

STRATEGIC PLAN

2024 - 2027



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ABOUT US

MISSION

Dream in Green's mission is to empower individuals, especially youth, to lead in the response to climate change and other environmental challenges facing South Florida.

We assist diverse organizations, including schools, households, local governments and businesses to reduce their environmental footprint.

HISTORY

Dream in Green (DIG) was founded in 2006 to address the unique environmental challenges that threaten the future viability of South Florida, with the mission of empowering individual responses to climate change.

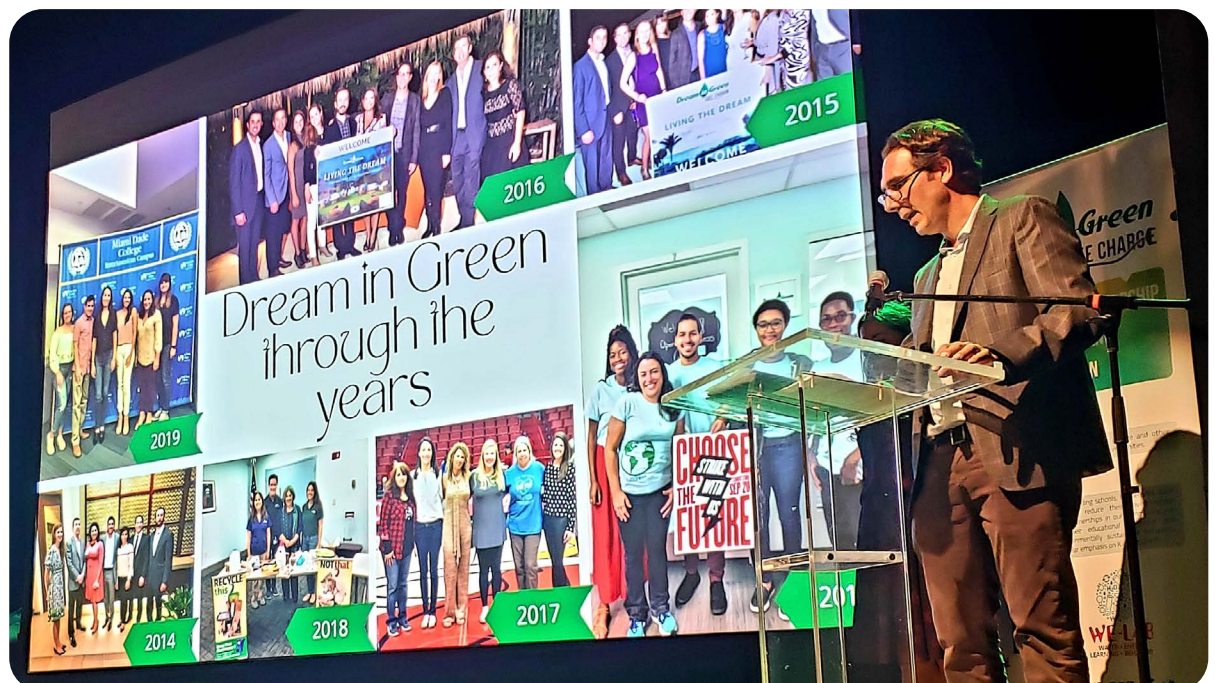
The organization's founders shared a passion for environmental sustainability. They recognized that schools could serve as fertile ground to shape a community committed to environmental stewardship by harnessing young minds' imagination, creativity, and enthusiasm.

Through establishing partnerships in our community, we develop, implement and oversee educational programs and workshops that promote environmentally sustainable behaviors among all age groups, with a particular emphasis on K-12 students.

Dream in Green's flagship platform, the Green Schools Challenge, provides dedicated sustainability education to K-12 students in public, private, magnet and charter schools across South Florida one of the most at-risk communities to the impacts of climate change in the country.

The program began in three schools and has since grown to serve over 130 schools each year in Miami-Dade County, the 3rd largest school district in the nation.

Dream in Green is now expanding to neighboring counties, including Broward and Palm Beach Counties to serve South Florida.



