



STRATEGIC VISION

TRC'S FLIGHT PATH: 2021 - 2024

VISION: Keeping wild birds wild!

MISSION: Advancing raptor conservation through education, research, and rehabilitation.

CORE VALUES: As we strive to serve birds and people in our community and beyond, let us act with integrity, show our passion for our work, and seek to inspire conservation action.

STRATEGIC IMPERATIVES: Program Impact & Expansion and Economic Sustainability

PROGRAM IMPACT & EXPANSION



KEY IMPERATIVES:

- **INTEGRATED CONSERVATION PROGRAMMING** (education, research, and rehabilitation) to inspire and foster conservation action by individuals, agencies, and communities.
 - Create programs that tie all elements of our work together for actionable conservation.
 - Innovate conservation solutions and develop/provide conservation products to support action.
 - Invest in professional development.
 - Publish and present.
 - Focus on education.
- **Incorporate CLIMATE CHANGE and other human impacts into programs.**
 - Using the lens of raptors, help people understand and address the impacts of the climate crisis, empowering them with science-based knowledge, skills, values, and attitudes to act as agents of change.
- **DIVERSITY: (IDEA: Inclusion, Diversity, Equity, and Accessibility)**
 - Respectfully engage diverse audiences in TRC's work, internally and externally.
 - Diversify program types.
 - Diversify and expand bird species in both education and rehabilitation.
 - Outreach to audiences in other geographic areas and in other languages.
 - Make content accessible to people of different abilities, socioeconomic status, cultures, etc.

ECONOMIC SUSTAINABILITY

We are dedicated to staying hyper-focused in making thoughtful investments to ensure sustainability of the organization.

KEY IMPERATIVES:

- **Close capital campaign.**
- Establish endowment.
- Align staff structure for new opportunities.
- Focus on next housing initiative.
- Create "opportunity funds."
- Continue to actively grow constituent base.
- Dedicate efforts to business development and marketing to fill new capacity of Hardeman Barn.

