



**Why a Plan:** Having recently celebrated its 50th anniversary, Oregon Shores will use this Plan to align its staff, board, and volunteers around key priorities so as to maximize its impact in the next 3 years.

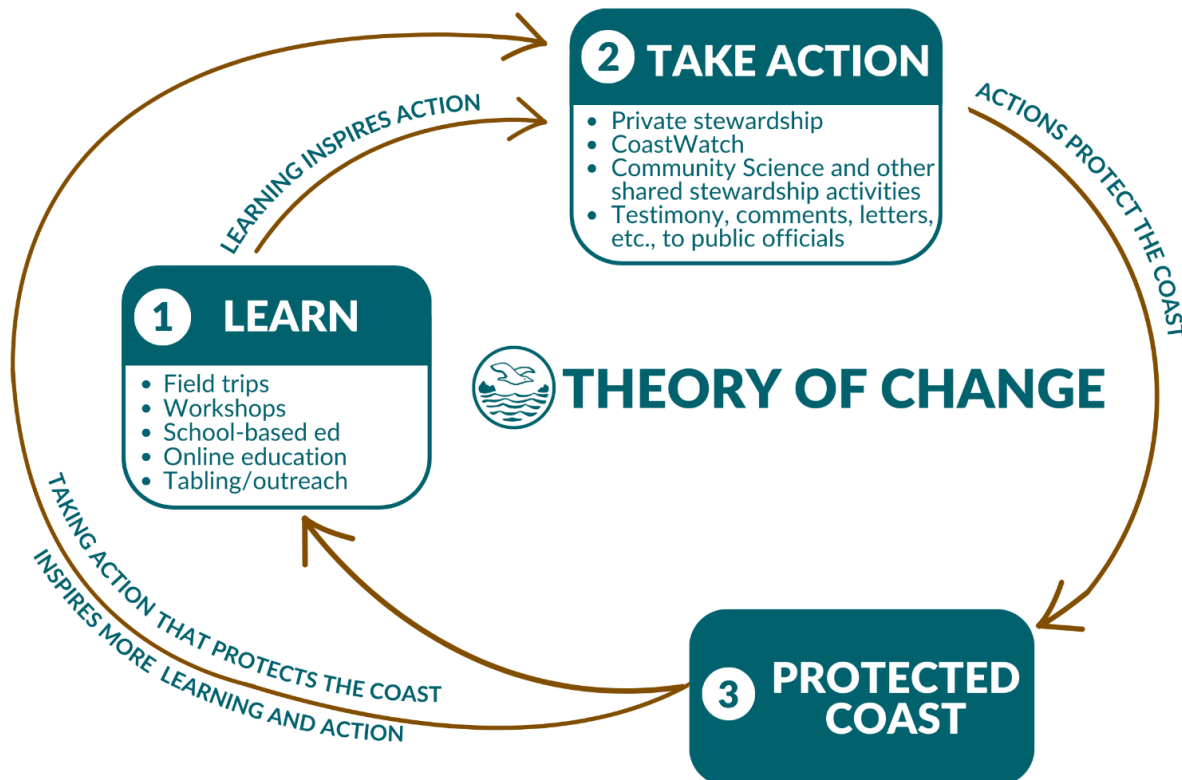
**About Oregon Shores:** For more than 50 years, Oregon Shores has served as the state’s leading voice when it comes to protecting the beaches, headlands, landscapes, and ecosystems that make Oregon’s coast so spectacular and loved.

**Our Vision:** A healthy and resilient Oregon coast where all people and nature thrive together.

**Our Mission:** To engage, educate, and empower people to protect and increase the resilience of the coast’s ecosystems, landscapes, and communities.

**Geography:** North to south, Oregon Shores work spans the **entire 362-mile-long coast** from the Columbia River to the California border. East to west, Oregon Shores’ **primary geographic** focus is on the shoreline and the areas immediately adjacent to the shore, including beaches, dunes, headlands, subtidal rocky habitat, estuaries, the nearshore ocean, and adjacent human communities.

