



2028 STRATEGIC PLAN AT A GLANCE

3 PILLARS

3 YEARS

**Volunteer and Staff Success
Comprehensive Risk Management
Financial Flow**

2026

Foundation

- Onboarding and retention improvements
- RIMS review with Blue Planet
- Activity Standards
- Donor engagement events and feasibility

2027

Integration

- Development Strategy and Staffing
- Risk management manuals
- Youth program growth
- Marketing expansion

2028

Optimization

- Structure review
- Financial sustainability
- Conservation leadership

**Core Values: Community | Education |
Adventure | Conservation**

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