## CLIMATE RESILIENT COMMUNITIES



# STRATEGIC PLAN 2026 - 2028



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Our Youth Climate Collective students and interns learning about climate justice at workshops around the Bay Area.

## **EXECUTIVE SUMMARY**



Climate Resilient Communities (CRC) was founded in 2016 to ensure that under-resourced communities—those on the frontlines of climate change—are also at the forefront of solutions.

Born out of East Palo Alto and rooted in cultural fluency and deep community trust, CRC has evolved into a leading regional voice for equitable climate resilience. Its model centers on empowering those most impacted by climate threats to lead the work of adaptation through resident-driven programs and neighborhood Climate Change Community Teams (CCCTs). This 2026–2028 Strategic Plan charts CRC's next phase of impact. It arrives at a critical moment: climate threats are intensifying while federal support is shrinking. At the same time, regional opportunities—from local climate legislation to increased funder interest—are expanding. CRC's deep roots, trusted relationships, and community-first model make it uniquely positioned to lead. This plan strengthens CRC's ability to meet urgent needs while preparing for sustainable, long-term growth.









Our community enjoying time outside with Measure AA projects.

## **Our Four Strategic Priorities**

- Invest in the Infrastructure That Powers the Next Chapter

  Strengthening core systems such as HR, finance, governance, and planning—
  alongside building staff capacity—ensures CRC can sustain high-quality program delivery and responsibly scale to meet community needs.
- Advance a Culture of Collaboration and Equity

  Embedding CRC's values across internal practices and leadership structures will align its organizational culture with its community impact, deepening collaboration across staff, board, and partners.
- Strengthen Programs for Impact, Learning, and Local Leadership

  Providing clarity and support across program areas—particularly the Climate
  Change Community Teams (CCCTs)—will deepen effectiveness, improve alignment, and position CRC to advance with learning and local leadership.
- Build a Sustainable and Diverse Funding Base

  Establishing long-term financial resilience through diversified, multi-year, and unrestricted support will enable CRC to sustain its work, scale with care, and adapt to external uncertainties.

Together, these priorities chart CRC's growth from a grassroots initiative into an enduring community anchor. This plan protects what makes CRC distinct—its values, trust, and model—while building the internal strength needed to scale with care. With urgency, humility, and a steadfast commitment to equity, CRC is ready to meet this moment and help shape a more resilient, community-led climate future.







Installing no-cost rain gardens and water cisterns at community members' homes to mitigate climate change impacts..

## AN OVERVIEW OF CRC

Climate Resilient Communities (CRC) was founded in 2016 to meet a clear and urgent need: under-resourced communities like East Palo Alto were on the frontlines of climate change but excluded from planning and policy decisions. CRC emerged from that gap—as a homegrown response rooted in lived experience, cultural fluency, and deep community trust. Over the past decade, CRC has evolved from a small grassroots initiative into a leading regional voice for equitable climate resilience, with active programs in East Palo Alto, Belle Haven, North Fair Oaks, East San Jose, Alviso, San Bruno, and South San Francisco.

At the heart of CRC's work is a simple but powerful belief: those closest to the problem must be central to the solution. CRC's model—anchored by Climate Change Community Teams (CCCTs), resident leadership, and cross-sector collaboration—translates this belief into practice. Programs across housing, green infrastructure, disaster readiness, youth leadership, and climate and resilience education are all designed with, by, and for frontline communities.

This 2026–2028 Strategic Plan reflects both CRC's growth and the moment we are in. As climate threats intensify and federal support fluctuates, trusted community-rooted organizations like CRC are more vital than ever. This plan charts a course to deepen CRC's neighborhood-level impact, strengthen its organizational infrastructure, grow financial resilience, and expand its role as a regional thought leader. It also affirms what has always made CRC distinct: a commitment to advancing racial and environmental justice through relationships, not prescriptions—and through local power, not top-down mandates.





Ensuring communities are prepared for disaster with Resilient Readiness workshops.



