

Urban Bounty 2026-2027 Strategic Plan



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 xʷməθkʷəy̓əm (Musqueam) people, as well as in Burnaby, which is unceded territory of the hə́ł̓ qə́míḱə́ł̓ and Skwxwú7mesh 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.

1. Strategic Support Initiatives

- a. **IT Upgrades** to serve our current program needs and growth objectives
- b. **Refresh the Urban Bounty website**
- c. **Adopt and utilize new tools** such as AI in a way that aligns with our core values.

2. Position Ourselves for Growth

- a. **Expand our funding partners and overall revenues in 2026 and 2027**
- b. **Explore partnerships** with other organizations to leverage respective strengths and optimize our productivity
- c. Try to **find space** that is more forward facing and easily accessible to the public.

3. Expand and Enhance Community Programs

We currently deliver the following ongoing programs:

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 activate and enhance the following initiatives:

1. 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.
2. Enhancing community engagement through new volunteer opportunities that provide ongoing gardening projects and **activities for people on our garden waitlists**.
3. 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.
4. Activate the **Cover Crop Community!** 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.
5. Increasing our community reach and **advancing local gardening education and engagement** via social media, communication campaigns, and in-garden networking opportunities.
6. Develop metrics to improve our reporting and to **better evaluate the success and sustainability of our programs**.