2015–2020 | Strategic Plan
Embedded in the story of Engineers Without Borders USA (EWB-USA) are many roles that intersect to fulfill our mission to build a better world. Our volunteers, community partners, staff and financial supporters unite diverse skills and resources that make us thrive. As a result, EWB-USA has grown from a handful of volunteers working on a single project in 2002 to more than 15,900 volunteers working on hundreds of projects today.

This growth is key to realizing our vision of a world in which every community has the capacity to sustainably meet their basic human needs. However, organizational growth requires a carefully crafted organizational strategy to be effective.

This strategic plan highlights three complementary goals where EWB-USA will focus our efforts to support sustainable growth that is beneficial to all of our stakeholders. As we take tangible steps to achieve this plan, EWB-USA will strengthen and grow – and so will our impact.
Vision

EWB-USA’s vision is a world in which every community has the capacity to sustainably meet their basic human needs.

Mission

EWB-USA builds a better world through engineering projects that empower communities to meet their basic human needs and equip leaders to solve the world’s most pressing challenges.
Core Values

SERVICE FIRST
EWB-USA commits to harnessing the skills of its volunteers to fulfill communities’ basic human needs. We provide the services that meet these needs without consideration of race, religion, gender or political affiliation.

TRUSTED PARTNERSHIPS
Trust forms the foundation of EWB-USA partnerships, which are achieved through transparency, integrity and respect for the contributions and capabilities of all parties.

SUSTAINABLE SOLUTIONS
Sustainability drives EWB-USA’s programs. We commit to community-driven projects. We equip our partner communities to maintain each project so it remains functional long after our commitment is fulfilled.

GROWTH & LEARNING
EWB-USA fosters an environment of learning so our volunteers, community members and staff have the tools, training and passion to address the world’s most pressing challenges. We strive for our work to inspire others to learn more, do more, and become more.

CONDUCT & PRACTICES
EWB-USA holds paramount safety, security and ethical conduct. The volunteers and staff of EWB-USA are bound by the Member Code of Conduct and the engineers’ Code of Ethics.

STRONGER TOGETHER
The EWB-USA family is comprised of community members, students, professionals, universities, headquarters staff and a host of other supporters. We thrive off diversity and the collaborative pathways it provides. But most importantly, we pursue EWB-USA’s mission as one, with aligned goals and purpose.
Many underserved communities lack basic infrastructure, depriving them of the ability to improve their quality of life.

Objectives

• Increase EWB-USA’s impact by increasing the number of communities served, domestically and internationally, while still ensuring quality outcomes

• Establish lasting partnerships with the critical stakeholders in the communities where we work: community leaders, community-based organizations, local government organizations and non-governmental organizations

• Build collaborative relationships with the larger development and engineering communities: universities, industry professionals, corporations, donors, non-governmental organizations and governmental organizations
Facilitate educational opportunities and foster knowledge-sharing within EWB-USA and our partner communities

Engineering curricula and careers often need complementary training to holistically develop effective global leaders. Knowledge must meet practice for highly-skilled volunteers to see the most impact both in the field and in their profession.

Objectives

- Provide multidisciplinary, cross-cultural and hands-on learning opportunities through engagement in EWB-USA programs
- Promote understanding of the practices that bring a successful engineering project to fruition in developing communities
- Provide opportunities for EWB-USA volunteers to work on diverse teams consisting of students, faculty, professionals and community members
Establish organizational stability for longevity

Understanding of our financial structure and the value of all parts of the organization by both donors and volunteers is necessary for EWB-USA to reach its full potential.

Objectives

- Create a financial framework for sustaining and growing operations that shows corporations, foundations and major donors the organization is investment-grade quality
- Develop a robust and diverse portfolio of donors, corporate partners and advocates
- Build understanding among volunteers of the necessity of operational expenses in fueling quality programs
- Grow corporate partner opportunities through increased employee engagement
- Nurture a value-driven volunteer life cycle through the identification of volunteer demographics and cultivation of interests, abilities and connections
- Systematically pursue, through communications and programming, EWB-USA’s mission as one organization with aligned goals and purpose
Over the next five years, EWB-USA will progress and grow by focusing on the implementation and evaluation of the projected annual outcomes tied to these three goals. In this work, we will be guided by our mission and vision’s focus on meaningful, long-term relationships with communities and an insistence on excellence in engineering solutions for those communities. At the same time, EWB-USA will engage and educate its members to create a pool of trained and committed individuals prepared to establish partnerships and implement projects.

Following more than a decade of experience in the international development landscape, EWB-USA values one lesson above all: we are stronger together. EWB-USA’s goals are ambitious but achievable if our volunteers, community members and supporters pursue our mission as one, with aligned goals and purpose.