



TOGETHER, WE THRIVE

STRATEGIC PLAN, 2025–2028

AN UNCERTAIN FUTURE

For today’s students, climate change is not abstract; it is a daily reality that touches every community we serve, disrupting learning, threatening health, and fueling anxiety about an uncertain future.

These impacts are not felt equally. Rural and marginalized communities are often excluded from the environmental movement. **Bridging this gap requires an approach that honors local identity and expertise, builds trust across differences, and makes space for all communities to see themselves as leaders in the future of environmental stewardship.**

ECORISE MOBILIZES THE NEXT GENERATION OF ENVIRONMENTAL LEADERS

NATIONAL REACH, LOCAL IMPACT

At EcoRise, we recognize that meeting this moment requires more than curriculum. **It demands a collaborative approach that breaks down barriers, strengthens partnerships, and drives systems change.**

From New York City to Central Oklahoma to Southern California, **we are deepening our K–12 programs and partnerships** that magnify the collective impact of the movement.

OUR STRATEGY lifts up local voices, amplifies under-represented narratives, and builds pathways that connect environmental literacy to real-world impact. Alongside our partners at every level, we are striving to ensure that every young person, no matter their zip code, has access to the tools, experiences, and support they need to thrive in a changing world.

OUR APPROACH

-  **Teacher Professional Development**
-  **Green Career Exploration**
-  **Standards-Aligned Curricula**
-  **Community Connections**
-  **Student Innovation Fund**
-  **Civic Engagement**

Explore our priorities on the next page →
Find the complete narrative at ecorise.org/strategic-plan

“EcoRise not only supports academic growth but also fosters leadership, collaboration, and a deep sense of purpose. Students become change-makers in their own communities. Whether it’s designing solutions to reduce waste, improve air quality, or conserve water, our students feel like their voices and actions matter. ”

— South Texas Elementary School Teacher

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ECORISE'S STRATEGIC PRIORITIES, 2025–2028



Get involved at
ecorise.org/strategic-plan

Transformative, Community-Based Environmental Education Programs 1

In our core regions*, EcoRise partners with diverse local stakeholders to deliver transformative, place-based environmental education for educators and youth. Our work centers youth leadership and community partnerships to catalyze impact. As part of this priority, EcoRise will:

- Direct resources to under-resourced communities via student innovation grants, educator and youth stipends, and pass-through grants for frontline organizations.
- Build awareness and capacity of local school educators and administrators through localized professional development and our national teacher ambassador program.
- Facilitate transformative leadership and green workforce development experiences for high school youth, rooted in community resilience.
- Drive localized systems change by integrating school-based, youth leadership, and Gen:Thrive initiatives and connecting them with local policy efforts.
- Extend, deepen, and evaluate our green workforce pipeline through an active, collaborative alumni network that supports mentorship, storytelling, and leadership development.

* Core regions include Central and South Texas; Bay Area and Los Angeles, California; New York City metro; Washington, DC metro; Central Oklahoma.

An Inclusive, Well-Resourced National Movement 2

EcoRise collaborates with local, regional, and national partners to scale environmental education, strengthen under-resourced communities, and advance environmental education policy. As part of this priority, EcoRise will:

- Formalize and fund joint partnerships with allied organizations that align with our mission and expand collective impact.
- Leverage Gen:Thrive tools and networks to advance environmental education and community resilience, build capacity in the movement, and identify strategies for effectively serving our most vulnerable communities.
- Execute a clear, multi-stakeholder communications strategy that leverages storytelling and technology tools to grow curriculum use across grade levels and geographies.
- Broaden access to EcoRise resources through scalable delivery models that maintain a strong link between local innovation and national impact.

A Thriving, Responsive, and Resilient Organization 3

EcoRise lives its core values—integrity, comradery, innovation, gratitude, and resilience—to cultivate a future-ready organization. As part of this priority, EcoRise will:

- Foster a culture of belonging, continuous learning, and well-being where all staff feel valued and energized.
- Diversify revenue streams and maintain a long-range financial plan to ensure organizational sustainability.
- Communicate EcoRise's impact through intentional storytelling and campaigns that align with organizational goals.
- Accelerate a responsive organizational culture that uses data and technology to inform decisions, continuously adapting based on feedback from staff, youth, educators, and partners.
- Cultivate an engaged Board and Advisory Council that reflect the diversity of the communities we serve, support the needs of the organization, and actively engage in programs, strategy, and fundraising.