



EQUINE LAND
CONSERVATION RESOURCE

No Land, No Horse.



Our Mission

ELCR equips communities with the educational and advocacy resources, tools, and support needed to protect and conserve the land and places where horses live, work, and inspire.

Our Vision

We envision a future where protected equine lands nurture vibrant communities and preserve the enduring bond between horses and people for generations to come.

Our Values

We Steward Land as Living Cultural Heritage

We protect equine lands not just as open space, but as vital equine cultural heritage—preserving the bond among horses, people, and nature while sustaining rural traditions, economies, and lifelong access.

We Collaborate for Collective Impact

We build strategic alliances across conservation, planning, and equine sectors—recognizing that systemic land loss demands shared solutions, cross-sector innovation, and unified action.

We Deliver with Integrity, Innovation, and Service.

We deliver trusted expertise with clarity and rigor—evolving our approach with purpose, investing boldly where outcomes matter most, and serving equine communities today and for generations to come.

We Champion Broad Access and Community Engagement

We strive to ensure that equestrian land use serves the full spectrum of community needs—enhancing safe access and encouraging broader participation in advocacy, planning, and policy decisions.

We Equip Communities through Education and Tools

We equip stakeholders with the knowledge, data, and strategies they need to protect land, influence policy, and advocate confidently for equine access and preservation.



Our Commitment

Protecting Places and Purpose

The Equine Land Conservation Resource (ELCR) stands at a defining moment—where the urgency of land loss, the fading visibility of equestrian culture, and the shifting dynamics of public engagement converge to demand bold leadership and transformative action. As the only national organization dedicated solely to equine land conservation, ELCR is uniquely positioned to protect not just places, but purpose: the enduring bond between horse and human and the communities.

Uniting Stakeholders

This strategic plan is our collective declaration of intent. It reflects the voices of board members, donors, industry leaders, conservation partners, and key stakeholders who affirm ELCR's relevance and challenged us to evolve. Their insights revealed both urgency and opportunity: the fragmentation of horse lands, the erosion of access, and the fading visibility of equestrian culture underscore the need for stronger advocacy, modernized communications, and expanded engagement across generations and geographies.

Amplifying Our Voice

We envision a future which equine landscapes are protected, celebrated, and understood as vital infrastructure that supports local economies, ecological health, youth development, and community well-being. To realize this vision, ELCR will invest in organizational capacity, elevate its brand, and prioritize high-impact services, including technical assistance, rapid response, and policy education. We will amplify our voice in land-use planning, zoning reform, and public access advocacy, ensuring equine interests are represented where decisions are made.

Driving Strategic Action

To answer this call, ELCR has undertaken a thoughtful and purpose-driven strategic planning journey—grounded in reflection, guided by vision, shaped by design, and propelled by action. Through this process, we have defined four strategic focus areas: capacity, impact, governance, and advocacy. Each is anchored by deliverable outcomes, measures, and strategies designed to enhance success.

Transforming Challenges into Gains

We recognize that the challenges ahead are complex: suburban sprawl, infrastructure expansion, and generational shifts are rapidly reshaping the equestrian landscape. Yet within these challenges lies a profound opportunity to reframe equine land conservation as a public good, a cultural imperative, and a shared responsibility. ELCR will lead this shift by telling better stories, building stronger coalitions, and engaging more diverse voices.

Igniting Change

This plan is more than a roadmap—it is a catalyst for cultural change. It invites collaboration across disciplines, generations, and geographies. And it positions ELCR as a trusted national resource—ready to lead a renaissance in equine land conservation, where every acre preserved is a story protected, a community strengthened, and a future made possible.

Our Plan

Capacity

GOAL

Build ELCR technical infrastructure, invest in talent, and adopt systems that support sustainable growth and measurable impact

DELIVERABLE OUTCOMES

- Hire Marketing & Development Director
- Hire Technical Program Director
- Design and launch a new integrated website, fundraising database management system, and marketing and communications plan.
- Design and launch a multi-phase, multi-year fundraising campaign plan.

Governance

GOAL

Strengthen governance, diversify leadership, and align board structure and practices with strategic objectives.

DELIVERABLE OUTCOMES

- Elect up to 6 new board members that align with updated qualification criteria and commitment levels.
- Reconfigure ELCR Advisory Council to align with updated qualification criteria and commitment levels.
- Align board governance and committee structure to 2026–2028 Strategic Plan.

Impact

GOAL

Enhance ELCR's programs, services, and response capabilities to maximize its impact on equine land conservation and access.

DELIVERABLE OUTCOMES

- Audit core programs and services to define offerings with measurable value to stakeholders and communities.
- Develop and pilot a new program and service model.
- Launch the new program and service model.

Advocacy

GOAL

Expand ELCR's capacity, resources, and influence to advocate for equine land conservation and access at all levels.

DELIVERABLE OUTCOMES

- Identify and assemble advocacy resources and tools for addition to the new ELCR website.
- Pilot and launch online advocacy site and toolkit.
- Form strategic alliances with 3+ national or regional organizations aligned with ELCR's mission.



EQUINE LAND
CONSERVATION RESOURCE

Equine Land Conservation Resource
4037 Iron Works Parkway, Suite 120
Lexington, KY 40511

(859) 455-8383 info@elcr.org

