

STRATEGIC PLAN

2020-2025



**GREEN
TEAMS**
Canada



MISSION

To connect, build and empower diverse communities through hands-on activities that promote health, well-being and environmental stewardship

REGIONS SERVED

Lower Mainland and Greater Victoria. Green Teams across BC and Canada are coming

VISION

Healthy communities engaged in environmental stewardship

DEMOGRAPHIC

All ages, abilities and backgrounds, notably those aged 12-30

PROGRAM OBJECTIVES

When people engage in hands-on environmental projects like invasive plant removals, planting of native species and shoreline clean-ups they:

- Develop a sense of belonging to community and place
- Learn about how climate change impacts them
- Connect to nature which increases health, well-being and environmental behaviour
- Build life skills - leadership and teamwork
- Become more resilient and empowered to address challenges



HUMAN IMPACT

- Grown to 10,000 community members (5,000 of whom are youth) who learned about environmental issues and connected to community and nature
- 28,500 hours contributed to improving 150 green spaces in 30 municipalities
- 65% of participants were introduced to green spaces they had never visited before and engaged in stewardship activities for the first time
- 94% of community members have said their participation in Green Team activities led to them engaging in more responsible environmental behaviour at home



We build resilient healthy Canadians empowered to address climate change



ECOLOGICAL IMPACT

- 88,000 lbs and 4,190 cubic metres of invasive plants removed
- 24,850 native plants, shrubs and trees planted
- 7,200 lbs of garbage removed from shorelines

AWARDS RECEIVED

BC Achievement Community Award	2019
iATS Innovator Award, Local Hero	2018
District of Saanich Environmental Award	2017
Vancity Social Innovation Award	2016
Volunteer Victoria Award	2016
YWCA Environmental Sustainability Award	2014
Recycling Council of BC Award	2014
Restoration Catalyst Award	2014
Earth Day Canada Hometown Heroes Award	2013
Nature Vancouver Frank Sanford Award	2013
Jane Goodall Institute Recognition	2011



STRATEGY 1

Expand and Deepen Community Engagement

KEY OBJECTIVES

- Deliver diverse and innovative activities addressing health and environmental issues
- Engage community members who have never been involved in environmental action and nurture and empower them as leaders
- Improve equity, access and diversity
- Launch a Green Team in a new region

ACTIONS

- Expand and improve existing programming
- Design and establish new programs
- Involve community members in improving current programs and creating new ones
- Create an Evaluation Plan to measure how programs increase health and well-being, instil an environmental ethic and promote responsible environmental behaviour
- Develop an outreach campaign that targets and reaches a diverse community
- Generate criteria for new Green Team location



STRATEGY 2

Invest in Ourselves and Our Partnerships

KEY OBJECTIVES

- Increase capacity to support engagement and growth
- Provide ongoing development and support for board, staff and community members with opportunities for growth
- Develop structures, systems and processes for long-term sustainability
- Establish and nurture a wider range of partnerships

ACTIONS

- Increase professional development opportunities for staff and board
- Develop a comprehensive Communications Plan
- Build a new website and set up communication and database management systems
- Create program procedures and policies in preparation for growth
- Form and deepen partnerships with: Indigenous Peoples, all levels of government, educational institutions, land trusts and businesses



STRATEGY 3

Expand and Diversify Revenue

KEY OBJECTIVES

- Increase revenue to support engagement and growth
- Strengthen fee-for-service partnerships for sustainment and growth
- Grow donor revenue and corporate sponsors
- Develop longer-term revenue streams

ACTIONS

- Develop a comprehensive Fundraising and Business Plan
- Increase donations through an individual donor campaign
- Identify, create and build long-term corporate partners
- Build and nurture relationships with existing donors
- Submit joint grant applications with other non-profits, charities and agencies
- Partner with other non-profits, charities and agencies and pursue fee-for-service partnerships together

