

**ECOLOGY NORTH**



# **STRATEGIC PLAN**

**2025 - 2028**



We respectfully acknowledge that we live, work and play in Chief Drygeese Territory, traditional home of the Yellowknives Dene and homelands of the Indigenous Métis of the North Slave Métis Alliance. Our physical office is located in Sòmba K'è (Yellowknife) in Treaty 8, Akaitcho territory, within the Mòwhì Gogha Dè Nìlètèè boundary, home to many diverse First Nations, Inuit and Métis peoples. We stand in solidarity with the Indigenous Guardians of Denendeh.

## INTRODUCTION

Since our founding in 1971, Ecology North has been dedicated to promoting environmental sustainability across the Northwest Territories. Rooted in Sòmba K'è, Denendeh (Yellowknife, Northwest Territories), we recognize our responsibility to address the pressing environmental and social challenges facing our communities and lands.

This Strategic Plan, informed by the 2023 Anti-Racism Audit and developed collaboratively with our Board and staff in November 2024, reflects our ongoing commitment to equity, sustainability, and reciprocal relationships.

We want to thank Ivy + Dean Consulting for their support in building this Strategic Plan with us. We also want to thank Lindsay Debassige for their work on the 2023 Anti-Racism Audit that deeply informed the focus of this Strategic Plan.

## VISION

A healthy northern environment forever.

## MISSION

Bringing people and knowledge together for a healthy northern environment.



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## PROGRAM AREAS & FOCUS

A cornerstone of the work that Ecology North undertakes is our programming. We're committed to focusing on environmental education and outreach in the following program areas:

- Waste Reduction
- Water Stewardship
- Climate Action
- Biodiversity
- Food Sovereignty

We recognize the importance for all people to have access to quality environmental programming, especially the next generation of climate leaders. We are committed to offering inspiring and empowering programming to Northern youth, aged 5 to 30.



# STRATEGIC PRIORITIES

Over the next three years, we will be focused on the following priorities:



- **Education, Awareness & Programs:** Developing and evaluating programs that embody our values and connect people with the natural world.
- **Partnerships & Relationships:** Strengthening and formalizing relationships with volunteers, donors, and partners through strategies grounded in reciprocity and shared values.
- **Sustainable Funding & Organization:** Strengthening our organizational foundation to be more resilient while fostering staff and board satisfaction, diversifying funding, and supporting long-term financial health.
- **Building Reciprocal Relationships with Indigenous Communities:** Implementing the 2023 Anti-Racism Audit recommendations, fostering ethical and meaningful engagements, and centering Indigenous voices and knowledge in our work.
- **Advocacy & Action:** Taking bold steps to engage with and influence environmental policy, legislation, and public awareness through advocacy rooted in community input and collaboration.
- **Communications & Public Outreach:** Elevating stories of climate resilience and local action while strengthening internal and external communication to deepen community connections.

# STRATEGIC GOALS

## Education, Awareness & Programs

1. By March 2026, start to develop a clear Programs Strategy that outlines program areas and connections to the broader global context, sustaining values within these areas, indicating appropriate funding allocation, and that incorporates our approaches to land- and place-based education.
2. By March 2027, consistently evaluate programs through our values, incorporating lessons learned, and be able to report on the success of programs to the board, staff, members, and to the public.



## Partnerships & Relationships

3. By March 2026, be better equipped to build and maintain strategic relationships with volunteers by connecting people with specific skills to relevant volunteer opportunities.
4. By June 2026, formalize a Relationship & Partnership Commitment document that outlines how partnerships and relationships are fostered and established, how our values are embedded in our partnerships, the expectation for reciprocity within partnerships that captures differences and unique needs for different groups, and requirements for resources and funds to appropriately support partnerships.
  - a. Develop internal capacity for more reciprocal collaboration within our community network.

# Sustainable Funding & Organization

5. By December 2025, staff will begin reporting improved satisfaction with their work and the workplace culture and internal supports/resources.

6. In 2025, Ecology North will implement a board and governance self-evaluation process to set a baseline for future years.

1. By March 2026, staff members, including the Executive Director, will begin reporting increased satisfaction with the work of the Board.

2. By 2026, Ecology North will develop a funding diversification and donor stewardship strategy to allow Ecology North to depend less on governmental and project-based funding.

7. By March 2026, board members will report increased satisfaction with their experience on the Board, and an improved understanding of their roles, responsibilities and governance processes.

1. By 2027, Ecology North will increase the proportion of revenue from unrestricted sources by 10% compared to 2025.

8. By 2028, Ecology North will have divested from banks and other entities that profit from fossil fuels and are not values aligned.



# Building Reciprocal Relationships with Indigenous Communities

9. By June 2025, implement the recommendations from the 2023 Anti-Racism Audit.

10. By August 2025, have an evolving Relationship and Partnership Commitment Document that includes both how we will resource relationships and how this impacts labour expectations, as well as how we interact with (a) communities outside Yellowknife, (b) Indigenous individuals, communities, organizations, and governments, (c) schools across the territory, and (d) internally with grassroots organizations that we help foster.

11. By December 2026, develop an ethical engagement framework or toolkit resource for staff and interns working with communities across the territory.

1. Over the next three years, focus on ensuring that relationships with Indigenous organizations are value-based, mutually beneficial, and intentionally reciprocal beyond one-off projects.

## Advocacy & Action

12. By October 2025, have a clear understanding of the role of political advocacy at Ecology North, including how the organization determines advocacy methods, assesses risk, and is accountable for the advocacy work undertaken.

1. By March 2026, identify two topics as priority advocacy areas for the organization, informed by public, stakeholder, and member input.

13. By December 2027, lead or participate in at least three volunteer-informed politicized actions related to political, social, or economic issues that arise within the NWT.

1. By August 2026, host at least one opportunity for members and volunteers to learn about non-violent direct action.

14. Over the next three years, contribute to increased connection and engagement from the public with environmental policy, legislation development, and environmental research.

1. By March 2028, publish at least one formal response to government action on environmental issues.

## Communications & Public Outreach

15. By July 2025, implement complementary communications tasks alongside the implementation of recommendations from the 2023 Anti-Racism Audit.

16. By September 2025, develop a Communications Approach that includes strategy for platforming climate stories that link our local context with global realities.

1. By September 2026, create a Public Outreach Strategy that supports the organization and strengthens public engagement.

17. By March 2026, Board and staff report satisfaction with internal communication mechanisms, particularly the practice of staff reporting to the Board.



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## Thank you!

This Strategic Plan is a roadmap for achieving tangible, meaningful change in alignment with our mission and values. It seeks to ensure that our efforts not only address immediate environmental challenges but also contribute to a future where our work is inclusive, impactful, and rooted in the principles of sustainability and justice.

Through this Plan, we reaffirm our dedication to acting as a leader and ally in the environmental movement, ensuring our actions honor the land and communities we serve. Together, we look forward to creating a more equitable and sustainable future for all.

## Mahsi cho!





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