

**Vision:** An intergenerational community of active stewards who conserve, protect and support the unique natural resources at Sherburne National Wildlife Refuge and the Refuge System.

**Mission:** The Friends of Sherburne nurture an appreciation for and the conservation of the Sherburne National Wildlife Refuge through education, volunteerism and philanthropy.

### Our Strategic Pillars: 2017-2021



#### Education

We will cultivate the next generation of environmental stewards and everyday naturalists.

#### Advocacy

We will mobilize and sustain a broad and active base of conservation advocates.

#### Volunteerism

We will activate and sustain a strong volunteer corps to support education and conservation activities for SNWR.

#### Sustainability

We will leverage the success and goodwill generated by the Be Wild Campaign to inspire and activate a growing base of engaged members, donors, businesses and foundations.

### Our Core Belief Statements

1. Our passion for wild places and the wildlife and plants that live there connects us.
2. Experience in nature is a powerful force for good in people's lives.
3. It is our duty to pass on a rich legacy of nature conservation to the generations to come.
4. We must give voice to wildlife and advocate against the conditions and actions that threaten their wellbeing and their habitats.
5. Our greatest strength as a community lies in our collective action.

What will the Friends look like when our desired outcomes have been achieved?

A more vibrant, mature organization that is positioned to respond to a volatile political and financial context with the unwavering commitment of volunteers, donors, and partners who will sustain the future of conservation and education for the next generation at SNWR.