## **Our Mission**

At Climate Resilient Communities, we seek to empower community voices, to implement frontline and locally-led climate solutions for unity, resilience and justice that result in immediate & tangible improvements in the lives of our residents.











Reaching communities through Resilient Leadership to inform local policy change.

## **Our Vision**

A future where under-resourced communities are empowered to take action to stay safe in the face of climate change impacts.

#### We seek to:

- Advocate for community-driven strategies and priorities
- Increase collaborative efforts with cities and community leaders
- Engage communities directly in climate change planning
- Secure financial support to implement community-based solutions providing opportunities for residents
- Mainstream environmental justice & climate change in schools and youth programs



## **Our Values**

## Equity

We advance racial and environmental justice by centering those most impacted by climate change. We work with communities—not for them—and cocreate solutions that reflect their needs and priorities.

## Responsiveness

We act with the urgency this crisis demands—without compromising care. Our approach balances immediate action with thoughtful planning to ensure sustainable and community-led impact.





## Dignity

We lead with empathy and humility, honoring cultural knowledge and lived experience. We meet people where they are, build trust through long-term presence, and foster mutual respect in all we do.

## Community Leadership

We believe those closest to the issues must lead. Our methodology elevates local voices, invests in grassroots leadership through CCCTs, and ensures inclusive decision-making and shared ownership.





Conducting Community Vulnerability Assessments in Belle Haven, Gilroy, and San Bruno to inform project priorities.



# Our Model in Action: Climate Change Community Teams (CCCTs)

At the center of CRC's approach is its signature initiative: the Climate Change Community Teams (CCCTs). These cross-sector neighborhood teams—made up of residents, community leaders, nonprofit partners, and youth—are not advisory groups; they are drivers of program design and decision-making.

Active in East Palo Alto, Belle Haven, North Fair Oaks, East San Jose, Alviso, San Bruno, and South San Francisco, CCCTs guide CRC's work from the ground up. Every project is developed in consultation with these teams, with regular check-ins to share progress, gather feedback, and adapt as needed. CCCTs identify community priorities, help shape outreach strategies, and lead implementation efforts. In turn, CRC supports team members with capacity-building and leadership development to ensure residents are equipped to advocate for the solutions they envision.

This is CRC's methodology in action: not top-down planning, but cocreation through trusted local leadership. It's what makes CRC's model replicable—and resilient.







## STRATEGIC CONTEXT

# Opportunities and Imperatives for the Next Chapter

Frontline communities across the Bay Area are facing intensifying climate threats—rising heat, flooding, wildfire smoke, and displacement—compounding long-standing social and health inequities. In East Palo Alto, for example, the January 2023 storms overwhelmed creeks and storm drains, inundating already vulnerable neighborhoods. Meanwhile, political headwinds are eroding key resources: in early 2025, CRC lost \$1.4 million in anticipated federal funding due to rollbacks in national climate programs, part of a broader defunding of \$260 million across California.

Despite these challenges, CRC remains a trusted anchor. With deep community roots and a track record of responsive, culturally fluent programming, CRC is increasingly recognized as a model for equitable, community-led climate resilience. Residents actively participate in programs like home upgrades and disaster preparedness workshops, which underscore strong demand and trust. As state and local climate legislation accelerates, CRC's work is more essential than ever.

In early 2025, CRC launched a strategic planning process to respond to mounting external pressures and emerging opportunities. Through staff and board engagement, community input, and collaborative workshops, the organization surfaced key insights to guide its next chapter. These insights—shaped by climate urgency, political volatility, and community-driven momentum—now inform the strategic priorities that will direct CRC's work from 2026 through 2028.



Youth Climate Collective participants learning from immersion in nature.



## Community Trust as a Cornerstone of Impact

CRC's greatest strength is the deep trust it has earned in frontline communities like East Palo Alto, Belle Haven, and North Fair Oaks. This trust—rooted in long-term presence, cultural fluency, and a track record of delivering results—enables CRC to reach and engage residents in ways others cannot. Community members don't just participate in programs; they shape them. Whether through home upgrades, disaster readiness, or youth engagement, residents see CRC as a partner, not a provider.

