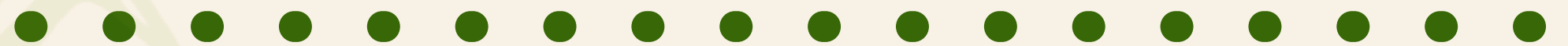




**GREENLATINOS**  
*Luchando por la Liberación Ambiental*

# Strategic Plan 2025-2028





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Querida comunidad,

When GreenLatinos was founded, we set out with a simple but powerful vision: to convene our comunidad and fight for our liberation. Over the years, that vision has grown into a vibrant national movement, rooted in our culture, values, and the power of collective action.

Today, we face some of the most difficult challenges in our history. We are up against an unprecedented attack on federal environmental, conservation, and climate action. This reality makes our work more challenging than ever.

But with challenge comes opportunity. While we remain committed to advancing national change and defending federal gains, we are increasingly seeing opportunities for impact and power-building at the state, regional, and global levels. To accomplish our mission, we must grow our political power, expand our state programs, and deepen support for our members and their communities.

Luchando por la Liberación Ambiental



That is why our 2025–2028 Strategic Plan outlines bold, forward-looking goals that build on our progress and expand our reach.

This plan is both a roadmap and a promise. It reflects the courage of our members, the wisdom of our culture, and the urgency of our times. Guided by our values — Comunidad, Justice, Culture, Collective Action, and Accountability — we will continue to grow our power and deliver on the vision of a liberated and thriving society for future generations.

Together, we are Luchando por la Liberación Ambiental — and together, we will win.

Con fuerza y esperanza,

*Mark Magaña*



FOUNDING PRESIDENT & CEO  
GREENLATINOS





# Our Mission:

GreenLatinos convenes an active comunidad of environmental, conservation, and climate justice leaders rooted in the power and wisdom of our culture, united to uplift our priorities, and driven to secure our political, economic, cultural, and environmental liberation.





# Our Vision:

We envision a thriving and equitable society where historically overburdened communities and future generations are able to enjoy a renewed and protected ecosystem, liberated from disproportionate environmental injustices.





# Our Values:

- **Comunidad**

We are a comunidad that comes together to cultivate the compassion, knowledge, and power needed to make transformational change by forging relationships and sharing resources. Our connection to one another helps us break down intersectional and systemic barriers, increasing the potency of our advocacy. Our power increases when we engage our community members, grow the movement, 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 historically excluded, segregated, and disproportionately subjected to pollutants by inequitable design and policy. We are committed to inclusion, unity, and equitable design and policy to undo these injustices. We are an organization that confronts injustices by intentionally centering the diverse voices and solutions from the frontlines. We seek to mitigate pollution burdens in our communities and expand communities' access to environmental amenities. The fight for environmental liberation is a fight for justice.



## • Culture

Environmental stewardship is part of our cultural heritage. Outdoor activities and appreciating nature unite us and connect us to our deeply rooted traditions. By rooting our actions in the stories, music, art, and practices passed down by our ancestors, we honor and celebrate our rich culture as a source of resilience and advocacy for environmental, conservation, and climate justice. We continue the work of movements that came before us, defending our autonomy, building upon our cultural assets, celebrating our identity, and honoring our heritage.







## • Collective Action

We stand together for transformative change and activate to overcome institutionalized racism, corrupt political systems, and the outsized influence of polluting industries. We believe that joyful, creative, and sustained collective action can attract significant participation, strengthen our political position, and win policy changes across every level of government.



# • Accountability

We honor our authentic relationships through the integrity of our shared work and culture. We strive to earn and maintain the trust of our members, allies, stakeholders, and staff through transparent organizational practices and open dialogue. We are accountable to each other, those impacted by our work, and the groups with whom we collaborate. Rooted in our values, we uphold the promises we make to one another, enabling us to fight effectively and holistically for our environmental liberation.