VISION

To ensure a sustainable community through environmental stewardship. ♻️



VALUES

Responsibility 🏠

- 🕒 We foster a culture that values personal and community responsibility for the environment.

Leadership 📢

- 🕒 We strengthen teachers' and students' ability to understand, analyze, and develop solutions in preparation to lead in their implementation.

Teamwork 👥

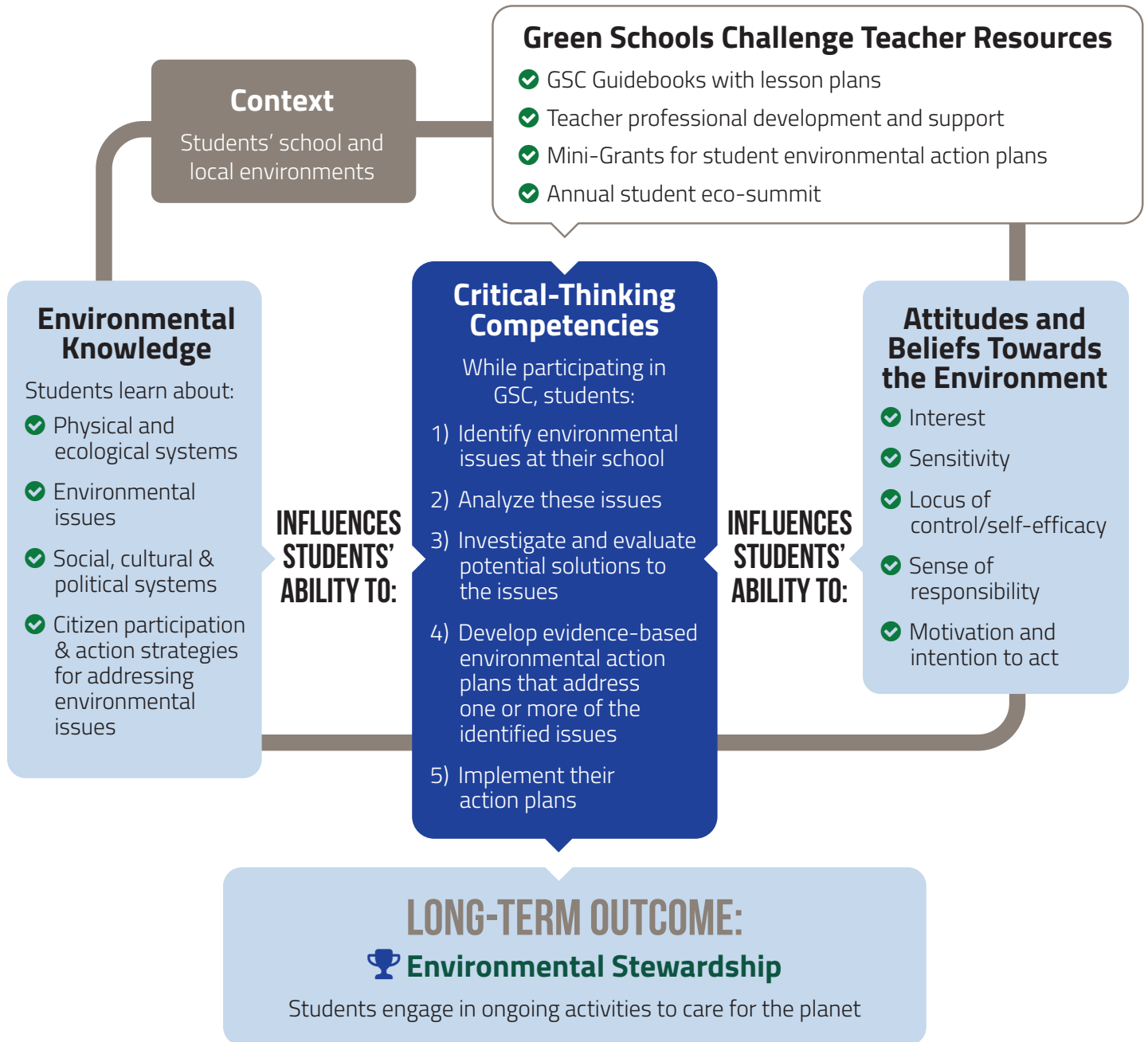
- 🕒 We develop and nurture a community of care and collective impact by actively engaging in collaboration and partnerships.