As interest in CRC's work grows regionally, sustaining this trust remains paramount. Every program, partnership, and expansion must reinforce—not dilute—community leadership. CRC's effectiveness depends on staying grounded in the voices and priorities of those most impacted by climate threats. Going forward, CRC will continue to "lead with community," ensuring residents remain co-creators of solutions, not passive recipients.

## Aligning Infrastructure with Growth

CRC has evolved from a small, grassroots organization into a trusted leader in community resilience. But while programs and partnerships have grown rapidly, internal systems—finance, HR, data, and planning—haven't always kept pace. Staff are stretched thin, often managing complex programs without the tools and support they need to operate efficiently or sustainably.

This plan prioritizes strengthening CRC's organizational backbone. That means investing in the systems, staffing, and decision-making structures that enable scale without burnout. By aligning internal capacity with external impact, CRC will be better equipped to deliver high-quality programs, adapt to changing needs, and steward resources responsibly to ensure the organization is as resilient as the communities it serves.

## Culture as a Driver of Effectiveness and Equity

CRC's internal culture is both a reflection of its values and a key driver of its impact. A team that feels heard, supported, and aligned with the mission is better positioned to advance equitable work on the ground. During the planning process, staff highlighted the need for clearer communication, more inclusive leadership, and stronger alignment between CRC's values and internal practices.

In response, this plan outlines concrete steps to strengthen CRC's culture: embedding equity in HR policies, improving feedback mechanisms, and fostering a climate of mutual care and accountability. Culture isn't just a "nice to have"—it's a strategic asset. By investing in the team, CRC ensures it can sustain its work over the long term and model the justice-centered values it promotes in the world.

## Strategic Focus: Depth Before Breadth

As CRC's visibility has increased, so have invitations to bring its programs to new cities and neighborhoods. Across the Bay Area, there is growing recognition that CRC's community-led model delivers meaningful results—and that many other communities are in urgent need of similar resilience strategies. Yet CRC's leadership remains committed to a "depth before breadth" approach. While the climate crisis calls for widespread action, scaling too quickly could risk diluting quality or eroding the community trust that is central to CRC's impact.

This strategic plan emphasizes deepening engagement in CRC's core partner communities— East Palo Alto, Belle Haven, North Fair Oaks, East San Jose, Alviso, San Bruno, and South San Francisco—before pursuing further geographic growth. The focus is on strengthening existing programs, ensuring initiatives like the Climate Change Community Teams (CCCTs) and youth leadership efforts are refined, fully resourced, and documented as replicable models. Any future expansion will be selective, paced, and grounded in authentic local partnerships. With this disciplined approach, CRC aims to scale its impact without compromising its principles—preserving the integrity of its work and the relationships that make it possible.





Addressing urgent needs through our Minor Home Repairs program



To meet growing demand and navigate funding uncertainty, CRC must strengthen its financial foundation. Like many nonprofits, CRC has historically relied on project-based grants and delayed reimbursements, which create cash flow challenges and limit flexibility. The sudden loss of a major federal grant in 2025 underscored the urgency of a more resilient approach.

CRC is now prioritizing long-term financial sustainability. This includes diversifying revenue streams, growing unrestricted and multi-year support, and adopting true-cost budgeting practices. With better tools for financial planning and reserve-building, CRC will gain the stability to invest confidently in strategic priorities—and continue serving as a trusted partner to communities, even in volatile times.

## Positioned for Regional Leadership

CRC's community-led model is increasingly seen as a blueprint for equitable climate adaptation. With a track record of trust-building, service delivery, and systems thinking, CRC is well positioned to expand its influence beyond direct service and into regional strategy and policy. Already an equity lead in collaborative efforts across San Mateo and Santa Clara counties, CRC brings frontline perspectives to the table—ensuring that local realities shape regional responses.

