



## Strategic Plan: 2020-2023

With the help of internal and external stakeholders, Green Umbrella outlined a plan for making our region more vibrant, resilient and sustainable for all. This strategic plan outlines our key areas of focus, and the specific goals under each, designed to bring our vision to life.

**Mission:** We lead collaboration, incubate ideas and catalyze solutions that create a sustainable, resilient region for all.

**Vision:** A vibrant community where sustainability is woven into our ways of life.

### Core Values:

- **Environmental Stewardship:** We believe in being a good steward of the environment and its resources.
- **Collective Impact:** We believe in serving as an inclusive community convener that unites passionate people and organizations around actions that generate a transformational impact.
- **Ideation:** We believe in bold ideas that propel our community forward and make it a more environmentally sustainable space for all.
- **Equity:** We encourage participation by all types of entities representing the full diversity of our region.

**Audience:** Organizations and individuals interested in convening around sustainability; community influencers and decision makers capable of driving impact

## Strategic Pillars: Our strategy's key focus areas

### Pillar 1: Strong Backbone | *Success starts with a good foundation.*

Without a strong foundation, nothing great can be built or sustained. Green Umbrella understands that our strong supporting base stems from diverse revenue streams, a robust member network, talented staff, dedicated board members and strategic partners. We are committed to strengthening our foundation.

#### *Strategic Goals to support this Pillar:*

- Build alignment, connections and accountability across the organization.
- Diversify revenue streams by exploring new funding opportunities and implementing prioritized ideas.
- Build a robust collaborative network of members across the region who value being aligned with Green Umbrella.
- Fulfill staffing needs so each team member can excel in their role and the organization can increase its capacity.

## **Pillar 2: Collaboration | *Together we can achieve more.***

Green Umbrella is only as successful as the sum of its parts. It is important that we seek to understand our community's needs and help address them by proactively engaging strategic partners. We also want our partners to see value in dedicating their energy toward our mission. Therefore, we are committed to creating equally beneficial engagements for all our collaborative efforts.

### ***Strategic Goals to support this Pillar:***

- Bring strategic partners needed to make progress on goals into collaboration.
- Enhance networking and education opportunities for Green Umbrella's target audience to make collaborations more effective and impactful.
- Increase our understanding of what it takes to change culture.

## **Pillar 3: Telling the Story | *Sharing our impact to drive action.***

Green Umbrella believes in the work we do, and we want others to be inspired to join it. We understand that people choose to receive information in a variety of ways. By better understanding our audience, and delivering information in targeted ways, we want to help others better weave sustainability into their ways of life.

### ***Strategic Goals to support this Pillar:***

- Improve Green Umbrella's ability to communicate what we have done, where we are going and why it creates value.
- Develop process to utilize communication potential of our full network.

## **Pillar 4: Maintaining Momentum | *Ensuring lasting impact.***

Green Umbrella wants to keep our current progress in motion. By consistently and intentionally assessing current efforts, and identifying needed support measures, we believe we can ensure ongoing success. We are committed to helping our current efforts excel by providing direction, structure and resources.

### ***Strategic Goals to support this Pillar:***

- Formulate and launch a new phase of collective impact teams focused on strategic, achievable priorities.
- Support collective impact teams through planning and implementation to reach their goals.

## **Pillar 5: Leading Edge | *Taking our region from good to great.***

The quest for a vibrant community is never done. No matter how good things are, they can always be better. Taking our region from good to great requires newly engaged and educated partners, a commitment to continuous improvement and out-of-the box thinking. We are committed to exploring and supporting efforts that propel our region to resiliency.

### ***Strategic Goals to support this Pillar:***

- Support local governments in improving sustainability and resilience policy and practices.
- Evaluate and support new ideas to incubate based on mission alignment, feasibility, impact and equity.
- Engage the business community in sustainability investments and commitments.