

# FRESHWATER FUTURE STRATEGIC PLAN

## 2014-2015

### MISSION

To ensure the healthy future of our waters in the Great Lakes region.

### VISION

We envision a strong and effective environmental community working to protect and restore the Great Lakes and its many waters by involving residents in civic decision-making. This community will be coordinated among citizens, community groups, state/provincial, regional and national groups in a way that creates synergy for the protection and restoration of our Great Lakes region.

And

A healthy Great Lakes ecosystem that supports the economic well-being of the people of the region, provides a sustainable supply of clean drinking water, a sustainable fishery that provides fish that are healthy to eat and clean beaches where it is safe to swim.

### VALUES

Freshwater Future sees itself as a collaborative and entrepreneurial organization that seeks opinions and partnerships from diverse communities and collaborators, values citizen knowledge and abilities and understands the importance of our natural environment for current and future generations.

STEVEN HUYSER-HONIG | DUNE GRASS AND LAKE MICHIGAN



### THEORY OF CHANGE

Freshwater Future believes by encouraging the following key activities, we will build an effective environmental movement in the Great Lakes region and thereby protect and restore the water-based resources of the Great Lakes region:

- Building the capacity of groups at all levels will allow each group to focus most effectively on its mission, and collectively those missions will protect our Great Lakes resources.
- Providing personalized services helps groups to fortify their strengths and gain success.
- Taking responsible risks to do the right thing for the region, rather than following secure funding, ensures critical work is accomplished and that we remain committed to our mission.
- Effective citizen engagement at all levels improves the health of our communities and the region because citizens closest to the issues have the knowledge and ability to make a difference.
- Connecting environmental efforts at the local, state/provincial, regional and national levels, most effectively protects and restores the waters of the Great Lakes region by sharing strategies, motivation and expertise.
- Celebrating milestones of success is critical in maintaining motivation toward big wins.



Ensuring the Healthy Future of Our Waters

# OVERALL STRATEGIC DIRECTION

Continue to provide and refine our consulting services, grants programs and regional policy coordination to improve the effectiveness and efficiency of organizations working to protect and restore the waters in the Great Lakes region.

## Goals

### GOAL 1: POLICY AND REGIONAL COORDINATION

Create a regional voice by identifying solutions and creating opportunities that unify the Great Lakes region to influence decision makers to make necessary policy changes or meet restoration goals.

### GOAL 2: GRANTS

Create change by providing funding assistance to passionate citizen and community efforts that work for strong environmental laws and regulations and the implementation of them, creation of innovative restoration and protection projects, and supporting their capacity to carry out these projects.

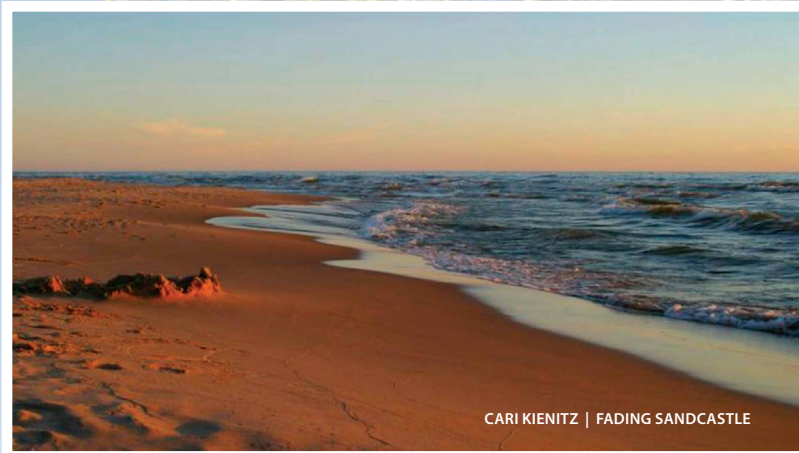
### GOAL 3: CONSULTING SUPPORT

Provide consulting services to create a strong environmental sector in the Great Lakes region.

### GOAL 4: FUNDRAISING

Increase revenue diversity to grow organizational sustainability by continuing to use innovative approaches and partnerships to maintain steady revenue for work towards the mission.

CHRISTINA CARSON | LAKE MICHIGAN – M-119



CARI KIENITZ | FADING SANDCASTLE

### GOAL 5: PEOPLE/HUMAN RESOURCES

Recruit and retain excellent board and staff members who support the mission and values of Freshwater Future and who can build and strengthen the environmental movement in the Great Lakes region.

### GOAL 6: MARKETING AND COMMUNICATIONS

Provide multichannel communications to our varied audiences to engage the region in policy matters, promote our services and programs, attract participants and members/supporters and strengthen Freshwater Future's brand as a leader.

### GOAL 7: ADMINISTRATIVE CAPACITY AND EFFICIENCY

Provide the most effective administrative support for staff and board to achieve and maintain our common goal; protecting and restoring the great lakes ecosystem.

