

OUR 2024-2027

Strategic Plan



Preface

Sierra Club BC has a long history of passionate advocacy to protect the people and places we love. We work alongside communities to better care for the web of life and foster a livable climate. We believe that together, we can build a brighter future.

Never in our 50+ years have we seen environmental change happening so quickly, with climate change and unsustainable ecosystem degradation causing more intense and frequent forest fires, droughts, floods and other unnatural disasters. At the same time, our understanding of the colonial systems that separated Indigenous Peoples from their lands and suppressed important knowledges of how to live in reciprocity with nature has grown. These two forces have deeply affected how SCBC pursues its work.

Sierra Club BC is a trusted home for people seeking a path forward in times of grave environmental harm. People often reach out to us with a strong desire to connect with others and make positive change. We are responding with grassroots activations like Move the Dial, which supports individuals bringing motions to their local councils to protect biodiversity, and the Mother Tree Local Leaders Program, which supports people already active in their communities in learning about transformative approaches to better care for the lands and waters. These are investments in building networks of informed and active leaders pushing for bold changes in B.C.

Building on our record of raising awareness about B.C.'s global responsibility to protect carbon rich old-growth forests and keep fossil fuel reserves in the ground, we will continue to assess progression towards the provincial government's 2025 and 2050 climate targets, emphasizing policy gaps and blind spots like uncounted forestry emissions and the risks of new LNG terminals leading to more fracking and burning of methane gas.

We continue our land-based education programs, sharing hands-on outdoor learning opportunities with students and teachers across the province. Our facilitators help educators grow their capacity to provide outdoor learning experiences and create space for collaborations with a wide variety of community groups committed to engaging children and youth. This rewarding work is a key part of our strategy to deepen relationships between people and the lands and waters where we live.

Our commitment to protecting old-growth forests is our guiding light and is critical to meeting the goal of protecting 30 percent of the lands in B.C. by 2030. Building on lessons learned from First Nations' leadership in the Great Bear Rainforest and Clayoquot Sound, we are seeking new ways of supporting Indigenous-led conservation solutions, including Indigenous Protected and Conserved Areas (IPCAs). We will continue to engage with the provincial government to achieve the promise of a paradigm shift that prioritizes biodiversity protection — a shift the people of B.C. demand. This is a difficult pursuit and there have been victories and setbacks along the way, but Sierra Club BC staff are clear and focused on our goal of protecting biodiversity and keeping old-growth forests standing across B.C.





We're building a brighter future.

Vision

A healthy, life-sustaining planet, where humans respect the dignity and interdependence of all living beings.

Mission

To support people stewarding abundant ecosystems and a stable climate, while building resilient, equitable communities.

Our goals

Support and enable leadership for climate action and resilience, with an emphasis on communities that are most impacted by the ecological crisis.

SUPPORT 700 LOCAL LEADERS TO BUILD CAPACITY FOR CLIMATE ACTION BY 2027, AND ACTIVELY ENGAGE 1000 LOCAL LEADERS BY 2030. THIS WILL BE ACCOMPLISHED BY:

Responding to requests for help on local issues related to climate resilience by providing information, advice and/or training for effective advocacy.

- 315 individuals supported this way in 2020-2023
- 385 individuals to be supported between 2024-2027

Offering at least 70 webinars, meetings (e.g. with MLAs and other decision-makers), presentations, workshops and other supports to activate local leaders on climate issues.

- We organized 30 of these events in 2020-2023
- We plan to organize 40 events between 2024-2027

MAKE TANGIBLE GAINS TOWARD STRONG CLIMATE POLICIES THAT REFLECT THE INPUT OF LOCAL CLIMATE LEADERS BY:

Twelve municipalities adopting a resolution calling for a Local Natural Areas Protection Fund and Biodiversity and Ecosystem Health legislation by 2024; both legislations adopted in B.C. by 2027.

Twenty municipalities strengthening their green infrastructure bylaws and implementing nature-based solutions to climate impacts by 2025; Biodiversity and Ecosystem Health legislation adopted by the Province by 2025.

Tracking progress towards B.C.'s climate targets and supporting local leaders with information and solutions that address gaps in B.C.'s climate plans (e.g. oil and gas emissions cap, pausing new fossil fuel projects, logging emissions reporting, and others).

MEANINGFULLY ENGAGE WITH GROUPS REPRESENTING COMMUNITIES MOST IMPACTED BY THE CLIMATE CRISIS BY:

Organizing six cohorts of the Mother Tree Local Leaders Program, with at least 75 local leaders in total, by 2027, including multi-faith, youth and Indigenous climate leaders.

Protect ecosystems and nurture their abundance to ensure a viable future for all.

WORK WITH COMMUNITIES TO GET ON TRACK FOR 30 X 30 BY ESTABLISHING NEW PROTECTED AREAS THAT MEET INTERNATIONAL STANDARDS BY 2027. WE WILL DO THIS BY:

Providing a primer for understanding pathways to protected areas by 2026.

Building a toolkit responding to First Nations' identified needs in navigating processes and overcoming barriers to establishing IPCAs that protect mature and old-growth forests by 2027.

