

FRIENDS OF NORTH CREEK FOREST

STRATEGIC PLAN

2021-2025



FRIENDS OF
NORTH CREEK
FOREST

Introduction

Friends of North Creek Forest began as an all-volunteer non-profit organization in 2011, with the primary aim of raising funds to purchase 64 acres of forest. In 2017, with the acquisition complete (having raised \$3.2 million to purchase the land), Friends transitioned to focusing on building and supporting education, stewardship and outreach programs for schools and the surrounding communities.



MISSION

To maintain and improve the ecological function of North Creek Forest through Education, Stewardship and Conservation in perpetuity.

STRATEGIES

- Continual Learning
- Partnering with Community
- Service to North Creek Forest
- Teamwork with City of Bothell

VISION

Forests making people better. People making forests better.

FOUNDATIONAL ELEMENTS

- Strong Economics
- Responsible Governance
- Education
- Stewardship
- Research

Values



Credibility

We bring expertise, sound science, long-term thinking and diverse community talents to our organization's work. Integrity and critical thinking are foundational to our daily work.



Inclusion and Accessibility

We proactively strive to ensure that anyone can access North Creek Forest and that each and every person feels included in our programming and vision.



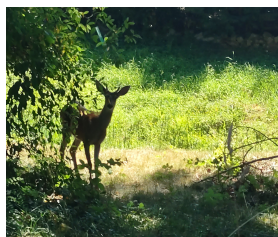
Love of Nature

We value nature's diversity and resilience and treasure its wisdom and beauty. Nature renews us, teaches us, and inspires the interdisciplinary approach we bring to our programs.



Teamwork

We work together to achieve common goals while respecting individual points of view. We practice collaboration, action, fiscal responsibility, sound governance, education, stewardship, and research as a foundation of our work.



Sustainability

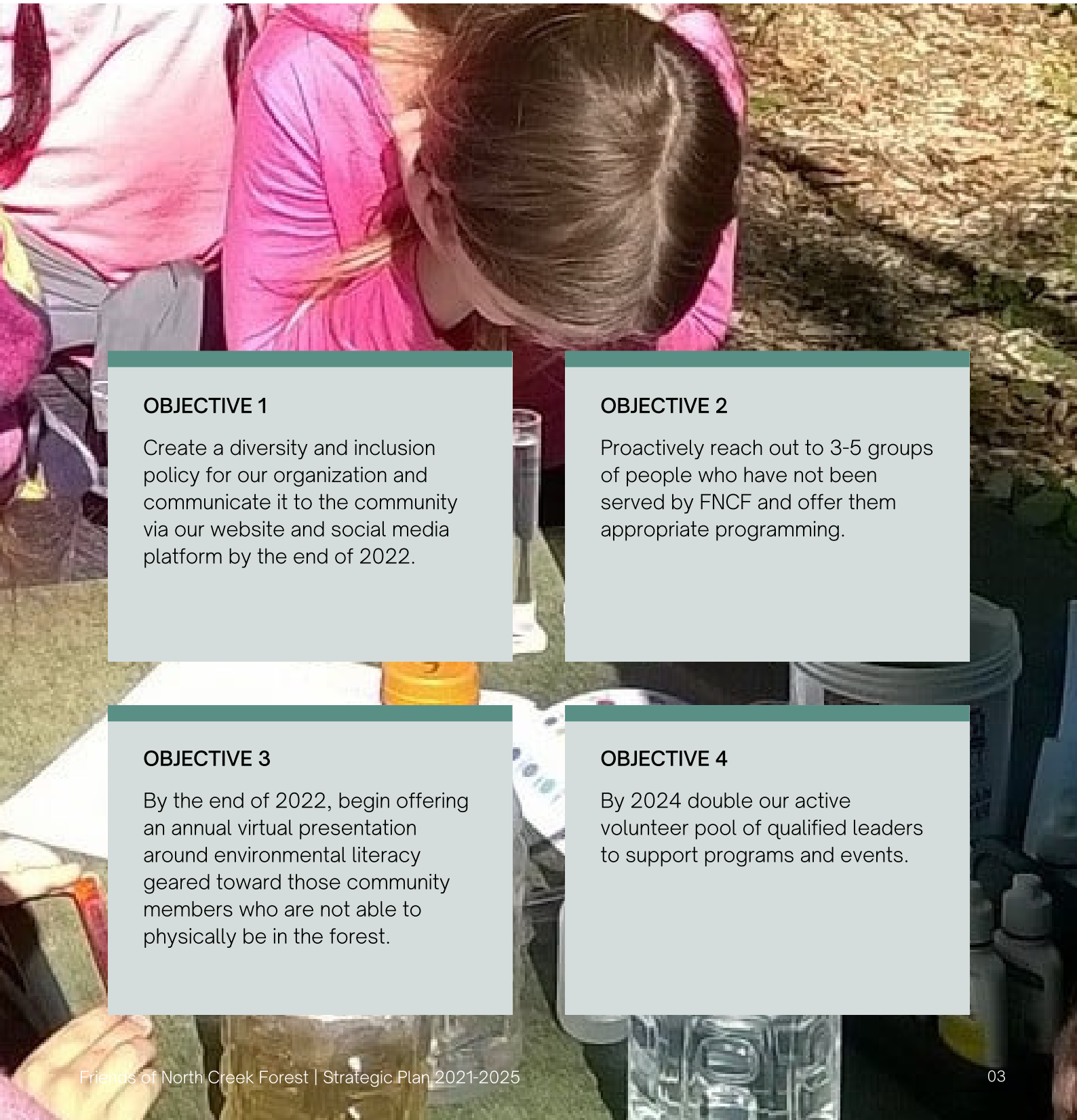
We are committed to long-term solutions that serve people and nature, so our organization and future generations can care for our natural resources into the unforeseeable future.



