



# **NEW VOICES NEW ENERGY NEW ACTION**

**2021 ANNUAL REPORT**



# ABOUT US

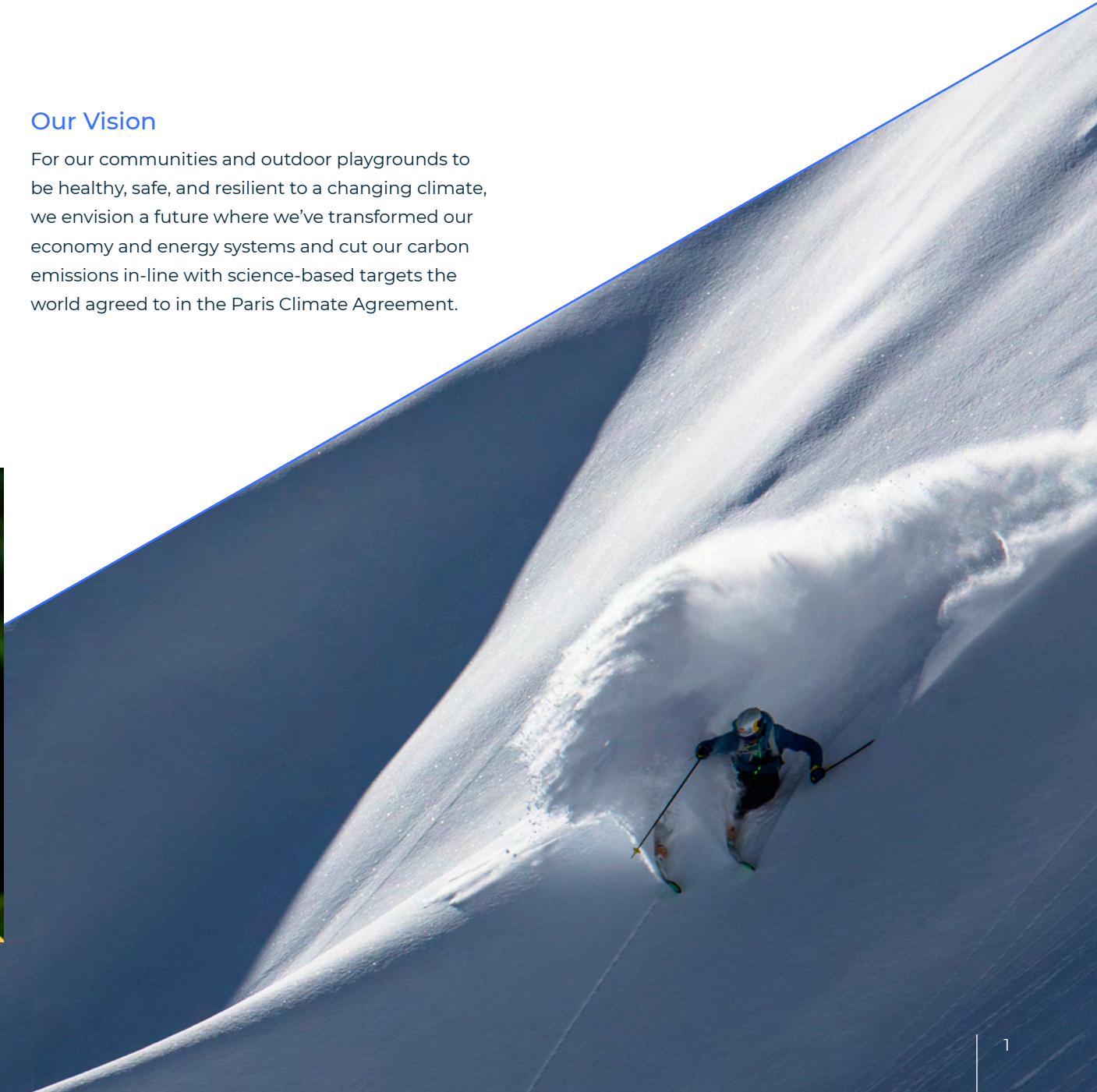
## Our Mission

Our mission is to turn passionate outdoor people into effective climate advocates. Protect Our Winters Canada is a passionate community of enthusiasts, professional athletes and industry brands uniting the outdoor community to address climate change. We believe our love of adventure in nature demands our participation in the fight to save and protect it.



