

The Wilderness Committee Strategic Plan 2013

By the end of 2016 we will have :

Improved organizational resilience by finalizing *clear and transparent systems and structures* for the management of executive team and board.

Strengthened a *healthy staff team* and a plan for succession based on organizational needs.

Implemented an organization-wide *integrated fundraising plan*.

Maintained a *well-supported workforce* with clearly-defined responsibilities and an effective system of evaluation.

The Wilderness Committee envisions a Canada where wilderness and wildlife thrive for the benefit of all.

The Wilderness Committee's mission is to protect Canada's life-giving biological diversity through strategic research and grassroots public education.

We **believe** that the right, the duty and the ability to act for the public good are integral to citizenship.

We **value** wilderness, with all its natural biodiversity, as absolutely vital to the health of people, communities and the planet.

We **act** with integrity and courage to mobilize citizens to take lawful, democratic action to defend Canada's wilderness and wildlife.

Engaged the public through increased campaigner presence at community actions and programming.

Built revenue from a Fundraising Plan that *meets forecasted organizational need*.

Optimized campaign results through increased *strategic expert engagement*.

Supported a Board where members have the resources and skills *to understand and execute* clearly defined responsibilities.