Empowerment through Education

By educating people of all ages, we empower them to conserve or improve the health of our natural world for generations to come.

Goal 1 | Seek out and ensure inclusive and equitable community access to educational and recreational programs that inspire responsible environmental literacy, action and stewardship



OBJECTIVE 1

Create a diversity and inclusion policy for our organization and communicate it to the community via our website and social media platform by the end of 2022.

OBJECTIVE 2

Proactively reach out to 3-5 groups of people who have not been served by FNCF and offer them appropriate programming.

OBJECTIVE 3

By the end of 2022, begin offering an annual virtual presentation around environmental literacy geared toward those community members who are not able to physically be in the forest.

OBJECTIVE 4

By 2024 double our active volunteer pool of qualified leaders to support programs and events.

Goal 2 | Build a strong presence in Bothell and the surrounding community, including strategic partnerships and a community that values and depends on us.



OBJECTIVE 1

Develop a strong relationship with the City of Bothell staff and government leaders.

OBJECTIVE 2

Identify and develop strategic partnerships with four additional, like-minded environmental organizations by 2022.

OBJECTIVE 3

Increase our presence by offering or partnering on four community events each year (other than stewardship events) that have wide community appeal.

Goal 3 | Define and develop a solid infrastructure that supports a diverse constituency of staff, volunteers and program participants.

OBJECTIVE 1

Define and document key parts of the organizational infrastructure.

OBJECTIVE 2

Develop strong board governance and systems.

OBJECTIVE 3

Procure a leader who is paid staff and who will act as point person and unifying voice of the organization.

OBJECTIVE 4

Research and organize current asset management system (Little Green Light) to leverage volunteer, donation and partnership engagements.

Goal 4 | Create a robust and sustainable revenue stream with appropriate funding to support staff and metrics that track the efficiency of its use.

OBJECTIVE 1

Using the yearly budget, set achievable revenue goals for the Development committee.

OBJECTIVE 2

Make grant funding more transparent by developing reporting tools and including them as part of the monthly board meeting agenda.