**Theory of Change:** The ultimate outcome sought by Oregon Shores is a protected coast. To accomplish that, Oregon Shores engages people to **Learn**, which inspires them to **Take Action**. This includes actions people take on their own (private stewardship), together (shared stewardship), or as advocates influencing public policies. Actions can also help build organizational capacity, allowing for even more future learning opportunities, action opportunities, and public policy advocacy.



## Oregon Shores 2024-2026 Goals



**Education:** More people will become inspired by, understand, and value the importance of protecting Oregon's coastal ecosystems and natural resources.

**Action:** More people will be empowered to take meaningful actions to protect Oregon's coast.

**Public Policy:** Public policy decisions by city, county, state, and federal government decision-makers will increasingly protect Oregon's coast.

**Diversity, Equity, Inclusion, and Justice:** Oregon Shores' programs will involve, support, and be strengthened by people who increasingly reflect the geographic, racial, cultural, and economic diversity of the Oregon coast.

**People:** Oregon Shores will develop the volunteer, board, and staff capacity to robustly implement this Strategic Plan.

**Sustainable Finances:** Oregon Shores will grow its revenue and manage its investments and expenses so that it can successfully implement this Plan and be able to respond to urgent, unmet needs.

**Partnerships:** Oregon Shores will develop stronger, more collaborative working relationships with partner organizations.

**Brand:** More people and potential partner organizations will know about and have positive opinions of Oregon Shores.

## Conservation Issue Priorities

At any given time, Oregon Shores will *identify and maintain a list of 3-5 Conservation Issue Priorities* around which to focus its work in pursuit of its **education** goal, its **action** goal, and its **public policy** goal. These priorities include **Top Priorities** for which proactive work should be planned and **Watch Priorities** where work should be proactively planned only if additional staff capacity allows it.

While Oregon Shores will focus most of its work on these conservation issue priorities, it will sometimes work reactively or opportunistically on issues beyond the priorities when warranted.

As of December 2023, Top Priorities for 2024 are:

- Climate Resilience
- Estuaries
- Shoreline Management & Land Use
- Nearshore Oceans

Watch Priorities for 2024 are:

- Rivers, coastal watersheds, and ocean water quality



## Oregon Shores Capacity Priorities and Funding Needs

**Near-Term Needs:** For 2024, implementation of our Strategic Plan will require:

- \$105,000 to fully staff and fund our outreach and education work state-wide and on the coast. This would allow us to expand CoastWatch in the Schools, launch new educational programming, and launch a marketing campaign to boost support for protecting Oregon's coast.
- \$130,000 to fully staff and fund our CoastWatch mile adoption, community science, and general volunteer engagement.
- \$188,000 to fully staff and fund our conservation advocacy, allowing us to move forward with our Campaign for Oregon Estuaries, work with allies to better protect the nearshore ocean, address riprap and other important shoreline management and land use issues (including our Coastal Law Project), and incorporate climate resilience as an outcome into our overall agenda.
- \$185,000 to cover core organizational capacity, including executive leadership, board management, Diversity, Equity, Inclusion, and Justice initiatives and planning, fundraising, information technology, and accounting services.

**Medium-Term Needs:** For 2025-2026, implementation of our Strategic Plan will further require:

- \$320,000 to fully staff and fund our outreach and education work state-wide and on the coast, including new youth and adult education initiatives.
- \$297,000 to fully staff and fund our engagement programs (CoastWatch mile adoption, community science, etc.)
- \$680,000 to fully staff and fund our conservation advocacy, allowing a stepped up level of campaigns in support of Conservation Issue Priorities.
- \$435,000 to cover core organizational capacity, including executive leadership, board management, DEIJ work, fundraising, information technology, and accounting services.



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For more information about the Strategic Plan, contact Oregon Shores' Executive Director,  
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