



**2023-2028 Strategic Plan**

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## **Mission**

View the Future's (VtF) mission is to preserve, protect, and enhance the natural environment, promoting collaborative actions for scientific, educational, recreational, cultural, and economic goals for the benefit of the Yachats community and its future generations.

## **History**

VtF is a 501c3 non-profit land trust and environmental organization created in 2004 to carry out our mission in Yachats, Oregon. We currently operate on 100% volunteer passion by protecting area watersheds and other critical lands from environmental degradation through private conservation easements donated by generous property owners, and land ownership.

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## **Why View the Future?**

View the Future (VtF) has deep roots in Yachats and its surrounding region where diverse individuals have found meaning and purpose in making our local nonprofit mission a reality. Since 2004, many passionate and inspired community members have stepped up as volunteers to understand and respond to the truthful cultural history that informs our current social, environmental and economic conditions in Yachats.

VtF's presence today is evident in many acres of protected lands and many miles of accessible trails and bridges that provide access for locals and visitors to explore our rich region of fresh and marine waters, and rainforest ecosystems. VtF's community presence as educator inspires in people an understanding of the local Tribal history underlying every action we take to conserve archeological and ecosystem resources critical to our mission and vision – and the Yachats region.

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## **View the Future Today**

VtF emphasizes community engagement and environmental protection. Our role as a valuable community partner is needed for the sake of those who live, work and play in Yachats - "the gem of the Oregon coast". In addition, Yachats' land and water and wildlife species need our attention, restoration and protection. When our coastal landscape is intact and healthy, when local rivers and streams flow clean and abundantly, and when wild plants and animals thrive, our human community flourishes.

VtF plans to mature as a land trust and become a prominent player in environmental and watershed-based conservation, action and advocacy in the greater Yachats region. Our strategic focus on expanded land preservation, water resource protection, and environmental stewardship opportunities within a defined portion of the central coast range will produce both tangible and visible results. Adding staff will ensure the continuity of our operations and programs, as well as expand the reach of our conservation, communications, and fundraising efforts. We will build on our partnerships with the City of Yachats, Lincoln County, and numerous state and federal agencies, and increase our collaborative efforts with our conservation colleagues and Tribal leaders. Our efforts to protect both public access and the high quality of this region's nationally recognized recreational resources are essential to sustaining the captivating experience of residents and visitors alike. We will advocate for supportive programs and initiatives where consistent with our mission, and actively contribute our time and energies toward supportive projects.

## A Community Preserving Nature and Culture

The single most important element in our work to develop this strategic plan was acknowledging local Tribal history and a thriving culture, which will continue to inform every aspect of our work. Tribal peoples who are here now, and came before us, deserve our respect and gratitude.

The Ya'xaik villages of the Alsea People thrived in this coastal region for over 8,000 years and perished from Euro-American diseases. The Coos, Lower Umpqua, Siuslaw, and Alsea people were imprisoned from 1860-1875 with 60% dying as a result of government sponsored genocidal policies. Acknowledging this truth over many years of educational efforts, opened up honest dialogue for VtF to engage tribal members directly, and with their supervision, created [Land Acknowledgements of the Confederated Tribes of Siletz Indians](#) and the [Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians](#) in 2021-2022.

Years of Tribal supervision to document local Indigenous history, and create Land Acknowledgements have grown VtF's Tribal relations through which we conduct our work to repair relationships with people, lands, waters and wildlife.



*The Amanda Statue*

## Nonprofit Partner and Community Contributions

One key feature of our strategic plan involves hiring VtF's first staff person. Reaching out to other local Oregon coast employers proved incredibly valuable in understanding what it means to hire staff as a small community employer for the first time. We are grateful to Bob Bailey, Chair of the Elakha Alliance; Philip Johnson, Conservation Director of Oregon Shores Conservation Coalition; and Joe Moll, Executive Director of McKenzie River Trust for their insight and sage advice.

In order to make VtF's strategic plan community-centered and nature-focused, we felt strongly that community input was a valuable aspect of our planning. We asked Yachats to 'Tell Us How You Feel' in an online survey. Two major messages were heard loud and clear which represent meaningful goals in our strategic plan: increase community awareness and engagement, and raise financial support for mission impact. VtF is grateful for our nonprofit partners and community members whose voices are integral to our mission and vision.

