

## VALUES

### **Credibility**

The Freshwater Forum offers accurate, scientifically grounded and timely information and resources to diverse residents of the Great Lakes region and beyond.

### **Relevance**

The Freshwater Forum maximizes its impact by presenting the most current resources and information available, then connecting those resources and information to daily actions that have a direct effect on the health of the surrounding Great Lakes Basin environment.

### **Inclusiveness**

The Freshwater Forum promotes diversity and access to all people regardless of backgrounds, beliefs, socioeconomic standing or ethnicity.

### **Connection**

The Freshwater Forum connects residents to local opportunities for further engagement, learning and action in support of Great Lakes environmental advocacy through our network of partners, friends and affiliated colleagues.

### **Sustainability**

The Freshwater Forum is committed to responsible management, relationships with donors and ongoing self-evaluation focused on performance and real-world impact.

## Our Vision

Healthy, flourishing Great Lakes for all generations to come.

## Our Mission

To educate, motivate and promote stewardship for the health and conservation of the Great Lakes among all citizens, particularly those living inland of the Great Lakes coastlines.

## Strategic Goals

### Engagement

Foster meaningful advocacy for the Great Lakes Basin through scientifically accurate exhibits, programs, hands-on experiences, conversations and digital resources that help connect our daily decisions to the health of the Great Lakes Basin.

### Education

Provide exhibitions, programs and experiences that educate residents of all ages and backgrounds to the impact of their daily actions on the environmental health of the Great Lakes Basin, both now and in the future.

### Research

Utilize environmental science research as a means to educate learners of all ages and backgrounds to the cause-and-effect nature of their actions and the actions of others upon the Great Lakes Basin environment.

### Public Advocacy

Encourage a desire to protect and proactively advocate for the environmental health of the Great Lakes Basin among all residents of the region and provide resources, connections and relationships to do so.