



Strategic Framework 2025

As of July 2014

Our Vision

By 2025, native wildlife thrive throughout networks of connected lands and waters in Western North America.

Our Mission

Wilburforce Foundation helps conserve important lands, waters and wildlife in Western North America by supporting organizations and leaders advancing strategic solutions.

Why We're Here

Wildlife, wilderness and human communities are intricately intertwined. Natural landscapes support a wealth of species which together provide vital benefits that sustains the quality of all life. In Western North America, from the towering trees of the Pacific Coast to the sagebrush sea of the Great Basin, we are inspired by unique landscapes found nowhere else on earth.

We exist to preserve the North American West's irreplaceable diversity of wildlife, land and water. We believe there are positive, achievable solutions to current challenges based on sound science, conservation policy, and community action. We believe that conservation is powered by a hopeful vision in which wild places and wildlife thrive in harmony with human communities. The future of conserving nature relies upon a collaborative community of individuals, organizations, agencies and allied partners who together seek to sustain wildlife and wild lands.

Our Philosophy

These principles guide us in all aspects of our work:

- Our work is *science-driven*. We continually seek out and integrate into our work the expertise and knowledge that come from a wide range of biological, ecological, and social sciences.
- We have a *long-term commitment* to our mission, which is reflected in our efforts to develop strong relationships and effective partnerships with our grantees, foundation colleagues and other constituents who work for positive change in our priority regions.

- *Integrity and respect* are essential in our institutional and individual interactions with the public, our grantees, our colleagues, and among our staff.
- We believe that the *empowerment* of organizations and individuals is essential for making our vision a reality, and we are committed to demonstrate and cultivate organizational and individual leadership.
- *Risk-taking* is necessary and desirable in our work, especially since the probability of a successful outcome is often difficult to predict.
- We strive for *resource conservation* and innovation while recognizing that some resource use is necessary for our success.
- We are committed to gathering feedback and data that will help us *monitor and improve* our strategies and performance.
- We encourage *exuberance* in everything we do by balancing hard work with unabashed fun.

Our Approach

- We use conservation science to help us identify those places in Western North America that are essential for native wildlife to thrive, emphasizing critical landscape linkages that allow wildlife to move in response to a changing climate. We engage in efforts to protect and restore these important places, so that they support a wide variety of life and are resilient to climate change and other stresses.
- We integrate the latest information on climate change and its impacts into all of our deliberations and help our grantees in their efforts to do the same.
- We work where the opportunities for success are supported by sound science, strategic planning, effective organizations, strong leadership, and community-based constituencies.
- We recognize that many conservation decisions are ultimately political decisions and support grantees engaged in education, outreach, and advocacy efforts.
- We provide long-term capacity-building support to organizations and leaders to increase the knowledge and skills needed to effectively plan, lead, manage, communicate, advocate and collaborate.

Our Priority Regions

Wilburforce has identified priority regions across Western North America that correspond with our focus on networks of connected lands and waters that support vibrant wildlife populations and are resilient to climate change and other stresses. Within these priority regions, we focus our funding based on opportunities and/or threats to the landscape.



What We Do

Wilburforce Foundation funds projects and programs in our priority areas that advance our mission and vision. To do that, we:

- Make grants to organizations whose programmatic work is consistent with our mission, vision, and strategies.
- Foster professional relationships with grantees, agency leaders, scientists, and decision-makers to advance our outcomes.
- Invest in the capacity of our grantees and their leaders to help them become more efficient and effective.
- Support research and its dissemination to inform conservation efforts.
- Convene our grantees and partners to exchange knowledge and advance shared outcomes.
- Collaborate with funders and others to ensure our collective investments and capacity resources are coordinated and effective.
- Generate interest in our conservation priorities to leverage additional resources.

Our Outcomes

Our activities contribute to outcomes that advance our mission and vision. Wilburforce Foundation:

- Builds and maintains strong relationships with grantees, funders, scientists, decision-makers, and other allies.
- Improves the effectiveness of grantee organizations, their leaders, conservation scientists, and other allies.
- Increases access to and use of scientific, legal, political, and economic resources to advance conservation plans, policies, and practices.
- Increases communication, cooperation and collaboration among grantees, funders, scientists, and government decision-makers.
- Increases the social and political relevance of conservation in the communities and priority regions in which we work.
- Decreases or mitigates threats to lands, waters and wildlife.
- Improves the ecological resilience of the landscapes in which we work.
- Improves the protected status of lands, waters and wildlife.