**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**

- 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

---

**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**

- 200 farmers and organizations supported or connected to resources
- 2 new Coalition staff members
- $2M invested in projects on the ground
- 10 trainings provided