

# GREENTRUST ALLIANCE

ANNUAL REPORT  
2022



HIDDEN LAKE PRESERVE,  
NORTH CAROLINA



# DIRECTOR'S STATEMENT

As we reflect on 2022, GTA's progress is notable especially given the dynamic and sometimes chaotic world in which we live and operate. How has GTA embraced this critical period? By strategically focusing on critical organizational capacity building, with a focus on growing our network of funders, diversifying and strengthening partnerships, and building a mission focused project pipeline that will grow our restoration impact and footprint. A few key examples we're proud of include:

**Land Trust Accreditation:** In early 2023, we were notified by the Land Trust Accreditation Commission (LTAC), a partner organization to the Land Trust Alliance that GTA has become an Accredited Land Trust, one of only six based in Maryland. Accreditation is a rare mark, and this is a significant partnership that will help GTA accomplish our mission.

**Board:** We are pleased to welcome the esteemed Al Todd, former executive director of the Alliance for the Chesapeake Bay (March, 2022) and Kristy Fleischmann Groncki (September, 2022) sustainable energy director for BGE Baltimore. As a result, our Board is at its largest, most skilled, and most complex in our 23-year history.

**Staff:** The addition of Development Director Halle Van der Gaag in late 2022 as GTA's first full time development director has led to GTA's most comprehensive fundraising plan in our history.

While the turbulence of our time makes it difficult to predict 2023, let alone 2025 or 2035, GTA has invested in its people, processes and infrastructure for the last three years, and we are excited about the positive impact these investments will have on the accomplishment of our conservation mission. Thank you for your continued partnership, coaching, and support in 2022.



**KIRK MANTAY**

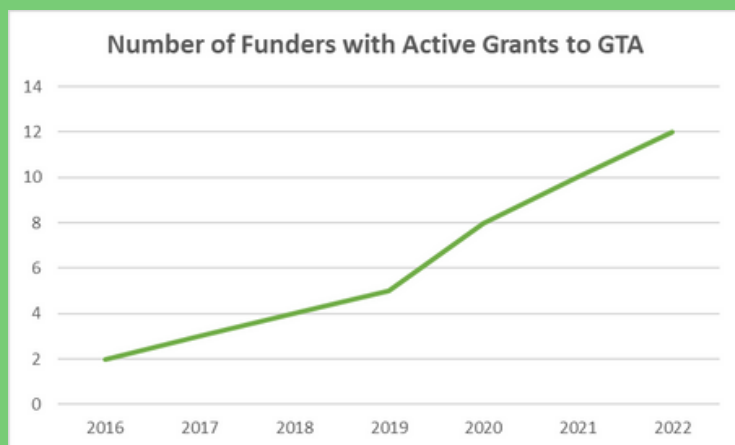
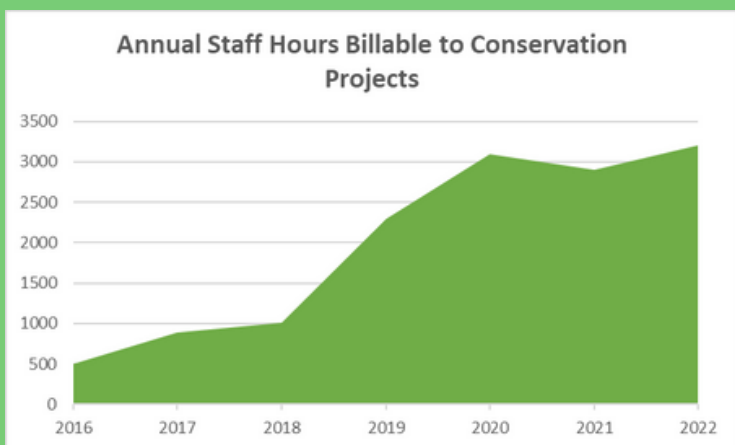
Executive Director



# FINANCIAL OVERVIEW

2022 was a major year of program investment for GreenTrust Alliance. The organization bore substantial costs to obtain Land Trust Accreditation (ultimately achieved in February, 2023) and invested in onboarding a highly experienced Development Director late in the fiscal year. While GTA **secured** nearly \$10 million in conservation funding in 2022 (while **applying for** an additional \$14 million in funding the same year), the structure of most grants incorporates lengthy delays between when GTA's costs are incurred and when we are actually compensated. As a result, conventional accounting denotes that GTA took a roughly 18% loss in 2022, and is anticipating a nearly 30% surplus in 2023.

*However, it is important to note that our growth continues unabated, as our number of active grants, number and diversity of funders, and number of billable staff hours continue to increase annually, improving the organization's financial health.*



# CONSERVATION HIGHLIGHTS

The 42-acre **Maple Dam Wetland Preserve (Cambridge, MD)**, our first-ever conservation easement on the Delmarva Peninsula, was acquired by GTA in June, 2022. It took almost three years of coordination to bring this conservation deal forward, and the site's Long Term Stewardship endowment is maintained by the National Fish and Wildlife Foundation. In keeping with GTA's mission to embrace new partners and opportunities to help provide continuity of landscape conservation efforts, the Preserve is less than a mile from Blackwater National Wildlife Refuge and abuts other conserved properties. GTA is working with the landowner to secure another 40+ acre conservation easement and endowment (Phase II) in 2023-2024.