CONTRIBUTE TO A CULTURE OF RESPECT FOR ALL ECOSYSTEMS, INCLUDING THE WAYS THAT RESIDENTS OF B.C. KNOW AND INTERACT WITH NATURE BY:

Upholding Indigenous legal orders.

Reaching 3,000 students every year with land-based educational workshops for a total of 12,000 by 2027.

Organizing six cohorts of the Mother Tree Local Leaders Program, with at least 75 local leaders in total.

Making the Restorying Our Relationships workshop accessible online and reaching 100 online participants.

Organizing 10 or more Learn to Draw webinars and in-person events like Walk and Draws with 500-1000 participants per webinar and 25-100 participants for in-person events.

Strategy & tactics

We continue to pursue our goals by focusing on the interrelated strategies of education, organizing and advocacy. We work with Indigenous Peoples, young people, and climate-vulnerable communities, and ensure that social justice is a key principle of our work.



EDUCATE

Build and strengthen understanding and beliefs that affirm the interdependence of all beings, the relationship between social equality and environmental well-being, the connections among issues that matter personally to people at the local level and the broader climate crisis, and the continuing jurisdiction of Indigenous legal orders.



ORGANIZE

Organize, engage and empower networks, organizations and individuals to shift culture and build power to impact decision-making for climate action and resilience.



ADVOCATE

Effect policy change through empowering community advocates, participating in public discourse and meeting with elected officials at all levels of government.

Many of our tactics contribute to more than one strategy. Instead of listing them under each strategy, we have compiled them over the next four pages.



TACTIC 1

Place-based and policy campaigns

Our campaigns involve education, community engagement, organizing and advocacy from concerned residents as well as from Sierra Club BC staff. Solutions offered are based in both Western science and Indigenous worldviews, are grounded in what works for communities, and seek to uplift Indigenous leadership and jurisdiction.

Within the context of deepening our understanding and acknowledgment of Indigenous governance and legal orders, and the UN Declaration on the Rights of Indigenous Peoples, our campaigns focus on:

(a) Protecting the lands and waters by supporting new legislation, policy and especially Indigenous-led initiatives. Our top priorities are:

- Protecting old-growth forests across the province through stronger provincial policies and legislation.
- Building supportive partnerships with First Nations to achieve Indigenous protected and conserved areas.
- Protecting and restoring biodiversity with science-based, community-supported provincial and federal policy and legislation.
- Participating in Indigenous-led opposition to pipelines and other fossil fuel expansion.

(b) Strong climate policy, with emphasis on:

- Science-based climate goals and implementation plans for B.C.
- Transparent planning and reporting on B.C. emissions and climate mitigation work.
- Policies to rapidly scale back greenhouse gas emissions in B.C. and keep fossil fuels in the ground, while supporting clean, renewable energy and a just transition for impacted workers and communities.

TACTIC 2

Community engagement

(a) Grow relational organizing and skill-building connected to our campaigns and programs.

- Invite community members and established networks to step into deeper relationship with the natural world, and become rooted in reciprocity, through immersive programming such as the Mother Tree Local Leaders Program and Restoring our Relations with the Natural World curriculum.
- Through our Move the Dial at City Council mentorship program, co-create climate safe communities by organizing networks of people and building advocacy skills to change bylaws and pass motions that promote biodiversity in local communities.
- Build power by diversifying and expanding our membership through relational organizing and actions aimed at strengthening democracy and laws to address the climate crisis, protect ecosystems, and end fossil fuel supremacy.
- Partner with impacted communities and networks to promote a stable climate and a direct connection to nature for all peoples.
- Engage new audiences through listening initiatives to better understand people's experiences of environmental problems and create opportunities for collaboration.





TACTIC 3

Youth engagement

(a) Offer rich, hands-on, outdoor learning opportunities to children and youth (Kindergarten to Grade 12). Using a place-based approach, invite learners into respectful relationships with all beings in their communities. A place-based approach means we work with Indigenous collaborators to respectfully weave local cultural knowledges into all our work.

(b) Use a multi-pronged approach to support formal and non-formal educators. Facilitate educators to strengthen their capacities and confidence in outdoor environmental learning opportunities for children and youth — stepping further into their responsibilities as enactors of change and local leaders in our communities.

(c) Grow collaborations and steward relationships with a variety of community groups (youth groups, immigrant support organizations, religious centres and others). A diverse community of practice with shared goals expands the reach of our outdoor environmental education into communities that are most affected by deepening environmental crises.



TACTIC 4

Communications

Communication is a powerful tool that can invite people into our movement, increase public understanding of complex issues, offer possibilities for change and highlight pathways to a bright future.

Our communications support community engagement, education, advocacy campaigns and fundraising. We are grounded in best practices for inclusive environmental and climate outreach, and we make meaningful connections with our audiences through authentic voices, relevant storytelling and compelling visuals. We offer the information people need to take action, and the inspiration people want to move forward in hope and solidarity.

