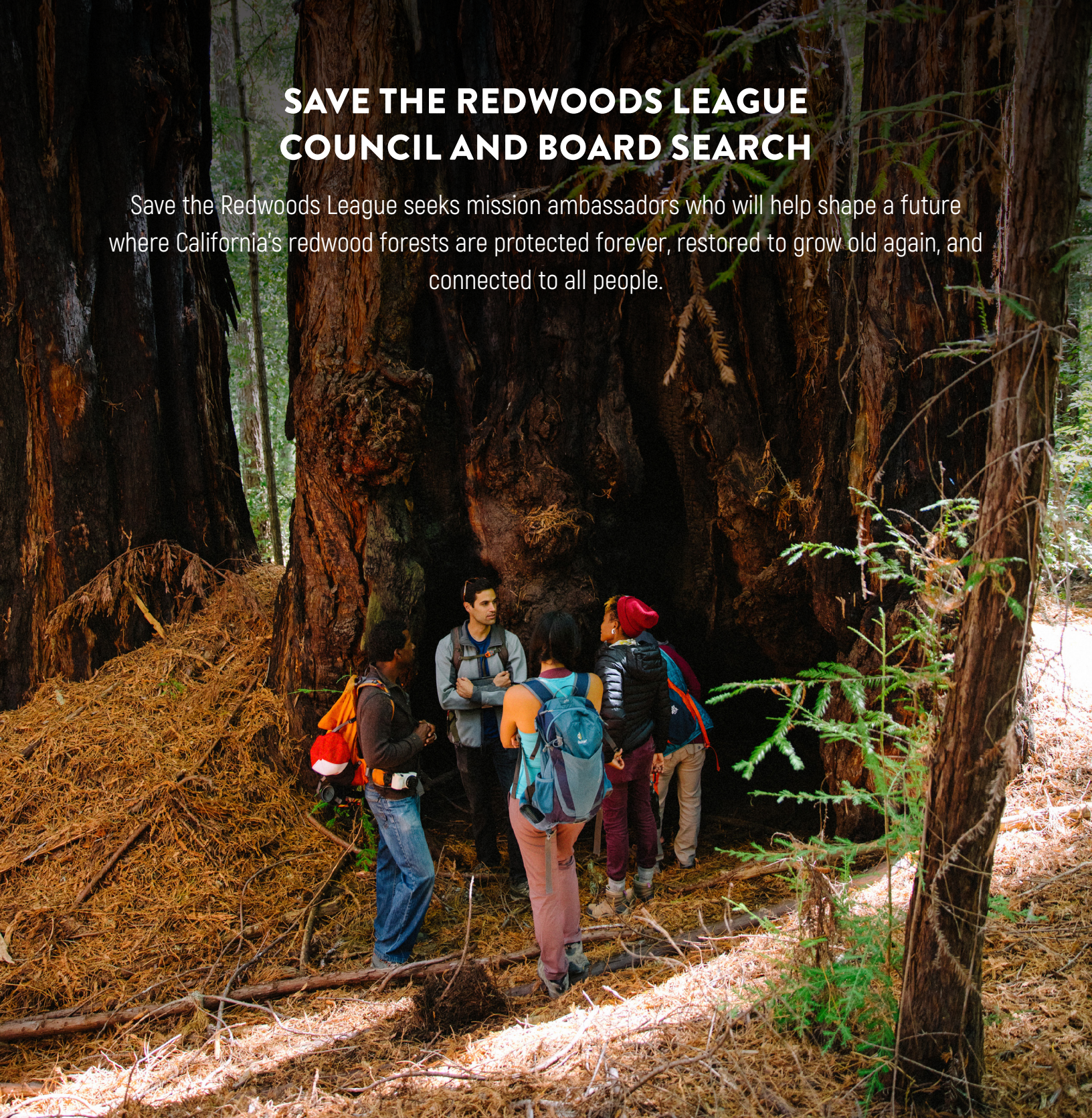


# SAVE THE REDWOODS LEAGUE COUNCIL AND BOARD SEARCH

Save the Redwoods League seeks mission ambassadors who will help shape a future where California's redwood forests are protected forever, restored to grow old again, and connected to all people.



