



Our Values

Accessible and Inclusive

We invite all people to respectfully experience our property and our programs. Just as biodiversity is a sign of ecosystem health, we are enriched by people from different backgrounds and life experiences. We actively seek out and ensure the participation of those who might not otherwise have the opportunity to visit this special place.

Fidelity

Mabel Norman entrusted this one-of-a-kind treasure to our care. We experience the joy and the responsibility of her legacy every day, in all of our actions. There will be times when we disagree on direction, or when the temptation to travel the expedient path will be hard to resist. If we let our mission guide us, we will choose the right thing to do.

Good science and ecosystems awareness

Our care for our resources is guided by recognized science and the best practices in natural resource management that are responsive to the needs of this unique place. We take a holistic, ecosystem approach to our stewardship.

Integrity

We take our fiduciary responsibility very seriously and are transparent in our communications, interactions and intentions. We act in good faith and honor our commitments.

Nature experiences

Research confirms that encounters with nature contribute to our mental health, our development and well-being. Providing opportunities for rewarding experiences in nature are a foundation of our conservation and education activities.

Sustainability

We are committed to minimizing our ecological footprint, both here at the Norman Bird Sanctuary and on the ecosystem of our region and planet.

Tradition and history

We are an important part of the cultural life of our community. We know and honor the legacy of what came before us, foster those traditions that build deep attachment to the Norman Bird Sanctuary and the natural world and embrace the change that creates new traditions for future generations.

Wise Stewardship

We are careful and responsible managers of the natural, built and human resources entrusted to our care. Our stewardship extends to all the gifts we have been given, including the donations we receive, our reputation and the good will of our community.