

GRASSROOTS ECOLOGY

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24

20
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PLAN

Our strategic focus for the last three years was to create a lasting community of land stewards through quality programs.

Looking forward, we will focus on expanding access to our programs for our target audiences.

2010 - 2017

2018 - 2020

2021 - 2023

2024 - 2027

RAPID PROGRAM GROWTH

4x people engaged
3x acres of land stewarded
2x revenue

INVESTMENT IN INFRASTRUCTURE

Form new organization
Invest in business management, fundraising
Strengthen current programs

SUSTAINABLY SCALING OUR IMPACT

Deeper steward engagement
Increased social diversity
New geographies

EXPANDING ACCESS

Access to nature experiences
Access to green jobs
Access to land

2024-2027 Focus

Access

Values

Stewardship | Hands-on Learning
Community | Inclusion

Mission

To engage and educate the public to
restore local ecosystems.

Vision

We envision healthy lands and human communities that sustain one another and are resilient in a changing world.

Core Programs

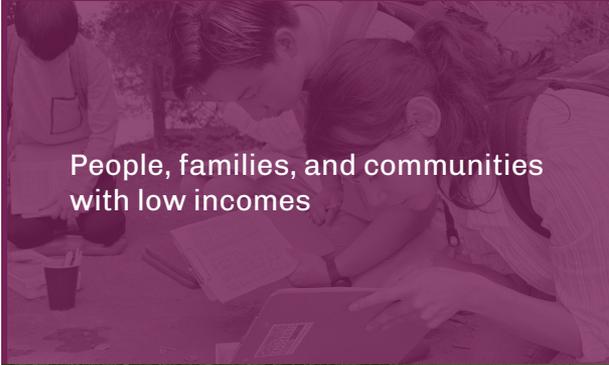
- Land Stewardship
- Native Plant Nursery
- Volunteer Workdays and Community Events
- Youth Stewards
- AmeriCorps Host Site + Habitat Restoration Internships
- Naturalist Education



Annual Impact

- 6,000 volunteers - 75% youth, 50% BIPOC, 25% low-income
- 17,500 steward hours delivered - habitat restoration, education
- 15 AmeriCorps and Interns hosted
- 2,300 acres of land managed
- 26,000 native plants grown

To better serve the diverse population of Silicon Valley, Grassroots Ecology will continue its existing programs that are open to the public while increasing efforts to ensure that we are connecting with people who might be underrepresented in our programs without this direct effort.



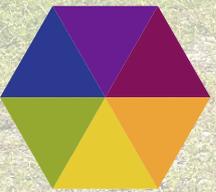
People, families, and communities with low incomes



Individuals and families who have recently immigrated to the US



People of Indigenous heritage



Our goals directly support and connect to our vision for healthy lands and human communities that sustain one another and are resilient in a changing world.

**CONTINUE LAND
STEWARDSHIP**

**DEVELOP OUR
BRAND**

**INCREASE
ACCESS**

**SECURE
FUNDING**

**STRENGTHEN WORKFORCE
DEVELOPMENT**

**EXPAND IMPACT OF
NATIVE PLANT NURSERY**

CONTINUE LAND STEWARDSHIP

Continue our land stewardship work at existing restoration sites through our current mix of community engagement programs, and explore opportunities to add new sites.

Prioritize sustaining current stewardship sites: (Arastradero, Byrne, Cooley Landing, Foothills, McClellan, Redwood Grove, San Francisquito, Stulsaft)

Continue habitat restoration projects at other current sites (Alviso, Midpen Service Learning Project Sites, Redwood Creek, Southgate GSI)

Launch newly funded projects at Shoreline Park in Mountain View and Redwood High School and Redwood Creek in Redwood City, and continue to seek funding for future work in these communities

Explore new partnership opportunities: Sunnyvale Baylands Park, Waterdog Park in Belmont, Shorebird Sanctuary Park in Burlingame, Vasona Park in Los Gatos

Consider other potential project sites in the region, including urban locations, based on feasibility, community interest and accessibility, ecological significance, and funding availability

Near term
(year 1-2 of plan)

Longer term
(year 3+)

INCREASE ACCESS

Increase access to our programs, particularly for low-income communities and other target audiences.

Work with partner organizations to adapt programming to **meet the needs of low-income communities** and co-develop grant proposals

Analyze data on private vs. public workdays to determine what ratio best enables us to serve community needs. Prioritize providing events for groups serving low-income populations.

Offer affinity group events

Meet local tribes and build meaningful relationships that are mutually beneficial

Incentivize participation in select programs (e.g. plant giveaways, meals, stipends, transportation support)

Increase financial support for workforce development participants so that more people can afford to participate in them (e.g. transportation allowance, stipends for summer interns)

Create special opportunities for repeat volunteers (e.g. giveaways, events, advanced volunteer program), and migrate to a system that allows for tracking of volunteer hours

Near term
(year 1-2 of plan)

Longer term
(year 3+)

STRENGTHEN WORKFORCE DEVELOPMENT

Strengthen our workforce development program to better prepare and connect emerging environmental professionals to future career opportunities.

Strengthen currently offered professional development opportunities (e.g. resume writing, career path chats with staff and external partners) and provide to all interns/AmeriCorps members

Formalize technical skill building training (e.g. nursery, water quality monitoring, field biology)

Develop individualized professional development plans with AmeriCorps members and interns and facilitate connections to potential employers

Explore providing California Naturalist certification for all AmeriCorps and interns

Build alumni network for interns, AmeriCorps, and staff

Near term
(year 1-2 of plan)

Longer term
(year 3+)

EXPAND IMPACT OF NATIVE PLANT NURSERY

Increase access to our programs, particularly for low-income communities and other target audiences.

Pilot potential expansion areas in urban communities, such as Redwood City/East Palo Alto:

- **Satellite nursery** (without high-level sanitary requirements)
- **Educational workshops** with partners

Create strategic plan for nursery that evaluates various opportunities:

- Growing retail sales
- Formalizing workforce development and training
- Re-introducing volunteer program
- Investing in satellite community nursery
- Providing educational workshops
- Providing seed collection/amplification services
- Providing botanical surveying services
- Other

Near term
(year 1-2 of plan)



Longer term
(year 3+)

SECURE FUNDING

Increase government funding by 50% and individual and organizational/corporate funding by 20%.

Apply to at least 5 large, multi-year federal, state, regional grant and any multi-year City contract opportunities each year

Bolster the major donor pipeline through mid level donor stewardship

Offer fee-based events for corporate and private groups

Apply opportunistically to foundations upon invitation

Improve the volunteer to donor pipeline

Increase monthly donor participation

Promote corporate matching gifts

Look into expanded staffing to support development

Increase donor stewardship through storytelling and in-person engagement

Steward next generation of major donors

Near term
(year 1-2 of plan)



Longer term
(year 3+)

DEVELOP OUR BRAND

Promote and develop our brand as a welcoming space for people of all backgrounds to meaningfully participate in land stewardship.

Create and widely distribute stories “from the field” that allow our audiences to see themselves reflected back to them

Use social media to build community

Provide training for board and staff on how DEI principles pertain to philanthropy

Communicate to participants that their time with us is meaningful and has an impact (e.g. volunteer appreciation celebration)

Establish our organization as experts in local native plant ecology and habitat restoration techniques (e.g. presentations, resources, blogs)

Refine tracking systems to **measure success of marketing and outreach** efforts

Develop marketing plan that utilizes data collected in tracking systems to further refine outreach strategies and adapt to changing trends in communications

Near term
(year 1-2 of plan)

Longer term
(year 3+)