



## NatureKIDS BC

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Helping British Columbian children and their families get outdoors to explore, play, learn about and take action for nature.







**STRATEGIC PLAN  
2020-25**

**VISION:** To build a healthy and sustainable future for our world by engaging every child and their family in the diversity, complexity and wonder of nature.

**VALUES:** Integrity, Empowerment, Community, Diversity & Inclusion





## President's Message, Leslie Bol

Many thanks to the current and former members of the NatureKids BC board and staff for their time, brainstorming, and vision that has formed the basis of this strategic framework for NKBC's future. A particular note of thanks to Cynthia Berg, the previous board President, for her guidance and leadership that resulted in the development of much of the content of this new strategic plan.

We had hoped to finalize this plan for 2020, the organization's 20th anniversary. Little did we know what 2020 has in store for us. No one could have anticipated a global pandemic nor the attention needed to bring equity and justice to racialized people within our communities. Global events have informed our final version of the strategic plan as we have begun work as an organization to become antiracist, better represent the communities in BC and to understand better how to be inclusive of all BC children and families.

As a new parent, former co-leader for the Vancouver club of NKBC, and a biologist I have experienced first hand and seen the joy that time in nature can bring. I hope with this new strategic direction we as an organization are able to encourage and support more of BC's children and the adults that love them to experience the wonder and develop a deep caring for our outdoor spaces and the plants and animals that we share them with.







## 5 YEAR GOAL

By 2025 NatureKids BC will be recognized across BC as a model for engaging kids and their diverse families in hands-on experiential outdoor learning that inspires them to take action for the natural world.

## STRATEGIC AREAS OF FOCUS

**Participant Experience:** Increase the quality of participants' experience

- a) Increase quality, consistency, and participation in Explorer Day programming
- b) Offer programming informed by research on the benefits of children in nature and emerging practices
- c) Improve communication methods

**Awareness:** Raise the level of awareness of NKBC in the province

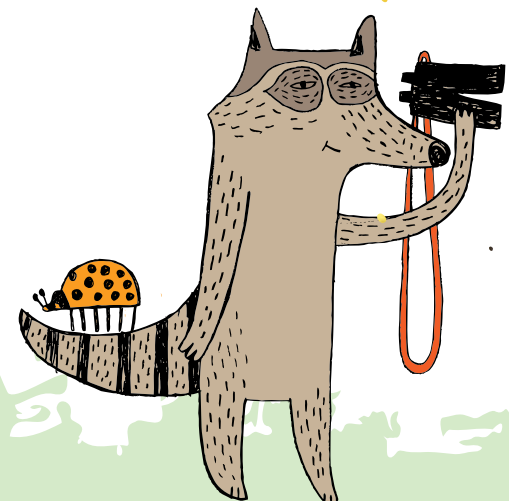
- a) Identify and focus on mutually beneficial partnerships
- b) Promote NKBC to new audiences
- c) Fortify marketing and communications strategy

**Financial growth and revenue diversification**

- a) Build a robust and committed donor base
- b) Develop stewardship and recognition practices
- c) Make decisions that increase efficiencies and support organizational growth

**Organizational Growth:** Build the capacity of our people, programs and processes

- a) Foster engagement of staff and volunteers through recognition of their contributions
- b) Continue developing resources and mentorship for volunteers
- c) Assess human resources model and invest in staff
- d) Launch a deeper learning journey toward anti-racism







## NatureKids BC Values

**Integrity:** We are committed to being honest and showing a consistent and uncompromising adherence to ethical practices and behaviour towards each other and the environment.

**Empowerment:** We endeavour to support families, staff, and volunteers in making a difference in their nature neighbourhoods by collectively learning about and caring for the wild species and spaces of BC. Opportunities will be offered for learning, fun, skill building, increased capacity, broadened knowledge and ways of understanding through the sharing of information and perspectives.

**Community:** We are stronger together. Through our networks and ecosystems, we share knowledge, collaborate on programming and initiatives and make new friends with people, flora, and fauna, along the way.

**Diversity and Inclusion:** We envision a future at NatureKids BC where everyone feels welcomed, a sense of belonging, and where participants, staff, and volunteers reflect the diversity of families in our province.



24 clubs  
across BC

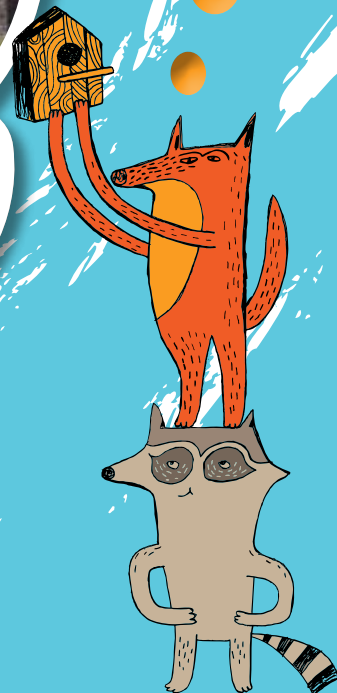
20,000  
kids over  
20 years

Hundreds  
of bird  
boxes  
built

Thousands of  
invasive species  
pulled and  
kilometers of  
waterfront  
cleaned

### Join in the fun!


Come and explore with us, volunteer at our events, spread the word, or donate to enable more kids access to nature.



Contact us today  
to help build the  
next generation of  
nature stewards.







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NatureKids BC is a registered charity (CRA # 84961 1926 RR0001)  
and our legal name is Young Naturalists' Club of BC Society.