

VISION

Healthy soil supporting productive farms, thriving ecosystems, and resilient communities

MISSION

To strengthen and support a broad, collaborative network that improves and expands soil health across all of Virginia's landscapes

WE BELIEVE IN...

- Leveraging the power of a network that represents all of Virginia's diverse landscapes and communities
- Pursuing and sharing new and innovative science-based solutions
- Enhancing the resilience, productivity, and profitability of Virginia's farms
- Including and engaging all people who care for Virginia's lands, especially those who have been historically marginalized
- Protecting and nourishing Virginia's soil to benefit future generations of people, farms, communities, and natural resources

OUR COLLECTIVE RESULTS



People engaged in protecting and caring for soil



Resilient landscapes across all of Virginia



Sustainable food systems to support thriving communities

PRIORITIES & STRATEGIES

Build the Coalition's capacity for leadership and expansion

- Develop relationships to fill capacity gaps, broaden skills, expertise, and our network
- Increase equitable opportunities for partners to participate on Steering Committee and in other capacities
- Recruit partners that represent the diversity of the Coalition's constituency and reach (ag, rural, urban and suburban)
- Identify sustainable funding sources to expand staff team

Enhance partner collaboration to drive innovation, implementation, and impact

- Promote unified messaging through shared information channels
- Provide navigation to inform and connect members and partners to resources
- Communicate current research to support organizations implementing on the ground
- Develop work groups to convene partners and members
- Identify and fund projects that advance implementation of innovative soil health approaches

Cultivate awareness through education, outreach, and advocacy

- Identify current and expanded audiences to deepen connection to soil health
- Build out consistent and cohesive narrative to resonate with broader constituency
- Create and execute communications strategy to reach diverse audiences
- Provide-resources and educational materials to partners working on advocacy
- Explore formalizing advocacy partnerships

PERFORMANCE MEASURES

- 15 new partners engaged in the Coalition across sectors and with diverse representation
- 3 work groups launched
- 20 partners engaged in collectively implementing Collaborative Strategic Plan
- 200 farmers and organizations supported or connected to resources
- 2 new Coalition staff members
- \$2M invested in projects on the ground
- 10 trainings provided