

Strategic Plan

2021-2024



GREENLATINOS

Luchando por la Liberación Ambiental

Contents

- Rising from 2020: Ready to Gather, Grow, and Go! 3
- Our Vision 5
- Our Mission 5
- Our Tagline 6
- Our Values 7
 - Comunidad
 - Justice
 - Culture
 - Collective Action
 - Accountability
- Our Goals 11
 - Develop and Advocate on our Priorities
 - Center and Support our Membership
 - Facilitate Community Building
 - Prepare for Growth and Sustainability
- Acknowledgement 16



Rising from 2020: Ready to Gather, Grow, and Go!

GreenLatinos is a comunidad of Latino/a/x environmental and conservation champions fighting against climate change and environmental degradation that intensifies systematic social, health, and economic injustices in our communities. We use our cultural connections, shared resources, and collective power to advocate for Latino environmental justice priorities.

The climate crisis and environmental degradation are causing a rapidly escalating breakdown in civil and human rights, threatening our basic life-sustaining needs, including fresh air, clean water, healthy food, access to adequate health care, and shelter in our communities. Any real solution to addressing this crisis will demand the unprecedented transformation of every sector of the global economy over the next decade.



Urgently needed action on climate change and environmental justice can only be achieved if we address the racial justice and social equity work necessary to grow an inclusive and equitable movement and successfully meet the challenge of this moment.

Through the hard work of our board of directors, staff, members, and close allies, we have determined that we will undertake the following strategic initiatives:

- Strengthening our federal advocacy work by researching and developing our own policy priorities based on the disproportionate burdens and unique environmental and conservation policy needs of the Latino population, and will organize our community around campaigns addressing these priorities.



Rising from 2020: Ready to Gather, Grow, and Go!



- Increasing our membership and the support we provide to our members by developing and implementing programs to strengthen and connect our membership, and implement a process for members to request and receive access to support and resources for their local work and campaigns.
- Facilitating community building by creating the organizing infrastructure and opportunities necessary for our members to develop lasting, cross-sector relationships, networks, and collaborations nationally, regionally, and locally.

- Finally, preparing ourselves for organizational growth by developing effective structures, systems, and processes that give the board, employees, and members more clarity on our roles, enable better decision-making, and maintain our focus on our mission, vision, values, and goals.

The GreenLatinos comunidad is among those most disproportionately impacted by environmental injustice. As ancestral stewards of the planet, we must be at the forefront of this movement, prepared to lead a period of sustained collective action to bring about the significant political, economic, and cultural change necessary to overcome the climate crisis and achieve our environmental liberation.



Our Vision

We envision a healthy and equitable society where communities of color are liberated from disproportionate environmental burdens, free to breathe fresh air, drink pure water, access clean transportation, and enjoy our majestic public lands, ocean, and waters.



Our Mission

GreenLatinos is an active comunidad of Latino/a/x leaders, emboldened by the power and wisdom of our culture, united to demand equity and dismantle racism, resourced to win our environmental, conservation, and climate justice battles, and driven to secure our political, economic, cultural, and environmental liberation.



GREENLATINOS

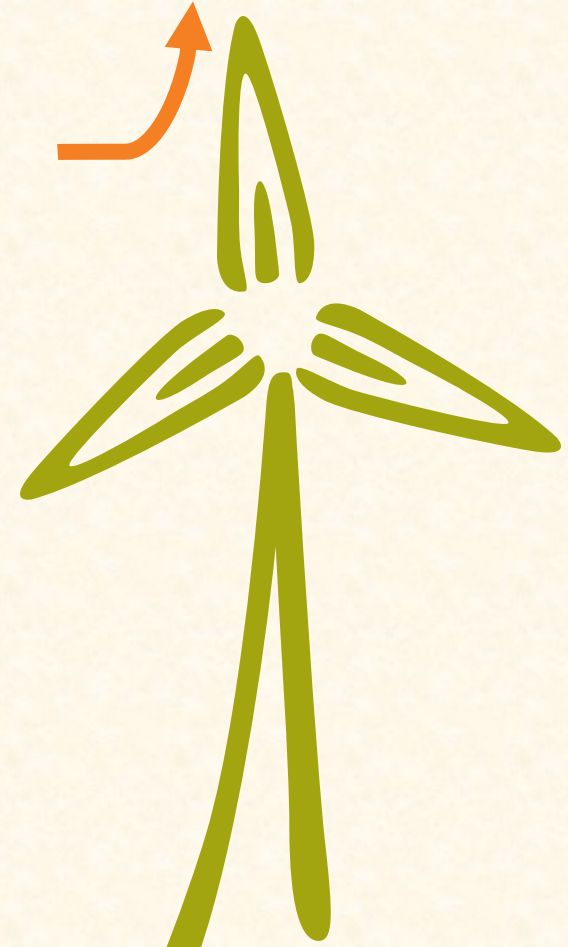
Luchando por la Liberación Ambiental

We added a new tagline

&

a new hashtag

#LiberaciónAmbiental



Our Values



- Comunidad
- Justice
- Culture
- Collective Action
- Accountability



Comunidad

We are a comunidad that comes together to forge relationships, share resources, and cultivate the compassion and power needed to make transformational change. Our connection helps us to break down intersectional barriers and build the broad base required to take tangible actions that achieve positive measurable results. Our power increases when we engage our community members, grow our numbers, and learn from the experience and knowledge of others. We build unity through community.

