



# Save The River / Upper St. Lawrence RIVERKEEPER® Strategic Plan 2015 – 2018 - Summary

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## Mission

**Save The River is a non-profit, environmental organization whose mission is to restore, preserve and protect the ecological integrity of the Upper St. Lawrence River through advocacy, education and research.**

## Vision

**Save The River envisions a healthy Upper St. Lawrence River that provides safe drinking water, is home to a thriving range of indigenous species and supports sustainable economic activity.**

## Core Value

**The River is a commons to be nurtured and passed on undiminished for future generations to share.**

## Strategic Goals

- 1. Advocate for policies and actions that restore, protect and preserve the River and its watershed.**  
*Since 1978 Save The River has been the leading environmental advocacy group fighting for the ecological integrity of the St. Lawrence River, first against year-round navigation, then expansion of the Seaway to accommodate larger ships. Save The River continues to campaign for stronger protections against invasive species through stringent ballast water regulations, increased planning and training to deal with shipping emergencies and advocate for a modern water levels plan for Lake Ontario and the St. Lawrence River.*
- 2. Raise awareness through education and research programs to empower and inspire action.**  
*An educated public is essential to the protection, restoration and preservation of the St. Lawrence River. Save The River will continue to participate in and support research into issues of significance to the River and its watershed. We will also continue to develop and deliver education programs that teach students and adults about the fragility of the St. Lawrence River and the importance of protecting it.*
- 3. Identify threats to the River and take appropriate action to remedy them.**  
*Save The River will be vigilant to emerging threats to the River and will respond as appropriate. As a member of the Waterkeeper Alliance, Save The River will advocate for compliance with environmental laws, respond to citizen complaints, identify problems affecting the Upper St. Lawrence River and devise appropriate remedies to address the problems.*
- 4. Engage people within the Upper St. Lawrence River watershed.**  
*An engaged public is essential to the protection, restoration and preservation of the St. Lawrence River. Save The River will pursue techniques and strategies, with other organizations as appropriate, to inform, engage and mobilize the public about issues of importance to the Upper St. Lawrence River.*
- 5. Develop sufficient capacity to efficiently and successfully fulfill our mission.**  
*Save The River's 2015 – 2018 Strategic Plan is an ambitious set of initiatives the attainment of which require Save The River to have a broad membership base, adequate financial resources, sound administrative and board practices and procedures, and to have strong collaborative relationships with other individuals and organizations working on water protection and other issues of importance to the restoration, preservation and protection of the St. Lawrence River.*

