



Our Mission

The mission of SBR is to foster collaboration that enables our member businesses to create, build and act on sustainability goals, grow prosperity, and promote healthy communities.

Our Vision

Our vision is to grow and support an environmentally and economically resilient community that prioritizes the well-being of current and future generations.

The Western New York Sustainable Business Roundtable (SBR) was founded on Earth Day, 2014. We have experienced significant growth in the past seven years and now proudly support roughly 70 members, an annual revenue of over \$100,000, a working Board of Directors (BOD), a full-time Executive Director and 30+ active volunteer committee members. Members enjoy comprehensive educational programming on a monthly basis, networking opportunities, reputational benefits from participation and much more.

As it did for many, the COVID-19 pandemic brought new opportunities and challenges our way and gave us a chance to reflect on what has worked well in the past and where we'd like to go in the future. This prompted the BOD to develop SBR's first Strategic Plan for 2021-2025, completed in May 2021 after 6 months of engagement.

Drawing from member and BOD surveys, as well as input from SBR committees and previous planning sessions, we identified SBR values, analyzed our strengths and weaknesses, evaluated current and potential future service offerings and stakeholders, and assessed our organizational capacity and financial stability. The resulting Plan is a living document that provides a vision for what success looks like and sets a roadmap for the BOD, staff, and committees to identify and pursue priorities in the best interest of our membership and continued organizational sustainability.

The following reflects key components of the Strategic Plan. Thank you to all of our members who helped inform its development.

Our Values

- Stewardship
- Prosperity
- Equity
- Collaboration



Where We Are in 2021

SBR currently offers three principal benefits to our members:

1. Networking, Collaboration & Co-Creation of WNY's Sustainable Future
2. Connection to Knowledge & Practical Resources
3. Recognition & Rewards

Through our year-round in person and virtual programming, our members not only gain valuable knowledge on a range of business sustainability topics, from implementing basic sustainability practices to more in-depth approaches and programs, but also have the opportunity to collaborate with like-minded individuals and to influence the WNY sustainable business agenda through events, committee work and networking.

SBR is actively working to recognize threats to our organization and shore up our weaknesses, including prioritizing key tasks and remaining vigilant of scope creep with a board of directors who are challenged by competing commitments and focusing on regional industry and business sectors that offer the greatest capacity to mitigate climate change. SBR is also committed to applying a specific focus on small and medium enterprises, as well as disadvantaged and minority and/or women-owned business enterprises (DBE/MWBE). SBR has identified opportunities to capitalize on, such as member and geographic expansion through increased Board promotion and leverage funding within clean energy and climate resilience and adaptation efforts, which will increase our member experience and promote our five year vision.

Where We Are Going: 2025 Vision

By 2025, SBR will be financially stable from its diversified funding streams and increased membership via geographic expansion and membership category expansion. SBR programming will include educational seminars across diverse topics, engaging member challenges, and networking events, as well as include active advice on member sustainability plan development and sustainable event planning and execution. Further, SBR's recognition program will have expanded to engage the C-suite audience and by convening past and potential future recognition awardees. Lastly, in addition to an Executive Director, SBR will have grown in staff and internship programming to support our most critical needs: fundraising and communications. Moving forward, diversity, inclusion, and equity will be a lens through which SBR addresses operations and programming, and will seek to acknowledge and dismantle any inequities within our policies, systems, programs, and services.

To realize the 2025 Vision, the BOD has developed key activities and short term goals within four key areas: financial, membership, programming and people. The bullets below are examples of key activities, and the following page shows a time line of short term action items.

- Grow organizational capacity
- Diversify funding
- Expand membership base
- Improve member engagement
- Define service offerings
- Enhance communications and recognition



Short Term Action Time Line (by the end of 2022)

JUNE 2021

MEMBERSHIP: Celebrate awarded projects in paid advertisements.

AUGUST 2021

PROGRAMMING: Develop 2-year Communications Plan.

PEOPLE: Add part time staff. Start by looking into getting 1-2 AmeriCorps paid volunteers. Plan & Execute annual volunteer appreciation gift in connection with SBR's annual meeting 2021, including recognition of volunteer star of the year (2022 and onwards) - nominated by COM chairs.

OCTOBER 2021

MEMBERSHIP: Initiate conversations with past recognition applicants - awarded and not awarded projects - to collect feedback. Create proposals for membership expansion: geographic reach and category type; amend by-laws based on decisions. Create one fun member challenge/year.

PEOPLE: Bring together SBR Alumni.

DECEMBER 2021

FINANCIAL: Establish annual fund campaign, including communications and intersection with other fundraising efforts.

MARCH 2022

MEMBERSHIP: Initiate conversations with non-members to get a better understanding of what in our value prop resonates with them and what's missing. Provide greater awareness and support to increase submissions for annual membership application and recognition.

PROGRAMMING: Plan & execute annual Sustainable Business Summit.

MAY 2022

MEMBERSHIP: Celebrate awarded projects in paid advertisements.

PROGRAMMING: Plan & execute annual Sustainable Business Summit.

PEOPLE: Bring together SBR Alumni.

AUGUST 2022

PEOPLE: Plan & Execute annual volunteer appreciation gift in connection with SBR's annual meeting 2021, including recognition of volunteer star of the year (2022 and onwards) -nominated by COM chairs.

OCTOBER 2022

PEOPLE: Bring together SBR Alumni.

DECEMBER 2022

FINANCIAL: Applied for 10-15 grants per year: including research, prioritization, BOD support. Prospect 200 individual donors for small gifts (avg. \$50). Identify & establish relationships with potential funders.

MEMBERSHIP: Expand membership ensuring that 25% constitutes DBE/MWBE.