

Friends of the Dunes **STRATEGIC PLAN 2023-2028**

Mission:

Friends of the Dunes is dedicated to conserving the natural diversity of coastal environments in northern California through community supported education and stewardship programs.

Belief Statement:

Friends of the Dunes believes that people are an integral part of the landscape and must be active participants in the well-being of our environment by protecting the places we love. Every day we steward, conserve and restore coastal dunes ecosystems of northern California and work to provide educational, equitable and inclusive experiences for our diverse community that inspire love for these unique ecosystems. These connections between humans and the environment we inhabit are vital to the long-term health and well-being of the planet.

GOALS

Provide equitable and inclusive community education that helps people build a relationship to the natural world, fosters understanding, and inspires caring for the environment.

Strategies:

- Seek long-term, sustainable funding for the continuation of core education programs, including the Bay to Dunes school education program and Coastal Naturalist Training.
- Recruit volunteers, staff, and board members who represent the communities we are trying to serve.
- Ensure events and programs are designed collaboratively with the groups we intend to serve.
- Annually assess and reflect on our programs to identify strengths and weaknesses.

Build community-based restoration programs that serve to maintain and enhance the natural diversity and resilience of coastal environments.

Strategies:

- Conduct restoration on the Humboldt Coastal Nature Center property in accordance with, and guided by, the updated Restoration and Management Plan for the Humboldt Coastal Nature Center property (October 2021). Review this plan every seven years and update as needed.
- Complete the restoration of the Humboldt Coastal Nature Center property's foredunes by mobilizing crews and carrying out the workplan of our National Fish and Wildlife Foundation grant by 2027.
- Support the Dune Ecosystem Restoration Team (DERT) as a way of maintaining the expanded restoration area of Friends of the Dunes and assisting the Bureau of Land Management with maintaining the restoration area of Ma-le'I Dunes South.
 - Increase social media presence and community outreach with submissions from the restoration team to the outreach coordinator

- Build relationships with Cal Poly Humboldt to incentivize participation in DERT volunteer days.
- Cultivate and continue partnerships with other landowners as a means of facilitating landscape level restoration of dune ecosystems.
- Explore mitigation as a tool to fund restoration.
- The stewardship committee, together with staff, reviews and updates restoration needs, priorities, and opportunities for funding.

Work in partnership with Tribes, organizations, and agencies to ensure coastal ecosystems are conserved and stewarded for generations to come.

Strategies:

- Continue dialogue and Land Back Partnership with all Wiyot area tribes on conservation lands in Humboldt Bay and explore opportunities for collaboration in conservation and stewardship.
- Continue fiscal sponsorship of the Tolowa Dunes Stewards.
- Maintain and strengthen relationships with state and federal agencies, including partnerships with Humboldt Bay National Wildlife Refuge and the Bureau of Land Management.
- Continue to work with a broad coalition to advocate and build support for the proposed Wigi National Monument.

Develop a sustainable, resilient, and equitable organization dedicated to inspiring stewardship of coastal environments in perpetuity.

Strategies:

- Support and cultivate a diverse, knowledgeable, skilled, and passionate staff by creating and sustaining a workplace culture with high morale and fulfillment, where staff are fairly compensated and provided professional development opportunities.
- Recruit and retain a diverse, knowledgeable, skilled, and engaged board of directors with training and professional development opportunities.
- Develop succession planning strategies that ensure that future staff and board have clear access to information that facilitates the continuation of a successful organization.
- Ensure there is a culture of fundraising throughout the organization, and that all staff and board members play roles in fund development.
- Maintain and increase a healthy income mix of foundation grants, government grants, and individual donations.
- Plan for the growth of an endowment fund for Friends of the Dunes by emphasizing legacy giving.
- Support the long-term development of the Humboldt Coastal Nature Center (HCNC) as an organizational asset
 - Seek opportunities to add adjacent lands that improve the entry to the HCNC and open up the possibility of overnight accommodations as a potential new income stream

- o Complete the second floor as financial and staffing resources allow to facilitate improved working environment, increased opportunities for rentals, and visitor experience