# GREENLATINOS

## 2025-28

### Strategic Plan Goals





## 1. **Expand our Current and Future State Programs, Support Work in Latin America & the Caribbean, and Increase our Advocacy and Political Power**

- GreenLatinos will effect significant change on the local, state, regional, and federal levels by growing our current state programs (CO, CA, NM, IL, TX) and expanding to additional states, with robust internal and external alignment, collaboration, and evaluation.
- GreenLatinos will engage more intentionally in influencing global climate, conservation, and environmental frameworks. We will develop the knowledge, power, and relationships necessary to increase support for Latin American and Caribbean-based environmental, conservation, and climate justice leaders, organizations, and issues, thereby enhancing our positive influence on international conventions, treaties, and agendas.



1. **Expand our Current and Future State Programs, Support Work in Latin America & the Caribbean, and Increase our Advocacy and Political Power**, cont.
  - GreenLatinos will establish a 501(c)4 advocacy entity and a Political Action Committee (PAC) to grow and strengthen the advocacy and political influence of the Latino environmental and conservation community impacted by these issues.
  - GreenLatinos will strengthen our strategic positioning and partnerships, counter misinformation, and utilize advanced advocacy and communications tools and strategies to better advocate for policies aligned with the Latino Climate Justice Framework, while defending key science-based bedrock environmental laws and regulations.



# Strategic Plan Goals





## 2. **Build, Support, and Mobilize the Membership Community**

- GreenLatinos will utilize local and state in-person and virtual convenings to grow and connect our membership, calibrate our state and local policy priorities, and increase the sharing of information, resources, and power in our communities.
- GreenLatinos will increase our members' participation and communication by improving the organizational support, professional development resources, and opportunities we make available to them.
- GreenLatinos will develop our future members by launching our own volunteer, internship/fellowship, and leadership programs.
- GreenLatinos will promote collective activism and support the defense of frontline advocates facing civil and human rights challenges.





### Our Panel: Poder Verde Panel



Joan Kato  
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GreenLatinos



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Agency



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## 3. Create a Powerful, Secure, and Lasting Organizational Infrastructure

- GreenLatinos will amplify the work in our communities by highlighting our members' campaign successes, better showcasing our organizational impact, and positioning staff as experts in the media. This increased profile will help to secure resources for the campaigns in our network.
- GreenLatinos will strengthen our operations and systems, bolster our security, and tighten employment practices while fostering a bold, creative, joyful, and effective work culture.
- GreenLatinos will launch a mission-aligned social enterprise that embeds a social entrepreneurship model into its operations by marketing innovative services, products, and projects designed to address environmental challenges facing our communities.



# Strategic Plan Goals





# Our Theory of Action:

1. We believe in the **power of convening to catalyze change.**

As a convener of Latino/a/e environmental, conservation, and climate justice leaders at the local, state, national, and international levels, GreenLatinos creates opportunities to utilize our cultural connections to help our members from throughout the sector establish bonds, build trusted relationships, and break down historical barriers between Latinos in the movement. These relationships evolve into partnerships where our unique resources, access, and information can be shared more efficiently.



- 
2. We believe in strengthening the capacity and infrastructure **of communities most impacted by adverse environmental and conservation outcomes.**

GreenLatinos is a network that supports and elevates the leaders and organizations working effectively in our communities. As an intermediary capacity builder, GreenLatinos plays a central role by connecting our members to vital resources provided by us or other trusted sources.



3. We believe that **by centering, strengthening, and coordinating the expertise and influence** of our members we can increase our power and accelerate change.

GreenLatinos provides the training, infrastructure, and opportunities to maximize the influence of our members and strengthen our advocacy at the local, state, federal, and international levels. We organize advocacy trainings and provide opportunities for members to engage together in policy development and advocacy work.



# Our Tagline:



*Luchando por la Liberación Ambiental*

**(Fighting for Environmental Liberation)**

# Acknowledgments: To All of Our Gente

¡Mil Gracias!

## Board of Directors

- Raúl García
- Larry Gonzalez
- Yvette Arellano
- Orson Aguilar
- Jackie Nuñez
- Juan Declet-Barreto

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