



WASATCH
COMMUNITY
GARDENS

2020-2022
Strategic Plan

I. Background and Introduction

Started as the Fish and Garden Project over 30 years ago, Wasatch Community Gardens has bloomed into a successful and complex community-based organization serving the greater Salt Lake Valley by empowering people of all incomes and ages to grow and eat healthy, organic, local food. As they look to develop a core campus for the organization, and address continued organizational growth, this strategic plan serves to outline strategic direction through 2022.

II. Vision, Mission and Values

Our Vision

A community where everyone values and has access to growing and eating healthy and delicious food.

Our Mission

Empowering people to grow and eat healthy, organic, local food.

Our Values

Inclusion: Create an environment that embraces and cultivates authentic connections among diverse people.

Collaboration: Recognize that everyone has knowledge and experience to contribute that enlivens and strengthens our mission and community.

Joy: Value fun and merriment in our work.

Stewardship: Value the human, natural, and financial resources that have been entrusted to us.

III. Key Pillars

The three key pillars of our strategic plan are

Evolution

Organizational Health

Connection

These pillars will guide the ways we deliver value to our community and audiences, leverage the strengths of our organization and expand our collective impact.

The following provides a summary of our key strategic initiatives.

IV. Evolution: Strategic Summary

Strategic Initiative: Cultivate inclusive and sustainable spaces that embody WCG's mission, vision, and values.

Goal: Create a permanent space that embodies our mission, vision and values.

Goal: Develop garden spaces to support WCG's mission, vision and values.

IV. Organizational Health: Strategic Summary

Strategic Initiative: Intentionally develop an organizational culture that is informed by WCG's mission, vision and values

Goal: Develop internal organizational processes and practices to support intelligent growth and gain efficiency. Goal: Evaluate and enhance external relations efforts.

Goal: Create a diverse and sustainable organizational funding structure

IV. Connection: Strategic Summary

Strategic Initiative: Engage more community members to opportunities for gardening and healthy food

Goal: Expand access for diverse populations to connect to WCG programs

Goal: Develop experiences to connect people to the joy of gardening and healthy food