Wing Haven Foundation Strategic Plan
FY20 - FY24
Executive Summary
Wing Haven Foundation
Strategic Plan FY20 - FY25

Wing Haven Vision Statement
To inspire a passion for the natural world

Wing Haven Mission Statement
Cultivating sanctuary in nature, environmental stewardship and the legacy of Southern horticulture

Excerpt from Wing Haven Foundation Charter: 1970
“To own and maintain gardens, woods, grounds and shelters where individuals and small groups can come to find peace, serenity, guidance, inspiration, beauty, pleasure and the enjoyment of nature; to provide surroundings to which can come children, with their teachers and leaders, to learn and appreciate the manner in which different forms of life are interrelated and gain personal experiences with nature which will vitalize their studies and their outlook on life; to provide an example of the value and need for conserving wildlife, its habitat, and natural resources; to provide a place for community enrichment through the study of nature; to provide peaceful surroundings for the study of botany and garden design; to provide grounds for the benefit of hospital patients to be toured by wheelchair through beautiful gardens; to provide, as a sanctuary, food, water and nesting for birds; and to provide a meeting place for garden clubs, drama leagues, music clubs, small concerts, artists, religious groups and bird clubs.”

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Goal 1: Develop a financial plan for greater long-term financial stability

Objectives:

1. Create, build, and execute a Legacy Campaign to build the Wing Haven Foundation Endowment
2. Formalize Major Donor stewardship process
3. Design and implement an improved Planned Giving Program
4. Increase income by strengthening membership outreach and engagement
5. Identify and submit multiple strategic grant proposals to support key organization initiatives
Goal 2: Establish organizational structure that aligns with and supports our vision, mission, and goals

Objectives:

1. Restructure Board, committees and functions
2. Identify organizational needs and hire for growth
3. Leverage technology to streamline administration and operations
4. Establish formal Human Resources practices
5. Strengthen volunteer structure
Goal 3: Build a strong marketing and communications plan to attain local, regional, and national recognition

Objectives:

1. Hire marketing and communications specialist
2. Develop clear and unified “Wing Haven Way” branding and communications, while ensuring unique integrity of each garden
3. Determine and cultivate targeted opportunities to achieve local, regional, and national recognition
4. Design and package presentation for external use to increase off-site outreach opportunities and promote greater Wing Haven awareness
5. Evaluate and improve all Wing Haven marketing/public relations channels, including website management, collateral and social media
Goal 4: Expand recognition and relevancy through educational offerings and program collaborations

Objectives:

1. Assess and strengthen programming for all ages, including children and adults
2. Identify and expand opportunities to collaborate with local, regional, and national organizations
3. Focus all outreach efforts to promote and reflect a more diversified Wing Haven community of participants
4. Develop a promotional video to highlight Wing Haven educational programs and events
Goal 5: Create and shape “Wing Haven Way” experience for all guests

Objectives:

1. Identify and define a successful visit to Wing Haven; implement resources to enable positive visitor outcomes
2. Create and launch a new “Welcome to Wing Haven” video
3. Enhance volunteer host and docent teams
4. Secure access to and offer tours of the historic homes of Eddie & Elizabeth Clarkson and Elizabeth Lawrence at Wing Haven.
5. Improve all directional signage, garden maps and guides
6. Develop and implement a plan to offer greater accessibility to individuals and groups with disabilities (physical and non-visible)
Goal 6: Establish a master maintenance and preservation plan for the three gardens of Wing Haven

(Wing Haven Garden & Bird Sanctuary, Elizabeth Lawrence House & Garden, and SEED Wildlife & Children’s Garden)

Objectives:

1. Restore woodlands of Wing Haven Garden & Bird Sanctuary for greater/denser habitat
2. Evaluate and make refurbishments to Clarkson house and Education Building
3. Explore possibilities to ease Wing Haven parking challenge, including potential land purchase
4. Archive all Wing Haven artifacts and plant material
5. Digitize all Wing Haven articles and photographs
6. Utilize AutoCAD to produce precise design and seasonal layering drawings of the gardens
7. Regularly review, monitor, and update all facility maintenance plans
8. Model environmental stewardship
9. Elevate capacity to repurpose and recycle in all aspects of Wing Haven life and community

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