



Peregrine Falcon | Harry Collins for Canva

SPREADING OUR WINGS

STRATEGIC PLAN 2024-2027

Birds Connect Seattle will grow its capacity for conservation action, from a foundation of values-based decision making, powered by inclusive programming and streamlined infrastructure.



INTRODUCTION



Belted Kingfisher | Bob Feldman | Audubon Photography Awards

Dear bird advocates,

Thank you for your participation in the past year's focus groups, surveys, and individual conversations to support Birds Connect Seattle's strategic planning process. We heard your call for more bold conservation action for birds and people in our cities. In response, the Strategic Planning Committee built "Spreading Our Wings" around the primary outcome of growing our capacity for conservation advocacy and action.

To get there, as Birds Connect Seattle balances competing demands for scarce habitat and precious resources, we are committed to not losing sight of our values for diversity, equity, and inclusion. We invite you to join us in our quest to find a new nest and reach more neighborhoods across our service area.

The birds have taught us that if you want to fly, you have to spread your wings!



Claire Catania
Executive Director



Andres Hiltbrunner
Strategic Planning
Committee Chair



Sharon Wada
Strategic Planning
Committee Vice Chair

Strategic Planning Committee

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Jen McKiernan
Community Member

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Urban Conservation Manager

Amanda (Virb) Virbitsky
Board Member

Sharon Wada
Committee Vice Chair, Board Vice President

Christine White
Community Member

MISSION, VISION, & VALUES

The board of directors reaffirmed Birds Connect Seattle's mission, vision, and values to guide our planning process and root our priorities.

MISSION

Birds Connect Seattle advocates and organizes for cities where people and birds thrive.

VISION

Birds Connect Seattle envisions cities that integrate and value nature, minimize threats to birds, and protect habitat.



VALUES

We are a community of passionate, talented, and unique individuals. Our service is Birds Connect Seattle's most valuable resource. As a staff-led and volunteer-powered organization, we value:

- **Inspiration.** Birds inspire and inform conservation in a unique and powerful way.
- **Interconnectedness.** The health of birds and their habitats is tied to human health.
- **Equity and Inclusion.** Equity and inclusion are necessary to achieve our mission.
- **Diversity.** Diverse perspectives strengthen our understanding of birds, our community, and the environment.
- **Humility.** There are infinite ways to experience and enjoy birds and nature respectfully.
- **Collaboration.** We are most successful when we collaborate within and outside the organization.
- **Science.** Our policies and programs must be informed by science.

FRAMEWORK & GOALS

In designing the strategic framework for “Spreading our Wings,” we recognized that work needed to be done to align our infrastructure and spending to reflect our core conservation mission.

Therefore, our plan to make greater strides in urban conservation action is structured around four simple goals:

Our platform for launch:

