLC will continue to promote our organization's membership opportunities.

Describe what other funding sources will be used to support this program; include fees for services contracts or other revenue sources?:

The FLC will use general fund sources to support this program, as well as preserve specific funds where applicable. FLC will continue to search and apply for other grant opportunities to support the program and further FLC's mission.

Program Budget File: 2020_2021_FRHD_CHC_Program_Budget_Form_volunteer final.xlsx

Attestation: • I certify that all information presented in or attached to this Application is complete and accurate

Payment

Scan

No matches were found

Approval

Requested Amount: \$23,158.10

***Recommended Amount:**

Prior Approved Grants:

Request Status: External

Contact

Salutation: Ms.
***First Name:** Karla
Middle Name:
***Last Name:** Standridge
Title: Executive Director
Address: 1815 S STAGE COACH LN
Address 2:
City: FALLBROOK
State: California
Province:
Zip/Postal Code: 92028-4400
Country:
Telephone: 76072808889
Fax:
Email Address: karla@fallbrooklandconservancy.org
Contact Type:
Creation Date: 04/06/2020
Last Saved By: 1000000010519833
Last Saved Date: 06-APR-20 09.49.40.903713 PM
Notes:
***Internal Use Only?:** N
Suffix: