Nature Everywhere

Achieving equitable access to nature everywhere children live, learn and play

Children & Nature Network Strategy Overview 2023 - 2025
Our mission:
Equitable access to **nature everywhere** children live, learn and play.

**Theory of Change:**
We work to change the systems that impact children’s access to nature, including city, school, early childhood, youth leadership and family service policies and programs, by:

**Strategic Communications:**
Advocacy and case-making/movement building tools and resources such as Finding Nature News

**Advancing the Evidence Base:**
Research Library and Digest, evidence-based tools and resources, national research agenda

**FOSTERING BELIEF**
that a connection to nature is critical for children’s healthy development.

**GROWING THE MOVEMENT**
of diverse, cross-sector, multigenerational children and nature leaders.

**CHANGING CORE SYSTEMS**
that impact nature connection in children’s daily lives.

**Movement Building:**
Network engagement, Leadership Series, international conference, The Trailhead

**Technical Assistance:**
Peer learning cohorts, strategy development, funding support
Outcomes Map

**TRANSFORMATIONAL CHANGE**

Equitable access to nature everywhere children live, learn and play

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**FOSTERING BELIEF**

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**CHANGING CORE SYSTEMS**

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**STRUCTURAL CHANGE**

- Sustained investments support community-wide, equitable nature-connection strategies
- Community policies support equitable access to nature

**POWER DYNAMIC CHANGE**

- A wide range of advocates — including municipal and community leaders, policymakers, practitioners, nature connection organizations, caregivers and young adults — are advancing equitable access to nature
- Communities that have been historically excluded are embedded in planning and decision-making to increase equitable access to nature

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**Short-Term Outcomes** (1-2 yrs)

- Communities have transformational visions for equitable access to Nature Everywhere.

**Mid-Term Outcomes** (3-5 yrs)

- Plans advance with funding and other resources.

**Long Term Outcomes** (5-10+ yrs)

- Strong, multi-sector networks are advancing Nature Everywhere

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**Long Term**

- Communities have access to and use data to inform equity-based priorities.

**Mid Term**

- Communities develop measurable plans for increasing equitable access to nature.

**Short Term**

- Communities are advancing Nature Everywhere in a sustained and measurable way.
Nature Everywhere in 100 Communities* by 2025

*We define “communities” both geographically (cities, towns, regions) and as trusted partners nationally and globally.

Nature Everywhere Goals

- 100 communities have transformational visions for equitable access to Nature Everywhere.
- Communities have access to and use data to inform equity-based priorities.
- Communities develop measurable plans for increasing equitable access to nature.
- Plans move forward with funding and other resources.
- Strong, multi-sector network is advancing Nature Everywhere.
- Communities are advancing Nature Everywhere in a sustained and measurable way.

C&NN Activities

**COMMUNITY VISION LABS**

- Culturally relevant, cross-sector community vision for scaling equitable access to nature everywhere children live, learn, and play

**EQUITY, POLICY & FUNDING ASSESSMENTS**

- Shared understanding of community assets and needs to drive equitable decision making

**TOOLS, RESOURCES & SUPPORT FOR PLAN DEVELOPMENT**

- Data-informed, equity-based implementation plan for shared community vision

**CATALYTIC GRANTS**

- Matching grants catalyze local support to implement plan

**PEER LEARNING COMMUNITY**

- Nature Everywhere teams connecting with peers to share best practices, solve problems, and maintain momentum

**TRACK & COMMUNICATE IMPACT**

- Ability to report outcomes, measure community impact, and continue to fund work

Continue to learn, refine and make equitable decisions and investments

Community Outcomes

- Funding and policy roadmap for implementing and sustaining vision with public and private support

- Shared understanding of community assets and needs to drive equitable decision making
How will the world be different?

- Access to the benefits of nature will not be determined by a child’s ethnicity, culture, income, ability, or other identities.
- The diversity that exists in each community will be reflected in those who design, program, visit, and care for natural areas.
- Cultural narratives about who belongs in natural places will reflect the ways that people from all cultures and backgrounds connect to nature.
- Communities will be equitably designed, programmed and resourced with the recognition that connection to nature is fundamental to human health and happiness.
2023-2025 Organizational Priorities
to achieve Nature Everywhere in 100 Communities*

<table>
<thead>
<tr>
<th>Focus strategic communications, case making and network engagement strategies</th>
<th>to support Nature Everywhere in 100 communities.</th>
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</thead>
<tbody>
<tr>
<td>Build assessment capacity to identify the biggest gaps in nature access and create infrastructure</td>
<td>to track progress to report on outcomes and impact.</td>
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<tr>
<td>Expand policy capacity</td>
<td>to support local, state and international policies that advance equitable access to nature.</td>
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<td>Focus technical assistance and capacity building efforts</td>
<td>to encourage cross-sector leaders to prioritize and invest in nature access as an equity issue.</td>
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<td>Build strategic partnerships</td>
<td>that help engage new sectors and advance equitable access to nature at scale.</td>
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<tr>
<td>Build internal systems and structures</td>
<td>to support the organization as it grows its reach and impact.</td>
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Goal 1

100 communities have transformational visions for equitable access to Nature Everywhere.

Action Steps:

• Host Vision Labs for up to 100 community and partner teams to inform and inspire a transformational vision.

• Support teams in authentic youth and resident engagement and leadership to understand, reflect, and honor cultural and lived experiences in nature.

• Help teams align their vision with related, critical community development initiatives and efforts to make key public systems that support kids and families—particularly schools, housing, and parks—more equitable.

• Provide opportunities for continued engagement through our Inside-Out Virtual Leadership Series, Conference and network engagement activities.

• Promote successful efforts through Finding Nature News and social media channels.
Communities have access to and use data to inform equity-based priorities.

Action Steps:

• Use data on street-level green space in combination with data on race, ethnicity, and income to understand where—within major, child-serving systems—access to nature does and does not exist.

• Working with community, youth, school staff and/or other partners, assess the physical condition, safety, usage, and quality of areas that exist within the community to determine where systemic disinvestment could be corrected.

• Build systems to track and report indicators of Nature Everywhere.

• Conduct a funding and policy assessment to identify sources of support for equitable access to nature.
Goal 3

Communities develop measurable plans for increasing equitable access to nature.

Action Steps:

• Create and share tools and resources to support local communities in developing their Nature Everywhere plans.
• Offer supportive workshops to guide plan development.
Goal 4

Plans move forward with funding and other resources.

Action Steps:

● Provide access to catalytic funding support to build support for implementation plans.

● Provide research-based tools and templates that local communities can use to raise funds.

● Provide leadership training to help local teams make the case for their work.
Goal 5
Strong, multi-sector network is advancing Nature Everywhere.

Action Steps:

• Build deep relationships among individuals and organizations to collectively achieve our ambitious social change agendas—together.

• Conduct regular peer learning calls where teams can share successes and seek support from peers to solve problems.

• Provide 1:1 consultation and support up to 5 teams with a priority for teams who lack capacity and resources to be successful.
Goal 6

Communities are advancing Nature Everywhere in a sustained and measurable way.

Action Steps:

• Develop systems for tracking long term outcomes in Nature Everywhere communities.
• Provide tools and resources to local communities to report out this impact locally.
• Using our national channels, report out impact more broadly.
• Share impact with partners and funders.