**The Middle Branch Resilience Initiative (Baltimore, MD)** is an extremely high profile 50 million dollar initiative supported by the Mayor of Baltimore, FEMA, Maryland DNR and the South Baltimore Gateway Partnership. In addition to funded and proposed projects, we are also seeking to deepen GTA's involvement with community engagement as part of the effort to broaden our base of support and restoration impact. Communities like Cherry Hill have are exposed to increasing flooding threats as well as impaired fish and wildlife habitat. GTA is proud to manage the design, permitting, construction, and post-construction management of "the Site 5a Living Shoreline," an important component of the overall initiative. This large scale living shoreline and its stormwater retrofit components are immediately south of Medstar Harbor Hospital. GTA has secured \$5.5 million in state and city funding so far and has applied for an additional \$3 million in construction funding.



# NEW FACES AND ACHIEVEMENTS

## AL TODD BOARD MEMBER

In March 2022, we were proud to welcome Al Todd to the Board. An awardee of the prestigious Fran Flanigan Environmental Leadership Award, former Board Chair of Interfaith Partners for the Chesapeake, and retired long-time Executive Director of Alliance for the Chesapeake Bay, Al brings a substantial level of expertise in community conservation, environmental markets, and nonprofit leadership to GTA.



## KRISTY FLEISCHMANN GRONCKI BOARD MEMBER

In September 2022, GreenTrust Alliance was excited to welcome Kristy Fleischmann Groncki to our Board of Directors. A Senior Manager of Strategic Planning at Baltimore Gas & Electric (BGE), Kristy helps lead BGE's effort to increase EV charging infrastructure throughout Maryland. She holds an MBA from Johns Hopkins University and a BS in Mathematics from Notre Dame of Maryland University.



## HALLE VAN DER GAAG DIRECTOR OF DEVELOPMENT

Halle joined our staff in late 2022 as the organization's first full time Development Director. An experienced program manager and executive director in the Chesapeake and Delaware Bays conservation community, Halle is focused on implementing the organizations' fundraising plan and diversifying our sources of funding to include foundation and corporate support in 2023.



## JEFF REAGAN, PWS ECOLOGIST

In 2022, Jeff celebrated his 3rd anniversary with GTA. Over the past year, his role has grown to include more grant and project management, including landowner stewardship and a leadership role in site monitoring and maintenance. Jeff recently qualified to take the Maryland Commercial Pesticide/Herbicide Applicators Exam, and anticipates taking project management coursework in 2023.



## KIRK MANTAY, PWS EXECUTIVE DIRECTOR

In 2022, Kirk celebrated his 5th anniversary of leading GTA into our current growth model. In December 2022, Kirk was re-certified as a Professional Wetland Scientist, a certification he has held since 2005. He continues to lead GTA on long term objectives like federal cooperative agreements (CAs), renegotiation of our CA with MD Environmental Trust (completed in December 2022), and land trust accreditation (to be finalized in 2023).



# 2023 OUTLOOK

## PROGRAMS

In 2023, GreenTrust Alliance will focus on program growth in three of our conservation focus areas: the Hudson-Raritan Estuary Focus Area (New Jersey), the Baltimore Coastal Communities Focus Area, and the Southern Maryland and Potomac Focus Area. Communities in each area have different needs, opportunities, and funders to perform large scale conservation work, to engage existing local partners in our work as well as theirs, and to advocate for improved land conservation and outdoor access.

We plan to achieve this goal not only through our staff and partner expertise, but through aggressive implementation of our fundraising plan throughout the year. New efforts focused on corporate and foundation giving are underway and seek to increase GTA's capacity to sustainably pursue the types of large conservation projects in which we specialize.

## FINANCIAL

GTA's financial outlook is extremely strong, as we become able this year to recoup invested staff labor and administrative costs on projects that began in 2022. Based on grants currently in negotiation, 2023 will be GTA's strongest-ever year in terms of our financial position. However, we are strongly focused on diversifying our funding sources to ensure that GTA's continued growth is financially sustainable into 2024 and beyond, as we have become accustomed to the highly variable nature of cash flow dynamics based on the typical billing schedule for GTA's large conservation grants.

## 2023 NEW PROJECTS HIGHLIGHT



**Iglesia de Jesucristo Parabra Miel (Brandywine, Maryland):** GTA is working with this local congregation and MNCPPC to help secure and conserve over 30 acres of a former horse boarding operation within our Southern Maryland and Potomac Conservation Area. A key focus of the project is balancing future recreational use of the conserved land with long term stewardship of key habitat areas. Draft easement negotiation is underway.

**Raritan Estuary Marsh Enhancement (Edison, New Jersey):** GTA is working with public and private partners to repair, enhance, and permanently protect over 100 acres of coastal marshes, buffers, and other wetlands in this highly urbanized and impacted watershed where a huge network of partners is working successfully to increase environmental quality as well as public access to woods, parks, and waterways. Construction is expected to begin in late 2023.



**Weinberg Park Living Shoreline (Pasadena, Maryland):** GTA is working with public and private partners to create a strategy for restoring a healthy beach and tidal marsh mixture on this rapidly eroding public park near the mouth of the Patapsco River in Baltimore. Fundraising for this high-benefit public lands project began in early 2023.