



# 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