*Save The Redwoods*

L E A G U E

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# ABOUT SAVE THE REDWOODS LEAGUE

## Mission

The mission of Save the Redwoods League is to protect and restore redwood forests and connect people with their peace and beauty so these wonders of the natural world flourish.

For over a century, Save the Redwoods League (“the League”) has been dedicated to safeguarding and restoring redwood forests while fostering a deep connection between people and these ecosystems. Our work extends far beyond conservation. We recognize that our communities are intricately intertwined with the redwood forests. These ancient groves and the young forests surrounding them not only provide vital ecological services but also serve as sanctuaries of peace and healing for all who encounter them. We are committed to cultivating a sense of belonging and reverence for these natural wonders for people of all backgrounds.

Our organizational priorities reflect our commitment to conservation and community engagement:

- ✔ **Accelerate Redwood Forest Protection and Stewardship:** We’re committed to preserving redwoods on a landscape scale, ensuring that these irreplaceable ecosystems remain intact for future generations. Through strategic partnerships and innovative conservation practices, we safeguard redwood habitats from threats such as deforestation and urban encroachment.
- ✔ **Advance Redwood Forest Resilience:** We’re working tirelessly to restore redwood forests damaged by logging, mitigate the impacts of climate change, and enhance the resilience of our redwood ecosystems through restoration initiatives and scientific research.
- ✔ **Ensure Redwood Forest Experiences for All:** We’re committed to ensuring that everyone has the opportunity to experience the benefits of redwoods. Whether through the creation of new park spaces, the development of accessible trails, or community outreach initiatives, we’re committed to making these outdoor spaces inclusive and welcoming for all.



*Over the last century, the League has protected more than 225,000 acres of redwood forests and helped create 66 redwood parks and reserves. We have pioneered science-based forest-restoration work, and we have touched the lives of millions of people by connecting them to these wonders of nature.*







## GET TO KNOW US

Our calendar is filled with a variety of events and engagement opportunities designed to bring our community together, inspire action, and build a deeper connection with the redwoods. From public events and educational workshops to guided hikes and member gatherings, we are always looking for ways to involve our supporters and make meaningful connections to people and nature. To learn more about us, please [click here](#). We welcome you to join us at the forefront of conservation.

### Upcoming Events

- Spring Summit - May 17, 11:30 a.m.–6:00 p.m., Presidio of San Francisco
  - A day of learning with experts to explore the role California's iconic redwood forests play in the larger land conservation movement and share the current state of their stewardship.
- Take Me to the Trees - May 18, 6:00 p.m., Presidio of San Francisco
  - An experiential benefit event celebrating and supporting League programs. Tickets can be purchased on the League's website.

### Donor Stewardship Events

While these events are offered to donors in appreciation for their annual support, those who have submitted applications are welcome to join us for these two events.

- Guided hike with redwood experts - June 21, San Vicente Redwoods, Santa Cruz County
  - A rare opportunity to see this cooperatively managed forest in recovery from past commercial logging and the 2020 CZU Fire
- Redwood Leadership Circle event - July 21, UC Botanical Gardens Redwood Amphitheater, 11:00 a.m.–3:00 p.m.
  - In recognition of their support, we invite leadership donors to lunch and a private reading in the redwoods of *Forest Rituals*, a full-length play by Daphne White.

To express interest in attending any of these events, please contact Nancy Cole at [ncole@savetheredwoods.org](mailto:ncole@savetheredwoods.org)





# DIVERSITY, EQUITY, AND INCLUSION (DEI)

## Why DEI matters

Our leadership is committed to updated and evolving approaches to navigate the complexities of our shared history. The League embraces equity and inclusion so that our work to heal the redwoods engages our full community and results in greater diversity in our staff, Board and Council leadership, and programs.

