3-YEAR STRATEGIC GOALS

July 2023–May 2026

1. Plant and care for 7,500 trees across San Francisco, growing the urban forest where it is needed most.

2. Plant 75,000 square feet of gardens with at least 75% native plant species.

3. Cultivate the next generation of urban land stewards through job training, education, and professional development, training 500 San Franciscans in neighborhoods where we plant.

4. Secure an ongoing, dedicated source of public revenue generating at least $10 million annually for tree and garden planting and care in San Francisco.

5. Strengthen the organization’s ability to deliver its mission by
   • growing our audience by 10,000 new individuals
   • expanding our donor base to grow contributed revenue by 50%
   • recruiting and retaining talented staff who report over 80% job satisfaction