

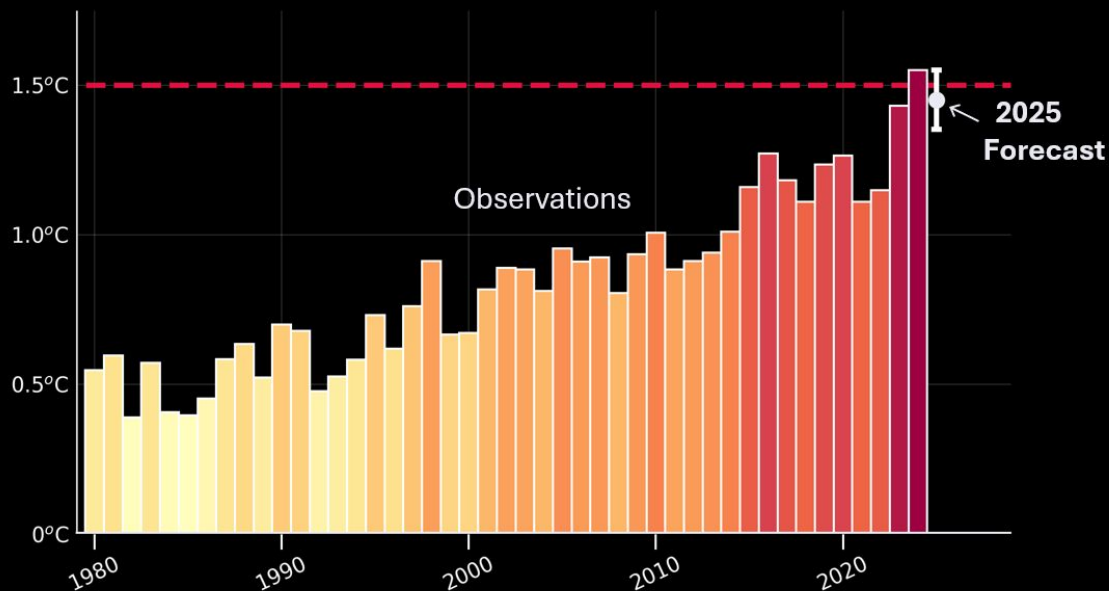
The POW Canada Opportunity



POW  CANADA

It's hot. 2025 was the hottest.

Annual global mean temperature above pre-industrial



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada



ClimateData.ca
Donneesclimatiques.ca

Global temperature anomalies averaged and adjusted to early industrial baseline (1881-1910)

Global annual average carbon dioxide

Source: NASA GISS, NOAA NCEI, ESRL; via Climate Central



**Climate change is urgent
and is caused primarily by
burning fossil fuels for
power.**





**The solutions to
climate change exist and
are ready to scale. We just
need the political will.**

What We Believe

**It's not about the car you drive.
It's not about the trip you take.
It's not about the food you eat.**

It's about policy.

A large crowd of people is seated in a hall, looking towards the front. The background shows a display area with various items, including clothing and a tent. A red text box is overlaid in the center of the image.

**POW Canada builds the
common ground and
political power needed to
deploy climate change
solutions.**

POW Canada's Priorities



POW

Background



NEW VISION

Clean air, clean water, and a healthy planet

NEW MISSION

**Lead the outdoor community to protect the
places and experiences we love**

VALUES

Common Ground

Diversity

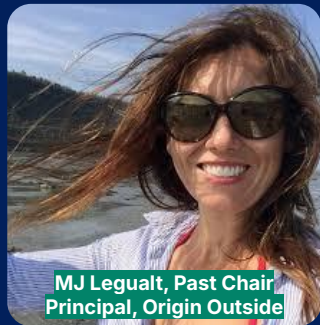
Positivity

Urgency

Creativity



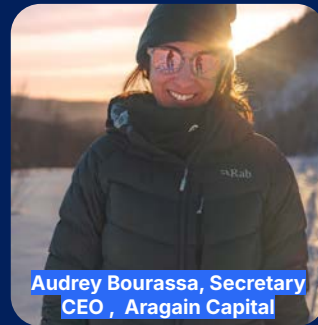
Alex Guimond, Chair
CEO, Altitude Sports



