



Guiding Principles

The Issues always come first. Our work is issue based and nonpartisan. We work on issues that directly impact people's lives and recognize the connections between the environment, democracy, racial justice, and our quality of life. Our programs connect science and lived experience to policymaking and politics.

We drive Action and achieve Results. Our campaigns have clear objectives and tangible results. We work to solve problems at their root and we aim to win.

Our work is based in Community. We are collaborative, co-creating campaigns and sharing power and decision-making with community leaders, organizations, activists, and conservation voters to make the places we live and work cleaner, safer, and healthier for all. We acknowledge and prioritize communities in Wisconsin most impacted by environmental injustice and voter suppression.

We build Power. To win on our issues, power must reside in people, not special interests. Our combined power is the key to ensuring we have clean water, healthy air, beautiful places, and a democracy strong enough to elevate every voice. We confront challenges and embrace building power with our communities and partners.

We are Inclusive and demand Equity. We recognize that historic and current systems and decisions – including within the conservation community – have created injustice. Through our work we confront these injustices and fight for an equitable balance of power. We hold ourselves accountable to being inclusive and equitable in our own actions and within our organization.

We are Trustworthy. We know that trust must go both ways. We trust community members, partners, and allies to lead, and we, in turn, earn their trust. We build trust by being honest and open, holding decision makers and ourselves accountable, and not shying away from challenging conversations or conflict.

We are Leaders and Support Leaders. As board members and staff – and as an organization – we are leaders in our communities. We recognize, support, and champion the leaders around us, and provide the tools, training, and resources to develop new leaders and help all leaders in our communities achieve their full potential.