

# BEANSTALK PROGRAM

*Strategic Plan*

**2026 – 2056**

---

*Alabama Community Climate Observatory*

Building Community Resilience • Environmental Stewardship • Climate Justice

**OUR NORTH STAR:** Equip Alabama communities with the knowledge, skills, and networks to thrive in the face of climate change — now and for generations to come.

## **MISSION**

To strengthen community resilience through practical skill-building, preparedness education, environmental stewardship, leadership development, and community-powered climate observation.

## **VISION**

A resilient Alabama where every community has the tools, knowledge, and networks to observe, prepare for, and lead solutions to climate challenges across generations.

**Our programming follows a four-stage progression: Learn → Practice → Observe → Lead**

# ONE-YEAR PLAN

2026 | Build Skills & Community

## Strategic Overview

The first year of Beanstalk's strategic plan focuses on laying a strong programmatic and organizational foundation. Success in 2026 means achieving measurable community reach, establishing key partnerships, and assembling the infrastructure that will power ACCO in 2027 and beyond.

**2026 STRATEGIC THEME:** Root Deep — Build the community trust, volunteer networks, and skills base that everything else grows from.

## Strategic Goals

### Goal 1: Expand Community Preparedness

*Deliver consistent, high-quality preparedness programming across Birmingham and surrounding communities.*

- Conduct 12 Preparedness Tours (monthly) across a range of partner sites
- Host 4 Survival Skills Challenges (quarterly) with growing attendance each quarter
- Deliver 6 Deep Dive Skill-Building Workshops on priority topics
- Reach 500+ unique community participants across all programming
- Establish partnerships with at least 8 community organizations

### Goal 2: Strengthen the Volunteer Pipeline

*Grow and diversify the volunteer base that will sustain Beanstalk's long-term growth.*

- Recruit and onboard 50+ new volunteers
- Launch Volunteer Appreciation & Leadership Development programming
- Identify and cultivate 10 potential program leads for future leadership roles
- Document volunteer hours and impact for grant reporting and recognition

### Goal 3: Launch Workforce Development Programs

*Establish the Bean Green internship and apprenticeship pipeline to connect youth to green careers.*

- Launch internship program with at least 5 paid interns
- Partner with 3+ schools or workforce development organizations
- Develop curriculum connecting environmental literacy to career pathways
- Document youth outcomes for future program scaling

### Goal 4: Lay ACCO Groundwork

*Complete all planning, platform scoping, and partnership development needed to launch ACCO in 2027.*

- Conduct Board Retreat to approve ACCO framework and 2027 priorities
- Select technology platform and begin development of ACCO Digital Headquarters
- Identify and confirm 5 pilot monitoring site locations
- Develop Climate Observer training curriculum draft
- Secure initial funding commitments for ACCO launch

### Goal 5: Plan Day Skills Festival 2027

*Evaluate the inaugural festival and design an expanded, improved model for 2027.*

- Conduct post-event evaluation of Day Skills Festival 2026
- Engage sponsors for 2027 festival
- Finalize venue, date, and expanded programming plan
- Recruit volunteer committee for 2027 festival planning

## 2026 Program Calendar

Quarter	Key Programming	Milestone
Q1 (Jan–Mar)	3 Preparedness Tours; Survival Skills Challenge #1; Deep Dive Workshop #1–2	Board Retreat; ACCO platform selection begins
Q2 (Apr–Jun)	3 Preparedness Tours; Deep Dive Workshop #3; Bean Green Internship Launch	Pilot site partnerships confirmed; Festival 2027 planning begins
Q3 (Jul–Sep)	3 Preparedness Tours; Survival Skills Challenge #2–3; Deep Dive Workshop #4–5	ACCO platform beta; Observer curriculum draft complete
Q4 (Oct–Dec)	3 Preparedness Tours; Survival Skills Challenge #4; Deep Dive Workshop #6	Volunteer Appreciation Event; 2027 budget finalized; ACCO ready for launch

# THREE-YEAR PLAN

2026–2028 | Launch, Learn & Grow

## Strategic Overview

The three-year horizon builds on 2026's foundation to launch ACCO, prove the model, and begin expanding Beanstalk's geographic and programmatic footprint. By the end of 2028, Beanstalk will have established Alabama's first community-powered climate observatory and demonstrated measurable community resilience outcomes.

