



2025 Strategic Plan

The White River Partnership (WRP) adopted a five-year Strategic Plan in November 2025 to update the 2020 Strategic Plan.

WRP mission:

Bring together people and local communities to improve the long-term health of the White River and its watershed.

WRP vision:

We envision a White River watershed in which:

- Individuals understand the watershed concept and the need for watershed restoration and stewardship;
- Community members, businesses, schools, organizations, and governments work together to make informed decisions that protect and improve watershed health for present and future generations; and
- Our collective actions protect and improve water quality, fish and wildlife habitat, flood resilience, and recreational river access.

Strategic objectives

External:

- Community engagement = Coordinate hands-on education and stewardship activities to raise awareness about watershed issues and to build support for watershed restoration and stewardship
- Watershed restoration = Identify and implement priority on-the-ground projects to protect and improve water quality, fish and wildlife habitat, flood resilience, and recreational river access

Internal:

- Organizational administration = Upgrade and integrate fundraising and nonprofit management systems
- Membership = Expand efforts to build support for watershed work

5-year goals:

Please see 5-year goals for each strategic objective on the attached table.

WRP 5-year goals table

Type	Strategic objective	Program	5-year goals
External	Community engagement	Community outreach	Build support for watershed work at the local level
		Program reports	Share program accomplishments and recognize partners annually
		School-based education	Engage schools in hands-on, river ecology education programs
		River cleanups	Coordinate and engage volunteers in annual river cleanups
		Swim Smart monitoring	Coordinate and engage volunteers in annual water quality monitoring program
		White River Water Trail (WRWT) Stewardship	Coordinate and engage volunteers in annual WRWT stewardship activities
		Wild & Scenic designation	Explore Wild & Scenic designation for the White River
		Emerging opportunities	Explore/develop new programs that fit within WRP mission/capacity
	Watershed restoration	Assessments	Gather/analyze field data to identify/prioritize restoration projects
			Gather/analyze water quality data to identify pollution sources
		Project development	Garner support for priority projects on public/private land
		Barrier removals	Design, implement, and monitor priority barrier removal projects
		Buffer restoration	Prep for, install, and maintain priority native tree plantings
		Habitat restoration	Design, implement, and monitor priority habitat restoration projects
		WRWT improvements	Install and maintain recreational access improvements at priority WRWT sites
		Emerging opportunities	Explore/develop new projects that fit within WRP mission/capacity

Type	Strategic objective	5-year goals	Objectives
Internal	Organizational administration	Diversify/expand funding sources to improve financial resilience	Diversify grant-based fundraising to support multi-year project cycles
			Expand donor-based fundraising to support community engagement work
		Upgrade systems to enhance accountability and build redundancy	Upgrade and integrate nonprofit management systems
			Upgrade and integrate Board governance systems
	Membership	Implement a community outreach plan to build support for watershed work	Coordinate regular communications utilizing existing/new tools
			Maintain regular contact with individuals and groups engaged in Community Engagement and Restoration programs
			Coordinate annual events, including the annual meeting
			Coordinate one-time events, including 30th anniversary programming
			Integrate annual fundraising campaigns as part of community outreach plan
			Develop/implement strategies to support staff efforts; integrate new strategies in Board governance systems