MJ Legault, Past Chair
Principal, Origin Outside



Chris Tham, Treasurer
CFO, Arc'teryx



Audrey Bourassa, Secretary
CEO, Aragain Capital



Sabre Pictou Lee
CEO, Archipel Research



Reuben Krabbe, At Large
Professional Photographer



Mik Kersten, At Large
CTO Planview



Toby Heaps, At Large
CEO, Corporate Knights



Mike Douglas, At Large
Principal, Switchback



2026

Board & Leadership



David Erb
Executive Director



Anik Champoux
Chief of Staff



Arianne Dufour
Development & Partnerships Director



Finn Iles, Mountain Biker



Alannah Yip, Climber



Mike Douglas, Skier



Brette Harrington, Climber

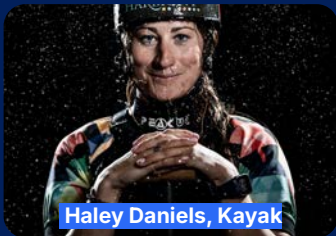
60+
athletes



Ashleigh McIvor, Skier



Craig McMorris, Snowboarder



Haley Daniels, Kayak



Kelsey Serwa, Skier



Marie-France Roy,
Snowboarder

Athlete Alliance



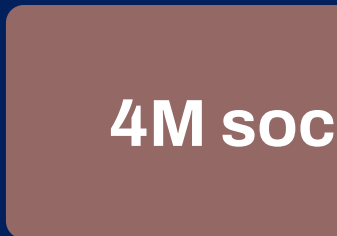
Greg Hill, Skier



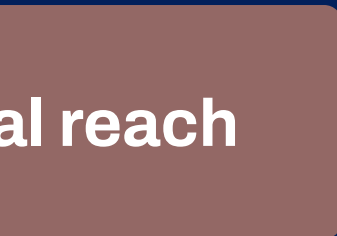
Elladj Balde, Figure Skater



Erin Mielzynski, Skier



Will Gadd, Climber



Yuki Tsubota, Skier

4M social reach

37
partners

FUNDING PARTNERS



SUMMIT PARTNERS



ASCENT PARTNERS



SUPPORTING PARTNERS



FRIENDS PARTNERS



Brand Alliance



Kyle, Vancouver



Andreanne, Quebec City

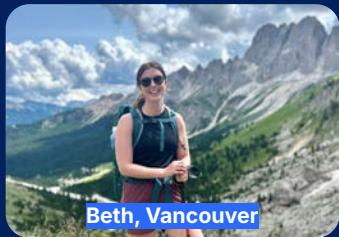


Amanda, Calgary



Mark, Kitchener

43,500+
members



Beth, Vancouver



Chris, Vancouver



Adam, Quebec City



Erin, Ottawa



John, Toronto



Kaci, Waterloo



Claire, Kitchener



Evan, Edmonton



Anne Sophie, Quebec



Vincent, Montreal



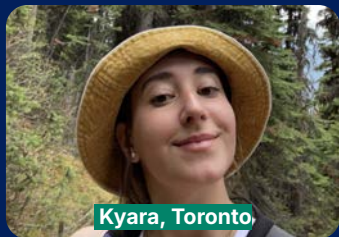
Thana, Calgary



Teresa, Vancouver



Stephen, Ottawa



Kyara, Toronto



Sho, Toronto

By the Numbers

of Members

43.5K

% of Members, 18-44

69.4%

Social Media Reach

1.2m

Members new to climate

91%

Email Open Rate

36%

Ambassador Reach

4m

Top Regions

BC 43% ON 22% AB 17% QC 15%





Outdoor recreation economy rivals oil and gas in Canada, new report shows



Champions pour la planète. La cause environnementale leur tient à cœur. Ils sont passés à l'action.



RADIO-CANADA



Canadian groups call for dramatic increase to wildfire defence funding



Foreca\$ter assigns dollar value to Canada's prime winter resource

Daily

Selected by our experts, delivered daily.



Forecasting Milano Cortina 2026: How climate change could redefine future Winter Olympics



CBC

We Break Through

POW's engine for impact

**#1. Leverage Top
Influencers as
Trusted Messengers**

**#2. Champion
Bold Creativity
& Storytelling**

**#3. Build
Community &
Power**

**#4. Mobilize to
Drive
Outcomes**



2024-25 Greatest Hits



Passage of the Clean Electricity Regulations with coalition partners - most significant climate legislation in Canadian history.



