



STRATEGIC PLAN 2024-2030



★ MISSION

We preserve and revitalize Inland Northwest forests, water, and wildlife through advocacy, education, effective action, and community engagement.

HISTORY

Begun in the 1980s as the Inland Empire Public Lands Council, The Lands Council (TLC) remains the longest-serving environmental organization specifically focused on this region. A pioneer of the National Forest Protection Alliance, TLC helped to reduce clear cutting by 80% in the region, through grassroots education to challenge illegal logging.

TLC has also provided education about toxins in the Spokane River and helped to protect the regional aquifer, reintroduced beavers to local waterways, and engaged community members in planting thousands of trees, all the while helping local citizens to be involved in healthy land management.

The Lands Council has been diligently crafting a roadmap for four decades to preserve and revitalize the treasures that define our home.



LANDS COUNCIL STAFF AND BOARD MEMBERS GATHERED INPUT FROM MULTIPLE STAKEHOLDERS, including other environmental organizations, tribal communities, and local government agencies, to develop a strategic plan that will have the greatest positive impact on our region.

Dear Friends of The Lands Council,

Greetings! As Executive Director of The Lands Council, I am thrilled to share with you a new chapter in our journey: a revised strategic plan to guide us in providing the best care of Inland Northwest natural resources.

The Lands Council, or TLC as we affectionately call it, has been diligently crafting a roadmap for nearly four decades to preserve and revitalize the treasures that define our home – the forests, water, and wildlife that make the Inland Northwest a sanctuary worth protecting. Through extensive stakeholder interviews, we have distilled our aspirations into six key priority areas that will guide endeavors over the next five years. Five of these priorities are programmatic pursuits of environmental stewardship; the sixth focuses on our financial development to sustain this critical work.

We are immensely proud to share that our executive leadership is an all-women powerhouse! TLC recognizes the transformative potential of diversity, equity, and inclusion, and has ardently championed these values in recent years. This commitment extends beyond rhetoric; staff and board members proudly represent a diversity of backgrounds – people of color, immigrants, and LGBTQ individuals. Representation matters; this rich tapestry of perspectives fuels our innovation and strengthens our resolve.

In TLC's pursuit of a sustainable future, inclusivity is not just a goal; it is a guiding principle. Environmental education and volunteer opportunities are seamlessly woven into the fabric of our work because true change requires collaboration and understanding. We are dedicated to making our initiatives accessible and relevant to the entirety of this community, fostering a sense of belonging for all.

As new strategies unfold, TLC members carry the wisdom gained from our predecessors and the invaluable insights of those who have shared their thoughts and vision during this planning process. Your feedback has been the compass guiding us, and we want to extend our deepest gratitude for your invaluable contributions. From our entire board and staff, we extend our heartfelt appreciation to each of you for taking the time to delve into the final product of our collective vision. Your support is the bedrock of The Lands Council's resilient and thriving future.

Together, let us continue to nurture the roots that anchor us to this land, creating a legacy of stewardship and sustainability for generations to come.

With gratitude,
Amanda Parrish, Executive Director



Amanda Parrish

**FROM THE
EXECUTIVE
DIRECTOR**

STRATEGIC PRIORITIES

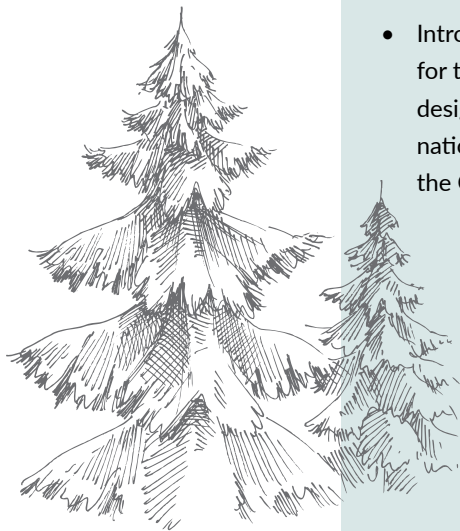


1 Public Lands and Forest Protection

Protect and restore native wildlife and habitat connectivity, ecological value and function of national forests and other public lands of the region.

