

A man in a white polo shirt and glasses is standing in a lush green forest, touching the trunk of a large tree. The scene is filled with sunlight filtering through the dense foliage.

**A ROCHA**

# Conservation and hope

A Rocha Worldwide Family Strategy

# 2030

A Rocha is a global family of Christian nature conservation organizations founded in 1983. In 2024 we agreed a global strategy with a bold vision for significant growth in impact, reach, engagement and presence around the world.



## Vision

A world where nature flourishes as people live equitably and sustainably

## Mission

To live out God's calling to care for creation and equip others to do likewise

## Commitments



**Christian**  
We follow Jesus Christ, who created the world and calls us to care for it.



**Conservation**  
We protect and restore nature and are committed to local places and people over the long term.



**Community**  
We invest in good relationships through our commitment to God, one another and the wider creation.



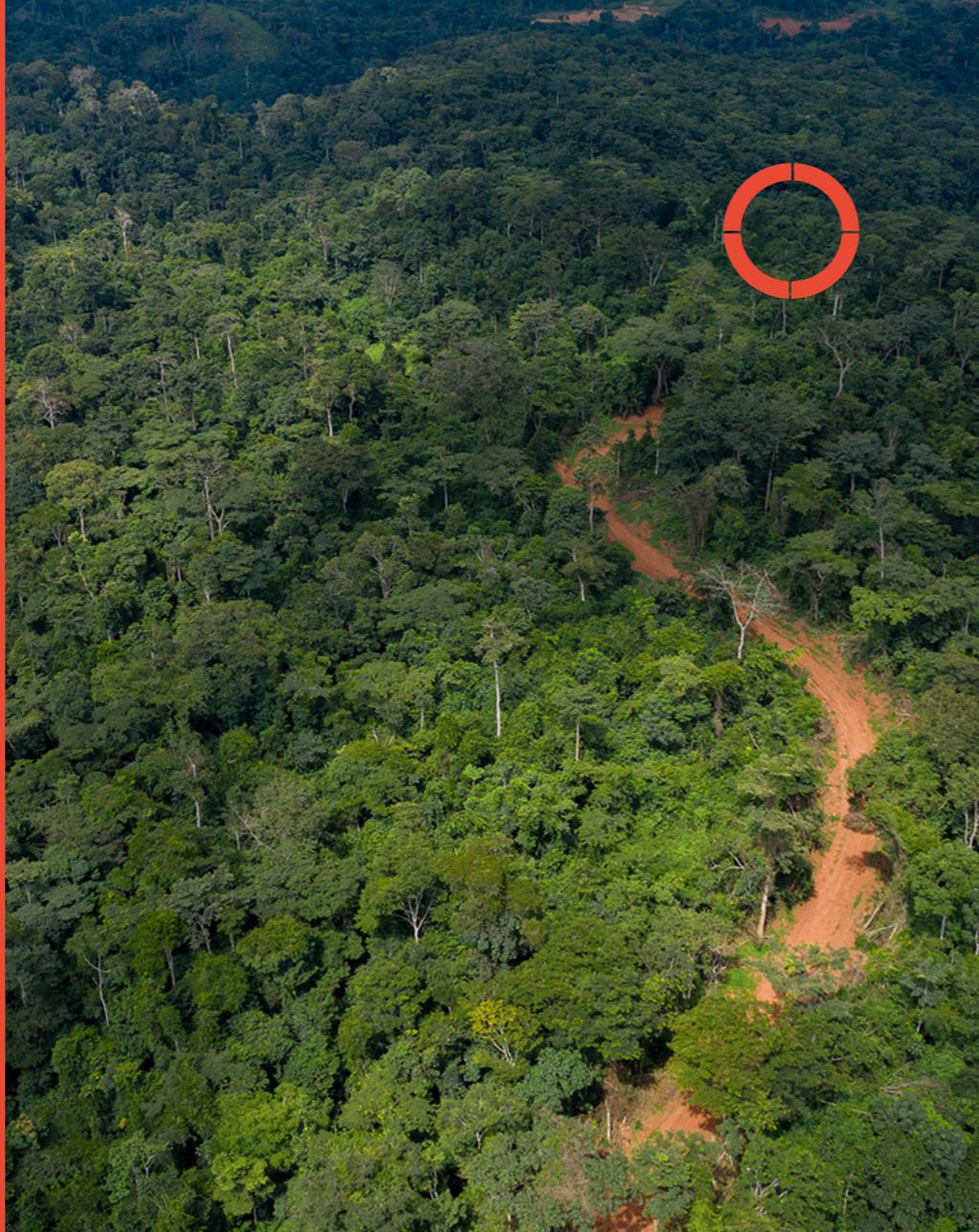
**Cultural diversity**  
We celebrate the insights, perspectives and solutions offered by our diverse cultures.