Published first-of-its-kind Outdoor Recreation Economic Report in collaboration with University of Waterloo. Lots of media!



Grew our membership by 12% and our revenue by 24%.



Implementation of Tree By-law in Whistler.



Letter signed by 30+ outdoor industry businesses to Prime Minister Mark Carney advocating for East-West Electricity Transmission as projects of national importance.



Building internal capacity with new appointees to our Board of Directors, establishment of an Advisory Committee with recognized thought leaders from across Canada.

Hits



Julie Dabrusin, New Federal Minister of Environment & Climate Change referencing POW's Outdoor Recreation Economic Report

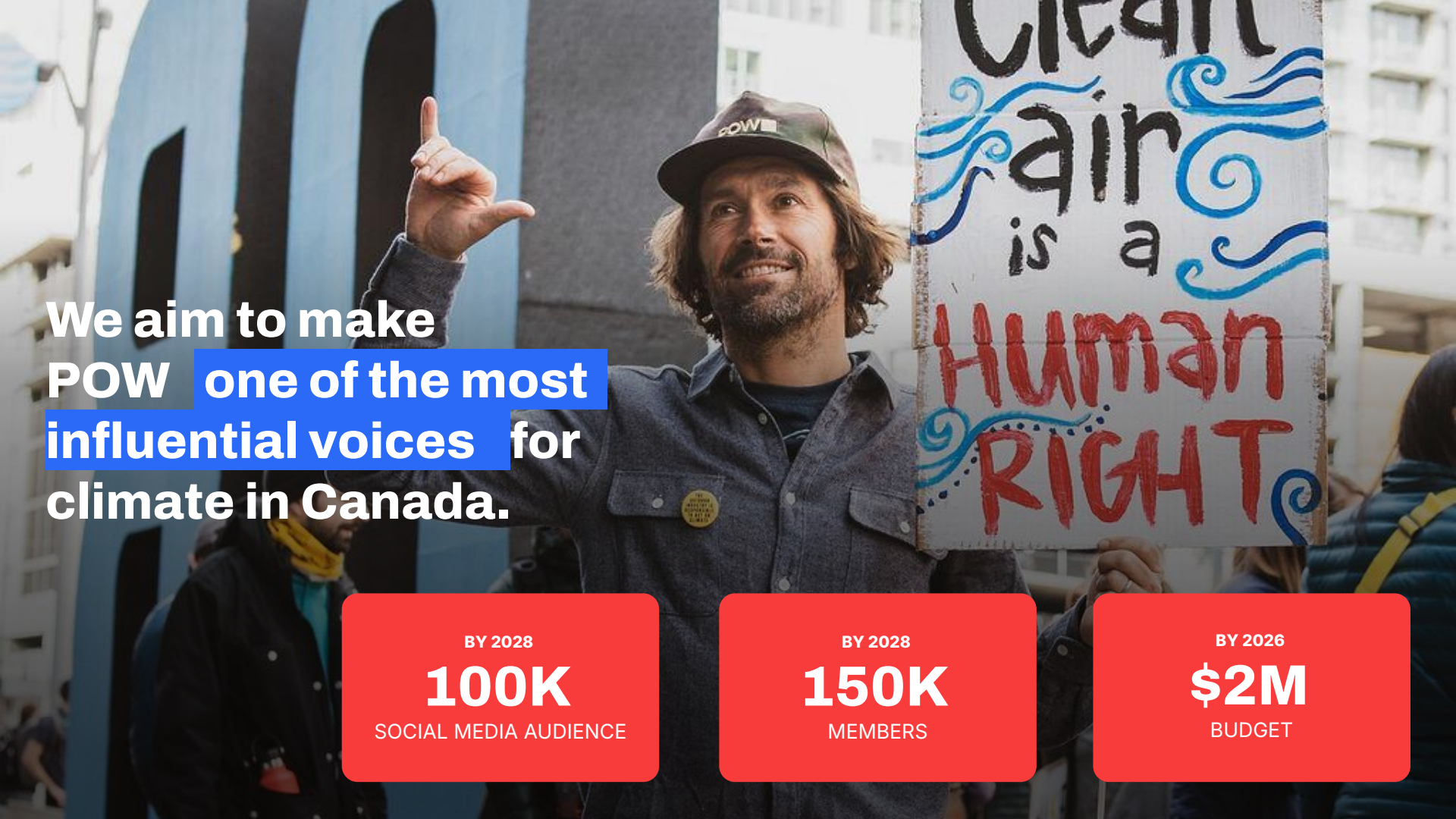
2025-2028 Strategy





CONVERSATIONS

1. Brian Unrau, CEO of Vigor Clean Tech & Community Energy Development Co-Operative
2. Julia Kilpatrick, VP Canadian Climate Institute
3. Brady Smith, CSO at Indigenous Tourism Association of Canada
4. Marlo Raynolds, CEO of Charger Ready Properties
5. Megan Lohmann, CEO of Community Energy Association
6. Stephen Thomas, Manager of Clean Energy at David Suzuki Foundation
7. Jana Elbrecht, Senior Policy Advisor at Clean Energy Canada