Strategies and milestones

- Continue participation with the Northeast Washington Forest Coalition
- Monitor timber sales and natural resource development on regional public lands
- Introduce and build support for the establishment of designated wilderness or national monument status on the Colville National Forest



strategic plan 4



2 Watershed Restoration

Continue field projects to restore ecological habitat and function of regional streams and waterbodies for the protection of the Spokane Valley - Rathdrum Prairie Aquifer.

Strategies and milestones

- Establish sufficient nonpoint source pollution reduction in the Spokane River that protects and enhances biodiversity
- Participate in water quality monitoring for dissolved oxygen, phosphorus, PCBs, PFAS and other toxics
- Support annual Spokane River cleanup events and engage hundreds of volunteers
- Plant riparian vegetation in the Spokane River, Hangman Creek, and Little Spokane River watersheds
- Monitor existing and new beaver dam analogs to retain more water, and to reduce phosphorus and algae blooms in downstream waters; plus continue vegetation restoration to support future beaver habitat



3 SpoCanopy and Urban Forestry Development

Aid Spokane to achieve 30% canopy cover by 2030 and fulfill a key goal of the the City of Spokane's Sustainability Action Plan.

Strategies and milestones

- Use an equity framework to prioritize low-canopy and low-income neighborhoods
- Assist the Spokane Conservation District with workforce training in urban forestry
- Partner with at least two additional nearby municipalities to support their urban forestry goals



4

Climate Justice

Include historically underrepresented voices – namely low-income neighborhoods and communities of color – in decision-making and methods to address climate change.

Strategies and milestones

- Advocate locally and statewide for bold climate action, pushing for equitable and just policy changes to combat the climate crisis
- Help the City of Spokane meet its 2030 greenhouse gas reduction targets for the buildings and energy sector, as part of the Spokane Sustainability Action Plan
- Empower citizens to use their voices with legislators to stop new and expanded oil, gas, or coal export facilities in the Northwest
- Build coalitions with local community groups that benefit underserved communities



5

Environmental Education

Provide students learning opportunities in ecology and field sciences to become responsible environmental stewards.

Strategies and milestones

- Provide STEM-focused field experiences and support in-class learning projects to primary and secondary school students
- Partner with marginalized communities and regional Tribes
- Continue and expand Snow School and seek partnerships to participate in science day camps and other extended learning opportunities



6

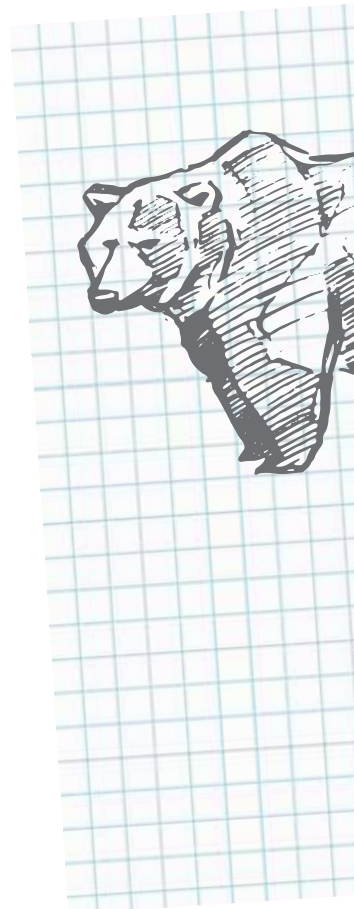
Funding Growth

Ensure the organization has the resources to fulfill our mission and to support the professional growth of our staff.

Strategies and milestones

- Increase membership number by 15% by year 2030
- Increase the number of business partnerships by two annually
- Secure partnership agreements and grants to completely cover the cost of services
- Grow endowment principal by 60% (\$200,000)
- Generate adequate income from foundations, agencies, members and business partners to cover major fundraising events