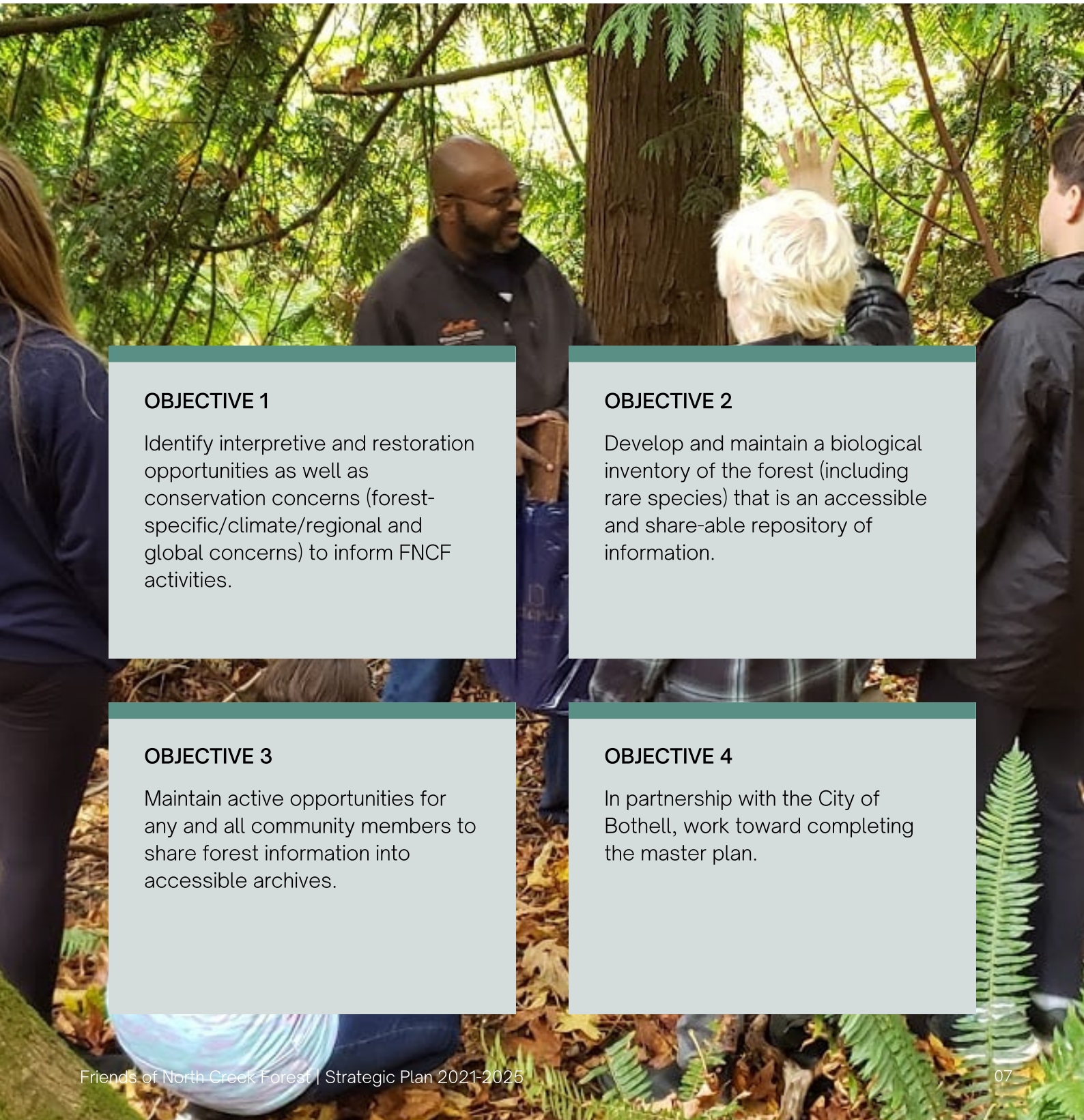
OBJECTIVE 3

Set and achieve reasonable income proportions for different revenue streams (e.g., individual donations, grants, major donors, monthly giving, earned income from programming).

OBJECTIVE 4

Build out a dedicated grant program including researching pipeline grants, writing/submitting, administration, accountability and networking with funders.

Goal 5 | Steward forest health in a way that improves and maintains ecological integrity for future generations.



OBJECTIVE 1

Identify interpretive and restoration opportunities as well as conservation concerns (forest-specific/climate/regional and global concerns) to inform FNCF activities.

OBJECTIVE 2

Develop and maintain a biological inventory of the forest (including rare species) that is an accessible and share-able repository of information.

OBJECTIVE 3

Maintain active opportunities for any and all community members to share forest information into accessible archives.

OBJECTIVE 4

In partnership with the City of Bothell, work toward completing the master plan.

Acknowledgements

Friends of North Creek Forest's Strategic Plan was developed with input from our Board of Directors, staff and volunteers.

Photo Credits

Judy Beaudette (Cover, 2, 3, 6, 7)

TBD (pp 3, 4, 5, 8-9)



We're so grateful for our donors, partners, volunteers and community, whose support makes this park and its programs possible.

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