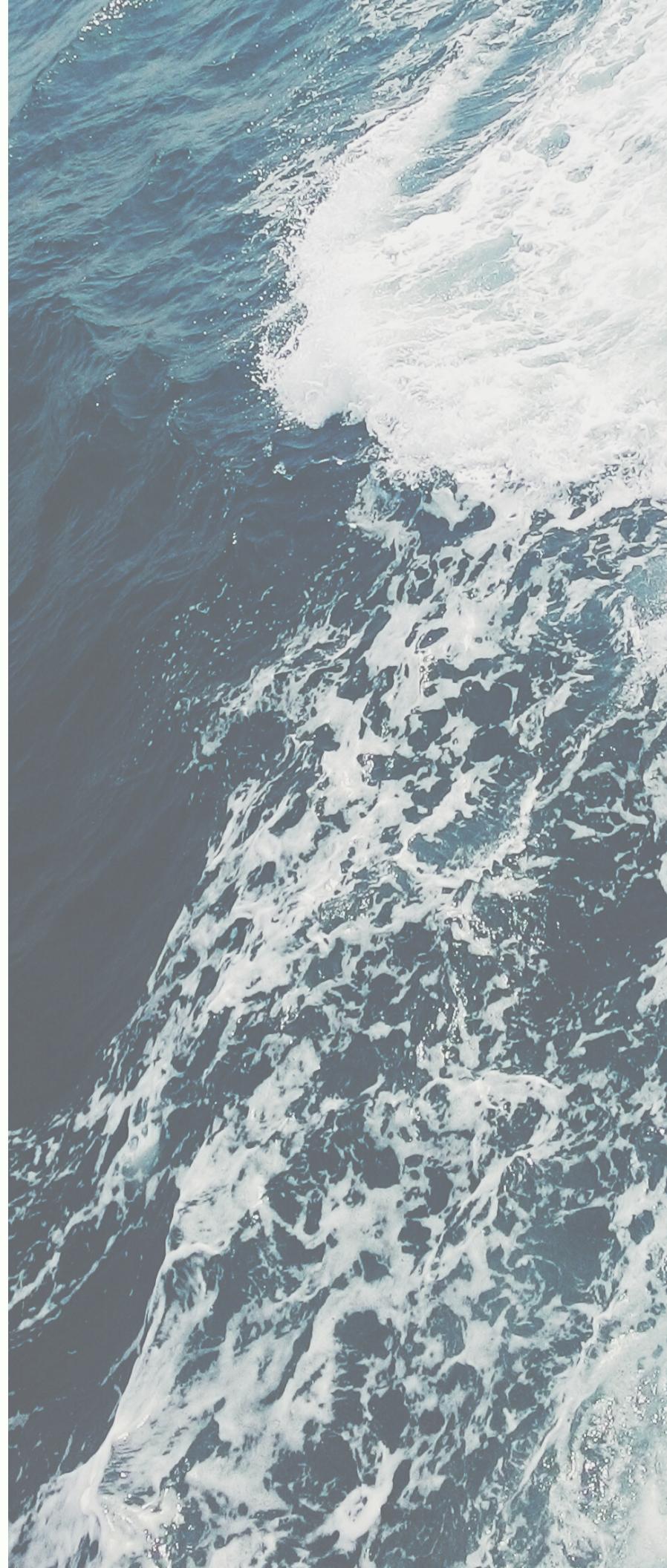


A Time To Act

Seaside Sustainability
Inc. Strategic Plan
2021-2024

“Action without vision is only passing time.. Vision without action is merely daydreaming.. But Vision with Action can change the world.”

- Nelson Mandela



Seaside Sustainability

Seaside Sustainability is dedicated to educating the public on best practices for sustainability and leading citizens in taking effective action. We believe that the well-being of our environment, our communities, and our economies are inextricably linked.

By working with interns, volunteers, and partners across the globe, we promote the mindsets and behaviors that will reduce the harmful human impact on the planet we share. Seaside Sustainability's programs and initiatives encourage members of every community and all ages to build and nurture a relationship with their local land and seascapes.

Through that connection, education, and direct action, we help develop the skills, solutions, and community involvement to make a lasting difference.





