



OUR STRATEGIC FOCUS: 2022-2025

THE STRATEGIC REFRESH PROCESS

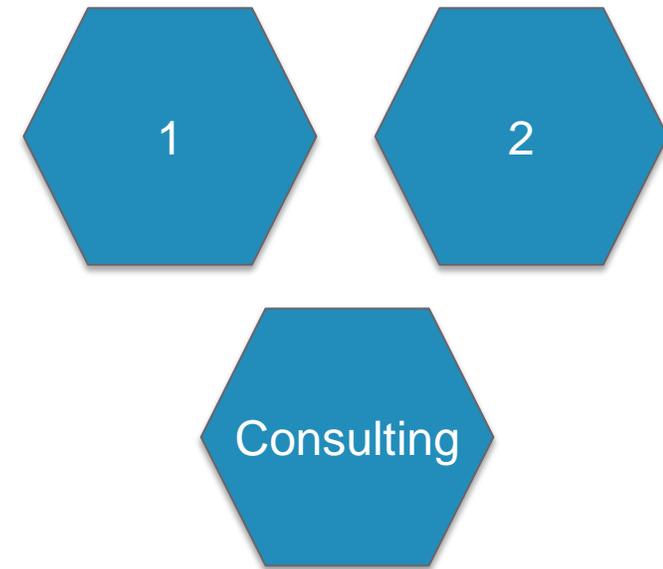
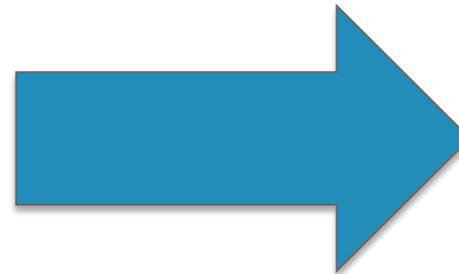
- Evaluated Delta’s learnings from both historical organizational knowledge and from implementing the current strategic plan.
- Gathered input and perspectives to guide discussions.
- Understand the impacts of 2020 disruptions, both short- and long-term as related to Delta’s “Place in the Universe.”
 - This focused primarily on philanthropy trends, and the implications for Delta’s current and future revenue:
 - Grantmaking from private sources;
 - Grantmaking from public agencies at both federal and state level; and,
 - Earned revenue and its lifespan.

GUIDING OBJECTIVES FOR STRATEGIC REFRESH

- Center equity and negate/avoid Delta contributing to 501c3 injustice.
- Reduce fragmentation of projects, impact, and messaging.
- Create programs with clear goals and metrics that have compelling narratives for donor and public engagement.
- Continue streamlining project delivery and staff accountability.
- Increase impact throughout the Midwest.
- Focus on areas with sustainable funding streams, and limit one-off projects
- Allow for diversified funding and projects that provide profit margin.

OUR RECOMMENDATION FOR THE BOARD: STRATEGIC CONSTRICTION/REDUCTION

- Reduce 6 Initiatives to 2 core areas
- Build on our strengths
- Keep a separate earned income stream





RESILIENT AGRICULTURE

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Impact Statement: By 2025, Delta will directly **support 1,000 farmers** as they transition to sustainable and regenerative practices, thus improving the environment, mitigating the impacts of climate change, and strengthening a farmer's bottom line; **1M Midwestern acres** will successfully transition.

Theory of Change: Delta is expanding conservation practices to farms—both independent and commodity—throughout the Midwest via practical, feasible implementation that are grounded in science and are proven to sequester carbon while mitigating financial risk to farmers.

RESILIENT AGRICULTURE

- Soil health and soil carbon are growing in their importance for many programs, but there is no cheap, effective, and standardized ways for farmers to utilize these measurements in their operation decisions.
- Watershed-scale conservation programs are typically time-delimited by funding source and do not have a standard rollout and implementation.
- Regenerative agriculture practices and the value chain are fragmented.
- Delta has a robust network in hand, with several multi-year projects either underway or in sizable development that relate to this work.
- Delta is an appropriate, authentic partner in this work and this fits the priorities we have around our “Place in the Universe.”
- We do not forecast a reduction in this need, or funding, in the Midwest.



*NATURE-BASED
CLIMATE SOLUTIONS*

NATURE-BASED CLIMATE SOLUTIONS

Impact Statement: By 2025, Delta will have assisted municipalities in integrating natural and green infrastructure – improving the environment, mitigating the impacts of climate change, and strengthening communities – reducing stormwater impacts by **100 million gallons** and leveraging **\$100 million** in investment.

Theory of Change: By standardizing green infrastructure, creating innovative financing mechanisms for municipalities, and using natural solutions to water management, Delta will help our community partners attain improved water quality, canopy cover, and address equity issues through the quality-of-life-improvements that healthier water and trees bring.

NATURE-BASED CLIMATE SOLUTIONS

- Green and natural stormwater implementation is done piecemeal and not as part of a comprehensive plan.
- Grants and municipal funding resources are the main funding source for implementation and are a barrier for scaling up adoption.
- Delta has a robust network in hand, with several multi-year projects either underway or in sizable development that relate to this work.
 - Harkens to Delta’s prior Great Lakes Basin and watershed focus, and speaks to brand identity already in place.
- Delta is an appropriate, authentic partner in this work and this fits the priorities we have around our “Place in the Universe.”
- We do not forecast a reduction in this need, or funding, in the Midwest.



