



NORTHWEST CENTER FOR ALTERNATIVES TO PESTICIDES

2020-2023 Strategic Plan Summary

GOAL ONE: Culture Shift: Address barriers people face to implementing healthy pest control solutions and realizing pesticide-free livelihoods.

Objective A: Increase research and share evidence-based advancements so that those seeking alternatives have the tools and resources they need to succeed.

Objective B: Provide trusted education opportunities and technical assistance resources on pesticide alternatives to reduce the impact of pesticide use on community and environmental health.

Objective C: Grow access to healthy foods and pesticide-free agricultural livelihoods.

GOAL TWO: Ecosystem Health: Practices and policies in the Northwest protect people, pets, water, and wildlife from pesticide harms.

Objective A: Eliminate pesticide contamination that poses risks to healthy rivers, streams and safe habitat for endangered salmon and steelhead.

Objective B: Foster the creation of healthy habitat for pollinators and other beneficial insects, free from hazardous pesticides.

Objective C: Advocate for healthy alternatives so that community members in our region will be safeguarded from exposure where they live, learn, work and play.

GOAL THREE: Foundational Growth: Become an inclusive organization with cross-sectional relationships that grow our work and make us accountable to the communities we serve.

Objective A: Seek out and grow strategic alliance opportunities with partner organizations to expand program work and strengthen capacity to deliver NCAP's mission.

Objective B: Be accountable to communities most affected by pesticides and ensure our work is informed by, relevant to and supportive of these communities.

Objective C: Continue to explore ways to identify and counter historical and on-going patterns of oppression, racism, exclusion, and exploitation.

GOAL FOUR: Organizational Health: Build a Strong and Resilient Organization

Objective A: Build financial capacity to further advance the fiscal health and reach of NCAP, ensure a balanced budget and fully fund staff, programs and operations.

Objective B: All staff have the opportunity to thrive.

Objective C: Use innovative tools and strategies to better assess our impact and track progress towards our goals.