STRATEGIC PRIORITIES





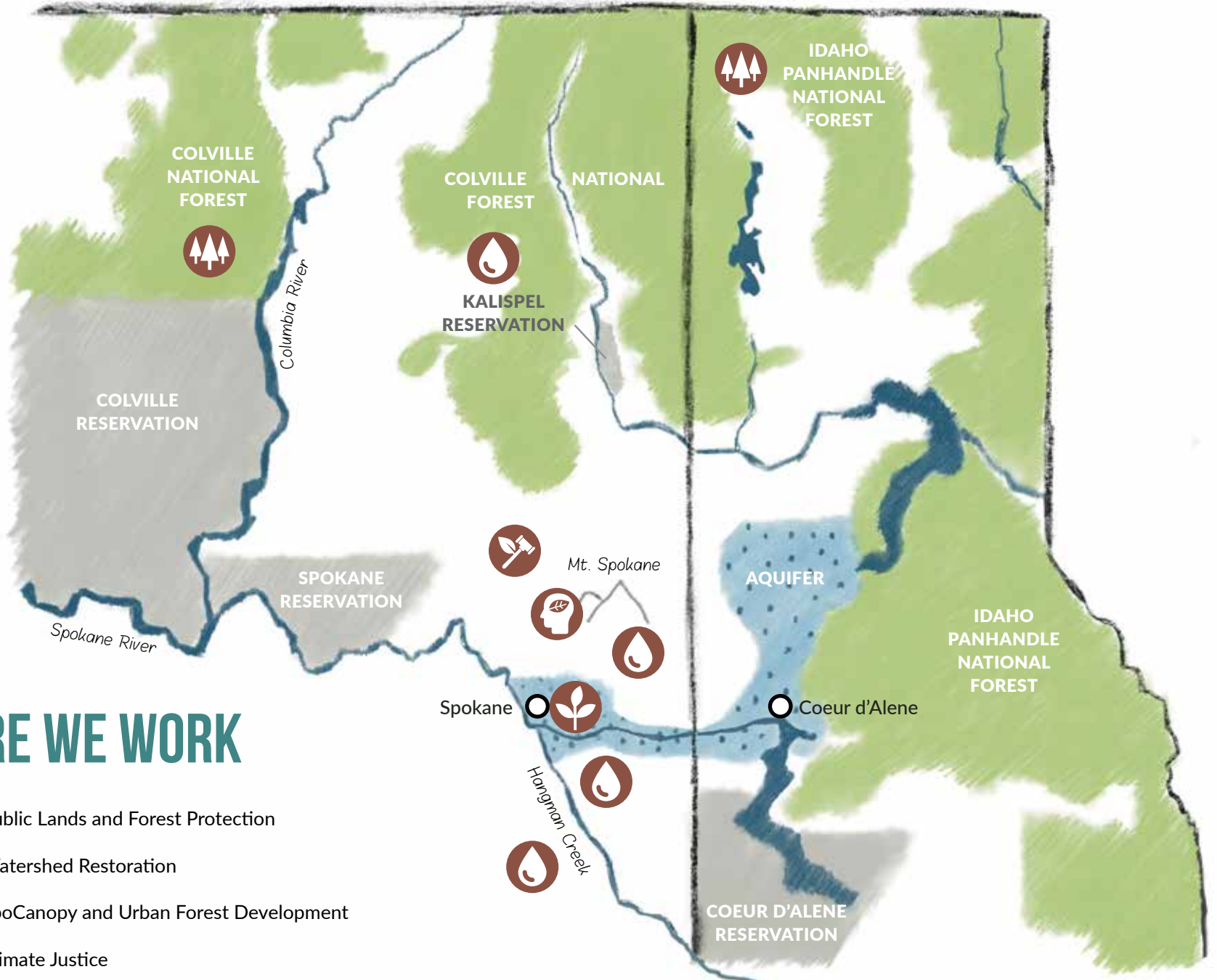
PROUD FUNDERS

These are some of many state and local organizations that provide funding to support TLC's mission:






- US Fish and Wildlife Service
- WA Department of Ecology
- WA Recreation and Conservation Office
- WA Department of Natural Resources
- Spokane Conservation District
- City of Spokane
- Burning Foundation
- New Priorities Foundation
- Innovia Foundation
- Patagonia Foundation
- Empire Health Foundation
- Avista

Eastern Washington

North Idaho



WHERE WE WORK

-  Public Lands and Forest Protection
-  Watershed Restoration
-  SpoCanopy and Urban Forest Development
-  Climate Justice
-  Environmental Education



GET INVOLVED!

Sign up for news, check out upcoming programs, and register to join activities like tree plantings.

- Follow us on social:  
- View more history and information online: landscouncil.org
- Reach out: tlc@landscouncil.org or (509) 838-4912



The Lands Council provides opportunities for youth, families, neighbors, and communities to be involved in the natural health of the Inland Northwest.