**Collaboration**  
We seek to work with anyone who shares our vision.

# Four Strategic priorities

Our four strategic priorities outline the key areas of growth on which all A Rocha organizations will focus between now and 2030 in pursuit of our vision.



## Priority one

# Increase our conservation impact

*'Conservation works. We just need to do more of it.'*

**Dr Simon Stuart, Former A Rocha International Exec Director and former Chair of the IUCN Species Survival Commission**

### Key results

- Area of land or sea designated for nature governed with contribution of A Rocha
- Number of species benefiting from the work of A Rocha that are globally, regionally or nationally threatened, or the subject of our focal work
- Number of participants who gained nature positive knowledge and attitudes, and changed behaviour, through A Rocha's environmental education



## Priority two

# Strengthen our engagement with Christian communities

*'We respond to the call to follow Jesus joyfully and sacrificially in loving our neighbour, living simply and caring for creation. We call upon churches and all who follow Christ to join us in prayer, advocacy, and practical action on behalf of God's world.'*

**From The A Rocha Commitment to Creation Care**

### Key results

- Number of A Rocha Organizations leading programmes to engage churches in practical creation care as an expression of Christian discipleship and mission
- Number of churches engaging in practical creation care as an expression of their discipleship and mission whether in A Rocha countries, via the Friends of A Rocha network or directly engaging with A Rocha International
- Number of partnerships with theological institutions and networks integrating creation care into their core curriculum and mission



## Priority three

# Increase the participation of younger generations in our work

*'What gives me hope are young people: They know it and they call it.'*

**Inger Andersen, Under-Secretary-General of the United Nations and Executive Director of the United Nations Environment Programme.**

### Key results

- Number of people under 35 on staff or volunteering, with greater involvement in decision-making
- Number of campaigns or programmes designed to engage younger generations in conservation efforts, climate change and environmental advocacy
- Number of strategic partnerships with youth organizations who agree to integrate further the message of creation care into their discipleship



#### Priority four

## Expand the geographical reach of the Worldwide Family

*'A Rocha is a beautiful work of God in this world. The world needs more A Rocha!'*

**Soo-hwan Park, Chair of the A Rocha International Board**

#### Key results

- Number of new A Rocha Organizations in priority biodiversity regions
  - Prioritizing first SE Asia and then Latin and South America
  - Aiming for 30 AROs by 2030
- Number of continents with field centres (aiming for at least one per region)
- Number of 'Friends of A Rocha' groups and collaborative partnerships with A Rocha Organizations



## Global programmes

We believe A Rocha's Global Programmes are key to increasing our impact and reach.

Global Programmes are an important way of collaborating as the A Rocha Worldwide Family to deliver our shared mission. They enable us to achieve greater scale for our interventions and to attract resources and partnerships that might otherwise be unavailable to us. They represent areas in which we are taking leadership and clearly demonstrate our focus of work. Global Programmes communicate our capacity to deliver, showcasing our approach and enhancing our reputation.

Global Programmes also provide a forum for sharing our learning, best practice, expertise and resources across our network, allowing transfer of learning and expertise from one part of the network to another. They increase coherence and efficiency in what we do and our sense of a shared mission. They provide context for building capacity and can encourage generosity and accountability as we work together.

From now on every programme will have a steering group, Terms of Reference, a participant list including someone from ARI and a review after five years.

