



# **2021-24 ACTION PLAN FOR DIVERSITY, EQUITY, AND INCLUSION**

October 2021

## Context

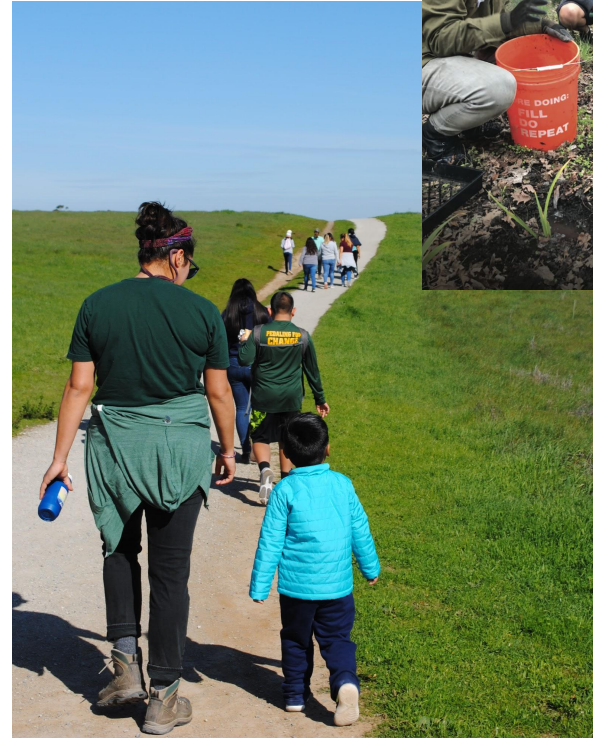
Our *2020 Strategic Plan* focuses on creating a lasting community of land stewards through deeper engagement. It also identifies **inclusion** as one of our core values, and lays out a vision of **engaging and sustaining a more socially diverse stewardship community**. Our *Action Plan for Diversity, Equity and Inclusion* is a roadmap for working towards this vision.



## Grassroots Ecology's Statement on Diversity, Equity and Inclusion (DEI)

All people have the right and responsibility to be stewards of their local lands, waters, and communities. We recognize that historical oppression and ongoing social injustice impact all aspects of our lives, including access to the outdoors and meaningful engagement with nature. Grassroots Ecology is committed to our role in addressing the barriers and inequities that exclude people from environmental activities.

[Full Statement](#)



## Our Demographic Focus

We recognize there are a variety of identities marginalized in the conservation movement. Our demographic priority groups for this 3-year DEI plan are:

1. People, communities, and families with low-incomes, and
2. Individuals and families who have recently immigrated to the United States.

Both of these groups have strong assets to contribute to the fields of environmental restoration, as well as needs that stem from historic oppression and underrepresentation.

In addition, Grassroots Ecology acknowledges the Indigenous People of the lands we steward, particularly the Ramaytush Ohlone, Muwekma Ohlone, and Tamien Nation, who have lived on these lands for over 10,000 years. As the original stewards of this land, Indigenous People have an intrinsic relationship with the land and continue their legacy of land stewardship in the present and into the future.

# Our DEI Initiative Areas

Improve cultural relevance of programs and organization  
Increase or create stewardship opportunities for those that may not otherwise have them

## **STAFF AND BOARD DIVERSITY**

- Diversify staff and board to better represent our community
- Ensure an inclusive organizational culture

## **INDIGENOUS CULTURE ACKNOWLEDGEMENT AND ALLYSHIP**

- Become an ally to local Indigenous communities
- Support local tribes in a way that is meaningful to them

## **STRATEGIC PARTNERSHIPS AND COMMUNICATIONS**

- Foster partnerships with groups in target communities
- Engage a broader and more diverse audience through our communication platforms

## **PROGRAM ACCESSIBILITY AND DIVERSITY**

- Increase accessibility of programs to low-income and immigrant communities
- Provide a variety of events to engage different groups

## **DATA AND REPORTING**

- Gain a clearer picture of our community and progress on our DEI goals through data collection over time

# Staff and Board Diversity

In order for Grassroots Ecology to achieve the impacts we desire, our staff, board, and interns must be more reflective of the diverse groups of people we serve or seek to serve. We recognize the need to be intentional in recruiting future staff members, board members, and interns who represent a more socially diverse community that is also inclusive and equitable.

## Goals:

- Diversify our staff and board so they are representative of the communities we serve, with regard to race, ethnicity, gender, and other socio-cultural experiences
- Ensure an organizational culture that retains and supports staff from varying backgrounds





# Indigenous Culture Acknowledgment and Allyship

Indigenous People have been systemically separated from the land they have stewarded for millennia and subsequently excluded from the fields of conservation and environmentalism. Through this plan we strive to become an ally to Indigenous communities and determine what role Grassroots Ecology should play in supporting Indigenous stewardship.

## Goals:

- Become an ally to Indigenous communities and determine what role Grassroots Ecology should play in supporting Indigenous stewardship
- Develop partnerships and support local tribes and Indigenous People in a way that is meaningful and beneficial to their needs and goals

# Program Accessibility and Diversity

For almost 25 years, Grassroots Ecology has worked with volunteers to engage them in land stewardship and restoration in open spaces, with much of the work involving manual labor at remote locations. Although we will continue to do this core work necessary for ecosystem health, we also recognize that it presents accessibility inequities for groups of people who may not have transportation to the sites, to those with physical or mental differences/disabilities, and to people who are not native English speakers. In an effort to be more inclusive and build community with new audiences, we will offer events that serve the interests and meet the needs of our diverse communities.

## Goals:

- Increase accessibility of the restoration and education programs we currently offer, with regard to transportation and both visible and invisible disabilities
- Bring programming to low-income and immigrant communities where there is a need or desire for more restoration, stewardship, and/or environmental education
- Increase diversity of participants by providing a variety of events





# Strategic Partnerships and Communications

Grassroots Ecology has a variety of partners with whom we work on an on-going basis. We see strategic partnerships as a way to collaborate with others, to reach people in areas we have not before, and to move Grassroots Ecology towards becoming a more diverse, equitable and inclusive organization. To that end, we understand the importance of deepening and/or creating new strategic partnerships, so that we are able to communicate more effectively with low-income and immigrant individuals, families, and communities, who have been historically underrepresented in land restoration and stewardship. We also recognize the importance of evolving our communications materials to better reach a wider audience.

## Goals:

- Foster sustainable and mutually beneficial partnerships with schools, groups, organizations in target communities
- Engage a broader and more diverse audience through our communication platforms

# Data and Reporting

In order to have a clear picture of the audiences we reach and to ensure we meet our strategic plan and DEI goals, we will need to increase our data collection and reporting. This data will be important to communicate progress to our constituents, funders and the larger community, and will be a marker of our growth as a more diverse, equitable and inclusive organization.

## Goals:

- Create long-term plan for demographic surveying and reporting
- Determine our long-term goals and benchmarks for success

