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# 2025-2030 STRATEGIC PLAN

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## Mission Statement:

To protect and restore the waters of northern Michigan and the Great Lakes Basin.

## We Accomplish This Through



**Community Education**



**Research and Data Analysis**



**Water Quality Monitoring**



**Volunteerism**



**Restoration Activities**



**Advocacy**

We will prioritize moving the needle on the following issue areas in the next three to five years.

- / Pollution into Great Lakes, rivers, wetlands, and groundwater
- / Increased development pressure on shorelines and wetlands

We will dedicate time and resources responding to the following threats to northern Michigan's waters:

- / Aquatic invasive species
- / Septic/nutrient pollution
- / Lack of connectivity in river systems (road stream crossings, dams, etc.)
- / Great Lakes and inland shoreline and coastal/community insufficient resilience



## Focus Area: People

### Enlist the Community in the Mission

We aim to empower our community to become good environmental stewards, be intentional, and strategy-driven with all communications, and inspire a deep connection to our work.

### Build and Support Staffing and Organizational Leadership

Recruit and retain a highly productive staff and board. This includes investing in continuing education and leadership development.

## Focus Area: Programs

### Amplify Data Collection and On the Ground Projects

Move the needle on key water-related issues facing northern Michigan. To do so, we will expand our on-the-ground restoration projects to make a direct impact on priority issues. We will also work to expand monitoring and research to better understand what is happening to our lakes, streams, rivers, and groundwater.

### Invest in Education and Collaborative Partnerships

Build and expand education programs that engage, empower, and inform our youth and communities, working to instill water stewardship values in all.

### Engage in Issue-Driven Advocacy Work

Collaborate with local, state, and tribal governments, including leaders at all levels. Emphasize science-based and collaborative approaches to solving water-related issues.

## Focus Area: Funding

### Prioritize Fiscal Health and Organizational Sustainability

Maintain strong financial health and build a robust donor base to ensure long-term sustainability.





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