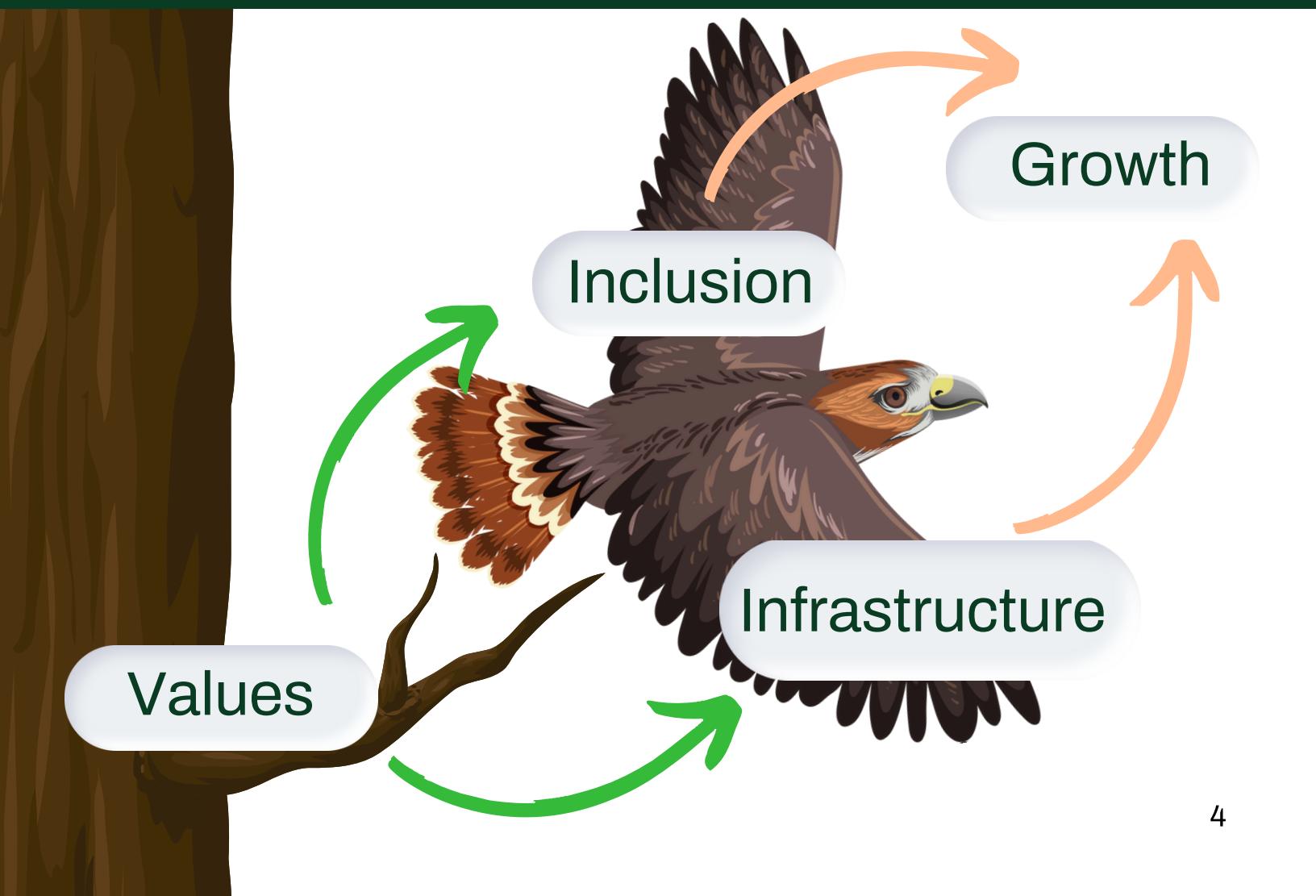
- Goal 1: Formally integrate a values-based decision-making framework into all BCS initiatives.

The wind beneath our wings:

- Goal 2: Deepen efforts to remove barriers to BIPOC inclusion and belonging in birding and conservation within our service area.
- Goal 3: Optimize BCS Infrastructure to balance programmatic outcomes with return on investment.

Our destination:

- Goal 4: Invest in growth opportunities that increase our capacity for greater mission impact.



SPECIFIC ACTIONS



Goal 1: Act on our Values

Birds Connect Seattle has taken some strong organizational positions lately using our values as our guiding star. This goal reflects our desire to make sure that those values are thoroughly integrated into every decision we make, from where we source our paper to where we lead bird outings.



Goal 2: Remove Barriers to Inclusion and Belonging

Our last strategic plan made significant investments in antiracism initiatives and increasing representation from historically marginalized groups on our board of directors. We are committed to maintaining this momentum and turning our attention toward all volunteer groups.



Goal 3: Optimize Infrastructure

The world has changed a lot for birds and people in the decades since we first purchased our headquarters and Nature Shop in Wedgwood. Most of our staff work from home and many of our classes take place online. Birds Connect Seattle will bid a fond farewell to the building and find a new nest that better matches our 21st century operational needs.



Goal 4: Build Capacity and Grow

Birds and people in our cities are facing unprecedented threats and an increasingly uncertain future. Urgent investments in conservation action at the local level are needed to meet these demands with increased funding for programs and building our coalition of bird and environmental justice advocates.

Pileated Woodpecker by Canon Bob for Canva; NextGen members ; Birds Connect Seattle headquarters; Anna's Hummingbird chicks by Duke Coonrad, Audubon Photography Awards

SPREADING OUR WINGS, WITH YOUR SUPPORT



Ruby-crowned Kinglet | Michael Warren | Canva

Conservation Can't Wait

Our cities need bold and actionable strategies to ensure a future where both birds and people can thrive.

We Need You

Your gift today will mobilize this plan to protect local birds and habitat. Be part of our flock of donors who, with their gifts:

- Inspire current and future bird advocates through inclusive programming like bird outings, community science, adult and youth education, and volunteer opportunities
- Advocate for area cities to adopt bird-friendly policies and protect urban habitat
- Strengthen partnerships with leaders and other organizations for more powerful conservation action

For Over 100 years

Since 1916, Birds Connect Seattle has been at the forefront of protecting local birds and habitat. This legacy of local conservation efforts was only made possible through the dedication of community members like you.

Donate

Your gift provides reliable resources and inspires confidence that we can achieve our goals on behalf of birds over the next three years.



birdsconnectsea.org/donate

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