

FRESHWATER

STRATEGIC PLAN

2026-2030

Overview

Freshwater's 2026-2030 Strategic Plan builds on decades of science-driven impact, authentic community engagement, and cross-sector collaboration. Our theory of change is that applied science, focused on community needs and coordinated across sectors, leads to well-informed policy and local action that supports healthy ecosystems, communities, and economies.

Mission

Our mission is to **inspire and empower people to value and protect water.**

Vision

A future with sustainable and accessible sources of clean water that support healthy ecosystems, communities, and economies.

Our values

- **Collaboration.** We connect across communities, institutions, and public and private sectors to build consensus, increase capacity, and create impact.
- **Equity.** We value diverse and well-rounded perspectives, with everyone having access to safe and clean water.
- **Trust.** We build trusted relationships across sectors to be a resource for advancing impact and collective action.
- **Evidence-Based Decision Making.** We value scientific evidence and ecological knowledge as a basis for our advocacy and action.

Objectives



1

Clean water for all communities, with a strong focus on improving public health for under-resourced communities (rural, Tribal, communities of color) while supporting healthy ecosystems.



2

Groundwater sustainability including restoration, governance, and protection.



3

Water circularity and sustainable water use through conservation, reuse, and recharge.



4

Freshwater is a thriving environmental nonprofit organization.

How will we accomplish our objectives?

Water research

- We support and advance water research that directly responds to community priorities and informs practical, locally driven solutions.

Water policy

- We work with local, state, Tribal, and federal governments, to advance water policies grounded in sound science and community priorities.
- We promote accountability and evaluate policies for unintended impacts.

Capacity building and engagement

- We center community voices through authentic and culturally responsive public engagement.
- We equip people to take meaningful action in their communities.
- We are a trusted resource for community members and partners.
- We elevate the value of water through the media, arts, and culture.