**THREE-YEAR THEME:** Grow the Canopy — Launch ACCO, prove the model, and expand into new communities across Alabama.

### Phase 1: Build (2026)

Establish programming infrastructure, volunteer base, and ACCO groundwork. [See One-Year Plan for full detail.]

### Phase 2: Launch (2027)

Officially launch ACCO and begin generating community climate data.

#### ACCO Digital Headquarters Launch

*Deploy the online platform as the operational hub for the Climate Observer Network.*

- Launch ACCO Digital HQ with community dashboard, observer portal, and resource hub
- Train first cohort of 25+ Community Climate Observers
- Activate 5 pilot monitoring sites with weather, air quality, and heat tools
- Publish inaugural Community Resilience Snapshot
- Host 2nd Annual Day Skills Festival with 20% attendance growth

### Phase 3: Prove & Expand (2028)

#### Validate, Refine & Begin Regional Expansion

*Use data from Year 1 of ACCO to improve the model and begin replication in new communities.*

- Expand Climate Observer Network to 75+ trained observers
- Add 5 additional monitoring sites (15 total)
- Publish Year 2 Community Resilience Snapshot with trend analysis
- Pilot Beanstalk programming in at least 1 new Alabama city
- Launch advanced observer training and peer mentor program
- Develop replication toolkit for community partners
- Secure multi-year funding to sustain ACCO operations
- Host 3rd Annual Day Skills Festival as major regional event

## Three-Year Targets (2026–2028)

Metric	2026 Target	2028 Target
Unique participants served	500	2,500+
Trained Climate Observers	0	75+
Active monitoring sites	0	15
Community partners	8	25+
Annual program budget	Establish baseline	2x baseline
Geographic reach	Birmingham metro	3+ Alabama cities
Volunteers & interns	50+	150+

# FIVE-YEAR PLAN

2026–2030 | Scale & Sustain

## Strategic Overview

By 2030, Beanstalk will have transformed from a single-community program into a statewide network of climate-resilient communities. ACCO will be generating actionable data, influencing local policy, and serving as a national model for community-powered climate observation.

**FIVE-YEAR THEME:** Spread the Roots — Scale ACCO into a statewide network and begin shaping Alabama’s climate resilience policy landscape.

## Strategic Priorities (2029–2030)

### Priority 1: Statewide ACCO Network

*Scale the Climate Observer Network to become a true statewide community monitoring system.*

- Expand to 10+ Alabama cities and towns
- Train 300+ Community Climate Observers across the state
- Operate 50+ monitoring sites statewide
- Build a real-time public-facing Alabama Climate Resilience Dashboard
- Partner with ADECA, Alabama Extension Service, and state universities for data integration

### Priority 2: Policy & Systems Change

*Use ACCO data to inform local and state-level climate and equity policy.*

- Produce Annual Community Resilience Snapshot used by at least 5 municipalities
- Testify before state legislative committees on community climate data
- Partner with at least 3 cities to inform emergency management and infrastructure planning
- Publish peer-reviewed research or policy briefs in partnership with university partners
- Launch Climate Equity Working Group with ACCO observer community

### Priority 3: Workforce & Economic Development

*Establish Beanstalk as a recognized green workforce pipeline for Alabama.*

- Expand Bean Green to serve 50+ interns and apprentices annually
- Launch Green Career credential program in partnership with community colleges
- Place graduates in green economy jobs with tracked outcomes
- Establish Green Business Network connecting trained graduates to employers
- Develop youth-to-adult career ladder from student observer to program staff

### Priority 4: Financial Sustainability

*Build a diversified, resilient funding model that can sustain statewide operations.*

- Achieve 40%+ earned revenue through training, consulting, and data services
- Secure at least 3 multi-year foundation grants
- Launch Beanstalk Community Fund for small grants to local observer chapters
- Develop government contracts for community resilience data services
- Establish endowment planning for long-term organizational sustainability