Engagement 🎯

- 🕒 We spark curiosity, critical thinking, and solutions-based approaches to inspire teachers, students and school communities to action.



THEORY OF CHANGE



Definitions:

Environmental Literacy: Education that aims to help people make informed decisions concerning the environment; is willing to act on these decisions to improve the wellbeing of other individuals, societies, and the global environment; and participates in civic life. This definition treats the primary elements of environmental literacy—the cognitive (knowledge and skills), affective, and behavioral components—as both interactive and developmental in nature. (NAAEE)

Environmental Education: A process that allows individuals to explore environmental issues, engage in problem solving, and take action to improve the environment. As a result, individuals develop a deeper understanding of environmental issues and have the skills to make informed and responsible decisions. (EPA)

Environmentally Responsible Behavior (Environmental Stewardship): Involvement in intentional & habitual behaviors, individually or as a member of a group, that work towards solving current problems & preventing new ones. (NAAEE)

GSC Theory of Change and Logic Model

Adapted from: Hollweg, K. S., Taylor, J. R., Bybee, R. W., Marcinkowski, T. J., McBeth, W. C., & Zoido, P. (2011). Developing a framework for assessing environmental literacy. Washington, DC: North American Association for Environmental Education. Available at <http://www.naaee.net>

HISTORY

MILESTONES & TIMELINE

Year 1: 2006

- ✓ Dream in Green was established as a non-profit.
- ✓ Green Schools Challenge program began with 3 schools.
- ✓ Certificate of Recognition for Miami's First CO2 Emissions Event hosted by Dream in Green from Mayor Manuel A. Diaz, the City of Miami.



Year 3: 2009

- ✓ Sustainable South Florida Award for Green Education & Outreach from the Greater Miami Chamber of Commerce



Year 6: 2012

- ✓ The Green Schools Challenge program was able to register over 100 schools
- ✓ Certificate of Recognition for the Green Schools Challenge Program from Commissioner Michael Gongora, City of Miami Beach



Green Leadership grants

Year 7: 2013

- ✓ The Green Leadership Grants program was added to the Dream in Green Academy
- ✓ The WE-LAB program was created with the support of the EPA and Miami-Dade County's Office of Resiliency



MILESTONES & TIMELINE

Year 9: 2015

- ✓ The Green Schools Challenge program was able to register over 115 schools.
- ✓ Achievement Award from the National Association of Counties for the Water & Energy Learning and Behavior (WE-LAB) Program.



WELCOME



Year 12: 2018

- ✓ The Dream in Green Academy is transformed into 3 separate Green Schools Challenge Curriculums for ES, MS, HS.
- ✓ DIG becomes part of Resilient305 Strategic partners.



Year 15: 2021

- ✓ The Dream in Green Academy simply becomes the Green Schools Challenge and launches in Broward County.
- ✓ DIG launches its Recyclepedia website and application on Android.