## Our Commitments

Our DEI efforts are driven by our three core commitments, which will guide us in creating systemic changes:

1. We commit to embedding values of inclusion and equity and increasingly working toward justice in our full portfolio of conservation work through intentionally cultivating reciprocal partnerships and elevating marginalized groups' perspectives, needs, and interests.
2. We commit to building relationships with historically excluded communities in order to create resonant, welcoming redwood experiences that honor California's cultural diversity, and to promote experiences that inspire and empower all people to build meaningful connections with the outdoors.
3. We commit to fostering an inclusive work and volunteer environment that is imbued with care, trust, humility, candor, self-awareness, and constant learning so that staff and volunteer leaders of all identities can thrive within our organizational ecosystem.

We understand that this is a journey, and there will be missteps along the way. But with the best of intentions, we move forward in our work to protect and restore California's redwood forests, and connect ALL people with their peace and beauty.

## Our DEI Work at a Glance

Save the Redwoods League prioritizes DEI through a comprehensive strategy touching on Culture, Protection, Restoration, Connection, Storytelling, and Policy.

We have created a DEI steering group consisting of staff members from every level of the organization to guide DEI

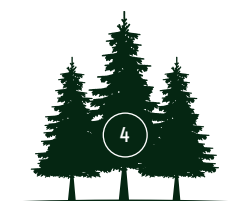


initiatives; partnered with California Native tribes to [protect](#) and [restore Indigenous ancestral lands](#); and engaged with underrepresented communities to reshape redwood park experiences. Additionally, we're [reimagining storytelling](#) to amplify diverse voices and developing policies to support a just and green economic recovery post-COVID-19.

***“Diversity, equity, and inclusion are not only mission-critical to the advancement of the League’s Centennial Vision to protect and restore these extraordinary forests and connect all people to their peace and beauty—these values also help us to heal ourselves and our communities and restore the roots that link us together.”***

Sam Hodder, President & CEO

Save the Redwoods League







## ABOUT OUR GOVERNANCE

At Save the Redwoods League, our leadership structure is designed to ensure transparency, accountability, and a diversity of perspectives. At the heart of this structure are our Councilors, a dedicated group of up to 66 volunteer leaders who serve as the League's primary ambassadors and supporters and play a pivotal role in shaping the direction of the organization.

Our Councilors are advocates for our work and champions of our mission. They support the League as a top philanthropic priority, actively participating in and promoting League engagement opportunities to their networks. Additionally, Councilors contribute their expertise by serving on League committees and task forces as needed, ensuring that our staff benefit from a wealth of knowledge and experience.

Collaboration is at the core of our approach to governance. The League's Board of Directors, who are elected from the Council, holds responsibility for setting policy, electing officers, and approving the budget, annual and strategic plans, and significant projects. This collaborative approach ensures that decisions are made thoughtfully and are aligned with our mission and values.

Together, our Councilors, Directors, staff, and external partners form a cohesive team dedicated to protecting and preserving the redwoods for generations to come. Through our collective efforts, we strive to make a lasting impact on the natural world and inspire others to join us in our mission.







## WHAT WE ARE LOOKING FOR

### Join Our Team of Visionary Leaders

Save the Redwoods League seeks leaders and strategists to join us in shaping a brighter future for our organization and the redwoods we cherish. If you resonate with **any or all** of the following leadership characteristics, we invite you to apply and be part of our transformative mission:

#### You Are:

- ✔ **Strategic.** You think about long-term strategy and have a vision for guiding organizations toward their goals.
- ✔ **Passionate.** Your passion for conservation and land protection guides your values and actions, professionally or through volunteerism.
- ✔ **Connective.** You have the ability to develop points of access while reaching out to diverse communities, ensuring that everyone has the opportunity to experience and benefit from our work.
- ✔ **Partnership-Oriented.** You excel at collaborating across multiple entities and constituents, such as public agencies, communities, tribes, and corporations.
- ✔ **Innovative.** You're an innovator who can develop new models for business, policy, and programming.

- ✔ **Science-Driven.** You believe in science-based active land management and have expertise connected to various scientific fields.

#### You Are Excited About:

- ✔ Applying your full self, from professional to lived experiences, to advancing the League's mission.
- ✔ Creating systems to hold the Board and Council accountable for upholding DEI values and fostering an inclusive environment.
- ✔ Building philanthropic relationships, diversifying our donor base, and leveraging your networks.

