DRAFT
Vision, Mission and Tagline

VISION = ULTIMATE SOCIETAL GOOD
Clean streams and rivers flowing through resilient landscapes, cared for by the people who live, work and play in the watershed of the Chesapeake Bay.

MISSION = CORE PURPOSE
The Alliance unites diverse voices to work together to improve our lands and waters, community by community.

For the forests. For the streams. For YOU.
OUR VALUES

- Impact
- Collaboration
- Inclusion
VISION: Clean streams and rivers flowing through resilient landscapes, cared for by the people who live, work and play in the watershed of the Chesapeake Bay.

MISSION: The Alliance unites diverse voices to work together to improve our lands and waters, community by community.

VALUES

PRIORITIES & STRATEGIES

Sustainability for Next 50 Years

Successful Cross-Sector Collaboration and On the Ground Partnerships

Measurable Impact at Scale

Inclusive Approach and Messaging

- Create shared language
- Amplify messaging throughout our networks
- Improve internal communications to cross-promote programs, services, and success stories
- Build adaptive programs to engage prioritized communities

- Expand Alliance’s capacity and skills as a ‘backbone’
- Leverage, diversify, and braid funding to support on the ground efforts
- Empower, support, activate, and build local partners and champions
- Develop peer-learning network to connect partners taking action and bridge gaps

- Build upon what’s working
- Target opportunities to apply the Alliance’s model
- Identify and deploy available resources (funding, staff, expertise)
- Integrate multi-disciplinary staff teams to increase impact

PROGRESS INDICATORS BY 2021

- # of people engaged
- # of partner organizations
- Fully integrated systems
- # acres restored
- XX% of revenue is unrestricted
- 3-month operating reserve

RESULTS

Clean streams and rivers

Resilient landscapes

Communities actively engaged in stewarding their land and water