Recyclepedia
Waste Made Simple



Year 18: 2024

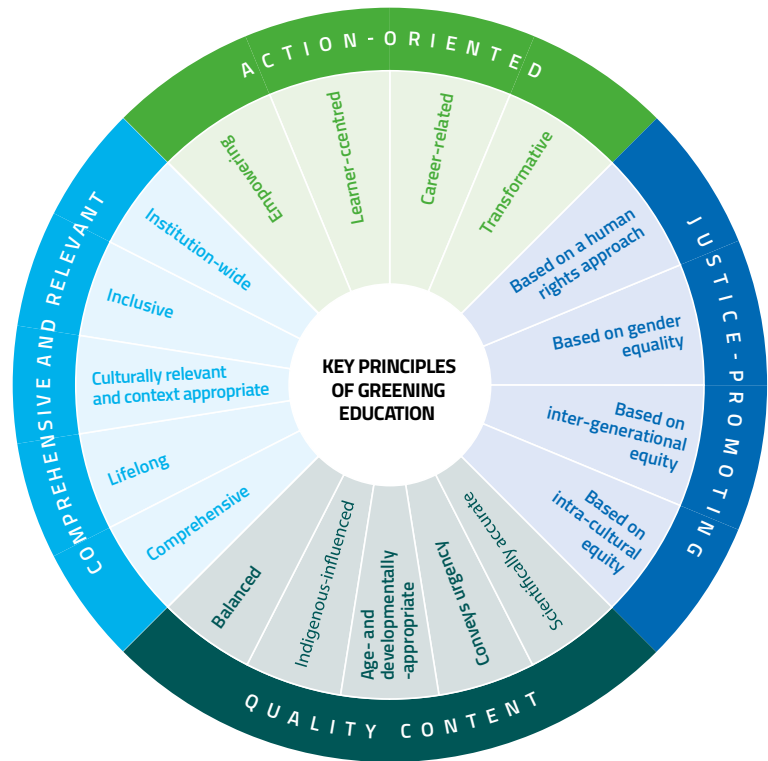
- ✓ The Green Schools Challenge launches in Palm Beach County with the help of the school district.
- ✓ Dream in Green receives a proclamation from M-DCPS.
- ✓ 135 WE-LAB workshops completed in South Florida.





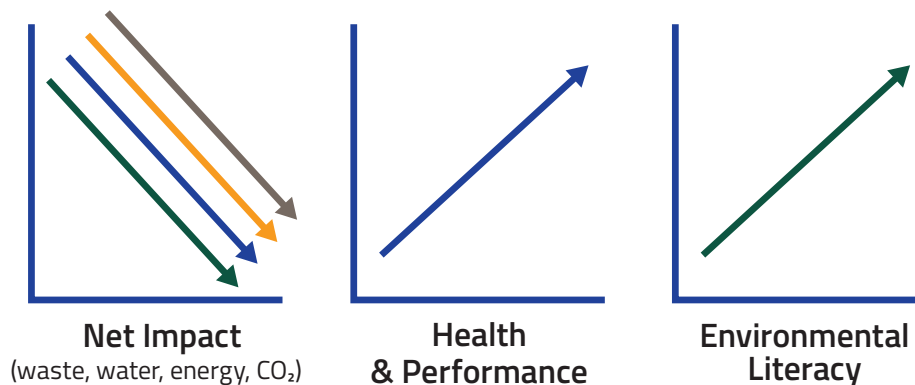
Dream in Green strives to follow proven frameworks that integrate principles and practices that promote sustainability and climate readiness into various aspects of our community.

Our flagship program, the Green Schools Challenge directly follows these best practices to ensure that schools can reduce their ecological footprint, prepare for climate challenges, and implement inclusive, socially just practices.



©Figure above taken from UNESCO's Greening Education Partnership
Greening Curriculum Guidance: Teaching & Learning for Climate Action.

BENEFITS OF GREEN SCHOOLS



©Figure above created by the USGBC's Green Schools Network

PROGRAMS



- ✔ Provides an environmental sustainability curriculum with lessons and activities for Elementary, Middle, and High school levels through a "Train the Trainer" Model.
- ✔ Green Leadership Grants - a program that provides funding for Green Teams to integrate environmental incentives & projects at school level.



- ✔ Workshops and presentations on Water & Energy nexus.
- ✔ Direct services providing recycling and waste reduction tips for homeowners and renters.
- ✔ Creation of Recyclepedia - a website and app that provides recycling information.
- ✔ General Climate Change presentation and relationship to community needs.

CURRENT SERVICE MODEL

Who we serve

- ✔ Green Schools Challenge serves teachers directly and students indirectly in Miami-Dade, Broward, Monroe and Palm Beach County.
- ✔ WE-LAB serves homeowners, renters, and college students.

