



Strategic Plan 2020 - 2024

Sustainable Elk River
Today and Tomorrow
www.elkriveralliance.ca

ELK RIVER ALLIANCE

The Elk River Alliance (ERA) is a non-profit, registered charitable organization based in the beautiful **Elk Valley** in southeast British Columbia, where residents of our communities – including **Elkford, Sparwood, Hosmer, Fernie,** and **Elko** - live, work, and recreate in the traditional territories of the **Ktunaxa First Nation**.

Our Strategic Plan has three purposes:

- 1) Set **direction** for the organization by which **progress** is easily measured
- 2) **Communicate** our vision and values to organization members and the larger **community**
- 3) Enable **supporters and funders** to see who the ERA is and what we do as an organization.



Vision

A healthy river ecosystem that sustains the Elk Valley for present and future generations

Mission

The Elk River Alliance uses science, education and community collaboration to ensure sustainable stewardship of the Elk River watershed

Niche

Act as an advocate for science-based management of the Elk River Watershed using science and education to unite citizens and users of the Elk River through shared values





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STRATEGIC GOALS

What the Elk River Alliance Does

The Elk River Alliance facilitates dialogue, collaboration, and community engagement across the watershed, undertaking education to promote environmental literacy and awareness.

- Attract and articulate roles for volunteers
- Actively retain and communicate with volunteers
- Promote a culture of learning and education around watershed science and how we can all live, work and flourish while protecting the Elk River
- Facilitate communication among governments, First Nations, river users, industry and the wider community to promote and maintain the health of the watershed.



Collect, interpret, and use scientific data to protect and restore the Elk River watershed.

- Fill gaps in water quality and fish population and habitat monitoring throughout the watershed
- Conduct restoration activities within the watershed
- Focus on safeguarding and improving water quality and fish habitat throughout the Elk River watershed.

Promote safe and environmentally responsible use of the Elk River.

- Promote responsible fishing
- Promote and facilitate safe and responsible access to the Elk River for everyone.



ERA Priorities Drive Our Actions

We will ensure our program and project activities, the partners we engage, and our budgets align with and advance the ERA mission and program goals.



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Organizational Goals

Strengthening the Elk River Alliance



A. Cultivate a Strong and Dedicated Board

- Ensure effective and robust Board functioning to guide and oversee the work of ERA, including succession planning
- Recruit new Board members with diverse skills, backgrounds, and expertise that reflect the greater community, including representation from the Ktunaxa First Nation
- Use Working Groups to support the Board in the specific areas of:
 - 1) Science and Technical Review
 - 2) Education and Outreach to the Public
 - 3) Fundraising
 - 4) Special Events and Volunteer Participation.

B. Maintain a Strong Set of Employees and Volunteers

- Ensure that the ERA is a fair and equitable employer which recruits and retains strong and dedicated employees
- Develop and maintain clear communication of roles, expectations, and responsibilities between the Board and employees
- Continually improve the ERA Policy Manual that guides how Board members and staff act
- Continue to expand and clearly articulate roles available to attract dedicated community volunteers.



C. Secure Sustainable Funding

- Adopt a Fundraising Strategy to sustain organizational needs and build sustainable funding that supports a viable, effective organization
- Diversify (broaden and deepen) sources of funding
- Continue to improve a Two-Level Fundraising approach focused on:
 - Unrestricted Funding – administrative and operational costs, program and project development
 - Project Funding - project management and delivery.

The Strategic Plan will be reviewed annually and revisited in 2025.

ERA recognizes that it works in the Traditional Territory of the Ktunaxa Nation.