



GOALS***

OUTCOMES

The organizations strategic plan goals are encapsulated by our ***pillars and principles***, executed by the ***goals and tactics*** below.



STRATEGIC PRINCIPLES*

STRATEGIC PILLARS**

Organizational Sustainability Serving as Experts in our Field Being READI**** in the Field Preserving Productive Green Space Creating Shareable Models Strengthening Partnerships

| ORGANIZATION WIDE | | | | | | |
|--|--|--|--|--|--|--|
| Ensure a healthy org culture and empowered staff/board experience through optimizing resources and creating training opportunities, learning activities, regular feedback and implementation. | | | | | | |
| Assess and improve internal practices that ensure equitable processes to support racial equity, access, diversity and inclusion across WCG's departments and board. | | | | | | |
| PROGRAMS | | | | | | |
| Create a holistic approach to programming that includes: integration with other programs, partnership prioritization, community assessments, and fee for service programming. | | | | | | |
| Prioritize READI driven programming through value-aligned, reciprocal partnerships and a lucid understanding of food justice. | | | | | | |
| Intentionally enter advocacy and policy space by prioritizing community connections, training staff, building an Advocacy and Justice Program, and champion urban agriculture in our community through partnership. | | | | | | |
| AGRICULTURAL OPERATIONS (NEW IN 2023!) | | | | | | |
| Define roles and increase efficiency of sites through training, data collection, and implementation. | | | | | | |
| Increase organization, efficiency, and effectiveness of internal and partner infrastructure projects by documenting processes, current and future, that are regularly utilized, starting with bio-remediation with municipal partners. | | | | | | |
| Ensure a legacy of preserving productive green space by placing conservation easements on all WCG owned sites and establishing a permanent farm hub. | | | | | | |
| EXTERNAL RELATIONS | | | | | | |
| Establish and update Outreach functions, program and partner events, and communications that promotes current, ongoing and future program, department, and READI committee priorities, designed to broaden and diversify WCG's supporter base. | | | | | | |
| Increase and strengthen organizational partnerships by providing platforms to showcase the work of current partners, program alignment, and sharable model support. | | | | | | |
| Maintain sustainable budget growth (10% historical standard) and complete \$5M Five-Year Growth Plan fundraising to realize organization wide plans and goals, created within the context of our principles and pillars. | | | | | | |

*Principles guide our intentions

**Pillars guide our actions

***These goals are summaries of SMART goals established by each corresponding department, program and committee that include metrics and timelines

****READI stands for Race, Equity, Access, Diversity, and Inclusion