The current programmes are **The Climate Change Programme**, **The Marine Conservation Programme** and **The African Forest Programme**.



Further programmes under consideration include an environmental education programme and a creation care theology in seminaries programme.

# Five Strategic enablers

Our strategic priorities are our most important areas of shared work. Enablers are the key activities which will support us in achieving our priorities. They are about the impact and direction of our work. It is now beholden on the family, led and facilitated by A Rocha International, to implement the enablers.



## Enabler one

# Implement a structure to build organizational capacity and resilience

The A Rocha Worldwide Family will enhance its effectiveness by empowering its members to address challenges involving (but not limited to) external communications, financial management, fundraising, science, staff and director succession planning, training, reporting, compliance with standards and laws and the improvement of administrative, IT and operational systems.

### In support of this enabler, we will focus on the following key areas:

- a) A new capacity building, resilience and development approach, including streamlined reporting systems, a set of organizational assessment and capacity building tools, and bespoke support.
- b) Monitoring & Evaluation: we constantly need to improve our understanding of the difference made by our conservation work. We aim for more transparent use of evidence in determining our actions, and greater collection of evidence to test our actions.
- c) Safeguarding (protection of children and adults at risk): all A Rocha Organizations to comply with the standards agreed at the 2025 A Rocha Leaders' Forum.



## Enabler two

# Nurture relationships, mutual support and mentoring

Recognizing the interconnectedness between our faith, conservation efforts and the well-being of individuals, the A Rocha Worldwide Family prioritizes the development and sustenance of meaningful connections. Through mutual support and mentoring relationships, we aim to create a safe and compassionate space for individuals to explore their faith, reflect on their work and seek solace during challenging times. By tending to the spiritual needs of our community, in Christ's love we strengthen our resilience, deepening our commitment to our mission and fostering a sense of belonging within the A Rocha family.

### In support of this enabler, we will focus on the following key areas:

- a) At least two A Rocha Worldwide Family prayer times each year.
- b) The Oikos Network and A Rocha Conservation Certificate provide opportunities for mentorship and training for A Rocha staff, trustees and volunteers.
- c) We will develop a mentor/peer-to-peer support programme.



