



2025-2030 STRATEGIC PLAN

Working Towards Environmentally Healthy
Communities

Action Chelsea for the Respect of the Environment (ACRE)

Introduction

Over its 25-year history, Action Chelsea for the Respect of the Environment (ACRE) has evolved as an environmental advocacy and policy organization, adding the role of a land trust. We manage 11 properties with the total area of 365 acres, thanks to the generous support of individual donors, funding organizations, members, and volunteers. In 2023, we hired a full-time Program Manager to support our growth and operations. However, we remain primarily a volunteer-driven, community-based organization. ACRE contributes locally to the global biodiversity framework's aim of conserving 30% of land by 2030. To effectively meet stakeholder expectations, make meaningful contributions, and sustain our growth, it is essential that we clarify our strategic focus. This 2025-2030 strategic plan serves as our blueprint, guiding us toward continued success in fostering a sustainable future for our planet's biodiversity and ecosystems. The plan was developed through two strategic planning sessions involving board members, key volunteers, and staff, preceded by a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.

Our mission

ACRE protects the ecological integrity of lands and waters in the Municipality of Chelsea and other Outaouais municipalities that surround Gatineau Park.

Our approach

- We protect natural areas by acquiring properties and managing them for the long term, with the aim of preserving natural areas, protecting ecosystems and the environment, and promoting healthy outdoor living in Chelsea and other communities surrounding Gatineau Park.
- We encourage the understanding of the significance of environmental protection and the improvement of the ecological integrity of lands, which is essential for the quality of life in the region.
- We promote public education, awareness and events related to conservation and environmental protection.
- We work with municipal governments to strengthen and enforce environmental laws, regulations, and policies.



1. ORGANIZATIONAL
RESILIENCE AND
STABILITY

GOAL: ACRE IS A RESILIENT AND SUSTAINABLE ORGANIZATION WITH DIVERSE FUNDING STREAMS, STRONG BOARD GOVERNANCE, AND EFFECTIVE INTERNAL COMMUNICATIONS.

Enhance our financial position by implementing effective fundraising methods and sourcing new fundraising opportunities to support full-time staff, stewardship activities, and land acquisition.

Strengthen organizational stability by improving board recruitment, diversity, and inclusiveness, enhancing corporate memory retention, and developing a robust succession planning strategy.

Improve organizational efficiency and health by implementing appropriate policies, streamlining procedures, and enhancing internal communications.



2. LAND ACQUISITIONS
AND STEWARDSHIP

GOAL: ACRE ACCELERATES LAND PROTECTION THROUGHOUT CHELSEA, LA PÊCHE, AND THE PONTIAC, WHILE ENSURING THAT ALL OUR LANDS ARE STEWARDED TO MAINTAIN AND ENHANCE THEIR CONSERVATION VALUES.

Significantly protect four to five ecological corridors identified by the National Capital Commission, connecting to Gatineau Park, by acquiring lands that are highly rated according to ACRE's prioritization criteria.

Ensure that ACRE's land stewardship program maintains and enhances conservation values, through the support of the stewardship committees.

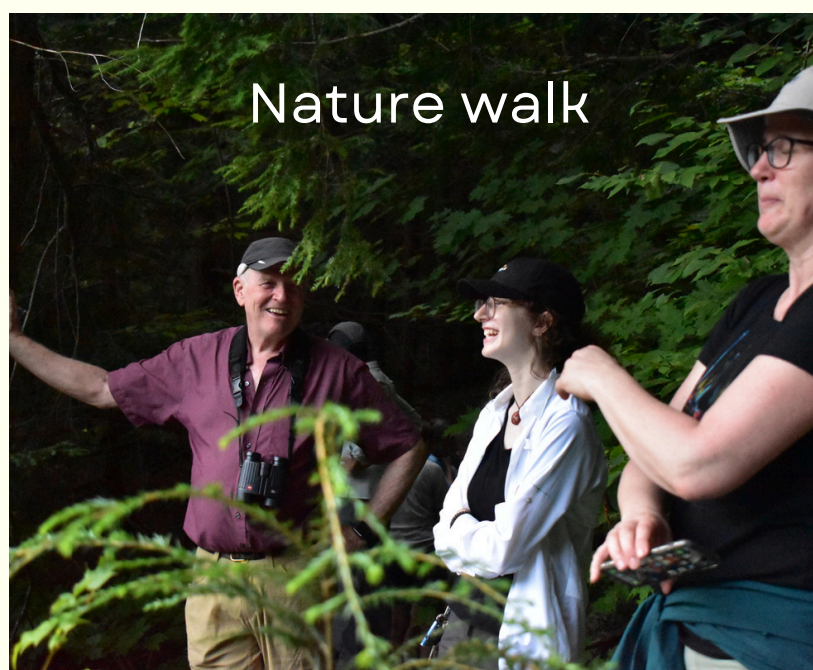
3. ENVIRONMENTAL PROGRAMS

GOAL: ACRE INFLUENCES CONSERVATION ACTION THROUGH PUBLIC EDUCATION AND BY LEVERAGING INITIATIVES LED BY LOCAL PARTNERS.

Offer public lectures and other educational programs aimed at raising awareness and supporting our goals.

Maintain collaboration with other local and regional organizations with similar mandates and explore opportunities to increase our conservation impact.

Seek meaningful opportunities to collaborate with Indigenous communities and organizations.



4. COMMUNITY ENGAGEMENT

GOAL: ACRE MAINTAINS COMMUNITY ENGAGEMENT AND SUPPORT FOR ITS WORK.

Continue to support and empower volunteers, including youth, to become actively engaged in ACRE's work.

Maintain a high level of community support through robust communications, clear messaging, a keen focus on community needs, and the ongoing excellence of our initiatives.

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