#### You Don't Need to Have:

Prior nonprofit board experience or a professional conservation background. We welcome applicants from diverse backgrounds who bring fresh perspectives and unique skills to our organization. If you believe your voice adds new depth and resonance to our governance, even if you didn't find yourself represented in the criteria above, we encourage you to apply.





# WHAT WE ASK OF YOU

As a League Councilor, you will play a vital role in shaping the future of Save the Redwoods League by serving as a dedicated ambassador, supporter, and strategic advisor. Your commitment to our mission of protecting and restoring redwood forests and connecting people to the redwoods will drive positive change and ensure the continued success of our organization. We welcome you to apply if you're passionate about diving into the following activities.



## AN IDEAL COUNCILOR WILL:

- **Represent the League as an ambassador:** Your role entails sharing our story, engaging with internal and external constituents, and inspiring others to join us and advocate for our mission.
- **Engage actively in committees and task forces:** We encourage our Councilors to apply their skills, knowledge, and experience to committees, task forces, or ad hoc groups to advance key areas of League work. Committees include Development, Finance & Investment, Governance, Land Protection, Parks & Public Engagement, and Science & Restoration.
- **Demonstrate active engagement in fundraising strategies and prioritize philanthropy as a core value:** As a member of the Council, you are expected to lead by example by giving annually and participating in fundraising events and campaigns. Additionally, you will play a key role in recruiting future philanthropic leaders to the organization.

## TIME COMMITMENT

- Councilors who serve on Committees or task forces can anticipate quarterly committee meetings (usually two hours during regular business hours); currently, we offer hybrid meetings.
- Events and gatherings are held monthly in the spring, summer, and fall; councilors are encouraged to participate as their schedules allow.
- In addition to events and gatherings, the Council comes together as a whole twice a year: the annual Spring Summit is held in San Francisco each May and the Annual Meeting of the Council is held at different locations in the redwood range over a weekend each September.
- Many events and gatherings take place in redwood parks and reserves across the coast redwood and giant sequoia ranges and involve personal travel to and from these event locations.

## GIVING EXPECTATIONS

We ask you to prioritize Save the Redwoods League as one of your top three giving priorities and make an annual contribution that is reflective of this commitment. We also ask Councilors to support the League's annual fundraising event through ticket purchases. Your support ensures we can continue our vital work in protecting and preserving redwood forests for future generations.

In our commitment to equity and inclusivity, we are open to exploring more equitable giving models with individuals. We welcome your suggestions and innovative ideas for making philanthropy more accessible and meaningful for all members of our community.







## TO APPLY

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*With your help, Save the Redwoods League protects and restores redwood forests and connects people with their peace and beauty so these wonders of the natural world flourish.*

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We welcome your perspective, no matter your prior connection to the League. As a California-based organization, we welcome national candidates and candidates who reside, work in, or have deep ties to our work. Please consider learning, discovering, and growing with us. We look forward to welcoming you as an integral member of our leadership team.

## TO APPLY

Interested candidates should apply by **June 3, 2024**, for priority consideration.

Please visit [potrerogroup.com/executive-search/redwoods-council](https://potrerogroup.com/executive-search/redwoods-council) to apply, where you will submit your resume or CV along with written responses to the prompts. In your responses, please highlight your experiences that align with the position's criteria and how you anticipate making unique contributions to the organization.







## **ADDITIONAL INFORMATION**

More information on Save the Redwoods League can be found at:  
<https://savetheredwoods.org>