8. Ian Bruce, Former Deputy Executive Director of David Suzuki Foundation
9. Evan Wilson, VP Canadian Renewable Energy Association
10. Philippe Dunsky, CEO Dunsky Energy & Climate Advisors
11. Karen Tam Wu, Director of Houssian Foundation
12. Julie Segal, Environmental Defence
13. Shaughn McArthur, Director of GR at Nature United
14. Ed Whittingham, Founder Advanced Carbon Removal
15. Sandra Schwartz, CEO of CPAWS
16. Andre Vallillee, Environment Program Director at Metcalf Foundation
17. Tony Maas, Former Deputy Policy Director of the Prime Minister's Office
18. Matt Hulse, Ecojustice (Rights of Nature)
19. Montana Burgess, Organizer & Executive Director of Neighbours United
20. Jamie Biggar, Organizer & Founder, My Climate Plan



We aim to make
POW one of the most
influential voices for
climate in Canada.

BY 2028

100K

SOCIAL MEDIA AUDIENCE

BY 2028

150K

MEMBERS

BY 2026

\$2M

BUDGET

The Outdoor Community is the **largest voting block** in Canada

78% 78% of Canadians actively participate in outdoor recreation.

74% Think climate change is human caused

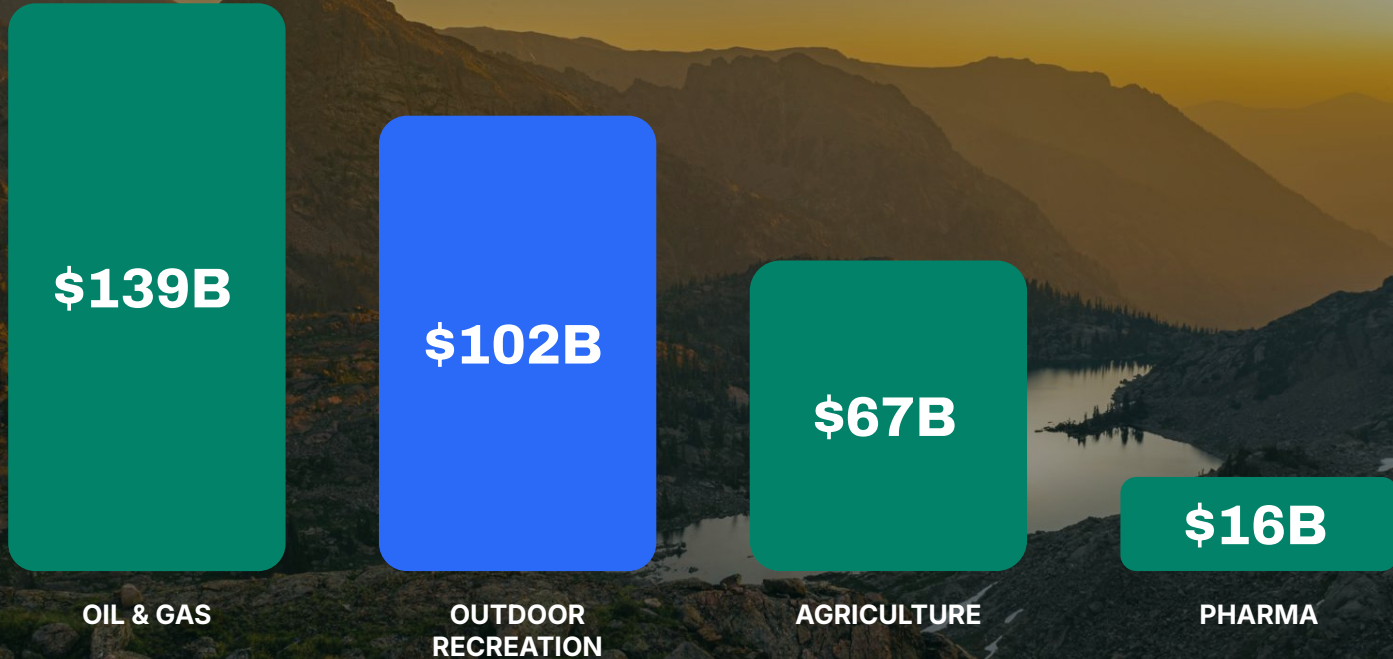
60% Want to do their part & be better advocates