We have accomplished a lot here at Seaside since its' inception in 2017. Seaside Sustainability is proud to present:

- Internship Program
 - Hosted over 600 interns representing more than 20 countries.
 - Been accredited at 1200 Universities & Colleges.
 - Provided more than 50,000 volunteer hours annually.
 - Built a reputation that receives 4 applicants for each position.
- Successfully advocated for and passed one of the most comprehensive single use plastic bans in the country.
- Developed and published the Single-Use Plastic Ban Guide outlining the creation and advocacy for a plastic ban in local communities.
- Become the exclusive agent in New England and New York for the Seabin, a marine debris intervention device, through a partnership with Poralu Marine. Seabins are sold worldwide and collect more than 6,000 pounds of plastic and other pollutants daily.





- Developed Green Scholars, Seaside Sustainability's award winning project-based learning curriculum for middle and high school students that has trained 600 educators across the nation.
- Hosted a virtual screening of "The Story of Plastic," a powerful documentary exposing the sources and consequences of global plastic pollution, followed by an interactive panel discussion led by experts in the field of plastic mitigation and attended by more than 150 people from 16 states and 6 countries including Canada, Denmark, Germany, Mexico, Turkey, and the U.K.
- Developed an extensive series of hands-on STEM education field trips and workshops, providing more than 550 students with the opportunity to use state-of-the-art green technology and make a tangible difference in their local environment.

- Collaborated with Merrimack Valley Planning Commission and the Massachusetts Bay National Estuary Partnership to survey The Great Marsh in North Shore, MA to identify debris patterns for providing insight into future remediation efforts.
- Filtered 150 million gallons of seawater through marine debris trawls, removing harmful, non-biodegradable micro and macro plastic.
- Built significant collaborative partnerships with like-minded organizations such as Dartmouth Cook Engineering Design Center, UMass Lowell, and the National Oceanic and Atmospheric Administration.
- Convened an array of over 10 stakeholder groups to form the Chebacco Lake Coalition to begin important environmental management efforts on Chebacco Lake in Essex County, MA.



Strategic Vision:

A Time To Act

"We've already waited too long to deal with this climate crisis. We can't wait any longer. We see with our own eyes, we feel it in our bones. It is time to act."

- President Joe Biden

With this clarion call, President Biden announced the U.S. commitment to protect 30% of its land and ocean by 2030. Tom Dillon, senior vice president and head of environment at The Pew Charitable Trusts, stated, "For the U.S. and the rest of the world to succeed in achieving and maintaining 30% protection, we will need a renewed commitment to science and public engagement and a deeper understanding of how the health of the planet affects human vitality and well-being. Achieving these new conservation commitments is highly unlikely without broad and meaningful public engagement."

For Seaside Sustainability, now is the Time to Act. Promoting a more profound understanding and meaningful engagement isn't just our mission but what we actively do each day. The highly successful environmental sustainability initiatives and career development programs Seaside Sustainability developed on the North Shore of Massachusetts can be applied to any community. Seaside Sustainability is now taking advantage of the virtual environment to transform our programs and engage people around the world. Through Seaside Sustainability's signature Internship Program, accredited at over 1200 universities and colleges, young adults from 20 countries share ideas and solutions and evolve best practices for sustainability. This is a model and approach we need to share.





Our strategic vision is to expand Seaside Sustainability's reach globally while continuing to deepen our impact locally.

This approach, rooted in the concept of thinking globally but acting locally, recognizes the essential power of projects that concurrently address local problems and global issues through community-based organizing, collaboration, and action. Our abiding belief is that education needs to prepare us to be responsible global citizens and that the deepest understanding is achieved through doing; engaged, hands and hearts on, experiential learning. The purpose of this strategic plan is to broaden and deepen our engagement significantly increasing our base of supporters, partners, and allies. The work we do together will make a lasting difference and help all of us develop the multicultural fluency and commitments to social justice, equity, and service to others that are at the heart of local and global citizenship.



In the next three years we will:

GOAL 1: Expand the impact and engagement of the Seaside Sustainability Community locally, nationally and internationally.

