



## 2023-2026 STRATEGIC PLAN

**Our vision** is to improve the lives of Canadians by planting and nurturing trees while teaching about the value of trees.

**Our mission** is to inspire, educate and enable Canadians to plant and nurture trees in order to improve lives and address climate change.

**Our values:** we are passionate, collaborative, committed to quality, focused on tangible results, and conduct ourselves with utmost integrity.

### OUR OBJECTIVES

#### Planting Trees, Growing Forests

We will increase canopy cover in communities and grow forests across Canada to multiply the benefits of trees and mitigate climate change impacts.

#### Inspiring Canadians

We will inspire and engage more Canadians to embrace our mission by cultivating hope for the future, sharing our expertise, and growing our national presence.

#### Pursuing Growth Opportunities

We will sustainably grow and diversify Tree Canada’s revenue sources by engaging Canadians and the business community to achieve our mission.

#### Striving for Excellence

We will strive for organizational excellence while fostering a culture of high performance, collaboration and respect.

### STRATEGIES

Contribute to urban forestry through climate change adaptation and a greater focus on equity.

Work closely with small and medium sized municipalities in growing and managing their urban forests.

Expand participation in the federal government’s 2 Billion Trees program.

Review our programs to achieve greater effectiveness, value, and impact.

Grow our brand visibility through targeted communications, engagement campaigns and events.

Pursue research and engagement initiatives focused on urban forestry and nature-based solutions to climate change.

Empower Canadians of all ages by offering an inspiring educational program on trees and urban forestry.

Expand meaningful partnerships and collaboration with other organizations to increase our impact.

Diversify revenue by leveraging the generosity of individuals and foundations as well as organizing impactful fundraising events.

Develop a dedicated fund for innovative initiatives to protect the integrity of Canada’s rural and urban forests.

Continue supporting corporate sponsors to meet their corporate social responsibility and philanthropic objectives.

Review ethical guidelines to align funding sources with our values.

Foster an equitable, inclusive, and caring organizational culture to attract and retain the best talent and build leaders.

Increase our understanding of Indigenous knowledge, cultures, and traditional practices as it relates to sustainable management of the environment.