



Flowing Forward

Our Strategic Guide
2023-2025



Vision for the Future

Our vision is led by a core belief that **the health of communities is inextricably tied to the state of the rivers and streams that flow through them.** Our board, staff and partners are united by this shared vision, and drew on their unique skills, expertise and perspectives to **create a road map to connect rivers and people in meaningful ways** that results in improved health for both.

Over the next three years we'll **accelerate the flow of funds to community-centric river conservation projects.** We'll need community partnerships as diverse as the landscapes and cultures we seek to protect. **This commitment to inclusion is woven throughout our updated strategic plan.**

Our strategic plan is not just a document; it is a compass guiding us toward **a future where thriving communities and healthy rivers go hand in hand.** Together, we will navigate the currents of change, channeling our resources, energy and passion into projects that will safeguard our rivers and nurture our communities. As we embark on this mission, we invite you to join us, for it is in our collective efforts that we will **shape a brighter and more sustainable future for all.**





Mission

The mission of Forever Our Rivers is to **improve the health and vitality of rivers** through community-inspired projects.

Vision

We envision a future where **rivers and communities provide benefits to each other** so that people, plants and animals thrive.



Values Driving our Work



Impact:

We fund partners whose projects spring from community input and bring long-term benefits to both community and river health.



Inclusivity:

We champion the rich diversity of talent, backgrounds, beliefs and culture that are embodied in the communities we fund, and strive to create more equitable, community-centric river conservation.



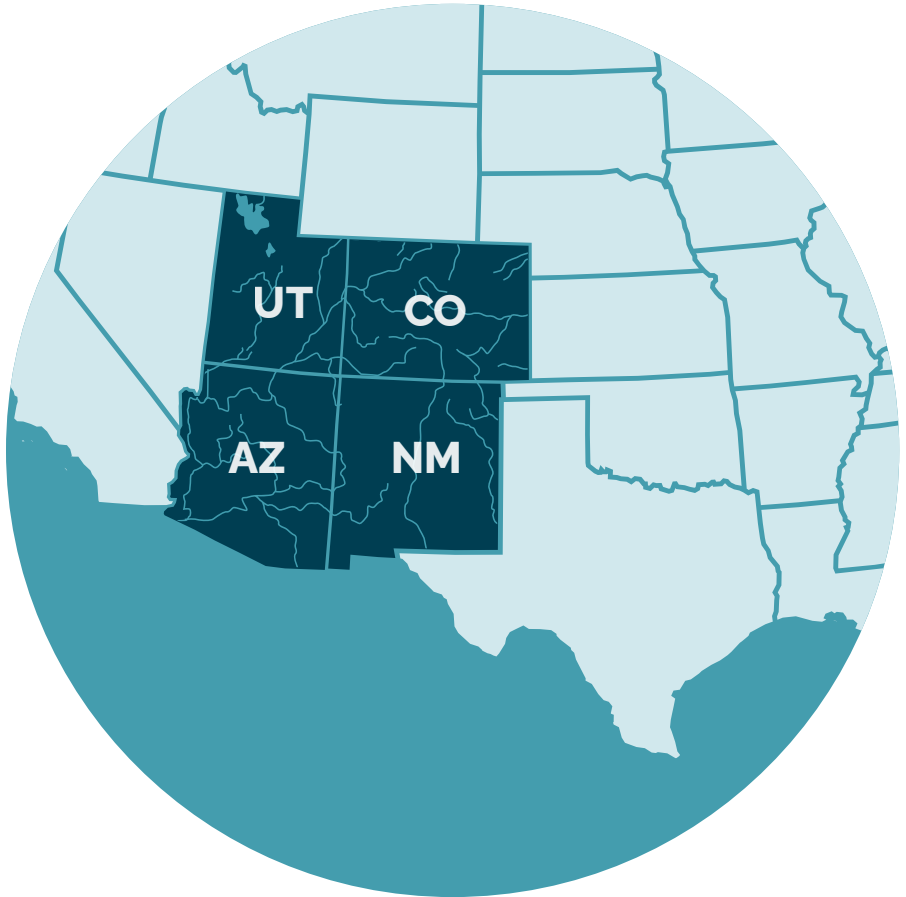
Trust:

We build trust through creative and strategic collaboration centered around the well-being of the rivers and the communities we serve.



Where we work

From the icy headwaters in the Rocky Mountains, to the fertile valley bottoms and desert streams, we are increasing the depth of our work in Arizona, Colorado, New Mexico and Utah. We will also pursue new opportunities as needed, beginning with an expansion into the Colorado River Delta in Mexico.



"We are grateful to have such a **wonderful partner** in our work to **protect the ecological health** and **recreational value** of the **Escalante River watershed** into the future."

Kevin

Grand Staircase
Escalante Partners

Strategic Priorities

Connecting communities to their rivers

- We believe that when rivers are cared for by the people who live near them, both the community and the river thrive. We believe that everyone—regardless of their age, gender, race, culture, socio-economic status, physical ability or background—should have access to rivers and opportunity to enjoy and learn about them.
- Communities are actively involved in the design, prioritization and success of conservation projects at their rivers.

Protecting rivers, lakes and streams

- We work to restore the dynamic ecological processes of our freshwater systems. We strive to reconnect rivers with their floodplains, restore habitat within and along rivers, and enhance water quality and availability, among other approaches.
- Functioning river systems provide ample clean drinking water, recharge ground water and provide lush habitat for wildlife.
- Project selection is supported by the best available science, and helps us repeat the success of previous projects.

Safeguarding our way of life

- It is collaboration among community members, farmers, ranchers, tribes and agencies that creates river projects that benefit multiple priorities. We understand that water connects us all, and advance forward thinking-solutions that acknowledge the needs of local traditions and culture, local food production, drinking water supplies, recreation and wildlife habitat.
- Rivers define our quality of life. They are a resource for the entire community today, and for generations to come.



“With funding from Forever Our Rivers, volunteers participated in beaver-based restoration workdays that **improve resilience to drought, flood and wildfire** in the headwaters of the Gunnison River. We are grateful for the **support, commitment** and **expertise that Forever Our Rivers brings to our community.**”

Eli

High Country
Conservation Advocates

Goals for 2023-2025

1

Engage **3,000 more people** who are empowered to care for their rivers.

2

Prioritize a **50% increase** in the diversity and size of our personnel.

3

Execute a **three-fold increase** in our grantmaking and conservation impact.

How we work to achieve our goals:

We see people as part of the solution. We engage with and listen to the collective wisdom of diverse teams, partners and communities.

We rely on science to make sure our restoration projects are effective, and we support well-managed organizations with strong, local partnerships.

We raise funds from corporations, foundations and individuals, and pass those funds through to select, impactful nonprofits that align with our priorities.



Make a ripple effect today.



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Crested Butte • Glenwood Springs • Grand Junction

Platinum
Transparency
2023

Candid.



ACCREDITED
CHARITY

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