Over the next three years, CRC will strengthen its role as a thought leader and connector—sharing lessons, informing public policy, and championing approaches that center community voices. Its dual identity as a trusted grassroots partner and credible institutional collaborator gives it unique leverage to bridge gaps between residents and decision-makers. By deepening this role, CRC aims to shape a Bay Area climate agenda where equity isn't an add-on—it's the foundation.





Gathering community perspectives through workshops and focus groups.

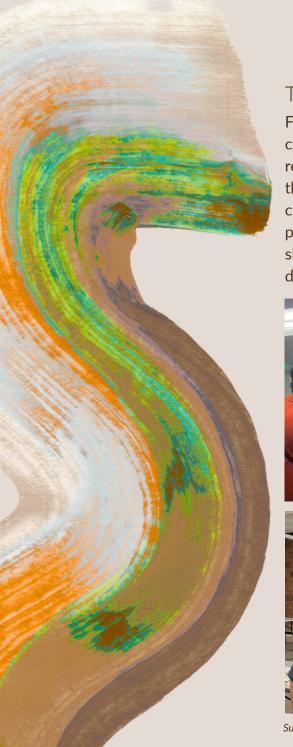
# CRC'S THEORY OF CHANGE

#### **Foundation Programs Outputs Impact Outcomes Climate Change** Completed home Improved health, **Community Teams** Frontline-led upgrades and air safety, and (CCCTs) improvements climate everyday resilience resilience **Resilient Homes** Installed rain gardens, Greater trust and cisterns, and shade civic engagement infrastructure Policy aligned with community **Resilient Adaptation** CRC's work. CCCTs needs Trained youth leaders Stronger local emerging from climate leadership educational cohorts Equitable access **Resilient Education** to resources and Equipped households power Community with emergency kits Priorities in policy and readiness training & planning Values **Resilient Readiness** Climate justice Equity **Operational CCCTs** embedded in Care active in targeted local systems Regionally front-line Community neighborhoods resident-led model Resilient Leadership Leadership

CRC's Theory of Change is rooted in the belief that lasting climate resilience must be led by frontline communities.

By deeply engaging residents through Climate Change Community Teams (CCCTs), equipping them with tools and training, influencing institutions to reflect community-defined priorities, and embedding equity and local leadership into public systems, CRC shifts power and resources toward those most affected.

This approach strengthens community capacity, transforms planning and policy, and builds a climate resilience model that is just, durable, and driven by those closest to the challenge.



### The Problem

Frontline communities—those hit first and worst by climate change—are too often excluded from decision-making, underresourced, and forced to navigate systems not designed with their needs or voices in mind. While the Bay Area faces rising climate threats, the communities most affected still lack the power, investment, and recognition to lead. Without systemic shifts in who drives climate policy and resilience planning, these disparities will deepen.









Supporting communities in their climate resilience efforts through CCCTs.

Foundation: Climate Change Community Teams (CCCTs)

At the heart of CRC's approach are Climate Change Community Teams (CCCTs)—cross-sector neighborhood groups made up of residents, youth, community leaders, and organizers. These teams are more than advisory bodies; they are the driving force behind CRC's work, ensuring that every program is rooted in lived experience, cultural knowledge, and authentic community leadership. CCCTs identify climate needs, codesign priorities, and lead action on the ground, making them the true foundation of CRC's model.

## Programs & Activities

Through this foundation of trust and grassroots engagement, CRC advances climate resilience across five key program areas:

**Resilient Homes** delivers air filters, solar installations, and structural upgrades that improve home health, safety, and energy security.

**Resilient Adaptation** transforms neighborhoods with green infrastructure—like rain gardens, tree canopies, and stormwater systems—that reduce environmental harms and beautify public spaces.

**Resilient Education** cultivates youth leadership and climate literacy through culturally relevant curriculum, peer learning, and mentorship.

**Resilient Readiness** equips households with emergency kits and preparedness training to build collective response capacity.

**Resilient Leadership** supports grassroots campaigns, elevates community voices in decision-making, and shifts policy toward justice.

