

# 2023 IMPACT REPORT



WEST VIRGINIA  
LANDTRUST

# Letter from our Executive Director

## *It's a good idea to take stock.*

I'm not referring to accepting financial securities as gifts, though we are perfectly happy if you want to support WVLT in that way (*and many of our supporters have donated stock; thank you!*).

Nor am I referring to cattle, sheep, pigs, and other animals that might occupy a rural property that someone wants to donate to us. We might take the land, but not the livestock.

The stock we're taking in this Impact Report is the measure of what WVLT's many supporters have made possible for conservation, both in the past year and over the decades as the organization enters its 30<sup>th</sup> year.

It's really exciting to consider the numbers, and to look behind some of them.

In 2023, we offered public hikes at five WVLT preserves, where attendance ranged from 40 to almost 100 per event. A decade ago, when we were just beginning to expand our lands portfolio, we had few places that were "open for business," and we were lucky if 15-20 people showed up for a hike.

Behind the increase in those numbers is a geographically dispersed and thoughtfully managed suite of preserves that are now open to the public, propelled by a growing interest in outdoor recreation statewide. Those numbers are bolstered by successful fundraising to build parking lots, deploy volunteer and paid work crews to develop trails, construct kiosks and

signs, and employ staff (we're now a team of 11) who lead the hikes. "If you build it, they will come," to quote the movie, and we've seen that borne out.

Almost 23,000 acres have been conserved by WVLT since its inception, via conservation easements on private lands and acquisitions of properties we now fully own. The value of all those lands, which are comprised of more than 70 transactions, is \$21 million!

Pull back the \$21 million curtain. Behind it is \$7 million worth of purchases, and \$14 million worth of donated properties! Not everyone is in a position to donate a land asset, and in those cases we strive to raise funds to purchase high-value conservation properties. But the depth of donations is not something we anticipated a decade ago, when we began to grow. People who value nature, heirs who wish to honor a family's legacy, and partner organizations that trust us to hold and manage lands wisely are among the donors who are behind this rapidly growing conserved landscape.

We're grateful, as we take stock, for all the shareholders who are helping us secure more natural assets, knowing that the return on their investments will accrue over many years to many people.

I hope we'll see you this year at a hike, a float, or an event!

**Brent Bailey, Ph.D.** Executive Director



Fife-Head Family Farm, Greenbrier County  
114 acres donated to WVLT with a life estate

## Our work by the numbers

5 caves protected

29 Nature Preserves  
(9 Open publicly)

32 Easements

22,769 Acres Protected in 28 West Virginia Counties

23 Miles of Recreational Trails

139 Miles of protected streams

5 water treatment facilities protected upstream

12 rare or endangered species

## Our People by the numbers



10 staff members  
+ 1 fellow



16 board members



164 active volunteers



24 active partners



2,415 volunteer hours worked

## Thanks for showing up!

**Blue Jean Ball – a party for greenspace** – is an annual fundraiser in Morgantown cohosted by Mon River Trails Conservancy.

 **RSVPS: 208**  **Sponsors: 29**

**Special Places Celebration** – a night to celebrate the land we love and honor those who protect it! This is our signature fundraiser in Charleston.

 **RSVPS: 202**  **Sponsors: 56**

**Piney Creek Outdoor Rec Kick-off and Whiskey Tasting** – a party to meet the community, share our preserve plans and taste the Piney Creek Bourbon curated by The Bullock Distillery in Charleston.

 **RSVPS: 125**  **Major Sponsors: 1**

## Ribbon Cuttings and Outdoor Activities



### ATTENDEES

96

Marie Hall Jones Ancient Forest Preserve grand opening in Doddridge County

84

Moulton Park ribbon cutting in Jefferson County

92

Piney Creek ribbon cutting in Raleigh County

40

Airport Park sneak peek hike in Monongalia County

41

Cheat River float in Tucker County



# Protecting Special Places

*A special place is more than land and water. A special place takes you to a time and to a memory, it brings you peace, and feels like “home.” A farmer’s special place may be his field, a wildlife watcher’s place is in the forest, a sportsman’s may be a remote stretch of woods, a hiker’s an entire expanse of mountains, and a child’s a field of green where he can run and play or a creek to explore.*

