**EQUITY STATEMENT**

Sustain Charlotte is committed to building a more just and equitable Charlotte. We believe sustainability is only achievable when we recognize the ongoing disparities in our neighborhoods and communities and seek to address their root causes. We work to ensure that people with marginalized identities have the opportunity to grow, contribute, and develop, striving together toward our ideal city.

Equity, inclusion, diversity, and access are woven into the fabric of the organization rather than a stand-alone goal.

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**GOAL 1: BUILD PARTNERSHIPS TOWARD COLLABORATIVE GOAL SETTING**

**OBJECTIVES**

- Work collaboratively with Mecklenburg County and/or City of Charlotte to identify an area (or areas) of focus to advance over the next 5–10 years.
- Develop a set of strategies for advancing progress toward shared mobility and land use metrics.
- Implement strategies in service to prioritized goal-setting, regularly evaluating progress and course-correcting as needed.

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**GOAL 2: STRENGTHEN GRASSTOPS AND GRASSROOTS ENGAGEMENTS**

**OBJECTIVES**

- Regularly engage grasstops leaders in policymaking, economic development, business, philanthropy, and neighborhood relations.
- Develop and implement grassroots marketing efforts to prioritize constituent acquisition and stewardship to deep engagement, leveraging programmatic goal setting to encourage buy-in.

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**GOAL 3: BUILD HUMAN RESOURCE CAPACITY**

**OBJECTIVES**

- Strengthen the marketing and resource development functions of the organization, increasing the constituency and driving sustainability while onboarding program staff in service of collaborative sustainability goals.
- Continue increasing the affluence and influence of the governing board, using the collaborative smart growth goals (s) to inform needs and opportunities.

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**GOAL 4: INCREASE FINANCIAL RESOURCES**

**OBJECTIVES**

- Increase the number of members and member revenue toward identifying donor prospects, developing a group of individual major gift donors and peer-to-peer champions.
- Source win-win corporate partners to engage in on-site and off-site volunteer and education activities, increasing employee retention and brand exposure for corporate partners while returning increased revenue to the organization.
- Seek public and private grants to support the pursuit of the collaborative smart growth goals, leveraging the organization’s role as lead project partner to source sizable investment.