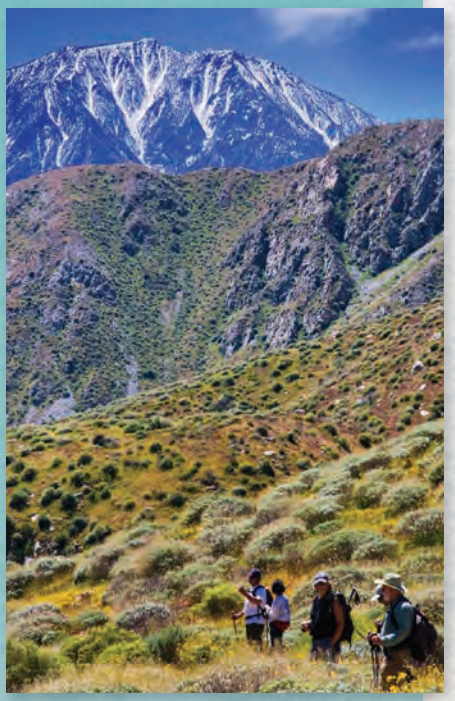
Strategic Plan 2022-2024

CALIFORNIA WILDERNESS COALITION

The California Wilderness Coalition (CalWild) protects and restores the state's wildest natural landscapes and watersheds on public lands. These important wild places provide clean air and water, refuges and habitat connections for plants and wildlife, immense cultural values, outstanding opportunities for recreation and spiritual renewal, and are important tools in addressing climate change. CalWild is the only statewide organization dedicated solely to protecting and restoring the wild places and native biodiversity of California's public lands.



Establishing our Theory of Change

CalWild believes in and is committed to the democratic process. Our success comes through availing ourselves of democracy's most fundamental concept: responding to the wishes and desires of the people.

Our theory of change is that through the direct engagement and empowerment of local public land advocates of all stripes, we can effect change at the local, regional, state and federal levels. CalWild's role is to help identify where public lands advocates' tools and capacity aligns with an immediate or medium-term political opportunity. It is our belief that local people and local elected officials are the best advocates for protecting lands and waters in their area. Our job is to provide the knowledge, technical support, and connections to make that a reality.

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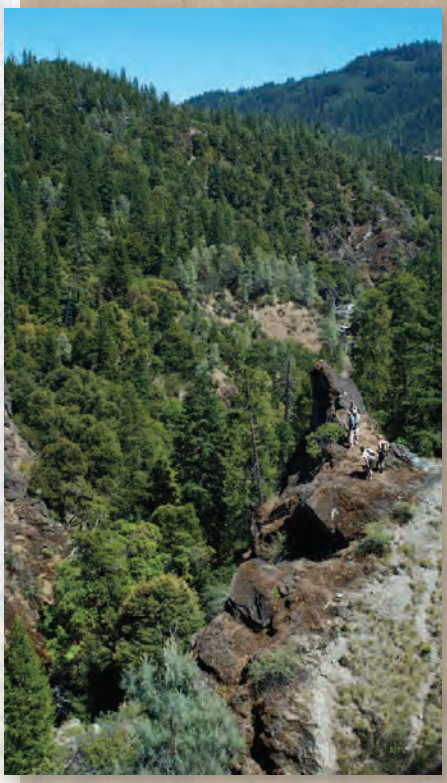
Programmatic Goals for the next three years (2022-2024)

1. **Develop new tools and capacities for furthering conservation on California's public lands**
    1. Grow our work to further develop the state's interest and capacity to weigh in and shape federal public land management and protection
    2. Develop greater expertise and become the go-to organization for issues related to federal public lands management
    3. Strategically utilize new or rarely used protections that may have greater political possibility of success, back-stopping state designations/statements, and possibly state action on state lands



2. **Grow our capacity to train, mentor, and support other groups and individuals in their local protection or conservation campaigns**
    1. Develop the tools, structures, and systems to provide training and resources to empower more local organizations and activists
    2. Develop more formal partnerships (e.g.- MOUs, joint-grants, etc) to grow our areas of work and expand our reach while embodying our values as outlined in our Public Lands Equity and Resilience Program.

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