Introduction

On December 15, 2021, F4CR held an online strategy session with staff and Board members, led by Lisa Friedman and Herman Gyr of Enterprise Development Group. In this three-hour workshop, participants discussed external developments impacting our work, opportunities for us to make an impact, and visions of how the organization and climate restoration will be positioned in the near future.

Blueprint for the Future

Participants created hundreds of “sticky notes” on our virtual Miro whiteboard to draw the outlines of our blueprint for the future. Specifically, we looked at:

- Where is the world going? (aka the external environment)
- Who will we become in this world? (aka the internal environment)
- How will we get there? (aka the action plan)

There was broad agreement that we are on a strong track with our mission statement:  
**To catalyze the action needed to restore a safe and healthy climate by 2050.**

The group discussed some important near-term additions to accelerate our progress on the path we are on: to become the go-to voice for climate restoration worldwide, while elevating the concept of climate restoration to the top of the global agenda.

Specifically: adding a policy advisor to guide our sub-national advocacy strategy; finding a highly-visible ambassador for the organization; strengthening our storytelling capacity as part of an overall robust communications strategy; and centering our mindset and our work in a culture of philanthropy.

Next Steps

A Strategic Planning Committee, consisting of Rick, Erica, Kye, Sharon, Marcus, Nicole, and Lisa Friedman will collaborate to complete a 2022-23 strategic plan in time for the Board of
Directors to review at its March 2022 meeting. Expanding on this, a longer-term 2023-25 strategic plan will be ready in time for the December 2022 Board meeting after more in-depth discussions of goals, objectives, strategies, and tactics.

Specific immediate next steps for the Strategic Planning Committee include:
- SWOT analysis
- Profitability vs. mission impact matrix for program activities
- Environmental analysis of the climate restoration / carbon removal space
- Reviewing the F4CR Case for Support document

### 2022 Programs

As a more detailed strategic plan is developed in the coming months, F4CR's programmatic work will continue to move forward with urgency and thought.

**Local Chapters**: ongoing engagement with Sam Daley-Harris; launch 30 chapters by August 2022; grow the base of engaged volunteers through empowering them with the tools of transformational advocacy; establish a strong monthly donor base with 75% of active chapter members.

**Youth Leaders for Climate Restoration**: engage at least 30 youth from around the world in each new cohort; guide 100 youth to graduate from the program; provide meaningful opportunities for youth graduates to get involved in pushing the climate restoration narrative at the United Nations; provide a pipeline of engaged, energized young people to F4CR local chapters.

**Solution Series**: launch the monthly reports in Q2 of 2022, with mixed media including white papers, social media posts, animated videos, and more; work with partner organizations to amplify the solutions with their audiences.

**Education**: starting in March 2022, F4CR will partner with Girl Up to develop a climate restoration curriculum for high school students and teachers, particularly intended for Environmental Sciences classes. The curriculum will be easy to implement in the classroom (by teachers) or through extracurricular activities (by students) and will be loosely modeled on our [Climate Restoration for Kids] lesson that launched on Earth Day 2021.
2022 Fundraising & Communications Plan

- Strategic Foundation Proposal Submissions (ongoing)
- Quarterly In-person Salons
- Forum sponsorship (September 13-15, New York (tentative))
- Giving Tuesday (November 29, 2022)
- Year-End Giving
- Semi-annual webinars for monthly donors
- Peer fundraising (via local chapters and youth programs as relevant)

F4CR as a Convener

In the December 15 session, one theme that emerged was the importance of F4CR’s role as a convener within the space of climate restoration and climate action at large. Many of our activities are geared towards providing linkages between organizations and sectors that might otherwise operate in silos—for example, connecting researchers, activists, and policymakers.

Activities as a Convener: investor task force will start work in late January and will complete its report before the end of Q2; this is a great opportunity to create deeper relationships in corporate and investor communities. With the Global Carbon Removal Partnership, we will participate in developing international standards for certification of carbon sequestration, and will continue to play a leading role in this multi-stakeholder platform.

Events: focus on the Fourth Annual Global Climate Restoration Forum, which will be a hybrid event (COVID-permitting) in New York and online in mid-September. We also plan to participate in major global climate moments including Earth Day 2022, UN Climate Week, and COP 27. Primary objectives are education, inspiration, and networking; significant corporate sponsorship opportunities.

Our Planet Our Future: will launch in October 2022, to include a specific climate restoration-focused campaign.