Geographic Area

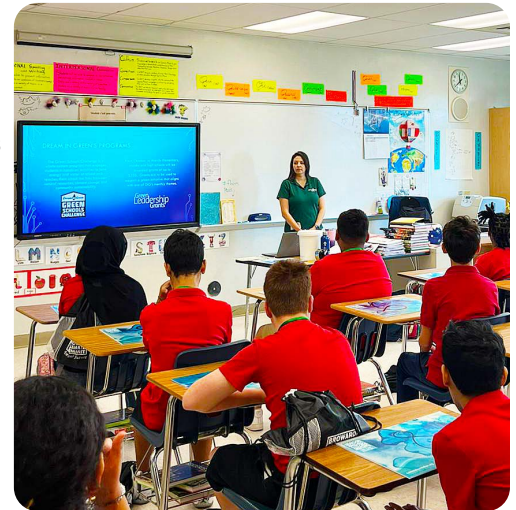
- ✔ South Florida: Miami-Dade, Broward, Palm Beach, and Monroe.
- ✔ Targeting Title 1 schools - federally designated as serving high-need, low-income families.

Impact Measured

- ✔ Satisfaction surveys for teachers participating in GSC at end of year.
- ✔ Pre and Post surveys for WE-LAB attendees - toolkit implementation.
- ✔ Anecdotal stories collected from interns, volunteers, and teachers.

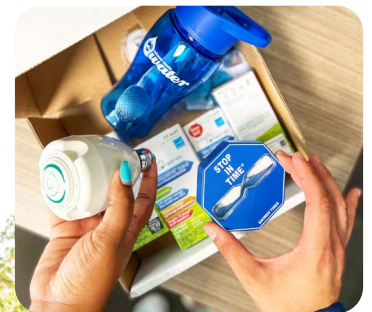
Unique Value

- ✔ Deep understanding of topics & effects of climate change.
- ✔ Adaptability.
- ✔ Local, National, and International resources & varied partnerships.



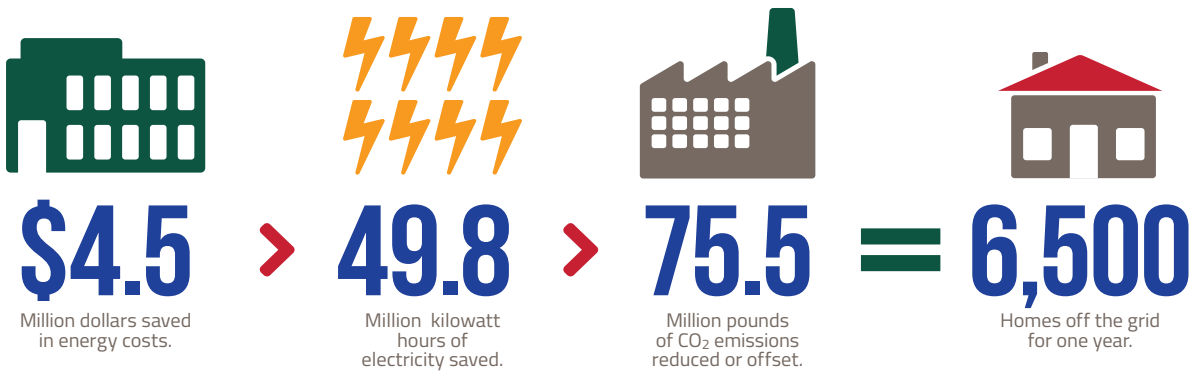
Community Outreach

- ✔ Internship opportunities for students at local colleges and universities (now working with UM and Florida Atlantic University).
- ✔ International fellowships with Community Solutions Program - IREX (US State Department).
- ✔ Volunteer opportunities with Miami-Dade College - Institute for Civic Engagement & Democracy.
- ✔ Tabling and speaking events at festivals, panels, and community events.