Together, these programs build local capacity, influence institutions, and embed climate equity into the fabric of public systems—paving the way for a future where frontline communities are not only resilient, but powerful agents of change.







Providing community members with essential preparedness resources such as air purifiers, portable fans, crank radios, and more.

## Outputs, Outcomes, and Impact

CRC's strategic activities—guided by community priorities and powered by its programmatic pillars—produce tangible outputs that strengthen resilience in frontline neighborhoods. These include the physical delivery of upgrades and infrastructure, capacity-building initiatives, and the development of community leadership networks.

### For example:

- Home upgrades and indoor air quality improvements that mitigate immediate health and safety risks
- Installed green infrastructure such as rain gardens, cisterns, and cooling shade systems to address environmental stressors
- Cohorts of trained youth climate leaders emerging from education and leadership programs
- Distributed emergency kits and hosted disaster preparedness workshops to build household readiness
- Policy proposals co-developed with community members and strategic partners
- Operational Climate Change Community Teams (CCCTs) embedded in priority neighborhoods













CRC's leadership and coalition-building with regional partnerships.

These outputs are designed to catalyze short- to medium-term outcomes that move beyond one-time interventions and build lasting capacity:

- Improved day-to-day health, safety, and resilience for families living on the frontlines of climate change
- Greater trust in CRC as a legitimate, communityrooted organization that delivers results with integrity
- Strengthened civic engagement and leadership pathways, especially for youth, residents, and historically excluded voices
- Community priorities reflected in institutional agendas and public policy decisions
- Recognition of CRC's model as a regionally relevant and scalable approach to communityled climate resilience



Sharing CRC's vision with local supporters at our Forward Together event.

These outcomes are essential stepping stones toward the long-term impact CRC envisions:

- Climate resilience that is defined and driven by frontline communities
- Governance and planning systems that are responsive to the lived experiences and expertise of local residents
- More equitable distribution of climate infrastructure, funding, and decision-making power
- A cultural and political shift toward climate justice embedded in how cities and regions plan, invest, and govern

This trajectory—from tangible neighborhood outputs to systemic shifts—illustrates CRC's commitment to climate solutions that are both rooted and transformative.





Tabling at community events to share resources and information with residents.

## Assumptions & Core Values

CRC's Theory of Change rests on the belief that transformative climate resilience must be driven by those most affected. We assume that frontline communities are not just beneficiaries—they are leaders, strategists, and co-creators of systems change. We believe that equity-centered, community-led approaches are essential to shifting the structural drivers of climate vulnerability.

These foundational assumptions guide every aspect of CRC's strategy:

Frontline communities hold the knowledge and leadership to design lasting climate solutions.

Community voice and lived experience must guide all climate adaptation strategies.

Equity, care, urgency, and community leadership must be practiced internally and externally.

The systems that produce climate vulnerability must be reshaped through resident power.

We are guided by four core values that shape how we work:

Equity - Racial and environmental justice are central.

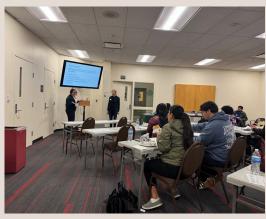
Dignity - We meet people where they are.

Responsiveness - We act now with intention.

Community Leadership - We work with communities, not for them.









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CRC'S STRATEGIC PRIORITIES 2026-2028

Climate Resilient Communities (CRC) is stepping into its next chapter with purpose and clarity.

Rooted in community trust and powered by a growing team, CRC has developed a strategic plan that addresses the growing urgency of climate impacts, increasing regional demand, and the need to strengthen internal systems.

These priorities reflect where CRC will focus over the next three years. Each priority highlights what CRC will do and what success will look like by 2028.





CRC Board Members Jerry Hearn and Pam D. Jones speaking about their time with CRC and our work.

# Invest in the Infrastructure That Powers the Next Chapter

Grow intentionally—investing in systems, staff, governance, and collaborative planning practices that foster alignment, well-being, and long-term community impact.