**Limiting climate change to 2 degrees
(aligned with Paris Climate Agreement)
will ensure we can still do this.**



The outdoor industry is an economic powerhouse.



Annual Economic Activity

A map of Western Canada and parts of the United States. Red bullseye target markers are placed over Whistler, Kelowna, Revelstoke, and Yellowhead in British Columbia, and over Collingwood and Laurentides in Ontario. The map shows provincial and state boundaries, with labels for Alberta, British Columbia, Washington, Oregon, Idaho, Minnesota, Wisconsin, Michigan, Quebec, and Vermont. Major cities like Seattle and Toronto are also marked.

POW is national in scope but has boots on the ground in 7 targeted federal political ridings where the outdoor industry is a main driver of the regional economy =

Outdoor Ridings

West Vancouver-Sunshine Coast-Sea to Sky / Kelowna
Kamloops-Shuswap-Central Rockies /
Columbia-Kootenay-Southern Rockies / Yellowhead
Simcoe-Grey / Laurentides-Labelle

POW's 2025-2028 GOALS

BUILD POWER

150k members (285%)

40k members in outdoor
ridings (300%)

100k social audience
(195%)

300+ meetings with
elected officials

GROW IMPACT

Advance 30 impact
projects in outdoor ridings

Advance 6 impact
activities nationally

Activate 32k voters in
outdoor ridings

SCALE CAPACITY

Train 150 alliance members

2x alliances (athletes,
partners, resorts,
retailers) = 221

2x annual budget = \$2m

GROW IMPACT

#impact

Protect Our Winters (POW) is the vehicle for outdoor people to protect the places and experiences they love. Climate change is an existential threat to the economy and vitality of outdoor communities.

POW will build the public and political support to breakthrough and advance wildfire adaptation strategies and clean energy projects with regionally, provincially and federally.



OKRs

1) Deliver meaningful climate action in outdoor ridings

- 100+ meetings with elected official (municipal) from targeted geos to pass M.O.R.E. Resolutions & Endorsements
- 30 impact projects in outdoor ridings
- Xxx actions taken by local POW members
- 20k voter pledges in outdoor ridings

2) Deliver meaningful climate action nationally

- Advance 6 [policy wins](#) / impact activities
- 200+ meetings with MPs and achieve "trusted messenger status" with 20 MPs
- x2 annual viral advocacy campaign (over 200k views / 10% of members took action)
- 20,000 voters reached virtually through "Stoke the Vote" campaign

BUILD POWER

#power

The long term vision is to **build power** for the Outdoor Community via people and communities nationally and regionally.

We will grow thoughtfully to new geographies that together, build a **national chapter model** for influence and results.

We will **change the narrative** on climate through trusted and influential messengers, compelling creative and storytelling that **tackles disinformation**.



OKRs

1) Build power regionally within targeted outdoor communities

- x7 outdoor ridings
- 40k members in outdoor ridings
- Establish regional influencer teams in outdoor ridings (business, resorts, NGOs, leaders)
- 7 indigenous and coalition partners

2) Build power nationally

- 150k members (+285%)
- 100K social media audience (+195%)
- 10 indigenous and coalition partners

3) Be the source for education and engagement in the outdoor community

- 1 breakthrough creative campaign annually (500K reach)
- X1 weekly digital engagement content (100K Yearly Engagement)
- 200K website visits
- Train 1,000 members through Enthusiasts to Advocate program
- 50+ prominent earned media articles / interviews / mentions / hits

SCALE CAPACITY

#capacity

Protect Our Winters (POW) brings a **new constituency** of stakeholders - the outdoor community - into the climate movement.