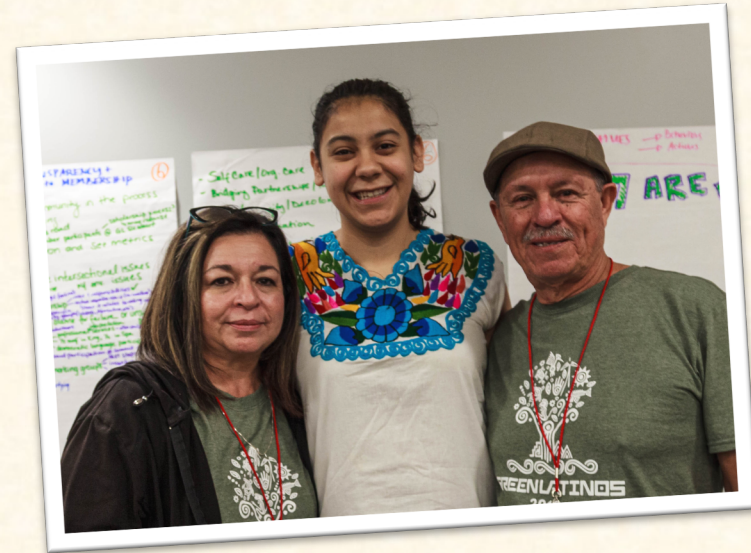
Justice

We assert that the communities suffering the most from environmental degradation and the climate crisis are those who have done the least to cause these problems. As members of these communities, we have been underserved, segregated, and disproportionately subjected to pollutants by racist political design and policy. Due to systemic discrimination, we live in a world filled with barriers to resources and opportunities and we come together to dismantle these inequities. We are an anti-racist organization that confronts injustices by centering the diverse voices and solutions from the frontlines. The fight for environmental liberation is a fight for justice.



Culture

Environmental stewardship is part of our cultural heritage. Outdoor activities like fishing, gardening, camping, and celebrating in nature bring us joy and connect us to our deeply rooted traditions. We honor and celebrate our rich culture and our crucial role in the global social fabric through our stories and spirit. We continue the work of movements that came before us, defending our autonomy, building upon our cultural assets, and celebrating our identity.



Collective Action

We stand together and activate for transformative change to overcome institutionalized racism, a corrupt political campaign finance system, and the oversized influence of the fossil fuel industry. We believe that joyful, creative, disruptive, and sustained non-violent collective action can attract significant participation, change public opinion, embolden individuals to abandon their apathy, create a more just political reality, and win policy changes at every level of government.



Accountability

We honor our authentic relationships through the integrity of our shared work and culture. We seek to earn and maintain the trust of our members, allies, stakeholders, and staff through organizational transparency and honest conversation. We are accountable to each other, those impacted by our work, and the groups with whom we collaborate. Rooted by our values, we live up to the promises we make with each other in order to fight effectively and holistically for environmental liberation.



Our Goals

Develop and
Advocate on our
Priorities

Center and
Support our
Membership

Facilitate
Community
Building

Prepare for
Growth and
Sustainability



Develop and Advocate on our Priorities



GreenLatinos will strengthen our federal advocacy work by researching and focusing on our community's disproportionate needs and policy priorities.

Priority Strategies Include:

- Carrying out our own research and coordinating the development of our policy priorities based on the disproportionate needs of our members and communities.
- Elevating these priorities and organizing our communities around them by targeting stakeholders, leveraging relationships, and providing opportunities for our membership to activate and engage.
- Ensuring that our communities are represented at all federal policymaking tables and that we are opening doors for more of our members to participate.
- Increasing member involvement and participation in our policy priority working groups.
- Utilizing integrated communications to amplify our work and change the narrative.

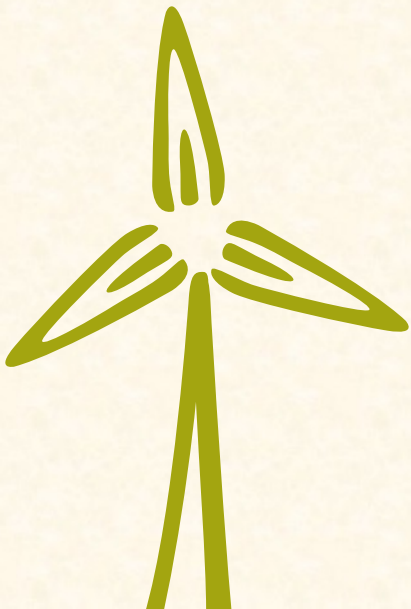


Center and Support our Membership

GreenLatinos will increase our membership and the support we provide to our members.