### Why it Matters:

CRC's rapid growth is a testament to its deep community trust and the urgent demand for its programs. But like many mission-driven organizations that evolve from start-up to established changemaker, CRC now faces a pivotal inflection point. The systems and structures that supported early growth must be upgraded to sustain long-term impact. Without this internal investment, even the most effective programs can falter under the weight of unclear processes, uneven workloads, and under-resourced operations.

Making the leap from an emergent organization to a sustainable one requires deliberately strengthening the organizational backbone—core functions like HR, finance, governance, planning, and internal communications that underpin effective and scalable mission delivery. This includes building out core operations, introducing equitable planning and budgeting practices, and creating the conditions for staff to thrive. Equally important is investing in board development to ensure CRC's governance structure evolves alongside the organization. As CRC grows, it will require an active, engaged board that understands its roles and responsibilities, is structured for strategic oversight, and is aligned with organizational values.

In short, CRC's work has moved beyond its early stages—it's essential. Investing in infrastructure and governance now ensures CRC can keep pace with community needs, scale with care, and remain a trusted, high-impact organization well into the future.



Board member Iliana Nicholas addressing CRC's stakeholders.

### By 2028, CRC Will:

- Strengthen operations leadership and build internal HR and finance capacity.
- Implement clear planning and true-cost budgeting tools across all programs to ensure financial transparency and equitable resource allocation.
- Expand and support the Board of Directors with clear expectations, updated terms of service, and active strategic committees.
- Maintain a minimum six-month operating reserve, with a long-term goal of reaching 9-12 months depending on organizational growth and cash flow stability.
- Achieve >80% staff satisfaction in annual surveys on role clarity, support, and alignment with CRC's mission.

# Advance a Culture of Collaboration and Equity

Strengthen equity-centered norms, leadership practices, and shared decision-making structures that deepen collaboration across staff, board, and community.

## Why it Matters:

The strength of any organization lies in its people. Staff are the backbone of CRC's mission—and sustaining their well-being, voice, and leadership is essential to delivering lasting impact. Yet, in service-oriented work, care is often extended outward at the expense of inward investment. Nonprofit studies consistently show that organizations with strong, inclusive cultures retain talent longer, build more resilient teams, and deliver more effective programs.

CRC's staff have called for greater clarity, transparency, and inclusion—particularly in how decisions are made and how communication flows across teams. Building a thriving, equity-centered culture is not just a "nice-to-have"; it's a core driver of impact. When staff feel recognized, supported, and empowered, they are more engaged, innovative, and able to meet the needs of the communities CRC serves.

As CRC grows, so must its internal practices. Living its values inside and out—by modeling power-sharing, inclusive leadership, and cultural humility—ensures that CRC can continue to lead with integrity and resilience in the years ahead.

## By 2028, CRC Will:

- Facilitate the co-creation of an organizational identity statement rooted in inclusive norms and shared leadership, and develop a clear, equity-centered decision-making framework that defines roles, responsibilities, and authority across all levels of the organization.
- Establish clear channels for upward feedback, including pulse surveys, exit interviews, and regular team reflections.
- Integrate the organizational identity statement and equitycentered decision-making framework into onboarding, evaluations, and leadership practices.
- Achieve >80% staff agreement in annual surveys on alignment with CRC's values and feeling supported in their role.





Sharing information with community members at partner events.

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# Strengthen Programs for Impact, Learning, and Local Leadership

Sharpen strategy by deepening high-trust programs, focusing emerging efforts, and elevating the CCCT model as a core pillar of community-led climate resilience.

### Why it Matters:

CRC's programs are deeply trusted and in high demand—residents actively seek services like Resilient Homes upgrades, youth education, and disaster preparedness workshops. Community members across East Palo Alto, Belle Haven, North Fair Oaks, East San Jose, Alviso, San Bruno, and South San Francisco have consistently called for deeper investment, especially in CRC's signature model: the Climate Change Community Teams (CCCTs). These neighborhood-based teams of residents, youth, and community leaders anchor CRC's work in lived experience and local priorities.