- We aim to strategically refine and expand Seaside Sustainability's programs and projects to achieve the optimal balance and to ensure that every investment of resources, time, people, and funding produce the greatest possible value and return.
 - Support the signature Seaside Sustainability Internship Program.
 - Increase the engagement of educators and young people through continuing refinement and development of school and university-based projects – such as Green Scholars or Green Consulting, a program that strives to be a premier leader in creating environmentally sustainable schools, businesses and communities through education, leadership and resources to make effective change towards going green
 - Develop and nurture synergistic partnerships with the greatest potential to expand our network of allies, supporters, and volunteers.
 - Strategically expand virtual education programs and events to significantly broaden our reach, reputation capital, and funding base that capitalizes on Seaside Sustainability's experience developing and delivering programs that educate and inspire sustainability advocates in a virtual/internet environment.
 - Refine and strengthen local/greater Cape Ann programming and relationships, continuing to engage multiple generations in hands-on Marine Science and Education projects.
 - Expand and empower Seaside Sustainability's increasingly diverse and inclusive community.



- Reach out in all possible ways to grow and engage our base of supporters: individuals, families, volunteers, corporate and university partners, and allies.
- Strengthen our voice and the power of our messaging.
 - Leverage all marketing and communications capacities to increase engagement, celebrate our achievements, and share our plans for the future.
 - Enhance our website and social media outreach with creative events to reach all members of the Seaside Sustainability community: individuals, educators, town and city officials and legislators.
 - Use social media to increase our collaboration with like-minded organizations in the sustainability space.
 - Capitalize on the large reach of our internship program interest to expand our presence globally.
 - Provide all stakeholders with the information needed to be effective ambassadors for Seaside Sustainability.



GOAL 2: Continue to support and expand the exceptional leadership that has taken Seaside Sustainability from start-up to a fully functioning nonprofit that is now broadening and deepening its engagement with citizens and communities around the world

- Fund the key positions necessary to achieve Seaside Sustainability's mission. Funding of the Executive Director, whose leadership and vision founded and sustains Seaside Sustainability, is the top priority.
- Continue to foster an organizational culture that is inclusive, diverse, democratic, entrepreneurial, and constantly learning.
- Expand our signature Seaside Sustainability Internship & Management Fellowship Program
 - Publicize and celebrate the critical work of the Interns, Project Managers, and Management Fellows in expanding global reach and engagement, particularly to universities and other environmental and political organizations.
 - Invest in and expand the Management Fellowship program – an unparalleled source of highly educated, committed and effective staff, volunteers and activists.



- Build the Community Advisory Team and Senior Volunteer Corps with individuals who have a broad range of experience and skills, and can dedicate time and passion toward the environment.
- Prioritize the ongoing development of a high-functioning, mission driven, self-perpetuating board with a deep understanding of best practices in nonprofit governance and a shared passion for Seaside Sustainability's mission.
- Refine and expand our Board membership to include specialized skills, network connections, philanthropic capacity and commitment.
- Revise our Board Handbook and New Member Orientation to deepen the understanding of what it means to be a member of the Seaside Sustainability Board.





GOAL 3: Ensure our Financial Strength and Sustainability

- Strengthen our advancement operation and foster an organization-wide culture with the capacity and skills necessary to deepen our relationships with primary stakeholders and partners, while identifying and securing new sources of donor and grant funding.
- Align fundraising and budgeting with our strategic priorities.
- Invest in organizational capacity that will ensure Seaside Sustainability has the resources (technology, management applications, personnel, budget, board support) necessary to build and maintain the friend-raising and fundraising relationships required for long-term financial strength.

- Enhance our use of digital tools to improve the management and flow of information and the effectiveness of our programs in motivating supporters and volunteers to deepen their engagement.
- Enhance and expand program and advancement events, and operations for maximum impact.
 - Explore the potential for shared events with like-minded organizations to broaden our reach, deepen existing relationships, educate and inform, and expand our donor base.
 - Expand web-based events that can engage locally and worldwide.
 - Enhance and expand consistently successful local events for raising revenue and use them as a model for expanding reach and participation.





Please join us and be a part of this essential work to save our oceans and the planet we share.

- To learn more about how you can be involved please visit our website and sign up to [volunteer!](#)
- To learn more about our dedicated internship program and apply, [join us!](#)
- To become a sustainer or help to fund our work, [donate](#) or contact Board Chair, Alan McCoy, mccoya@seasideustainability.org.

