

ZEED STRATEGIC PLAN

2022-2027

MISSION

Awakening a connection to Wild Life with everyone in the Pacific Northwest.

VISION

We envision a future where all people in our communities are engaged in the care and protection of nature.

VALUES

Passion
Courage
Belonging
Compassion
Trust
Collaboration

COMMUNITY

We prioritize relationships with all communities by growing our partnerships, creating meaningful connections and actively reducing barriers to access.

WILD LIFE SUSTAINABILITY

We engage people in the care and protection of nature by taking a collaborative approach to identifying and addressing the challenges facing Wild Life and their ecosystems, both in expert human care and the wild.

ONE TEAM

Achieving our ZEED mission is dependent upon building a strong team and positive, trusting relationships. We commit to investing in each other by developing the team, attracting diverse talent, supporting kindness and compassion, fostering open and safe communication, and cultivating our shared values to encourage the journey and inspire hope.

ENVIRONMENTAL FOOTPRINT

We aim to continually recognize our environmental impact and the ways in which we are interdependent with the environment and our communities. We inspire our community to do the same, understanding that our combined efforts have the greatest potential for success.