To meet rising demand and fulfill its mission, CRC must strengthen what is already working and clarify the vision for what's next. This means codifying and resourcing the CCCT model as a fully supported program with dedicated staff and budget. It also means deepening the organization's high-impact core offerings—Resilient Homes, Resilient Adaptation, and Resilient Education—while intentionally defining the scope, staffing, and community reach of Resilient Readiness and Resilient Leadership.

At the systems level, CRC addresses a persistent gap in climate policy: the exclusion of frontline communities from decision-making. Rather than adapt to systems that overlook them, CRC seeks to transform them—ensuring local leadership drives climate planning, resource allocation, and long-term resilience.

### By 2028, CRC Will:

- Operate at least seven active and fully resourced CCCTs guiding local resilience strategies.
- Adopt a shared theory of change and logic model across all programs.
- Launch an internal annual impact and learning report—a staff-led tool designed to synthesize program insights, elevate community feedback, and guide continuous improvement across CRC's work.
- Scale proven models strategically, while protecting trust and quality in current communities.

# Build a Sustainable and Diverse Funding Base

Expand multi-year, unrestricted support and grow new revenue streams – ensuring the long-term resources needed to meet community needs, invest in innovation, and scale impact with care.

## Why it Matters:

CRC is approaching fundraising not just as a necessity but as a strategic imperative that reflects and reinforces its values. Historically reliant on short-term, restricted grants and reimbursement-based government funding, CRC has faced cash flow volatility, limited flexibility, and growing administrative burdens. These challenges are common among frontline-serving organizations—and CRC is determined to chart a more resilient path.

CRC recognizes that long-term impact requires long-term investment. It is intentionally shifting toward a more diverse and sustainable revenue model, grounded in trust-based philanthropy, multi-year commitments, and a mix of funding streams that include unrestricted support, individual giving, and values-aligned earned income opportunities. This approach ensures that CRC can protect its community-first priorities, retain mission clarity, and remain nimble in a changing policy and philanthropic landscape.







 $Approaching \ funding \ through \ personal \ conversations \ and \ larger \ fundraising \ events, \ bringing \ community \ and \ donors \ together.$ 

Moreover, CRC understands that financial strategy is about more than revenue. It is about aligning resources with community needs, investing in innovation, and building the infrastructure required to scale with integrity. A strong development function—including board engagement, donor stewardship, and strategic communications—will allow CRC to grow without compromising the care, quality, and trust at the heart of its work. The loss of major federal funding serves as a cautionary tale: in an increasingly polarized and uncertain climate policy environment, values-aligned resourcing is both urgent and existential. Now is the time to build a financial foundation that can sustain CRC's vision for climate justice and community resilience well into the future.





Bringing CRC's work and mission to more audiences.

## By 2028, CRC Will:

- Increase annual revenue to over \$2 million by 2028, with a cumulative fundraising goal of \$5 million across the strategic period.
- Ensure at least 30% of annual income comes from unrestricted sources, providing critical flexibility to invest in long-term priorities.
- Establish a Board Development Committee and expand the Board to at least 10 active members reflecting community diversity.
- Launch donor engagement efforts and pilot earned income opportunities that are aligned with CRC values.

These four strategic priorities work in concert. Together, they provide the foundation for CRC to continue its essential work—supporting communities on the frontlines of climate change, fostering local leadership, and building a just, resilient future for all. With this plan as our guide, CRC is poised to deepen impact, nurture trust, and advance a more just, climate-resilient Bay Area.





Educating the next generation of climate justice advocates through the Youth Climate Collective.

## SUPPORT OUR WORK

Stay involved with CRC and help support our \$5 million campaign to defend our communities.

### Contact us:

Violet Saena, Founder and Executive Director violet.saena@crcommunities.org

Cade Cannedy, Director of Programs cade.cannedy@crcommunities.org

Pierre Sherrill, Chief of Staff pierre.sherrill@crcommunities.org

Kamille Lang, Director of Outreach & Engagement kamille.lang@crcommunities.org

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