

# 2025–2028 Strategic Plan

## Mission

To bring together the many voices and stories of the Fraser to discover, celebrate, and inspire passionate stewards of the River.

## Vision

A living, working Fraser – with thriving peoples, ecosystems, and livelihoods – from headwaters to the Salish Sea.

## Pillars of Sustainability

• Environmental • Socio-cultural • Economic

Priority	Growth	Relationships	Community
Goal	To strengthen FRDC's reach, activities, and capacity towards becoming self-sustaining.	To cultivate strong and respectful relationships to people, place, and self.	To support the diverse needs of community members and bring together voices and stories.
Strategy 1	Drive revenue streams including earned income to support resources, create opportunities for sustainable funding.	Develop reciprocal relationships with Musqueam and other river First Nations to be a safe place for dialogue (and a cup of tea!)	Create opportunities for community to get involved with the FRDC to share knowledge and visions for the river.
Strategy 2	Curate current events and programs that target older, more diverse audiences, deepen relationships and opportunities for engagement with members.	Building a strong functional relationship with the CNW to ensure our facilities and programs exist and grow.	Convene community for dialogue and discussions about the river.
Strategy 3	Continue to expand our knowledge to create a wider range of educational topics and experiences.	Nurture internal and external relationships to ensure a long and viable future for the FRDC.	Become an inclusive, accessible, safe space that is welcoming to diverse audiences.

## Values

### Collaboration

We work together to achieve great things for the river.

### Curiosity

We inspire curiosity about the Fraser River and facilitate understanding.

### Reciprocity

We honour relationships by ensuring they are based on respect, relevance, responsibility, and reciprocity.

### Inspirational<sup>1</sup>

<sup>1</sup> "Inspire" is used in value statement for curiosity.