

**Vision:**

An aspirational statement/description of what the future will look like because of the work of the organization.

Examples:

- We envision a nation that marshals its resources to assure that all children have an equitable and promising future –a nation in which all children thrive. (W.K. Kellogg Foundation)
- A world where the diversity of life thrives, and people act to conserve nature for its own sake and its ability to fulfill our needs and enrich our lives. (The Nature Conservancy)
- The vision of Ducks Unlimited is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever. (Ducks Unlimited)
- WCS envisions a world where wildlife thrives in healthy lands and seas, valued by societies that embrace and benefit from the diversity and integrity of life on earth. (Wildlife Conservation Society)

**Current ENRTF Vision:**

- All Minnesotans have an obligation to use and manage our natural resources in a manner that promotes wise stewardship and enhancement of the state's resources for ourselves and future generations. The Environment and Natural Resources Trust Fund is a perpetual fund that provides a legacy from one generation of Minnesotans to the many generations to follow. It shall be used to preserve, protect, restore, and enhance all of the bountiful, rare, and threatened natural resources that are the collective heritage of every Minnesotan. It shall also be used to nurture a sense of responsibility by all and to further our understanding of Minnesota's resource base and the consequences of human interaction with the environment.

**New ENRTF Vision Options:**

We envision:

1. Minnesota's environment and natural resources are healthy, diverse, productive, and resilient.
2. Minnesota's land, water, wildlife, and people thrive in sustainable harmony.
3. Minnesota's lands, waters, fish, and wildlife are plentiful, healthy, resilient, and appreciated for their intrinsic value as well as the benefits they provide us all.
4. All Minnesotans use and manage our environment and natural resources in a manner that promotes wise stewardship and enhancement of the state's resources.
5. All Minnesotans enjoy healthy and thriving lands, water, and wildlife wisely managed for the benefit of all life.
6. A healthy, resilient environment with diverse natural resources, for all.
7. Minnesota is a leader in innovation, growth, and sustainability of its environment and natural resources.
8. Emerging and ongoing changes to the health and prosperity of Minnesota's environment and natural resources, and all Minnesotans who benefit from them, are continually being addressed through innovative and impactful efforts.

**Mission Statement:**

A general statement of the purpose of the organization and what it does to achieve the vision.

**Examples:**

- The Minnesota Land Trust protects and restores Minnesota's most vital natural lands in order to provide wildlife habitat, clean water, outdoor experiences and scenic beauty for generations to come. (Minnesota Land Trust)
- To develop research-based solutions that can reduce the impacts of aquatic invasive species in Minnesota by preventing spread, controlling populations, and managing ecosystems; and to advance knowledge to inspire action by others. (Minnesota Aquatic Invasive Species Research Center)
- To instill a connection and commitment to the environment in people of all communities through experiential learning. (Osprey Wilds Environmental Learning Center)
- Ducks Unlimited conserves, restores, and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people. (Ducks Unlimited)
- WCS saves wildlife and wild places worldwide through science, conservation action, education, and inspiring people to value nature. (Wildlife Conservation Society)

**Current ENRTF Mission Statement:**

The mission of the Environment and Natural Resources Trust Fund is to ensure a long-term secure source of funding for environmental and natural resource activities whose benefits are realized only over an extended period of time.

## **New ENRTF Mission Statement Options:**

The mission of the Environment and Natural Resources Trust Fund is:

1. To preserve the environment for future generations through dedication, ingenuity, and unwavering commitment, so that all Minnesotans reap the benefits of a vibrant natural world while ensuring its enduring legacy.
2. To protect Minnesota's wild wonders and build resilient communities.
3. To ensure the wise stewardship of Minnesota's natural abundance and a thriving future by funding efforts to protect, conserve, preserve, and enhance the state's air, water, land, fish, wildlife, and other natural resources.
4. To ensure Minnesota's environment and natural resources are more protected, conserved, preserved, and enhanced than they were yesterday.
5. To invest in Minnesota's future through equitable funding of environment and natural resources projects that ensure resilient, sustainable, and productive natural communities and recreational opportunities for generations to come.
6. To invest in Minnesota's environment and natural resources to build understanding and catalyze action around their equitable protection, preservation, and improvement for all of us.
7. To fund efforts that catalyze generational change or paradigm shifts, improving the manner in which we use, protect, understand, and enjoy Minnesota's natural resources.
8. To fund environmental and natural resource projects that best protect, conserve, preserve, and enhance Minnesota's public air, water, land, fish, wildlife, and other natural resources.
9. To catalyze efforts that secure and preserve Minnesota's natural resources, natural beauty, and recreational lands for current and future generations.
10. To catalyze innovative solutions, expanded knowledge, and unprecedented action to protect, conserve, preserve, and enhance Minnesota's air, water, land, fish, wildlife, and other natural resources.
11. To inspire actions that preserve Minnesota's natural heritage and provide for the wise use of its natural resources and enrich the lives of all Minnesotans.
12. To spearhead innovative solutions for a resilient and sustainable future, where nature thrives alongside humanity in Minnesota.
13. To empower communities and foster knowledge to protect, conserve, preserve, restore, and enhance Minnesota's natural resources and environment.
14. To champion bold action to ensure healthy ecosystems, abundant life, and equitable access to nature's benefits in Minnesota.
15. To address emerging and ongoing challenges to the health and prosperity of Minnesota's environment and natural resources with efforts that originate from, and benefit, all Minnesotans.
16. To be inclusive in Minnesota's outdoor recreational opportunities and preserve the land, air, and water for future generations.
17. To create and support the most healthy, diverse, productive, equitable, and resilient environment and natural resources exist for all wildlife, ecosystems, and people in Minnesota.
18. To nurture a sense of responsibility by all for understanding the impacts of human interaction on the environment and for protecting Minnesota's natural resources for their intrinsic, rather than consumptive, value.