

# GCEF Strategic Plan

2024 - 2027



# WHO WE ARE

The Greenpeace Canada Education Fund (GCEF) is a registered charity focused on research, investigations and public education. We empower Canadians with information on climate change and biodiversity to influence public policy and offer solutions to address the climate crisis. Our work complements and supports that of Greenpeace Canada and other environmental partners.



## Vision

- A sustainable and biodiverse future.
- .....

## Mission

- To inform, equip and empower the Canadian public to work towards a just and thriving planet.
- .....

## Values

1. **Guided by justice:** We prioritize the needs of marginalized communities and those most impacted by climate change.
2. **Operate with integrity:** We ground our research in science, traditional knowledge, rigorous analysis, and intellectual honesty.
3. **Work in collaboration:** We focus on relationship-building, knowledge-sharing, transparency and trust in our partnerships.
4. **Empower human networks:** We believe that knowledge is power, and we equip individuals and communities with accessible information to enable effective outcomes.



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# WHAT WE DO

## To deliver on our mission, we:

- **Enable research and investigations of environmental climate issues.**
  - a. Conduct research on the sources of, and solutions to, biodiversity loss and the climate crisis.
  - b. Engage in partnerships and collaborations to support environmental organizations and communities.
  - c. Contribute to an intersectional and equitable approach to climate research.
  - d. Provide seed funding to enable new and emerging initiatives.
- **Disseminate credible, accessible environmental information to educate Canadians.**
  - a. Promote a shared pool of public knowledge that helps to situate policy discussions and solutions in context.
  - b. Invest in issue experts, strategists and spokespeople.
  - c. Meaningfully engage the public, politicians, and the media on the path toward climate justice.

## Our main areas of research and awareness-building focus on:

### 1. Investigations and whistleblowing



### 2. Bridging the knowledge gap



### 3. Spotighting solutions



### 4. Promoting public engagement



# GOALS

We have identified the following three-year priorities that will help us advance our mission:

01

## **Strengthen our systems and foundation to deliver impactful contributions to the environmental movement.**

- a. Assess and build our internal capacity and systems, including the addition of dedicated staff to deliver on our mission and expand our impact.
- b. Establish annual work plans informed by the needs of our partners.
- c. Invest in meaningful and mutually beneficial partnerships.

02

## **Develop a sustainable, compelling and needs-informed funding strategy.**

- a. Analyze research needs to inform our priority areas.
- b. Align our fundraising strategies with research needs.
- c. Build a sustainable and diversified stream of unrestricted and restricted funds.

03

## **Build a donor engagement strategy that stewards supporters and helps raise our brand profile.**

- a. Increase awareness of GCEF and opportunities to contribute.
- b. Diversify and grow GCEF's donor base and prioritize major philanthropic and legacy gifts.
- c. Communicate the impact of our work and appreciation for donor contributions.



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