



Urban Bounty 2025 Strategic Plan Goals

Societal Vision: Healthy people, community, and environment.

Mission: Cultivating a resilient local food system through education, advocacy, and community building initiatives.

Land Acknowledgement: The lands with which we grow, harvest, and learn includes unceded land in Richmond which is the stewarded territory of the x^wməθk^wəyəm (Musqueam) people, as well as in Burnaby, which is unceded territory of the hən'qəmin'əm and Skwx̓wú7mesh speaking peoples.

We are committed to respecting traditional territories, as well as supporting decolonization and applying honourable harvesting and environmental stewardship practices in all that we do. We encourage you to learn more about the host Nations whose ancestors have occupied and tended these lands for time immemorial.

For 2025, we are proposing that Urban Bounty focuses on the following:

1. Strategic Support Initiatives

- a. **IT Upgrades – improve our current systems so they are up to date and working as needed for UB.** There are ongoing challenges with data storage and organization, software that does not easily integrate with other pieces of software we use, and subscriptions to services that we are not receiving value for the expense. This will require either hiring a consultant to assess and update our systems or employing a staff member with experience in this field.
- b. **Update the Urban Bounty website to reflect current program details, funder transparency, and organizational plans.** This is in process and will require a staff member to have ownership of this initiative to ensure that we are staying current and presenting our organization in a relevant and meaningful way on various platforms.

2. Position Ourselves for Growth

- a. **Recruit and maintain an Office Coordinator for 20 to 35 hours a week.** This individual will be responsible for general office operations and administration, as well as working toward establishing efficient grant development, tracking, and reporting systems.
- b. **Expand our funding partners and overall revenues in 2025 and 2026.** Strategic fund development, donor campaigns, and financial tracking will be led by staff members and an external consultant/fund developer to allow our Executive Director to concentrate on developing new programs, focusing on the big picture, and recruiting and supporting a fantastic team to execute our vision.

- c. **Hire and train additional staff to lead new programs and support senior staff.** In 2025, to increase our capacity and meet the needs of our current programming, we will add at least 2-3 people to our staff team, perhaps more, depending on candidates and how fast we grow.

3. **Expand and Enhance Community Programs**

We currently deliver the following ongoing programs (newest programs marked with an *):

1. **Community Gardens** (building and maintaining safe, inclusive, welcoming community garden spaces and providing practical gardening education and information – we help people grow!)
2. ***Wellness in the Garden** (creating therapeutic, shared gardening areas and interactive events to encourage gardening for improved health and well-being)
3. **Urban Food Forestry** (planting and maintaining Community Forest Gardens, coordinating local fruit recovery, and facilitating Plant Walks and Food Forestry workshops and events)
4. ***Living Soil Land Stewardship** (delivering workshops, walks, talks, and hands-on environmental enhancement projects to help our community repair the land, deepen their sense of place, and increase interest in supporting biodiversity and environmentally sound land care practices)
5. **Seed Security** (managing a Seed Library and Seed Donation Program, while also growing seed demonstration gardens where we can teach and share best practices for seed production and saving)

Within these 5 programs - we are looking to introduce/improve the following initiatives:

- Providing **more accessible learning resources, interactive events, and educational programming**. We are offering new and returning gardener orientation events to help explain our rules and agreements, and to increase positive engagement with gardeners and surrounding community.
- Enhancing community engagement through new volunteer opportunities that provide ongoing gardening projects and **activities for people on our garden waitlists**.
- Rebuilding the Garden Buddies program to have a dedicated **team of gardeners organized to volunteer regularly** at each garden site to coordinate site maintenance and perform shared garden tasks.
- Introducing the **Cover Crop Challenge!** A fun way to encourage gardeners to keep their soil covered throughout the year for better soil health along with deeper connections and relationships to the land and community.
- Increasing our community reach and **advancing local gardening education and engagement** via social media, communication campaigns, and in-garden networking opportunities.