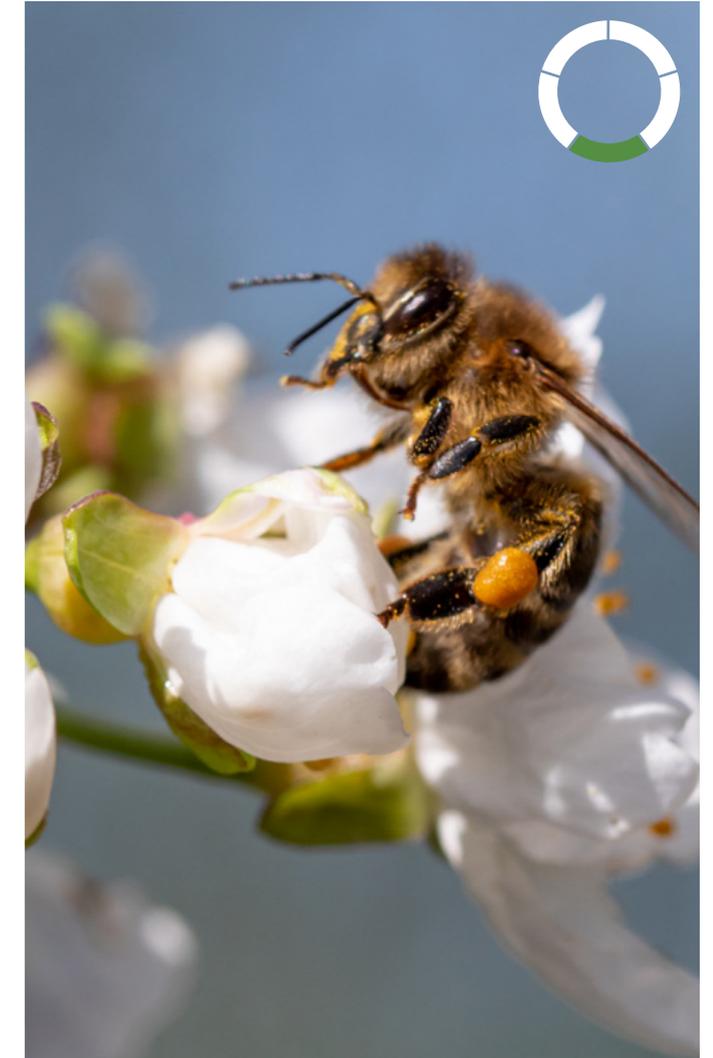
## Enabler three

# Cross pollination

Collaboration is one of our core commitments. As we strive to define and achieve our shared vision, we will actively seek opportunities to exchange experiences, knowledge and resources among A Rocha Worldwide Family members. In doing so, we will emphasize the lesser-known achievements of our global efforts and celebrate cultural diversity within the Worldwide Family. Our goal is to make sure our conservation efforts last, help communities adapt to climate change, and reduce poverty and inequality.

### In support of this enabler, we will focus on the following key areas:

- a) Creating online spaces to exchange experiences, knowledge and resources, such as the A Rocha Resource Hub, Slack, the Hive (our intranet) and A Rocha Learning.
- b) Collaborative groups for specialists in areas such as science, theology, communications, HR, finance, safeguarding / protection and environmental education.
- c) Improve the definition and development of Global Programmes.



#### Enabler four

## Develop funding plans aligned with the Strategic Priorities

Creating funding plans corresponding to the strategic priorities and programmes is an essential part of our operational framework. Developing priority-based funding plans will also help us obtain the resources required to execute impactful projects, build cooperative relationships and ensure long-term sustainability, without conflicting with the specific financial requirements of any A Rocha Worldwide Family member.

#### In support of this enabler, we will focus on the following key areas:

- a) 'Institutional+' fundraising, aiming to find funding for multi-country programmes and projects. Landing more grants of over \$150,000 USD will involve improving our project cycle management and monitoring and evaluation practice.
- b) Develop our skills on donor journeys, as well as fundraising from individual and corporate donors.
- c) Further selling of our services and intellectual property.