*SUSTAINABILITY AND
SUPPORT SERVICES*

DIVERSIFIED REVENUE: SUSTAINABILITY AND SUPPORT SERVICES

- Delta routinely is approached by potential clients, partners, and funders for projects and services that do not fit well within our overarching impact metrics. This has led to sizable fragmentation, primarily in our messaging. As such, we need to treat these projects as distinct, and “appropriately” separate from our core programmatic areas.
- All of Delta’s fee-for-service, earned, contractual, and non-initiative area pass-through funding efforts will now be in one budget area, with clear delineation between these projects/ services as compared to Resilient Agriculture and Nature-Based Climate Solutions.
- Focuses on Delta’s core expertise areas:
 - Waste and Deconstruction
 - Community Planning and Brownfield Redevelopment
 - Agency Support and Capacity Assistance
 - Sustainable Business Consulting

BIG GOALS NEED SOLID PLANS

RESILIENT AGRICULTURE PLAN

Goal 1: Standardize soil health testing and increase its use as a metric for farm management

- Objective 1: Create soil testing standard and integrate into normal farm planning.
- Objective 2: Integrate soil health into rural land appraisal systems.
- Objective 3: Integrate soil health as part of agricultural leases.



Quick Guide: Soil Health Testing

CONTINUE SCROLLING TO EXPLORE THE GUIDE

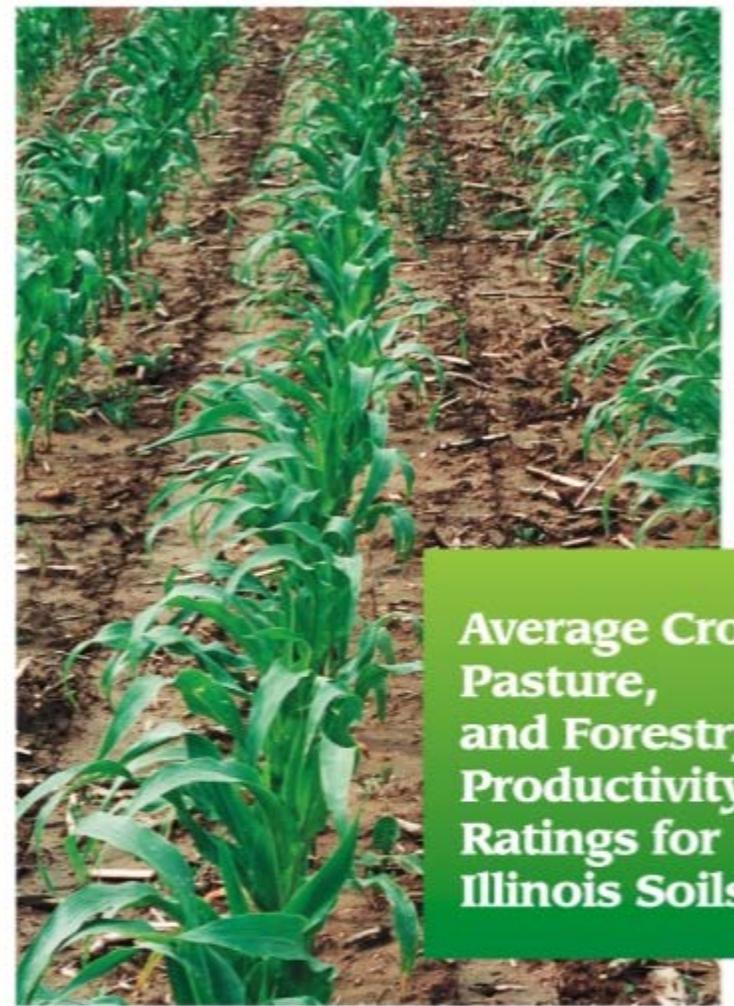
This guide
support

We acknowledge
contributions
and review
Cook County
County

RESILIENT AGRICULTURE PLAN

Goal 2: Create an integrated administration program to scale up implementation of conservation practices.

- Objective 1: Take our watershed-based agricultural work and create a standard implementation methodology.
- Objective 2: Formalize Delta's role as a Greenhouse Gas market conduit.
- Objective 3: Align and Leverage Agriculture Value Chain and Demand Channels.



**Average Crop,
Pasture,
and Forestry
Productivity
Ratings for
Illinois Soils**

University of Illinois
at Urbana-Champaign

College of Agricultural, Consumer
and Environmental Sciences

Office of Research



NATURE-BASED CLIMATE SOLUTIONS

Goal 1: Increase adoption and integration of green infrastructure.

- Objective 1: Create standards and educational products to increase efficiency and effectiveness of implementation activities; scale with dedicated marketing and communications.
- Objective 2: Coordinate and scale implementation-focused projects across the region, with an emphasis on resource-limited communities.



NATURE-BASED CLIMATE SOLUTIONS

Goal 2: Create an integrated administration program to scale up implementation of Green Infrastructure.

- Objective 1: Expand and formalize Delta's role in catalyzing and scaling up private investment and insurance markets to invest in GI.
- Objective 2: Make it more streamlined for municipalities to access carbon and water markets.

