



Nature NB

Strategic Plan

2016-2020



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Our Vision



Nature NB envisions that the people of New Brunswick have a healthy and sustainable natural environment to learn about, preserve, maintain, and celebrate. As naturalists, we undertake to study and describe what is going on in the natural world. In doing so, we draw attention to the importance that organisms and ecosystems alike play in our collective well-being.

Through education, networking, and collaboration, we advocate for biodiversity, ecologically sustainable development, conservation and protection, and a general awareness of the natural world around us. With an appreciation and respect for nature, we will have a more sustainable future.

Our Mission & Values

Nature NB conserves, protects, and celebrates New Brunswick's natural heritage, through education, networking, and collaboration.

Our core values are based on our understanding that

- We are all an integral part of nature – what happens to nature happens to us.
- We have a profound respect for our natural heritage.
- We have a deep commitment to stewardship.
- We willingly share our knowledge and our love of nature.







Our History

Founded in 1972 as the New Brunswick Federation of Naturalists... the organization has a storied past! We remain grounded in our stewardship, conservation, and protection of what this beautiful province has to offer.

1972

FOUNDED

“to encourage a better understanding of the natural environment and to awaken concern for our province’s natural heritage.”



Mary Majka

L to R Gordon Burns (Sackville), “Mike” Majka (Moncton Naturalists’ Club), Eric Tull (MNC), Al Smith (Sackville), Jan Dexter (Saint John Naturalists’ Club), a student from Sackville, Stuart Tingley (Sackville), Bev Schneider (Fredericton Field Naturalists’ Club), David Christie (SJNC), Art Callaghan (SJNC), Peter Pearce (FFNC), Louise Shonaman (SJNC), Nettie Moose (FFNC), Doug Whitman (MNC), Phyllis Whitman (MNC), Harry Walker (Newcastle) and his son, Ian.

Advocacy

Our advocacy takes place in our publications: *NB Naturalist*, *Nature Kids NB*, E-news, and the educational materials that we produce. Elsewhere it takes the form of addressing industry and governmental decision makers directly when their policies and practices are inimical to our natural heritage.

Our approaches and tools include increased networking capacity through the use of internet-based tools, strengthening our public support, focusing on mentoring young naturalists, and building on the strong public image that we have earned by speaking out on behalf of nature.



Jim Wilson





A scenic landscape photograph featuring a body of water in the foreground, reflecting the warm orange and yellow hues of a sunset or sunrise sky. Several birds are captured in flight across the upper portion of the frame. The background shows a dark, silhouetted shoreline. The overall mood is peaceful and natural.

Program Goals & Strategy

Goal 1

Connecting New Brunswickers with nature

Nature NB aims to connect all New Brunswickers with nature and uses a variety of tools to educate the public about our unique natural heritage. This includes sharing information on the province's species and habitats, and on the importance of protecting them for future generations.

By 2020, Nature NB will

- Offer a variety of nature-themed events to the public (in French and English).
- Continue regularly producing the *NB Naturalist* and use it as an educational tool to share information on New Brunswick's natural history.
- Develop our *Festival of Nature*.





Goal 2

Connecting New Brunswick youth with nature

Nature NB believes that connecting youth with nature is essential to our mandate. We recognize the value of outdoor play and experiential learning, and promote “nature literacy” to youth through our programs and activities.

By 2020, Nature NB will

- Expand our NatureKids NB club network across the province.
- Continue to develop and deliver bilingual nature presentations and programs to schools and community groups.
- Continue producing *NatureKids* magazine and getting it into the hands of 5000 New Brunswick students.
- Encourage and support the inclusion of nature-based education in the school curriculum, and collaborate on training teachers.



Diane Mercier-Lain



Levnanny Richardson

Goal 3

Promoting and engaging in the protection of species and habitats

Conserving and protecting nature for the enjoyment, appreciation, and benefit of future generations contributes to the survival of all living species in New Brunswick. We use a variety of tools to achieve this goal including on-step protection of species and habitats, citizen science monitoring, habitat restoration projects, and collaboration on conservation projects. We explore new priorities as we engage with New Brunswickers around their priorities for a healthy, natural world.

By 2020, Nature NB will

- Advocate for the protection of all types of terrestrial and aquatic natural habitats and native wildlife species.
- Advocate for the sustainable management of our forests.
- Maintain our Species at Risk Program in the Acadian Peninsula and elsewhere.
- Continue to develop migratory bird conservation, monitoring, and education programs.
- Develop, promote, and manage citizen science programs (*Important Bird Areas, Nature Watch, etc.*).

How we achieve our goals

Over the next four years, Nature NB will achieve these goals by celebrating nature, strengthening our relationships with nature lovers, supporting nature clubs, collaborating with partners, and continuing to build a strong organization. Our organization is sustainable, financially strong, solidly grounded in best practices, and well-connected province-wide. We work well together and build on each other's strengths.

- We will seek ways to **diversify funding** through fundraising partners, planned giving program, and increased donor relations.
- We will develop and maintain a **strategic communications** plan.
- We will recognize the leadership of **indigenous communities** in protecting their traditional lands.
- We will seek to maintain a high **bilingual standard** for all programs.
- We will continue to develop existing **partnerships** and form new partnerships with community organizations.







Nature NB

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