

CLEAN & HEALTHY NEW YORK 2021-26 STRATEGIC PLAN

Clean & Healthy New York's **mission** is to build a just and healthy society in which **toxic chemicals are unthinkable**.

Our work changes laws, shifts markets, and empowers people to advance innovative solutions and create a sustainable economy.

We **envision** a clean, safe, and healthy world where **all people are free to grow and thrive**.

PROGRAM GOALS

- 1 Advocate for transparency, healthier solutions, and the infrastructure needed for transition to a nontoxic, just, sustainable circular economy
- 2 Center the voices and needs of frontline BIPOC communities in our work.
- 3 Advance nation-leading public policies in New York State reflecting our *Roadmap for Environmental Health Leadership*

ORGANIZATION GOALS

- 1 Create a more diverse and anti-racist institution at all levels
- 2 Increase the size of our budget and our staff in order to fulfill our program goals
- 3 Forge deeper collaboration with strategically expanded cohort of partners and allies



CORE STRATEGY

We achieve our goals by following a simple three-step strategy for victory.

1. Build **relationships**

...with those most **impacted**; with those who have the **power** to make change; with those who share our **goals** and objectives.

2. Tell powerful **stories**

...that make the invisible **visible**; that reveal the human costs; that show **solutions** and inspire **action**.

3. Advocate for healthier **solutions**

...with communities and workers, business owners and leaders, policymakers and regulators, designers and researchers.

VALUES

COLLABORATION

Our motto is: *Together we win.* Working with a broad and diverse array of people, communities, organizations, and sustainable businesses, we share information and resources to empower our common efforts to eliminate toxics from all aspects of our lives.

AUTHENTICITY

We follow scientific evidence and do not spin or slant it. We are truthful and transparent with everyone with whom we work and expect the same of others. We put the public interest above all else.

JUSTICE

We are committed to an equitable, just, and inclusive society. We are intentionally anti-racist and oppose gender oppression. In all of our decisions, we consistently ask ourselves: Who is most impacted? Who is left out? Who is empowered? Whose voices are not yet being heard? We center justice in our decision-making and aim to dismantle structures of inequality and discrimination.

FORESIGHT

We take the long view, looking ahead to see how decisions made now—in regulation, manufacturing, or the marketplace—will impact people in the future. We are thoughtful about unintended consequences and the full life cycle of materials, products, and policies. We strive to turn off the tap on toxic chemicals before they harm people and communities.

FEARLESSNESS

To make toxic chemicals and products unthinkable, we speak truth to power, reimagine what's possible, push for bold change, and are innovative, tenacious, and persistent.

PROGRAM GOALS

1

Advocate for transparency, healthier solutions, and the infrastructure needed for transition to a nontoxic, just, sustainable circular economy

This includes in academic, private, and public sectors, building deliberate inter-connections between niches of environmental issues to achieve broader solutions.

- Collaborate with community and environmental groups addressing different issues (e.g., plastics, waste, climate, air & water pollution) to craft and advance policies that codify key parts of circularity in ways that promote economic and environmental justice.
- Insert chemical hazard and justice considerations into broad definitions of circular economy in US discussions of the topic.
- Stress the intersection of toxics with climate, waste, pollution, plastics, etc. Promote synergistic solutions without conflict or competition.

2

Center the voices and needs of frontline BIPOC communities in our work.

A core tenet of environmental justice is that people speak for themselves.

- Work with BIPOC communities to identify and prioritize action on toxic threats harming people and families.
- Be a resource available to BIPOC communities about the ways health is affected by harmful chemicals and prevention strategies.
- Expand the number of BIPOC centered organizations in the JustGreen Partnership and other collaborative efforts.
- Create space for expanded leadership of BIPOC-centered organizations in those collaborative efforts.
- Stand in visible and vocal solidarity on issues that are relevant to our vision of a just society even when not directly related to toxics.

3

Advance nation-leading public policies in New York State reflecting our Roadmap for Environmental Health Leadership

The key principles are: transparency, removing toxics from materials, investing in innovation, and interweaving policies across niches of environmental issues.

- Within the legal limits of our 501(c)(3) tax-exempt status, advocate and lobby for policy changes.
- Enact full materials ingredient transparency laws in NYS.
- Ban all harmful chemicals and chemical classes, limiting exemptions to currently unavoidable uses of chemicals whose function is necessary in essential products, prioritizing those that harm BIPOC communities.
- Ensure effective implementation of existing laws for which CHNY advocated and additional policies that advance environmental justice.
- Reduce the power and credibility of chemical industry lobbyists.

CHNY is...

“Thoughtful and strategic about building power.”

“Very effective at banning [toxic] chemicals.”

“They bring people together.”

ORGANIZATIONAL GOALS

1 Create a more diverse and anti-racist institution at all levels

- Increase racial diversity of the staff as it expands and implement anti-racist recruitment and onboarding processes.
- Implement a board development program that achieves a sustainably diverse membership.
- Include use of anti-racist, pro-equity lens in all programs and organizational decision-making.
- Create a safe, equitable and welcoming workplace for all.
- Collaborate with WEACTION for Environmental Justice to establish the Cecil Corbin-Mark Fellowship program.

2 Increase the size of our budget and our staff to fulfill our program goals

- Triple the annual budget to \$1,500,000 by focusing on individual, major donor, and corporate giving.
- Expand and retain staff to build capacity from 5 FTE to 10 FTE; including dedicated staff in fundraising and communications.
- Increase board leadership and engagement to expand funding, relationships, and influence.
- Expand presence in strategic geographies across NYS.
- Grow the base of supporters who donate and take action.

3 Forge deeper collaboration with strategically expanded cohort of partners and allies

- Develop more and deeper relationships with frontline BIPOC communities and environmental justice organizations.
- Strengthen our connections to the climate, waste, circularity, and plastics advocacy communities.
- Strengthen ties with economic actors, including workers, labor unions, and business leaders.
- Strengthen connections to health organizations and care providers.
- Partner with academic institutions on research, data, environmental and economic theory, and developing solutions.

BOARD OF DIRECTORS

Penny Fujiko Willgerodt, Chair

Executive Director, Prospect Hill Foundation

Alexandra McPherson, Vice Chair

Principal, Niagara Share

Director, Investor Environmental Health Network

Gavin McIntyre, Treasurer

Founder and Chief Scientist, Ecovative

Alexandra Zissu, Secretary

Journalist, Author ([The Conscious Kitchen](#), [Earth Squad](#))

Karen Ballard, MA, RN, FAAN

Former Executive Director, American Nurses Association – New York

Janet Gray, PhD

Professor Emerita of Psychology, Vassar College

Patricia Jenny, MRB

Vice President for Grants, New York Community Trust (Retired)

Giada Lubomirski

Documentarian

Philip Landrigan, MD, MPH

*Director, Global Public Health Program and Global Pollution Observatory,
Schiller Institute for Integrated Science and Society, Boston College*

Aaron Mair

Former National President, Sierra Club

Jon Whelan, MBA

Documentary Film Maker (Stink!™)

STAFF

Bobbi Wilding, MS

Executive Director

Sarah Heikkinen, MA

Promotions Coordinator

Siobhan Burke

Administrative Manager

Kathleen Curtis

Senior Policy Advisor

Greg Campbell-Cohen, MA

Campaigns Manager

**CLEAN &
HEALTHY
NEW YORK**