We meet people where they are on any issue by responding to perspectives other than our own. We dispel myths and misinformation and connect with broad audiences using language that is accessible and relevant. Sierra Club BC is for everyone, and our communications should reflect the diversity of people who inhabit and love this place, and the diversity of ways in which people experience environmental issues. We honour and uplift Indigenous voices and perspectives on the lands and waters.



Our organizational transformation



A water ceremony co-hosted by Tsleil-Waututh Sacred Trust and Sierra Club BC in 2023 and 2024. These intercultural events brought hundreds of community members together to affirm our solidarity with the Nation and our continued obligations to the waters of Burrard Inlet. In May 2024, the Trans Mountain pipeline and the Burnaby terminal became fully operational. The pipeline brings a sevenfold increase in tanker traffic to the Inlet, resulting in a major increase in the likelihood of an oil spill in these precious waters. But we are not standing down as the health of the ocean and our communities are at stake.

Our commitment to Indigenous law & governance

Sierra Club BC has undergone a significant institutional transformation over the last few years. Our past work engaged almost exclusively with the Canadian legal system. We now understand the need to expand our engagement with Indigenous governance and legal orders. This affects how we work and everything we do. As we move forward, we strive to increase our capacity to recognize and respect Indigenous law and jurisdiction. We are grateful to our Indigenous teachers, colleagues, allies and friends for their guidance and input as we do this work.

SCBC staff and colleagues have been honoured to partner with the Indigenous Law Research Unit (ILRU) at the University of Victoria. ILRU facilitates law revitalization within Indigenous communities and produces educational resources to support Indigenous and non-Indigenous people in better understanding Indigenous legal orders.

Our organization is committed to learning, unlearning and reimagining our relationships with Indigenous laws as we begin to see ourselves living in a multi-jurisdictional landscape, with as many legal orders as there are Nations. We are developing capacity for all our staff to humbly and meaningfully engage with Indigenous laws and the communities they govern, as settlers on Indigenous territories.

Our commitment to caring for all people

Sierra Club BC is transforming our organizational culture in a manner consistent with our goals of creating a welcoming and nurturing space for all. In line with this process:

- We are committed to emphasizing diversity, equity and inclusion in our staff hiring and retention practices and Board member recruitment.
- We strive to create a welcoming and supportive environment for new hires and new Board members that is inclusive and values diverse knowledge systems, cultures and ways of seeing.
- We are committed to inviting and incorporating staff and Board perspectives and lived experiences into the co-design of organizational policies and practices that support institutional change, and create a work culture that centers equity, ensuring each individual is respected and valued.

- We actively seek out charitable partnerships and working relationships with Indigenous and people of colour-led communities, groups and organizations.
- We invest in educational opportunities for our Board of Directors and staff to grow our collective understanding of Indigenous law and governance, as well as other knowledge systems and life experiences.
- We invest in creating dialogue and mutual learning opportunities with our supporter base to ensure that we grow together as an organization.
- We commit to allocating money in each annual budget to continue this work, and appropriately compensate Indigenous people, people of colour, and others who share their knowledge, experiences and time to help us undergo this transformation.
- We are committed to paying a living wage to all staff and contractors.



Our development approach

At Sierra Club BC we see our donors and funders as partners in our work.

We are committed to maintaining the utmost level of integrity when spending fundraised dollars. As we face an ecological crisis, we understand that we must use our resources to strengthen our campaigns and programs, while also ensuring the long-term viability of our organization and supporter confidence in our longevity. Our board and staff are engaged in outreach and fundraising, and will continue to grow our member network with secure, reliable and diverse funding sources. To ensure financial sustainability that meets our growing organization's needs, we will employ the following strategies:

- We will continue to effectively engage with our supporter network, as well as reach new audiences and members to deepen support of Sierra Club BC.
- We will continue to invest in fundraising capacity and work to secure access to new funding sources including major, transformational and legacy gifts.
- We will continue to prioritize building our monthly donor base.
- We will continue to maintain strong relationships with foundations and grow our staff capacity to write grants.
- We recognize that not all gifts are financial in nature, and value non-financial gifts (for example, time and expertise) that help strengthen SCBC's mission and vision.
- We will invest our resources in strengthening our campaigns and programs while also maintaining and building financial reserves that will ensure the long-term viability of our organization and supporter confidence in our longevity.
- We will maintain an ethical gift acceptance policy that upholds Sierra Club BC's values and integrity.



Culture of learning & accountability

Sierra Club BC is committed to a culture of learning and accountability. To ensure that we are growing in line with our strategic goals, we will:

- Periodically report on progress toward Strategic Plan goals, assessing both quantitative and qualitative metrics.
- Annually review and adjust our plans, goals and metrics as needed.
- Request feedback from partners and communities where we work and adjust approaches when needed.
- Offer performance assessment, feedback, learning opportunities and professional development to all staff.
- Provide ongoing learning opportunities for Board members.

Acknowledgments

Thanks to all the hands, hearts and minds who helped breathe life into this work. It wouldn't be possible without our network of inspirational supporters, partners, donors and funders. We are so grateful that you're on this journey with us. Here's to another three years working to better care for the lands and waters, and all who call them home. Together, we can build a brighter future.

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**Building a brighter future,
together.**

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