

STRATEGIC PLAN

2026 - 2030



The Elk River watershed, in the southwest slope of the Canadian Rocky Mountains, faces growing climate change and land-use pressures that endanger its values and uses. The Elk River Alliance (ERA) works with the community to protect its future. We are an established non-profit organisation that takes a collaborative approach to watershed stewardship. Working across the community, including with Yaqit ʔa·knuqti 'it First Nation, local partners, industry, and governments, we build shared knowledge and take collective action for watershed health.



Vision

A resilient Elk River watershed sustaining all communities and living things through shared stewardship.

Mission

Unite, inspire and act with the Elk River community to care for the watershed.

Relationships

Through trust, respect, and collaboration with ʔakanuxunik' (the people of Yaqit ʔa·knuqti'it First Nation) and other Ktunaxa and First Nation peoples, local communities, governments, and industry, we share knowledge and expertise.



Stewardship

Healthy water is the foundation of all life and we hold ourselves accountable as watershed caretakers.



Core Values

Learning

Diverse ways of knowing, including science, Indigenous knowledge, and lived experience are pathways to deeper understanding.

People

Team wellbeing, growth, and empowerment are essential to achieving our mission.



Transparency

Open and clear communication of our activities and measurable impact brings people together through a principled, fact-based voice.

Impact Goals

Over the next 5 years, we will work to advance...

- > Ecosystem resilience to the cumulative effects of land use and climate change.
- > Reliable knowledge to guide watershed stewardship and decision-making across the Elk Valley.
- > Watershed literacy across the Elk Valley community.
- > Inspired and empowered people to care for the Elk River watershed.
- > Partnership and shared stewardship with Yaqit ʔa·knuqti 'it First Nation and Ktunaxa people.
- > Watershed health through fair, effective decision-making and accountability.



Impact Strategies

Over the next 5 years ERA will...

- > Collect and interpret watershed data, and Indigenous and local knowledge that informs river stewardship and decision-making.
- > Improve Elk River health through on-the-ground restoration with measurable outcomes.
- > Educate the community through our watershed outreach programs.
- > Promote safe and environmentally responsible use of the Elk River.
- > Deepen partnerships and shared stewardship with Yaqit ʔa·knuqti 'it First Nation and ʔakanuxunik'.
- > Participate in watershed discussions, influencing watershed impactors and users by providing the community with reliable, fact-based information and analysis.
- > Promote responsible watershed decision-making and explore pathways to collaborative watershed governance.

Organizational Goals

Over the next 5 years, we will...



- > Create a strong organizational culture.
- > Build organizational capacity to match our ambitions.
- > Diversify and grow sustainable financing sources for programs and organizational needs.
- > Deliver effective oversight and accountability.
- > Grow a strong, engaged membership and volunteer base.



Organizational Strategies

Over the next 5 years ERA will...

- > Prioritise staff wellness, respectful relationships, and collaboration.
- > Maintain a diverse and competent Board representing the Elk River community.
- > Recruit and retain talented staff and undertake professional development.
- > Match staff capacity and available funding to program scope, maintaining core activities while staying receptive to new opportunities and community needs.
- > Secure long-term grant funding for our programs.
- > Focus fundraising strategy on local and regional business, foundations, and sustained individual donors.

Internal

- > Demonstrate measurable impact and value of our work to the community.
- > Create meaningful and engaging opportunities for our volunteer base.
- > Expand organisation membership.
- > Leverage partnerships to strengthen capacity and amplify program reach.

External

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