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## **VtF's Strategic Goals, 2023-2028**

### Strengthen Internal Capacity:

We will increase the strength of commitment to our mission built since our inception in 2004. VtF's due diligence as a nonprofit 501(c)(3) local organization is that of fiduciary of the public's trust and monies. As a fiduciary, we will work to strengthen our internal systems, policies, procedures, transparencies and rigor in a committed Board of Directors operating through the lens of due diligence. Doing so ensures our foundational structure is enhanced for effectively raising diverse sources of revenue, hiring and inspiring qualified and committed staff, and creating local mission-driven impact.

### Further Mission and Vision:

We will create a compelling case for support of VtF where inspirational storytelling, communications planning, and fundraising for project plans are created to raise community awareness, revenue and environmental action for our mission and vision. Years of historical project work will continue to be gathered and told in ways that inform and inspire residents - both permanent and part-time - and tourists to understand the many ways in which VtF plays a meaningful role in Yachats. Outreach plans will be developed to guide how we initiate and maintain direct engagement with local Tribal members, businesses, governments, other non-profits, and foundations and individual donors in the coming years.

### Enhance Community Collaborations:

We will increase VtF's community engagement through branded communications, in-person community event participation, sponsoring and organizing community social gatherings for getting to know the people who live, work and play in Yachats and neighboring coastal towns. As expressed by more than 70 community and key stakeholder survey respondents in February 2023, we learned that VtF has an incredible opportunity to tell its story by increasing awareness of what we do and why, and how the community benefits from our work. These efforts will also raise the financial support needed to carry out our mission, especially for land and cultural protection initiatives.

### Increase Impact:

We will increase VtF's impact as a land trust on the Yachats region by identifying critical natural and cultural resources threatened by detrimental extraction practices or land use change, developing strategies and priorities for their protection, expanding our in-house expertise and collaborative efforts with numerous partners, fundraising for acquisition and stewardship, and increasing protected land acreage. We will undertake other mission-driven initiatives to maintain and enhance the quality of environmental, cultural, and passive recreational experiences available to our region's residents and visitors, and answer the call to support our partners and colleagues in mutually beneficial ways wherever possible.



*Yachats Ridge*

## **Yachats Ridge**

More than 900 acres of privately held land situated high above Yachats has, in recent decades, been bought and sold numerous times to various corporate landowners whose only goal was financial. A major goal of VtF is the permanent protection of this property, which serves as a scenic backdrop to Yachats as well as offering many other natural and cultural resource benefits to our region.

Despite the clearcut devastation, AmandaCreek and many other sensitive tributaries to the Yachats River and Pacific Ocean start here. Wetlands continue to support plant and animal life. Since 2012, VtF has recorded 5 native tree species, 14 native shrub species, 3 native fern species, and 38 native plant and flower species living on Yachats Ridge.

VtF's five-year fundraising plan will, with our collaborative partners, ensure Yachats Ridge is permanently protected, and over many years restored for the sake of land, water, wildlife and the people of Yachats.



*Coyote camas, Yachats Ridge*

## The Way Forward

The strategies and measurable objectives in VtF's Strategic Plan lay out a clear path toward how we will proceed in the coming years to strengthen our mission and vision. We understand that our plans stem from visions that are influenced by many factors out of our control, as well as the grit and determination of our Board, partners, volunteers and community at-large who believe in VtF and what we stand for in Yachats.



*The Amanda Bridge*, installed in 2022 with support by numerous partners, represents resilience in the face of adversity, as well as the path VtF will take in the coming years to raise our voices and financial support in pursuit of making our mission and vision a reality for Yachats.

### 2023 Board of Directors

Joanne Kittel, Co-Chair      John Theilacker, Co-Chair      Dean Peterson, Treasurer  
Sherry Dickinson, Co-Secretary      Bette Perman, Interim Co-Secretary  
Jock Doss      Michael Guerriero      Michael Hempen      Sam Hillmann  
Jesse Dolan      Liz Byrd      Hui Rodomsky

### View the Future

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