



## **Waterspirit Strategic Plan**

Approved by Waterspirit's Advisory Board on February 7, 2023

### **Mission Statement**

Waterspirit is a spiritual ecology nonprofit that informs, inspires, and empowers people of all beliefs to deepen their consciousness of the sacredness of water and the interdependence of all Earth's systems.

### **Our Core Values**

- ✦ Waterspirit educates, advocates, and collaborates in order to promote the individual transformations and systemic changes needed to sustain water and all life on Earth.
- ✦ Waterspirit, rooted in principles of integral ecology and environmental justice, stresses the importance of the right to clean, safe water for everyone.
- ✦ Waterspirit's activities are animated by active hope.

### **Directions**

March 2023-March 2026

#### **I: Sacredness of Water**

Spirituality makes Waterspirit unique among other environmental organizations, and our focus on water is what makes us stand out among groups working on faith and ecology. Waterspirit will help staff members, participants, and volunteers make the connections between its programs, advocacy, and other offerings with their underlying spiritual dimensions and relationship to water.

**In the next three years, Waterspirit will explicitly connect the sacredness of water to all of its activities.**

We will do this by:

- 1) Articulating the sacredness of water in all publications, public speaking, written comments, advocacy, and programs;
- 2) Using the sacredness of water as a criterion for selecting and designing all future programs and advocacy campaigns.



## **II: Integral Ecology**

We have a sacred duty to hear the cry of the Earth and the cry of her most vulnerable people. To do this, we need to heed the concerns of frontline and overburdened communities. If we do not make this an explicit concern of ours, Waterspirit runs the risk of benefitting from unexamined structural racism, which would undermine our mission.

**In the next 3 years, Waterspirit will make integral ecology and intersectional environmental justice a central concern that permeates all aspects of our work.**

We will do this by:

- 1) Increasing our advocacy and programming work in collaboration with overburdened communities;
- 2) Seeking appropriate training and educational opportunities for staff, board and volunteers;
- 3) Endeavoring to increase the diversity of Waterspirit's staff, board, volunteers, and program participants.

## **III: Organization**

The Congregation of the Sisters of St. Joseph of Peace (CSJP) have directed Waterspirit to move toward incorporation as a 501(c)3 under the auspices of Peace Ministries, their ministry corporation. In order to fulfill this mandate, Waterspirit needs to raise funds to cover a significant portion of its operating budget and to develop a governing structure that will carry it into the future.

**In the next 3 years, Waterspirit will strengthen our financial and organizational stability.**

We will do this by:

- 1) Creating a plan for incorporation as a 501(c)3 and begin drafting its major structures (such as bylaws) in consultation with Peace Ministries, the CSJP, and legal counsel as appropriate;
- 2) Drafting an actionable, long-term development plan with a consultant by June 30, 2023 and implementing the plan with regular goal-setting and evaluation together with the board;
- 3) Strengthening the current advisory board in accordance with nonprofit best practices, such as:
  - i. by increasing board membership, diversity, and involvement in development activities;
  - ii. by ongoing determination of board roles, procedures, and policies;



- iii. by deepening our understanding of the responsibilities of a fiduciary board of trustees and factoring our understanding of the needed skill sets into board recruitment;
- 4) Offering ongoing formation in the Waterspirit mission and the charism of the CSJP for Waterspirit's staff, board, and volunteers.

#### **IV: Visibility**

Increasing Waterspirit's visibility will result in increased public support for our work and mission. Support could take the form of increased financial donations, volunteerism, advocacy connections, and more.

**In the next three years, Waterspirit will increase our public awareness and visibility, especially locally and statewide.**

We will accomplish the above by:

- 1) Networking with other nonprofit environmental groups and faith communities;
- 2) Hosting, participating in, and presenting at public-facing events and conferences;
- 3) Discovering new outlets for outreach to print, broadcast and digital media.

#### **V: Community**

Being part of a community of like-hearted people is a crucial way to deepen our awareness of the sacredness and interdependence of all living beings. Community gives us active hope and strengthens our resolve. Awareness of our interconnectedness empowers us toward collective action on behalf of sacred water.

**In the next three years, Waterspirit will strengthen and deepen the sense of community among our participants.**

We will accomplish this by:

- 1) Hosting social gatherings and group opportunities for reflection;
- 2) Demonstrating a commitment to community-building in our public interactions;
- 3) Helping event participants and volunteers perceive of themselves as part of a larger group aligned with our mission.