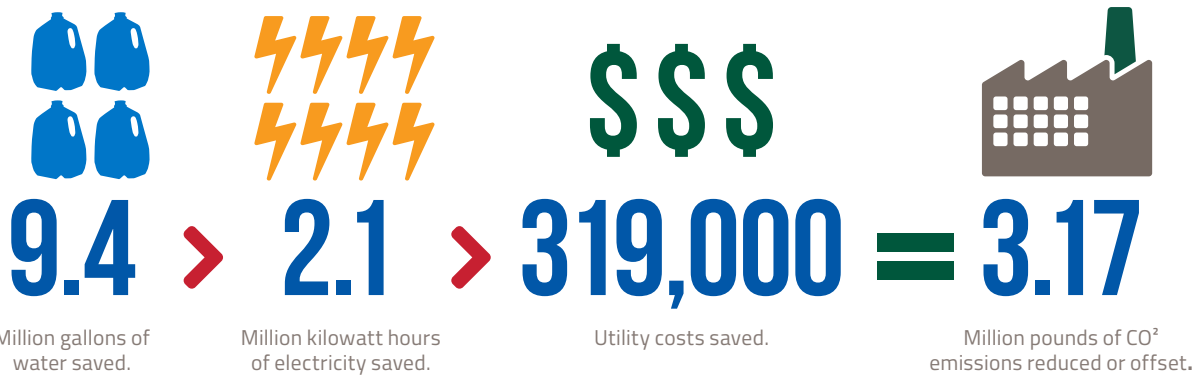


IMPACT TO DATE

Since its inception in 2006, the GSC has saved:



Since its inception in 2013, WE-LAB has saved:





Global Connection

DIG is proud to support the United Nations' pursuit of a more equitable society.

The Sustainable Development Goals (SDGs) are a call for action by all countries - poor, rich, and middle-income - to promote prosperity while protecting the planet.

They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of

social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

Below is quick guide how our programs address the SDGs.



OVERVIEW: GOALS+SUCCESS

Pillar 1

Advancing
Environmental Literacy
for Youth & Families.



The planed roadmap is built around three core pillars and reflects an inclusive planning process—guided by stakeholder interviews, a board retreat, a prioritization exercise, and a thorough PEST (Political, Economic, Sociocultural, and Technological) and SWOT (Strengths & Weaknesses, and

External Opportunities & Threats) analysis.

Each strategic pillar includes clear goals, priority activities, and outcome metrics to guide implementation and measure progress over the next three years.

Priority #1:

Strengthen Environmental Literacy in K–12 Education

Goal:

Establish Dream in Green as the leading environmental literacy content partner for school districts in Miami-Dade, Broward, and Palm Beach counties..

Key Strategies::

1. Formalize partnerships with public school districts by building upon the successful MDCPS model and replicating it in Broward and Palm Beach.
2. Expand outreach to Title 1 schools broaden student participation and equity in environmental education.
3. Provide technical assistance and professional development to help teachers integrate environmental literacy into core instruction.
4. Develop and pilot an after-school program model, with curriculum and supplementary content tailored for private and charter schools.
5. Engage in local and state education leadership forums to advocate for environmental literacy integration in curriculum standards.

Success Metrics:

- ✓ Annual enrollment targets in each county, with specific goals for Title 1 schools.
- ✓ At least 80% of participating students demonstrate increased environmental literacy, measured via pre- and post-assessments.

Priority #2

Expand Environmental Awareness and Action for Parents and Communities.

Goal:

Scale the impact of WE-LAB to educate and engage families, municipalities, and community partners.

Key Strategies:

1. Customize WE-LAB workshops for specific community needs, especially front-line communities vulnerable to climate impacts.
2. Develop interactive conservation toolkits for home use, supporting sustainable behavior adoption.
3. Partner with municipalities and local businesses to embed WE-LAB into local sustainability strategies.
4. Integrate the Green School Home Challenge into the Green Schools Challenge to increase family engagement.

Success Metrics:

- ✓ Integrate County-specific goals for WE-LAB workshop delivery.
- ✓ At least 80% of participants pledge to adopt sustainable behaviors based on post-workshop surveys.



Pillar 2

Developing & Strengthening Stakeholder Groups



Priority #1

Enhance Public Engagement + Outreach.

Goal:

Increase Dream in Green's visibility and community engagement across South Florida.

Key Strategies:

1. Create multilingual outreach materials to reach diverse audiences.
2. Partner with local media to highlight participant success stories.
3. Represent Dream in Green at local events, panels, and conferences to engage community leaders and residents.
4. Upgrade the organization's website with interactive tools and educational resources.

Success Metrics:

- ✓ Participation in at least six community events annually across the tri-county region.
- ✓ 30% annual growth in social media engagement.
- ✓ At least five staff-led public speaking engagements per year.

Priority #2

Strengthen and Expand Strategic Partnerships.