Priority Strategies Include:

- Developing and implementing a marketing, outreach, and recruitment program to grow, strengthen, and connect our membership.
- Formalizing our membership requirement to access programming and benefits while providing need-based low-cost and free membership tiers.
- Helping increase the organizing and advocacy capacity of frontline communities by implementing a process for members to request and receive access to assistance and resources for their local work and campaigns.
- Establish a membership tier for Latino-led and serving organizations.

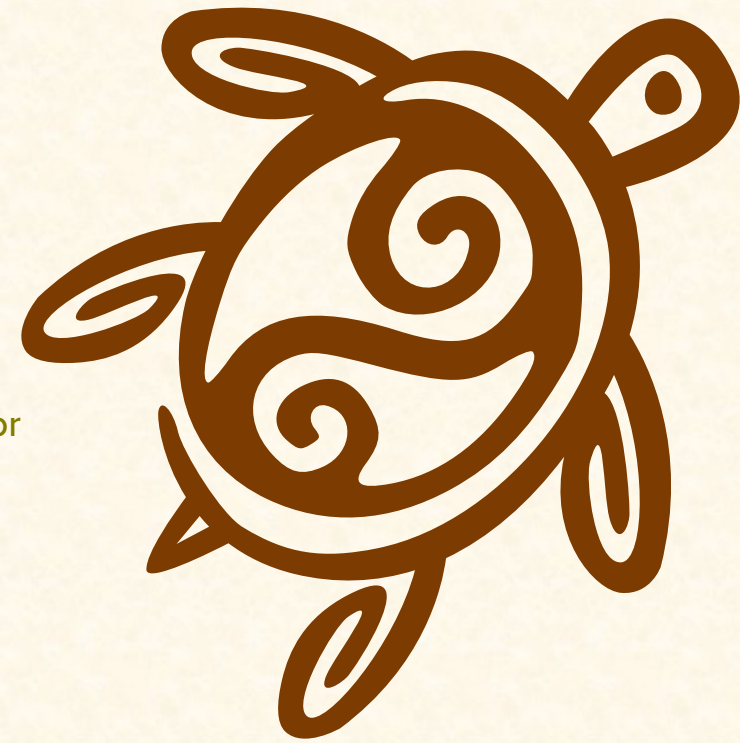


Facilitate Community Building

GreenLatinos will create the infrastructure and opportunities necessary for our members to develop lasting, cross-sector relationships and collaborations.

Priority Strategies Include:

- Developing more online social, networking, and relationship-building opportunities for our members nationwide.
- Facilitating communication between our members from different sectors of the movement at the local level and encouraging development and implementation of community-wide goals, targets, and campaigns.
- Increasing collaboration and peer-to-peer partnership with our members and allied organizations.
- Maintaining our digital programming and relaunching in-person events when safe to do so.

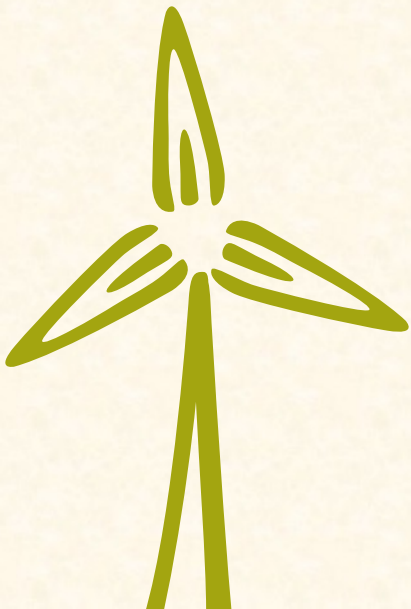


Prepare for Growth and Sustainability

GreenLatinos will be prepared for organizational growth and sustainability as we seek to accomplish our mission.

Priority Strategies Include:

- Leading with our member-driven mission, vision, values, and goals at the forefront of all of our work.
- Implementing formal structures, systems, and processes to give the board, employees, and members more clarity on their roles, enable better decision-making, and provide consistency.
- Developing and tracking an annual work plan with quantifiable benchmarks, to share our progress and successes regularly.
- Continually improving and updating our development strategy to sustain our growing work and support our members.



To All of Our people, ¡Muchas Gracias!

Board of Directors:

- Orson Aguillar
- Jennifer Allen
- Larry Gonzalez
- Andrea Delgado
- Yvette Arellano

Strategic Planning Committee:

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- Angelo Logan
- Niria Garcia
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- Beatriz Soto
- Gonzalo Valdes
- Betsy Lopez-Wagner

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