

## IRIS Strategic Plan 2017 – 2020

*Where we want to be in three years and why*

**Mission:** To foster sustainable rural communities in North Central Washington by gathering and sharing success stories that enhance a sense of belonging, inspire action, and build community. We believe that thriving communities in a healthy environment create success.

**Vision:** NCW is a vibrant community that appreciates the connections between the past and present, honors all contributions to lasting stewardship, and innovates and adapts to change.

**Values:** Our programs and organization reflect our values of stewardship, inclusiveness, integration, collaboration and commitment to the future.

**Themes:** Our story search focuses on critical elements of a healthy community: *Growing Heart, Maintaining Healthy Diverse Ecosystems, Meeting Basic Human Needs, and Bridging Cultural and Political Divides.*

**Program:** We facilitate a learning network that inspires action by connecting stories that reveal proven successes and highlight new ones that can be used to shape our future. We do this by:

- **Gathering** stories that honor local knowledge and success by recording interviews with diverse people, inviting writers to contribute to the *Success Story Exchange*, and collecting photos that illustrate the many aspects of health in this place.
- **Sharing** stories through digital and printed media, the annual *NCW Community Success Summit*, and the 2020 IRIS Legacy Project, *Thinking Like a Community* handbook.
- **Caring** for the hundreds of stories we have gathered since 2005 by distilling the wisdom and ideas they bear and by developing systems for archiving this content into the future.

**Outcomes:** By 2020, *Thinking Like a Community* will provide a print handbook and digital resource bank for NCW that connects past and present successes, serves as a springboard for action, and engages the community in describing the legacy we want to pass on to the next generation.

**Leadership:** Strengthen capacity needed to sustain IRIS into the next decade by leveraging leadership, networks, and technology via core partnerships with organizations that share our vision.

- Integrate the goals of six more 2020 Partners into the IRIS strategic plan
- Hire an executive director; expand options for interns and volunteers to help with programs
- Work with partners to secure and package our digital assets and knowledge bank to maintain continuity and understanding of our own story as organizational staff and leadership changes

**Outcomes:** Expand the community of board members, partners, staff and volunteers gathering, sharing, and caring for the stories of NCW by 2020 to advance shared goals and elevate diverse voices.

**Finance:** Implement a fundraising plan that supports the work of staff, board members, and partners. By 2020, we will have a proven model for building community by securing a stable fiscal foundation.

- Cultivate multi-year and annual partners and sponsors to provide baseline support at \$30,000 per year by 2020.

**Outcomes:** IRIS welcomes two new 2020 partners for a combined value of \$6,000 and increases annual giving by \$2,000 per year.