

FRESHWATER



PHOTO: JAN SPEAK

STRATEGIC PLAN 2020-2025

STRATEGIC OBJECTIVE:

Natural water systems (streams, wetlands, vegetation buffers, shorelines, etc.) and constructed systems for water treatment and control (quantity and quality) are resilient.

STRATEGY:

Support research, analyze and report on water resource issues, trends, scientific studies and data.

- 💧 Improve understanding of critical water issues (such as mining discharges and unsustainable groundwater use) by collaborating with academic partners and other experts to research, analyze, and report findings and recommendations.
- 💧 Support use of climate change modeling, and evidence-based decisions to mitigate the impact of climate change on freshwater systems.
- 💧 Using existing research and programs, analyze water data to promote sustainable use of groundwater in ways that balance human and ecosystem demands — now and in the future.

STRATEGIC OBJECTIVE:

Governmental systems for freshwater achieve durable solutions.

STRATEGY:

Advocate for federal, state and local policies based on sound science.

- 💧 Cooperate with watershed-scale efforts to reduce non-point source pollutants (such as nitrogen, phosphorus, chloride, bacteria and sediment), with an emphasis on restoring natural water systems.
- 💧 Focus advocacy efforts on legislation, rules and plans that improve and protect water quality and quantity.
- 💧 Cooperate with others to advance public policies that support economic systems for land use, markets and water infrastructure that recognize water as an irreplaceable asset and reward its preservation.

STRATEGIC OBJECTIVE:

Citizens and communities understand and support effective freshwater practices.

STRATEGY:

Educate, engage and communicate to Minnesota citizens, local governments and state policy leaders.

- 💧 Increase social awareness and public engagement in protecting water through education.
- 💧 Identify innovative and best practices to reduce water pollution, and increase their use in the public and private sectors.
- 💧 Develop opportunities for Freshwater members to engage directly in Freshwater's work.

STRATEGIC OBJECTIVE:

Freshwater is a thriving environmental nonprofit organization.

STRATEGY:

Build sustainable organizational programs, financial resources and management systems by 2025.

- 💧 Continue building a culture of philanthropy to benefit Freshwater.
- 💧 Assure Freshwater's internal systems are efficient, transparent and accountable.
- 💧 Assure Freshwater embraces equity, inclusion, diversity, and cultural competency, internally and externally.
- 💧 Assure Freshwater's investment policy reflects sound financial principles and organizational values.

Mission: Inspire and empower people to value and preserve our freshwater resources

Vision: There is clean and abundant water, now and in the future

- Clean water is protected, impaired water is restored
- Groundwater is conserved and protected
- Water-related climate change impacts are minimized

Freshwater's values holistically inform our work towards durable change, including our internal operations and policies as well as the approaches we use to build towards impact through our programs. In alignment with our mission and values, we collaborate with and leverage the work of others.

- 💧 We value safe and reliable water for all Minnesotans and everyone downstream.
- 💧 We value equity and inclusion of diverse perspectives.
- 💧 We value community-led solutions that foster equitable and durable change.
- 💧 We value science and evidence-based principles as a basis for our advocacy and action.
- 💧 We value convening collaboratively and serving as a catalyst for constructive dialogue and change.
- 💧 We value teamwork, transparency, integrity and shared leadership.
- 💧 We value sustainability in our operations (reducing water use and energy consumption, reaching carbon-neutral impact and zero waste production).

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2424 Territorial Road, Suite B | Saint Paul, MN 55114
651-313-5800 | freshwater.org