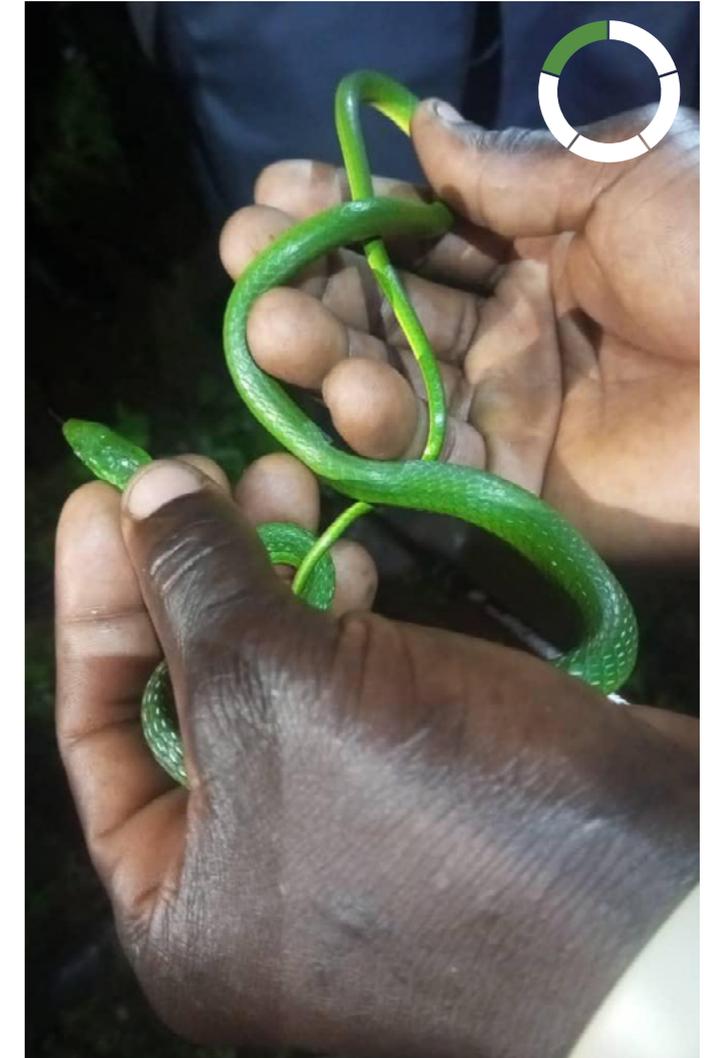
#### Enabler five

## Strengthen our internal communications

Our approach to sharing information within the A Rocha Worldwide Family should mirror the collaborative nature of our work. To achieve this, we will assess and, if necessary, improve our current methods, processes and systems. We will also be open to creating new ones tailored to the unique needs of the family.

#### In support of this enabler, we will focus on the following key areas:

- a) We will carry out a comprehensive review of our internal communications in 2025. The results will be shared with the family and lead to an agreed action plan to strengthen our internal communications.



## A note about growth

Our goal is **30 A Rocha organizations by 2030**, with a strategic priority of new organizations in **Southeast Asia and Latin America** due to the high biodiversity and number of Christians in these regions. At the end of 2024, there were 22 A Rocha Organizations.

**By 2030 we aim to see the Friends of A Rocha network reaching 45 members.** We see the Friends network as an important way of identifying and growing potential new A Rocha Organizations. We plan to be more intentional in working with existing and future Friends with this in mind.



# Field Study Centres

We recognize the strategic influence and impact our A Rocha field centres have had in encouraging, discipling and inspiring people. Time at A Rocha centres has led many to carry the A Rocha vision to their home communities, embodying our unique Christian culture in a new context. From a science and conservation perspective, the value of field centres is vital. They embody our long-term commitment to and understanding of place. Therefore, we will seek to establish A Rocha field study centres wherever possible.



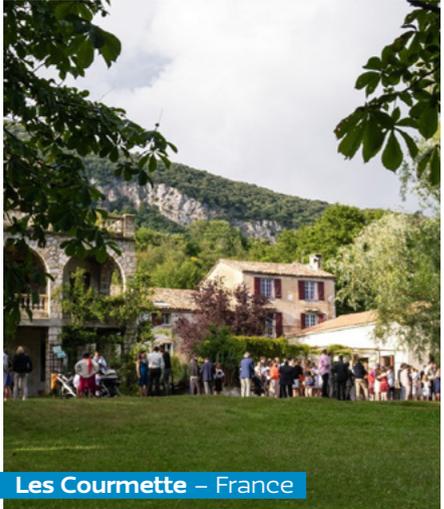
Cruzinha – Portugal



Krupárna – Czech Republic



Mwamba – Kenya



Les Courmette – France



Brooksdale – Canada

# About A Rocha

A Rocha has been working in nature conservation since 1983. One of our distinctives in the environmental world is our firm hold on hope. We are not naive. We are not refusing to face facts or attempting to live in an alternate reality. But we choose to behave today as if tomorrow is coming. We live in a world loved by its creator God who is committed to its redemption, doing what obedience and worship requires us to do – care for all he has made.

### How does A Rocha work?

While each A Rocha Organization is its own legal entity, we share a vision, mission, five core commitments, the A Rocha Commitment to Creation Care and a Covenant which sets out our rights and responsibilities to each other.

### How is A Rocha funded?

A Rocha organizations are funded by a wide variety of sources: governmental and intergovernmental grants, trust funds, individual donors and churches. A Rocha International is the body that supports the A Rocha organizations, publicizing the work at an international level and fostering the emergence of new initiatives.



# A ROCHA

A Rocha International  
4th Floor  
49 St James's Street  
London  
SW1A 1AH, UK

**t:** +44 (0) 300 102 4543

**e:** [international@arocha.org](mailto:international@arocha.org)

**w:** [arocha.org](http://arocha.org)

Registered Charity No. 1136041  
Company Registration No. 6852417 (England and Wales)



A Rocha International is a member of IUCN,  
International Union for Conservation of Nature.