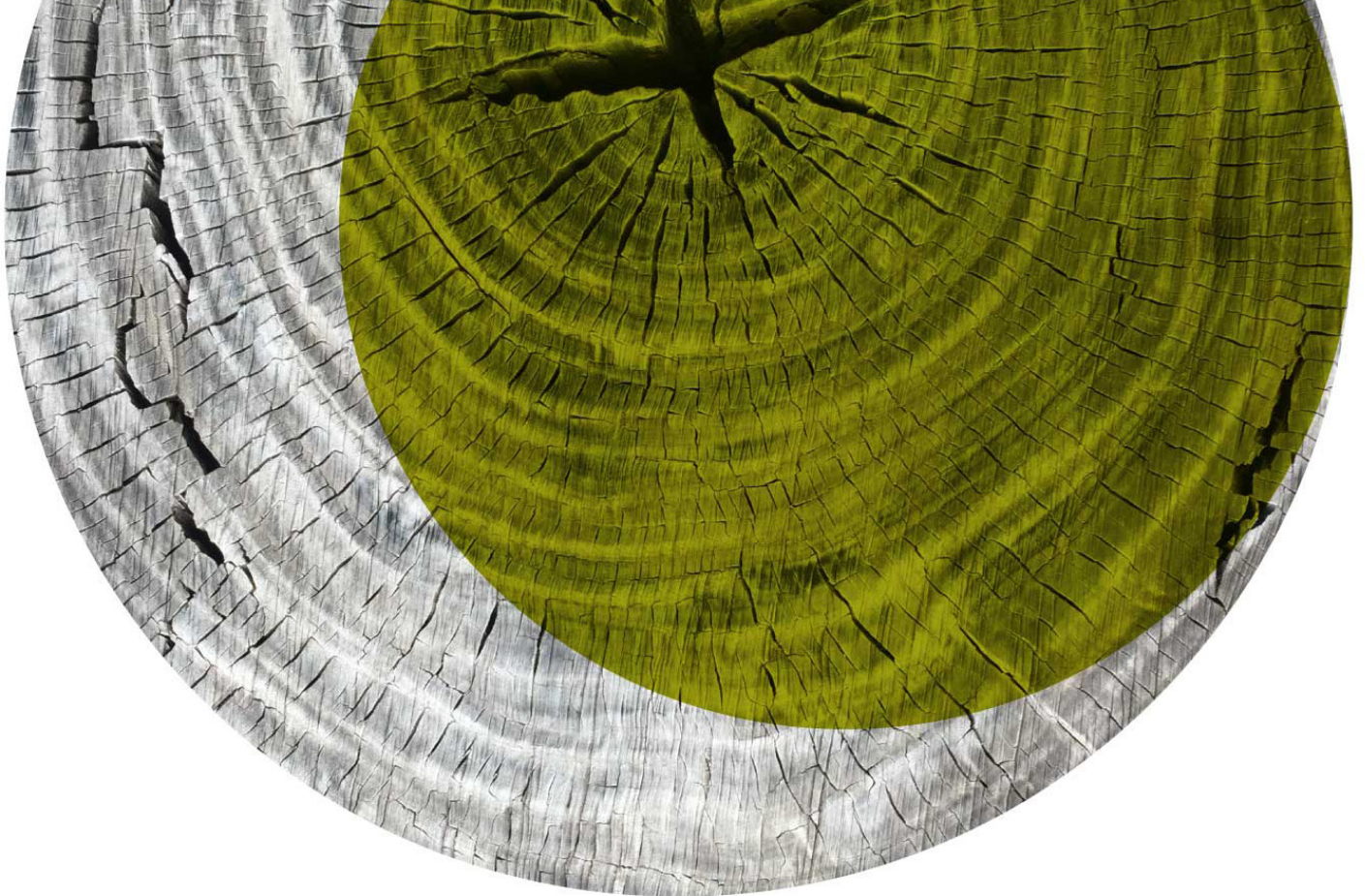
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**For additional information regarding this opportunity, please contact:**

[redwoods.council@potrerogroup.com](mailto:redwoods.council@potrerogroup.com)







Potrero Group is honored to coordinate this search on behalf of Save the Redwoods League. Supporting a world-class park partner organization is in perfect alignment with Potrero Group's commitment to providing rigorous strategy and business planning, organizational effectiveness and nuanced search services to mission-driven organizations. Potrero Group supports innovative leaders and organizations making a difference in the world. We are committed to equitable and inclusive practices in all our work.

To join our mailing list and be notified of future opportunities, please visit

[PotreroGroup.com](http://PotreroGroup.com)

