



# STRATEGIC PLAN

**2022-2025**



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  - Shaw Nature Reserve and Missouri Department of Conservation
- Aaron Young
  - Sustainability Planning Manager, East-West Gateway Council of Governments





# MISSION

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To inspire and mobilize a collaborative movement towards an equitable and environmentally sustainable St. Louis Region - every day.

# VISION

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We envision a resilient, interconnected, and thriving human and natural environment for all generations.

# VALUES

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## **Equity**

We seek to identify, understand, and address the most pressing environmental justice issues facing all parts of the St. Louis region, and to work towards a future in which environmental and health outcomes are not tied to race and income.

## **Education**

We believe environmental education and youth activism are essential to a sustainable future.

## **Action**

We aspire to be a leader in fostering a broad-based environmental movement that identifies the underlying causes of current environmental problems and develops and implements effective solutions.

## **Collaboration**

We maximize impact by forming strategic alliances and collaborating with a powerful network of mission-aligned organizations, government agencies, and companies throughout the region to achieve common goals.

## **Celebration**

In full awareness of the seriousness of the issues we face, we celebrate progress, resilience, achievement, and our shared values as an environmental community. We are willing to meet those open to change “where they are” in order to encourage movement in a positive direction.

# STRATEGIC GOALS

## Existing Programs

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### ST. LOUIS EARTH DAY FESTIVAL

- Recruit more diverse Festival vendors.
- Strengthen Festival sponsorship & fundraising.
- Build public engagement by bringing back stages and speeches.
- New element: Festival Awards.



### GREEN DINING ALLIANCE

- Simplify audit process.
- Ensure 15% of GDA restaurants are Black- or immigrant-owned and increase restaurants North of Delmar.
- Implement food waste reduction and composting goals for restaurants.
- Create more GDA benefits for restaurants: grants, Kind Box inclusion, increased marketing/advertising.
- Create new types of food certifications (cafeterias, bars, caterers).
- Create consulting program (corporate/national).



### RECYCLING ON THE GO

- Become a thought leader in regional waste reduction with a circular economy/reuse focus. Special areas of interest: Food Waste and Illegal Dumping.
- Implement Kind Box reusable To Go container pilot program
- Become a consultant in waste reduction for cities and event managers, minimizing full service staffing for waste management - "train the trainer".
- Continue recycling and composting education through Farmer's Market Food Scrap booth and other events.
- Convene environmental groups on food waste and waste reduction, building to a collaborative regional food waste reduction plan.



# NEW DIRECTIONS

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## REGION'S TRUSTED ENVIRONMENTAL COMMUNICATOR



- Build our social media & PR presence to attract a wider and more diverse audience.
- Create a Green Community Calendar and promote its use.
- Establish regional messaging campaigns on topics such as food waste -#TooGoodToWaste.
- Expand GDA promotion & marketing.
  - Establish a team of environmental influencers “Eco Champions” to push out messaging.
- Festival as platform/communication re: climate change.

## ENVIRONMENTAL JUSTICE

- Advance community-identified environmental justice goals with a focus on our staff and institutional expertise in illegal dumping and food justice.
- Build relationships with community organizations already leading in environmental justice areas and offer support when asked (volunteers, dumpsters, food, restroom facilities, etc). - Environmental Justice Days of Action program.
- Use our platform to amplify community activists and Black-led environmental groups working in environmental justice.
- Seek collaborative funding that actively and directly supports Black-led sustainability-related initiatives.
- Convene conversations to build towards regional policy changes.

# NEW DIRECTIONS CONT.

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## CLIMATE CHANGE

- Incorporate climate change as a theme in all of our programs, demonstrating how other environmental problems connect back to climate change.



## KIND BOX PROGRAM

- Introduce innovative, first regional Reusable To Go box program, developing a consumer-facing app.
- Launch pilot program with 4-5 GDA restaurants in 2022, expanding yearly.
- Offer restaurants financial incentives to reduce plastic waste.
- Expand regional awareness and build customer base.

# FINANCIAL RESILIENCE

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## INCREASE AND DIVERSIFY REVENUE

- Add new Foundation income.
- Seek new Government grants, such as EPA funding streams, to decrease reliance on SWMD.
- Increase Corporate sponsorship for Festival, Green Dining Alliance, and Environmental Justice Days of Action.
- Increase event income (Green Curbside Hop, Green Dining Week, Raffle).
- Create sustainable earned income streams: GDA, ROG, Kind Box, consulting.



## BUILD RESERVES

- Establish a Six Month Operating Reserve.
- Allocate surplus income on an annual basis for the Operating Reserve.
- Develop and implement an endowment campaign within 3 years.

## BUILD A COHORT OF ACTIVE, COMMUNITY-ENGAGED CITIZENS

- Build a robust earthday365 membership base.
- Year-round volunteers support Festival, Days of Action.



# SUPPORT PERSONAL GROWTH

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## CULTIVATE A HEALTHY & STABLE STAFF

- Financially support professional development.
- Implement 40 hr weekly expectations with flex time to discourage burnout.
- Establish partnerships with complementary organizations for skill-sharing.
- Achieve pay equity within industry standards for regional nonprofit environmental organizations.



## CULTIVATE A DIVERSE & SKILLED BOARD

- Diversify Board in race, gender, age, lived experience.
- Train Board as Community Ambassadors.
- Add depth in skill sets and fundraising connections.
- Develop succession plan for key roles.

## CULTIVATE YOUNG FRIENDS BOARD

- Grow Young Friends Board membership.
- Plan monthly programs with leadership in two volunteer events .
- Support earthday365's social media to attract a youthful audience.
- Diversify Board in race, gender, age, geography.
- Assist with membership promotion and member events.
- Develop signature fundraising event.