We will train and resource our Alliance members (influential athletes, businesses (brands, resorts, retailers), scientist and creatives) to be effective **climate champions**.



OKRs

1) Scale & train alliances to be climate champions

- Deliver training to 100 alliance members annually
- 112 new alliance members (+100%)
 - 24 brands (90%)
 - 30 athletes (45%)
 - 20 resorts (285%)
 - 38 retailers (315%)
- Award \$25k empowerment grants to athletes and creatives annually (3 Grants)
- mobilize 100 alliance members annually to engage on climate advocacy

3) Grow internal organizational capacity

- x2 annual budget and diversify revenue
- Growing and strengthening team / board
- Comprehensive review of Compensation & Benefits by YE 2026
- Develop an organizational DEI program with 80% score

WILDFIRES

Wildfires are a massive threat to communities with outdoor recreation economies.

- 14.2 million acres of forest burned annually
- 723 Mt of CO2 emissions from wildfires annually - larger than all other Canadian sources combined
- \$30 billion in economic impact annually
- Canada spends ~10% of other countries with “world class” fire strategies

#1 FOCUS: Significant Increase of investment from feds to create a national, world class fire strategy

#2 FOCUS: Bespoke wildfire climate adaptation for outdoor communities (prevention, detection, response)

CLEAN ENERGY

Clean energy is the most affordable source of energy and doesn't cause climate change.

- Canada's electricity needs are expected to x2 or x3 by 2035 as we electrify transportation and buildings
- China, US, India and Brazil are leading the transition
- Canada is far behind other countries and needs to rapidly increase ambition

#1 FOCUS: Deeper involvement of Indigenous groups, municipalities and community co-operatives in clean energy projects

#2 FOCUS: Investment to make outdoor communities examples of net zero including transit and micro grids

OUTDOOR RECREATION

Canada's outdoor sector is an economic powerhouse and needs to be resourced

- **Canada's outdoor sector is growing and is the lifeblood of countless rural and Indigenous communities.**
- **The US Bureau of Economic Analysis (equivalent of StatsCan) captures the outdoor sector in their reporting**
- **We need to better understand the sector to support and grow it**

#1 FOCUS: Push Statistics Canada to create an Outdoor Recreation Satellite account to capture the sector

#2 FOCUS: Protect the "natural assets" that are foundational to outdoor recreation economies and communities.

What does success look like in 2028?

- **150k+** members including **40k** from outdoor ridings
- Mobilize **100+** athletes and brands on climate actions
- **7 “outdoor ridings”** in targeted geos nationally
- **Climate Champions** elected in targeted geos
- **2m** POW-led impressions in civic engagement campaigns, with more targeted engagement in outdoor ridings
- **Millions** of acres of land protected from wildfire destruction
- **5 gigawatts** of new clean energy advanced through coalition efforts
- **\$1m** in new funding annually for 2026, 2027, 2028
- **Annual** reporting for outdoor recreation embedded within StatsCan

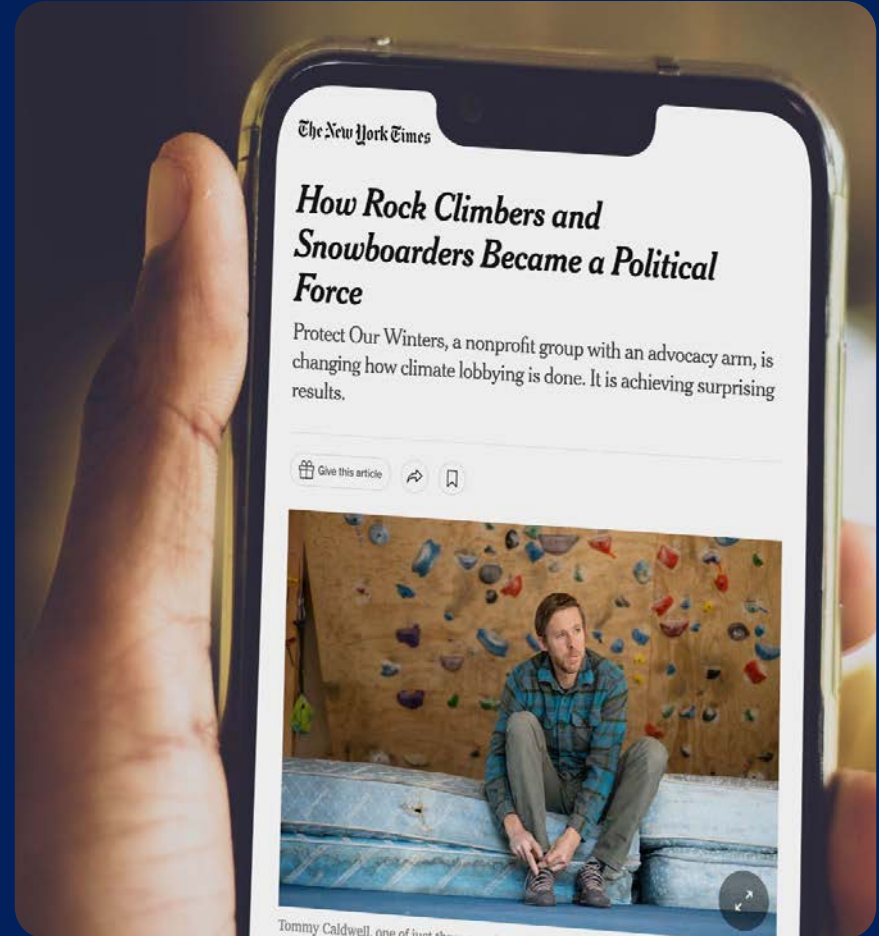
Uniquely Positioned for Impact:

Athletes' Influence

Community's Passion

Economic Clout

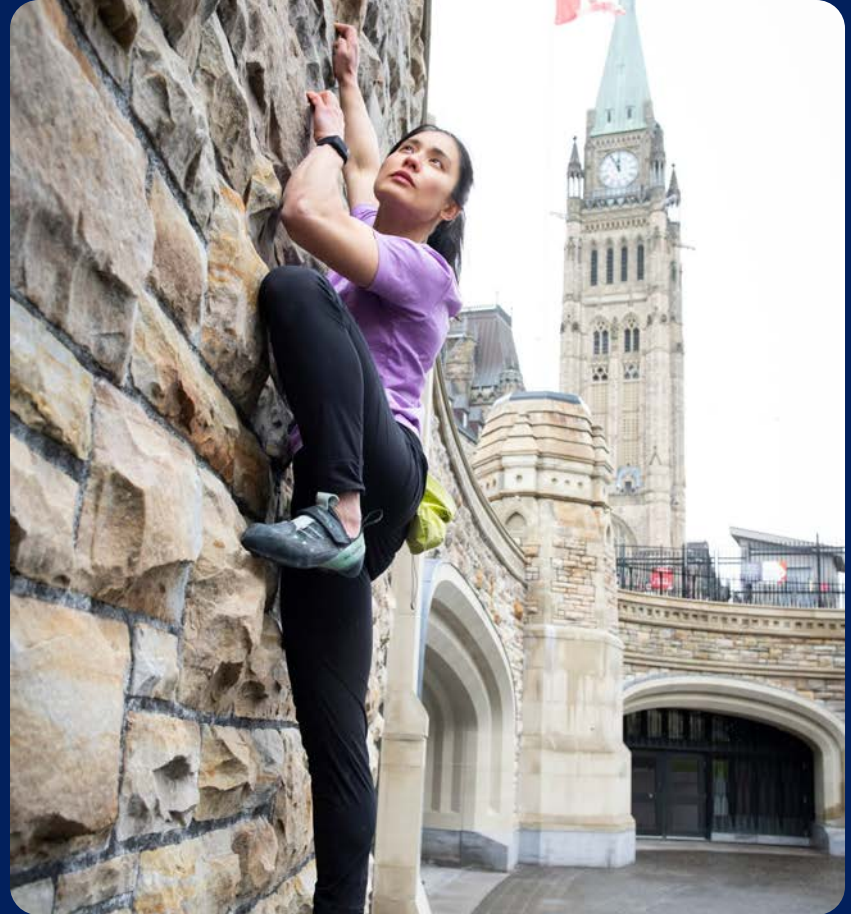
Social Media Reach



What we need to succeed

~\$1m of new revenue annually:

- **\$400k Advocacy & Campaigns**
- **\$150K Research & Training**
- **\$325k Marketing & Comms**
- **\$125k Programs & Admin**



Belong To The **Solution**

David Erb, Executive Director
dave@protectourwinters.ca
226-339-9381 m
CRA Charitable Number 789126737 RR 0001