## Our Staff

**Brent Bailey, Ph.D.**  
Executive Director  
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**Debby Berry**  
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**Adam Webster**  
Conservation Program Manager  
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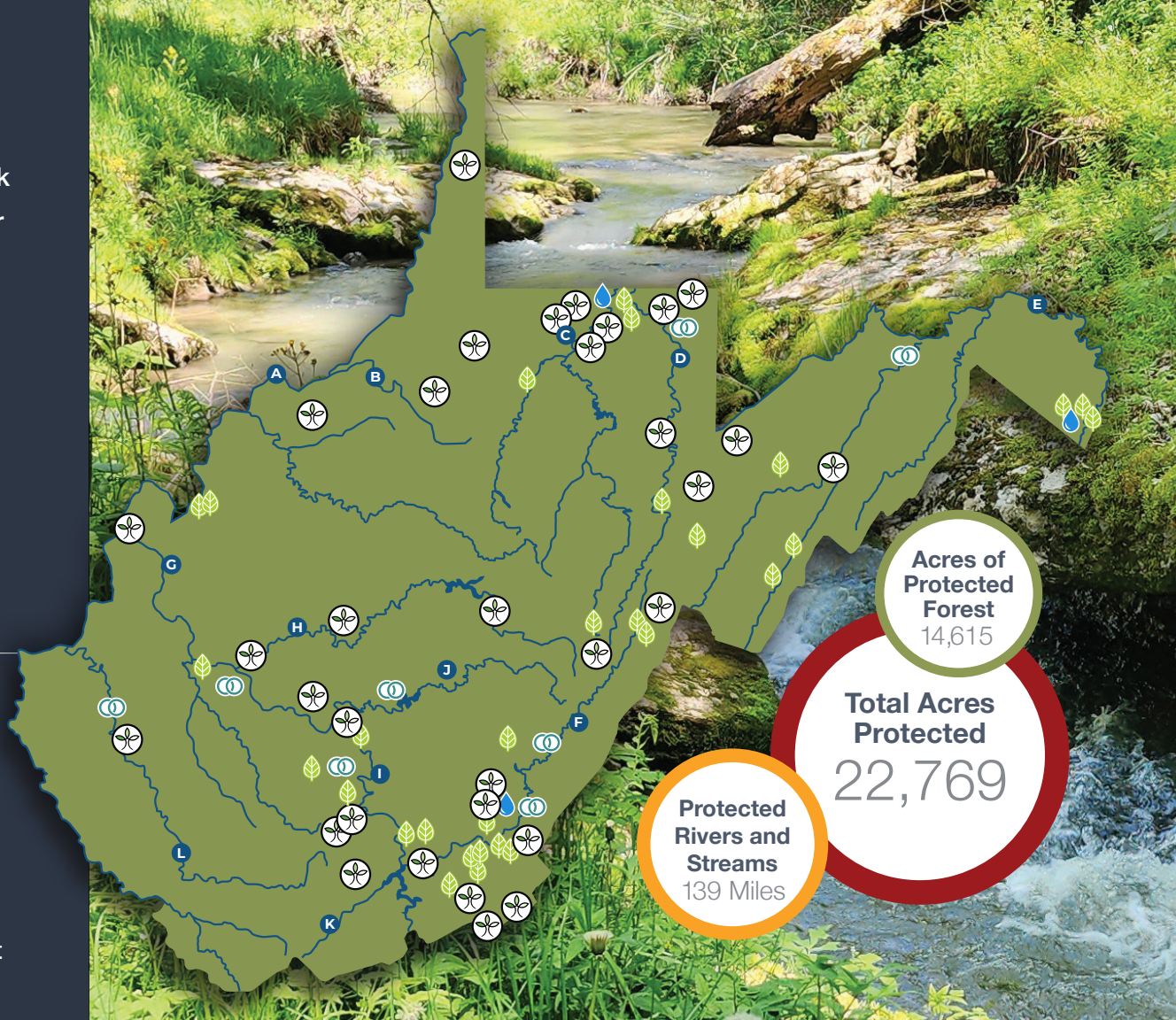


Wooling Family Farm, Greenbrier County  
216 acres under conservation easement

## Our Projects

- A** Ohio River
- B** Middle Island Creek
- C** Monongahela River
- D** Cheat River
- E** Potomac River
- F** Greenbrier River
- G** Kanawha River
- H** Elk River
- I** New River
- J** Gauley River
- K** Bluestone River
- L** Guyandotte Rier

-  WVLT Ownership
-  Partner Projects
-  Conservation Easements
-  Source Water Protection Project



Acres of  
Protected  
Forest  
14,615

Total Acres  
Protected  
22,769

Protected  
Rivers and  
Streams  
139 Miles



## 2022 Financials

### Land Protected in 2023:

**Greenville Saltpeter Cave** • Monroe County  
298 acres donated to WVLT

**Gateway to Sandstonia** • Fayette County  
40 acres donated to WVLT

**Dorothy Wilkins Miller Natural Area** • Randolph County  
525 acres donated to WVLT

**O'Brien Family Forest** • Ritchie, Wood, and Wirt Counties  
1,200 acres donated to WVLT

**Fife-Head Family Farm** • Greenbrier County  
114 acres donated to WVLT with a life estate

**Little Bluestone** • Summers County  
86 acres bargain sale to WVLT

**Moulton Park** • Jefferson County  
82 acres under conservation easement

**Wooling Family Farm** • Greenbrier County  
216 acres under conservation easement

**Owl Creek Farm** • Monongalia County  
70 acres under conservation easement

**Expenses**  
\$1,327,131

**Income**  
\$1,778,636

### Income

Grants	\$506,999
Annual Giving	\$185,673
Events	\$126,201
Stewardship	\$349,460
Investments	\$568,803
Awards & Fines	\$41,500

### Expenses

Land Protection	\$246,987
Stewardship	\$480,571
Outreach & Education	\$307,574
Administrative	\$142,456
Fundraising	\$149,543

## Grants awarded in 2023

Grantor	Amount	Project
The Wyss Foundation	\$140,000	Land Protection Fellow
Outdoor Heritage Conservation Fund	\$96,341	Little Bluestone Community Forest
Outdoor Heritage Conservation Fund	\$25,000	Arbuckle's Fort
Walbridge Family Foundation	\$15,000	Jenkinsburg Recreation & Natural Area
Athletic Brewing	\$10,000	Yellow Creek Natural Area
Schoenbaum Family Foundation	\$10,000	Truck Campaign
Schoenbaum Family Foundation	\$8,000	Gateway to Sandstonia
DOW Chemical	\$5,000	Annual Hiking Series
Tucker County Community Foundation	\$2,700	Yellow Creek Natural Area

**Awarded** (notification of pending award): **\$312,041**

**Received** (funds in WVLT accounts): **\$506,999**

# Our Supporters

*Our generous sponsors and donors allow us to protect special places for future generations.*

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