Goal:

Deepen collaboration with school districts, municipalities, and nonprofit partners to support scale and sustainability.

Key Strategies:

1. Develop a formal partnership engagement framework (e.g., Letters of Commitment/Understanding).
2. Host an annual partnership summit to align stakeholders and establish long-term commitments.

Success Metrics:

- ✓ Secure formal partnerships with at least 1 new school districts by 2026.
- ✓ Establish 5 new municipal partnerships by 2027.
- ✓ Increase presence at regional and national conferences to support awareness and funding by attending at least 1 regional and 1 national conference a year.



Pillar 3

Ensuring Effective & Sustainable Business Practices

Priority #1

Strengthen Financial Position and Fundraising Capacity

Goal:

Diversify funding sources to ensure long-term organizational sustainability

Key Strategies:

1. Develop a multi-year grant acquisition strategy.
2. Expand corporate sponsorships, particularly within each county.



3. Launch an earned revenue model for private, charter, and after-school programs.

4. Grow revenue through adult-focused programs like WE-LAB.

5. Deepen board involvement in fundraising and donor engagement.

Success Metrics:

- ✓ Increase annual fundraising revenue by 25%.
- ✓ Secure at least 3 multi-year grants by 2027.
- ✓ Build and maintain a 6-month operating reserve.



Priority #2

Recruit and Retain Highly Effective Board Members

Goal:

Build a high-functioning board that supports governance, outreach, and fundraising.

Key Strategies:

1. Launch a structured board training and mentorship program.
2. Create a board engagement plan tied to fundraising and community representation.
3. Establish a Young Professionals Network to cultivate future board leaders.

Success Metrics:

- ✓ Recruit at least three new board members annually with expertise in development or public engagement.
- ✓ Achieve 85% attendance at board meetings.
- ✓ Provide two development opportunities per board member annually.
- ✓ Ensure 100% board participation in at least one fundraising initiative each year.



Priority #3

Recruit and Retain Highly Effective Staff

Goal:

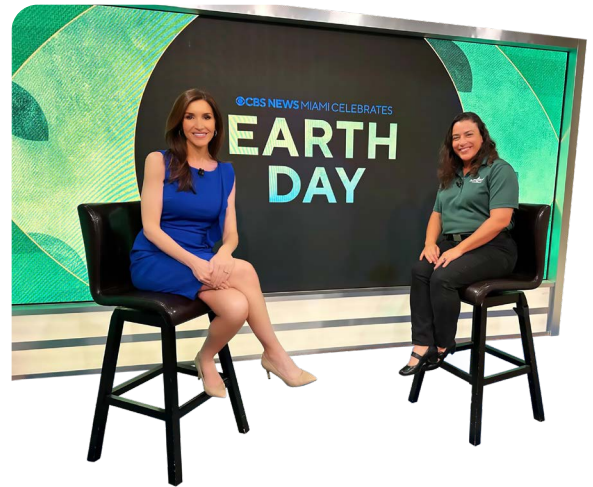
Invest in staff development and retention to ensure consistent, high-quality program delivery.

Key Strategies:

1. Develop individualized professional development plans aligned with organizational goals.
2. Conduct regular wellness and engagement initiatives.
3. Create a leadership pipeline to support succession and internal promotion.
4. Align staff development with board learning to promote cross-functional growth.

Success Metrics:

- ✓ Maintain an annual staff retention rate of 85%.
- ✓ Provide a minimum of two professional development opportunities per staff member per year.
- ✓ Increase staff participation in professional development by 10% annually.



“ Students are more aware of different methods to conserve the natural environment, as well as the different areas that need to be addressed to sustain our communities. It was also good to see students take up the initiative to lead the dream in green endeavor on behalf of our school.

Throughout the year, different groups of our Green Team contributing visually striking and informative pieces, which now serve as a reminder of our education on these topics.

I look forward to next year's challenges and now feel better prepared to participate in more activities. ”

Wilson Rodriguez, Teacher - Jose Marti MAST 6-12 Academy



**Support our mission and help create
a more sustainable South Florida. ♻️**

Together we can educate and empower our community to create lasting change.

DONATE TODAY!



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