

VISION

A connected region that stewards our natural landscapes and historical stories.

MISSION

Inspire a sense of wonder in the Falls of the Ohio region through education, preservation, and exploration.

OBJECTIVES

Grow
Long-term
Sustainability

Develop
Projects that
Improve Area

Steward
the Area's
Resources

Connect to
Educational
Opportunities

Advocate for
Equitable Access
To Area Resources

Increase
Community
Awareness

STRATEGIES

**BUILD
ORGANIZATIONAL
SUSTAINABILITY**

***ELEVATE*
and PRESERVE
THE FALLS AREA**

***EDUCATE*
OUR COMMUNITY on
FALLS SIGNIFICANCE**

***ACTIVATE*
and CONNECT
TO RESOURCES**

VALUES

LEADERSHIP

Know Falls area, needs, and proactively advocate and act.

STEWARDSHIP

Preserve Falls' natural/cultural resources, while honoring donor intent.

PASSION

Love the Falls, believe in Foundation's mission and vision.

INCLUSIVE

Promote access to all, and honor all of our cultural resources.

COLLABORATIVE

Work together as a partner within a region on shared outcomes.

FALLS AREA



Our logo is inspired by the shape of the Ohio River and the portion of it that represents the Falls of the Ohio area. Each of the Falls communities - Clarksville, New Albany, Jeffersonville, and Louisville - are represented by the mark's four lines. The lines intersect at the State Park and extend outward, highlighting the significance of this location while characterizing it as the crossroads of nature and history.