

Vision 2020

GROWTH STRATEGY



A healthy planet. An educated workforce. Citizens who are prepared to solve unforeseen challenges in a rapidly changing world. These are not “red state” or “blue state” issues. Addressing them requires visionary leadership, collaboration across all sectors and immediate action. At EcoRise, we believe our growing environmental crisis and political gridlock on climate change stems from a simple fact: the majority of K–12 students in the American education system graduate high school *environmentally illiterate* and unprepared to build resilient communities of the future.

Our solutions-oriented, K-12 program directly addresses the problem at its root, providing public school students the opportunity to act as sustainability leaders and changemakers in their community, developing projects with social, environmental, and economic impacts—from California to Texas to Washington D.C.

BUILDING RESILIENT COMMUNITIES

EcoRise is scaling our program to **Build Resilient Communities of the Future**. Specifically, we will focus on:

- ❖ Expanding our programs to American cities most vulnerable to the impacts of climate change, such as New Orleans & New York City.
- ❖ Expanding our programs in areas that lack strong environmental education programming including both rural and urban communities.
- ❖ Providing an expanded library of free curriculum for K–12 educators everywhere to fan the flames of the movement globally.
- ❖ Inviting teachers from around the world to participate in our Teacher Training Institute to showcase effective practices, empowering educators to create their own EcoRise program anywhere.

ENGAGING OVER 4,000 EDUCATORS & IMPACTING 250,000 K–12 STUDENTS BY 2020

PROGRAM EXPANSION

- Expand services to 10 high-impact hubs in US cities
- Launch programs in underserved regions including rural communities
- Launch green building workforce development program
- Identify strategic partnerships for global distribution of program

DEEPENING IMPACT

- Launch *EcoRise Ambassador Institute* to empower 25 new teachers annually as leaders & champions in their communities
- Expand *Student Innovation Fund* to all program sites
- Develop CRM integrated *Student Innovation Fund* showcasing tool
- Complete research-based external evaluation of program

FINANCIAL SUSTAINABILITY

- Secure 50% of philanthropic contributions as multi-year commitments
- Establish three-month operating reserve in dedicated rainy-day fund
- Develop fundraising capacity of Board & Advisory Council to raise 10% of budget per year

THRIVING ORGANIZATION

- Recruit new board members nationally representing program service areas
- Launch regional Advisory Councils in areas of impact
- Secure three new team members for programming + development
- Develop data-informed management culture to drive impact