

ARMS

2025
2028

STRATEGIC PLAN

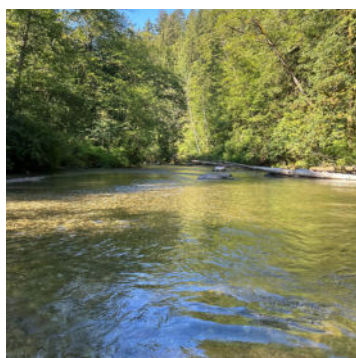
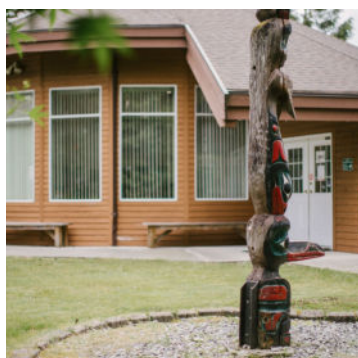
Our Vision:

Alouette Watershed is a healthy, respected, and resilient ecosystem.



Our Mission:

To sustain and enhance the integrity of the Alouette Watershed through advocacy, education, and stewardship .



<https://alouetteriver.org/>



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Our Core Values

Collaboration

We are stronger and more effective when we work and celebrate together.

Inclusive

Our power is our people and we embrace diversity.

Informed

We base our practice and education on science and local knowledge.

Respectful

We are supportive, honest, and respectful of ourselves & the community.

Our Strategic Goals



Funding Diversity

To sustain and diversify our revenues to achieve core funding stability

Marketing & Awareness

To increase public awareness, community & corporate investment, and attract a more complete demographic.

Watershed Health & Flow

To improve and enhance the health of the Alouette Watershed.

Board Development

To improve board committee function and progress.