SBC
SUSTAINABLE BUSINESS COUNCIL

2020 STRATEGIC PLAN

Advancing a vibrant local economy built on sustainable practices.

Looking Foward

The Sustainable Business Council is a 501c3 educational nonprofit and member organization. It envisions a prosperous, collaborative community that fulfills the promise of the triple bottom line: a healthy society, economy, and environment.

Throughout its history, SBC has delivered sustainability education, especially about buying local, to Missoula businesses and consumers. It has provided support, local promotion, and sustainability resources for its members. Nationally renowned speakers have brought expertise to Missoula's community through the Annual Lecture series, and local experts and business owners share theirs in Sustainability Shots. We have covered a lot of ground on a lot of different issues.

Recently, we have found that Missoulians are hungry for answers and solutions to waste and recycling issues in Missoula. SBC saw evidence of this after launching a campaign dedicated to Moving Missoula Toward Zero Waste. From this point on, the SBC community continued to express an enormous interest and need for more education, resources, and work being done to move our community toward zero waste.

In response to our own assessment of Missoula's most pressing needs and through community feedback, the SBC is happy to announce continued attention and work toward **Moving Missoula Toward Zero Waste**. Look for upcoming programs and initiatives speaking to this challenge.

5 YEAR VISION GOALS (2020)

PROGRAMS

In 5 years, the SBC is a recognized leader in sustainability in Montana; Montanans know who we are and what we do. SBC is delivering high quality programs, initiatives, campaigns, services, etc. that have measurable impact.

FUNDRAISING

In 5 years, SBC's budget meets annual program and operational needs ($300,000 projection). Funding sources are sustainable, diverse and SBC has a reserve fund for emergencies and special projects.

MEMBERSHIP

In 5 years, SBC's net membership is increasing by 5% annually; members are engaged and they understand the value of membership in SBC.

HUMAN RESOURCES

In 5 years, SBC has 4-5 staff members (or sufficient number to effectively carry out programs and operations), including an Executive Director who has served at least 2 years. Wages, policies, office, etc. are in place to retain staff.

3 YEAR STRATEGIC GOALS (2018)

MEMBERSHIP

In 3 years SBC has written membership policies and procedures; there is an annual membership meeting; membership increases by 9 members each year; membership benefits are clearly defined.

FUNDRAISING

In 3 years, SBC will have, and be implementing annual, written fundraising plans that include membership income, individual and major gifts, grants, fees for service, and events.

PROGRAMS

In 3 years, the SBC has identified programmatic areas of focus based on established criteria such as: alignment with mission, impact on identified needs/fills a community gap, and impact on organizational financial sustainability; SBC has developed and begun delivering programs based on established criteria.

HUMAN RESOURCES

In 3 years, SBC's staff has an Executive Director and at least one other staff member; staff is receiving a living wage and benefits. In 3 years, office space needs for SBC will have been evaluated and acted on for 2018; space will accommodate current staff in 2018 and human resources growth in 5-year strategic plan.

PROGRAM FOCUS (2015): TOWARD ZERO WASTE

We thrive on working with Missoula's community to as we strive towards these goals. **How will you get involved?**

- Become an SBC Member
- Subscribe to our weekly eNewletters
- Donate to the SBC
- Provide feedback, support, & suggestions
- Volunteer or join an SBC Board Committee

The Sustainable Business Council's full 2020 Strategic Plan is available upon request.