### Five-Year Targets (by 2030)

Metric	Target by 2030
Unique participants served (cumulative)	10,000+
Trained Climate Observers statewide	300+
Active monitoring sites	50+
Cities/communities with Beanstalk programming	10+
Community partners	75+
Annual program budget	Established, diversified
Green workforce graduates placed	100+
ACCO data used in local/state policy	5+ municipalities

# TEN-YEAR PLAN

2026–2035 | Lead & Transform

## Strategic Overview

The ten-year vision positions Beanstalk and ACCO as national leaders in community-powered climate resilience. By 2035, the Alabama Community Climate Observatory will be a recognized model for community environmental monitoring, Beanstalk's programming will operate in communities across the Deep South, and the organization will be financially self-sustaining with deep institutional roots.

**TEN-YEAR THEME:** Bear Fruit — Establish Beanstalk and ACCO as nationally recognized models for equitable, community-powered climate resilience.

## Transformation Pillars (2031–2035)

### Pillar 1: National Model & Movement Building

*Export the Beanstalk and ACCO model to communities across the country.*

- Develop and license the ACCO replication toolkit for use in other states
- Partner with national organizations to replicate the model in 5+ additional states
- Host annual National Community Climate Resilience Summit
- Establish Beanstalk National Network with peer chapters
- Influence federal community resilience funding policy and guidelines
- Publish Beanstalk's model in national policy and academic literature

### Pillar 2: Deep Alabama Community Transformation

*Move from programming delivery to genuine systems change in Alabama communities.*

- Establish Beanstalk Community Resilience Centers in 5+ Alabama cities
- Train 1,000+ Community Climate Observers statewide
- Operate 150+ monitoring sites with real-time public data
- Achieve measurable improvements in community preparedness indicators statewide
- Integrate ACCO data into Alabama state emergency management planning
- Launch multi-generational family resilience programs
- Establish community ownership models for local Beanstalk chapters

### Pillar 3: Climate Justice & Equity Leadership

*Center racial and economic equity in all programming and advocate for climate justice.*

- Produce Alabama Climate Equity Index tracking disparities across communities
- Establish Beanstalk Climate Justice Fellowship for emerging leaders of color
- Lead statewide coalition on climate equity in housing, energy, and food systems

- Document and amplify community-led solutions from frontline communities
- Partner with HBCU network to integrate ACCO into environmental science curricula
- Advocate for equitable climate investments in underserved Alabama communities

#### Pillar 4: Institutional Permanence

*Build an organization that can endure for generations.*

- Achieve \$5M+ annual operating budget with diversified funding streams
- Launch \$2M+ endowment campaign
- Develop next generation of senior leadership from within the community
- Establish Beanstalk as an accredited training provider for green workforce credentials
- Build a community-owned data infrastructure with open-source tools
- Establish Beanstalk Alumni Network for ongoing leadership and engagement

### Ten-Year Targets (by 2035)

Metric	Target by 2035
Participants served (cumulative)	50,000+
Trained Climate Observers statewide	1,000+
Active monitoring sites (Alabama)	150+
States with Beanstalk/ACCO replication	5+
Annual operating budget	\$5M+
Endowment	\$2M+
Green workforce graduates placed	500+
Community Resilience Centers	5+ in Alabama
Alumni & long-term community leaders developed	200+

# THIRTY-YEAR VISION

2026–2056 | *Transforming Alabama for Generations*

## Long-Range Vision

The thirty-year vision asks a fundamental question: What does Alabama look like if a generation of Alabamians grows up in Beanstalk communities — learning practical skills, observing their environment, leading solutions, and passing that knowledge on?

The answer is a transformed state: communities that are resilient by design, equitable in their distribution of climate burden and opportunity, and connected through a shared culture of stewardship and preparedness.

**THIRTY-YEAR THEME:** A Legacy of Resilience — Beanstalk communities across Alabama and the South are measurably safer, more equitable, and more prepared to lead a just response to climate change.

## Phase 4: Institutionalize (2036–2040)

By 2040, Beanstalk is a permanent institution embedded in the civic fabric of Alabama — not dependent on any single funder, leader, or administration.

