

2023

# IMPACT REPORT



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# ABOUT US

## **NSS Mission**

To enrich people and planet by strengthening connections across disciplines to leverage and accelerate sustainable action.

## **NSS Vision**

A locally-based upward spiral of human flourishing, economic growth, and healthy ecosystems created through collaboration and connection.



## We are the connectors to sustainable action.

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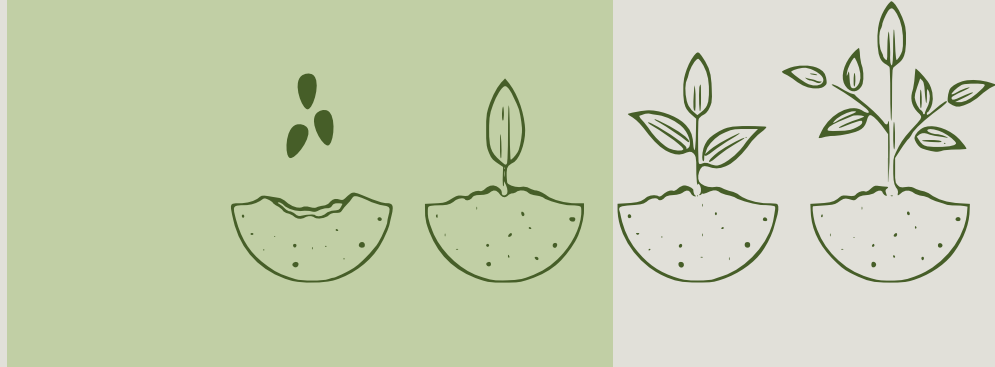
**People First:** Sustainability, as a concept, aspires to improve the well-being of all people, both now and into the future. As biological and social creatures, human flourishing requires a functioning planetary system and healthy local ecosystems.

**Transparency:** Our choices and processes will be clear. What we are doing and why, including funding, priorities, partnerships, and outcomes.

**Collaboration:** Unique skill sets are paramount to effective outcomes. We prioritize locally-informed leadership that brings communities together.

**Resourcefulness:** We see potential in existing community functions and resources, creatively drawing on unique strengths to achieve collective goals that would otherwise not be possible.

# GROWTH



NSS saw our audience grow 30% this year on social media across platforms



## TEAM

NSS built out our team quite a bit in 2023. We voted in a new treasurer as well as two new board members that will help foster and sustain our growth. Additionally, NSS brought on an intern from Vanderbilt for the fall semester and a volunteer grant writer, both of whom have helped us tremendously.

## FUNDRAISING

In 2023, NSS built a new fundraising strategy implementing new systems and team members to identify opportunities to foster our growth.

## DIRECTORY

The online sustainability directory grew its membership by 15% in 2023. With 89% of members serving the Nashville area, Middle Tennessee is over represented. An important goal for 2024 is to increase outreach and include more members from Memphis, Knoxville, Chattanooga, and surrounding counties. We hope to reach 250 directory members next year!

In 2023, NSS saw continued, steady growth and championed the community



# COMMUNITY OUTREACH

Throughout 2023, NSS participated in a variety of events in different capacities, from tabling and engaging the community to planning an entire event. Our efforts engaged the greater Nashville community on sustainability by sharing our mission and vision and exhibiting tangible sustainable solutions. NSS also continued working with WeGo, helping to promote Nashville’s only public transportation service to get around the city sustainably. Our team helped to increase ridership and engagement with the transit system, educated potential riders, and fostered a community dedicated to transit solutions. Maddie led two workshops at Lipscomb University to educate students on how they can engage with the transit system in Nashville.

## EVENTS

- Monthly Networking events in Q1 and Q2 of 2023
- Tennessee Department of Environment and Conservation’s (TDEC) Food Waste Awareness Week and Nashville’s Bread to Tap Event, April 2023
- Nashville Community Tour & Reception, November 2023
- Earth Day, Urban Housing Solutions’ North Nash Fall Bash, Walk Bike Nashville’s Open Streets,

**34**  
total  
outreach  
events

## PARTNERS





**16**  
in-person  
listening  
sessions

**400+**  
total  
attendees

**1500+**  
Nashvillians  
engaged about  
transit

# TRANSIT TOGETHER

In late 2022, NSS partnered with The Transit Alliance of Middle Tennessee (TAMT) to create Transit Together, an initiative to reinvigorate the transit conversation involving the entire community from the beginning. We are building a framework to make necessary, material changes in the quality of life for our community through transit infrastructure investments and policy. Throughout 2023, NSS and TAMT hosted 16 listening sessions in partnership with many notable non-profits and businesses in the area that truly represent Nashville and its diverse communities. We have collected imperative data from our first round and are gearing up to host round two in early 2024.

## OUR IMPACT

- Developed relationships with over 16 NGOs, businesses, and organizations
- Engaged over 1500 Nashvillians on transit issues
- Launched a digital survey and received over 700 responses
- Awarded a grant from the American Public Transportation Authority

## PARTNERS



# 2024 GOALS

Expand Network



Update & Modernize Website



Create Capacity



Implement 1 More Project

