



FLORIDA BAY FOREVER SAVE OUR WATER

2020 STRATEGIC PLAN

Mission

The mission of the non-profit Florida Bay Forever Save Our Water is to preserve, protect, and improve the Florida Bay by cultivating a community of citizens and tourists informed of its environmental and economic value and engaged in continued sustainable enjoyment of it.

Vision

We envision a Florida Bay which is:

- A swimmable, fishable healthy resource accessible to all
- A thriving and resilient body of water recognized locally, nationally, and globally as an environmental treasure
- Enhanced and sustained by sound south Florida water management practices
- Preserved through expedited Everglades Restoration and the completion of CERP

We envision a Florida Bay community that:

- Is fluent in the language of conservation and preservation as it pertains to the Florida Bay
- Understands the interconnectedness of the Florida Bay and Atlantic Ocean
- Recognizes the intricacies of how Everglades ecosystem management affects the Florida Bay
- Is aware of the legislative processes governing local natural resources
- Has access to the Florida Bay in order to better champion its preservation

Goals:

Florida Bay Forever Save Our Waters sets the following goals to achieve our vision :

1. To educate citizens and tourists of all ages about the environmental, cultural, and economic value of the Florida Bay
2. To locate, develop and outfit a Florida Bay Eco-Center that will operate ongoing programming, education, preservation advancement initiatives and Bay access for all
3. To create dynamic community engagement events that raise awareness of the resource
4. To build a qualified, engaged board of directors, a professional staff team, a solid base of volunteers, and robust member engagement policies
5. To develop a multi-sourced financial strategy to ensure present and future sustainability



Objectives

Our plan to achieve these goals involves the following objectives:

Goal 1 To educate citizens of all ages about the environmental, cultural, and economic value of the Florida Bay

- Design and implement a county-wide Business Certification Program to train community members, employees of the business community, and service workers at all levels of the tourist industry about value of the Bay
- Continue the Florida Bay Project Grant opportunity providing teachers with resources for school kids to engage in Bay related activities
- Create and coordinate publication of Florida Keys centric Florida Bay and Everglades National Park literature tool kit
- Maintain comprehensive social media feed

Goal 2 Establish Florida Bay Environmental Center that will operate ongoing programming, education, preservation advancement initiatives and Bay access to all

- Act as information hub to Florida Bay and Everglades National Park providing easy access for community and tourists
- Offer high-quality on-the-water programming
- Act as the community resource for all Florida Bay related information
- Provide stewardship and conservation resources for community

Goal 3 Create dynamic community engagement events that raise awareness of the resource

- Voices of the Florida Bay Oral History Project
- Send it South Florida Bay Kayak Challenge
- Summer Day Camp Programs
- Captain for a Day Stewardship Scholarships

Goal 4 Build a qualified, engaged board of directors, a professional staff team, a solid base of volunteers, and robust member engagement policies

- Recruit qualified Board of Directors with diverse experiences with the Bay, leadership experience, a shared vision for Florida Bay Forever Save Our Water, and the ability to contribute with a meaningful financial gift
- Create meaningful volunteer opportunities
- Increase membership

Goal 5 Develop a multi-sourced financial strategy to ensure present and future sustainability

- Create a financial strategic plan that sets financial targets for major donors, grant funding, member donations, fee-for-service programming, and government funded initiatives
- Submit six grant proposals during the first calendar year
- Grow membership from community members and corporate partners to cover 50% of operating expenses
- Provide sustainable, profit-making fee-for-service activities to the community
- Solicit gifts from board members and from 20 major donor prospects
- Maintain and grow professional staff team
- Design and adhere to thoughtful donor stewardship plan for sustained funding stream