- Beanstalk Community Resilience Centers operating as anchors in 15+ Alabama communities
- ACCO integrated into state and local government planning as a recognized data system
- Fully endowed (\$5M+) and operating with diverse earned revenue streams
- Beanstalk Alumni leading in government, nonprofits, business, and civic life across the state
- National network of 15+ ACCO-model communities across the Deep South and beyond
- Annual National Community Climate Resilience Conference drawing 1,000+ participants
- Partnership with Alabama public schools to integrate resilience and climate literacy into curriculum

## Phase 5: Generational Handoff (2041–2048)

The second generation of Beanstalk leaders — many of whom grew up in Beanstalk programs — takes ownership of the organization and its mission.

- Beanstalk's founding generation transitions to advisory and emeritus roles
- Second-generation executive leadership rises from the Bean Green and Youth Observer pipeline
- Community ownership structures formalized — local chapters governed by and accountable to their communities
- ACCO expands to 25+ states with Beanstalk supporting national network coordination
- Beanstalk's model taught in university social enterprise and environmental justice programs
- Climate Observer data contributing to national and international resilience research
- \$10M+ endowment providing long-term financial stability

## Phase 6: Legacy & Movement (2049–2056)

By the program's 30th year, Beanstalk's legacy is not an organization — it is a movement of communities across the country that have internalized the ethic of mutual resilience, environmental stewardship, and community-powered solutions.

- Beanstalk's DNA lives in hundreds of community leaders, programs, and institutions across Alabama and the nation
- ACCO-model monitoring networks are a recognized part of the national climate resilience infrastructure
- Alabama communities have measurably better health, preparedness, and economic resilience outcomes than comparable states without this investment
- Beanstalk's archival data — 30 years of community climate observation — contributes to long-range climate science and adaptation planning
- Day Skills Festival is a major annual event drawing tens of thousands and inspiring replication nationally
- A new generation of Alabama children grows up learning: observe your environment, prepare your community, lead with your neighbors

## Thirty-Year Aspirational Targets (by 2056)

Metric	Aspirational Target by 2056
Total people served (cumulative, all programs)	500,000+
Trained Climate Observers (national network)	10,000+
Active monitoring sites (national)	1,000+
States with ACCO replication	25+
Endowment	\$10M+
Annual budget (organization + network)	\$15M+
Beanstalk alumni in community leadership roles	2,000+
Community Resilience Centers (Alabama)	25+
Years of continuous climate observation data	30 years

# IMPLEMENTATION PRINCIPLES

## How We Grow

### Guiding Principles Across All Horizons

#### Community First

*Every decision starts with the question: Does this serve our community?*

- Community members are designers, not just recipients, of programming
- Local knowledge is treated as equal to technical expertise
- Decisions are made at the most local level possible
- We measure success in community outcomes, not organizational outputs

#### Equity as Strategy

*Racial and economic equity is not a program add-on — it is the organizing logic of Beanstalk.*

- Frontline and environmental justice communities are prioritized in resource allocation
- Leadership development centers people of color and working-class community members
- ACCO data collection specifically tracks climate burden disparities
- Partnerships and funding are evaluated through an equity lens

#### Learning Culture

*We are a learning organization that continuously improves based on evidence and community feedback.*

- Annual program evaluation against strategic goals
- Community feedback loops built into all programming
- Willingness to sunset programs that are not working
- Sharing what we learn openly so others can benefit

#### Sustainability by Design

*We build programs and infrastructure that are meant to outlast any single grant or leader.*

- Diversified funding across foundation, government, earned revenue, and individual donors
- Leadership development at every level to prevent over-reliance on key individuals
- Open-source tools and documented systems so the model can be shared and replicated
- Community ownership structures that anchor programs to the people they serve

*This strategic plan is a living document. Annual reviews will assess progress, adapt goals to changing conditions, and incorporate what we learn. The numbers and timelines are aspirational — the values and direction are not.*

**Learn → Practice → Observe → Lead**

*Beanstalk Program | Alabama Community Climate Observatory | Birmingham, Alabama | 2026*