## Our Vision

For our communities and outdoor playgrounds to be healthy, safe, and resilient to a changing climate, we envision a future where we've transformed our economy and energy systems and cut our carbon emissions in-line with science-based targets the world agreed to in the Paris Climate Agreement.



# 2021 BY THE NUMBERS

# POW CANADA MEMBERS

**23,076**

# GROWTH IN MEMBERSHIP

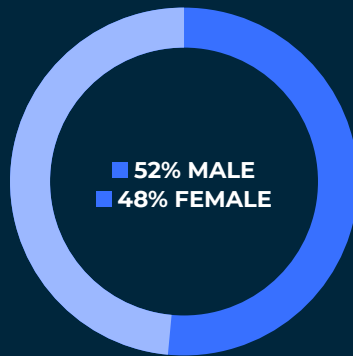
**12,013**

CRM OPEN RATE

**26%**

DEMOGRAPHICS

86% 18–44 years old



% GROWTH IN MEMBERSHIP

**109%**

ENGAGEMENT RATE ON CALLS TO ACTION

**up to 59%**

ACTIONS TAKEN BY MEMBERS

**11,294**

## 2021 BY THE NUMBERS

SIZE OF PARTNER ALLIANCE

**35**

TOTAL FOLLOWER GROWTH

**31.6%**

INSTAGRAM AUDIENCE GROWTH

**21.7%**

SIZE OF ATHLETE ALLIANCE

**72**

TOTAL ENGAGEMENT

**90K**

TWITTER AUDIENCE GROWTH

**19.3%**

REACH OF ATHLETE ALLIANCE

**4M**

TOTAL IMPRESSIONS

**1,809K**

FACEBOOK AUDIENCE GROWTH

**32.3%**

# NOTE FROM THE EXECUTIVE DIRECTOR



Throughout history, it's been social movements, not governments, that have been responsible for ushering in radical change. Women's Rights, Civil Rights and LGBTQ2+ Rights were all initiated by passionate constituencies who were not satisfied with the status quo and organized themselves to demand change.

These groups often started at the fringes of society and faced rejection after rejection. But eventually, the movements grew larger and louder, becoming more mainstream and generating victories and wins along the way.

The climate movement is on the brink of bringing in radical change. At POW, we believe our role is to bring NEW voices into the movement. By connecting the impacts of climate change on the places and experiences outdoor people love, we motivate and empower them to turn their passion into purpose to protect the places and experiences we all love.

In 2021, we continued to grow the movement. From more than doubling the number of members to growing our staff and board teams to significant national policy wins, we solidified our position

as one of the fastest-growing and most dynamic climate organizations in Canada. The sum of our small, yet strategic, efforts are creating climate victories where they are needed most.

As we plan for 2022, we'll continue to look for ways to grow our movement, mobilize our members and apply our collective energy and pressure around meaningful and winnable campaigns that will protect the places and experiences we love.

Thank you for belonging to the solution.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Erb'.

**DAVID ERB** Executive Director  
*On Behalf of the Board of Directors*



# BOARD OF DIRECTORS

As a not-for-profit organization, Protect Our Winters Canada is governed by a board of directors who are responsible for the strategic direction and overall governance of the organization.



**MIKE DOUGLAS**

Chair



**MJ LEGAULT**

Vice Chair



**DANIEL SCOTT**

Treasurer



**MARIE-FRANCE ROY**

Secretary



**SVEN SANDHAL**

Member At Large



**AMIL REDDY**

Member At Large



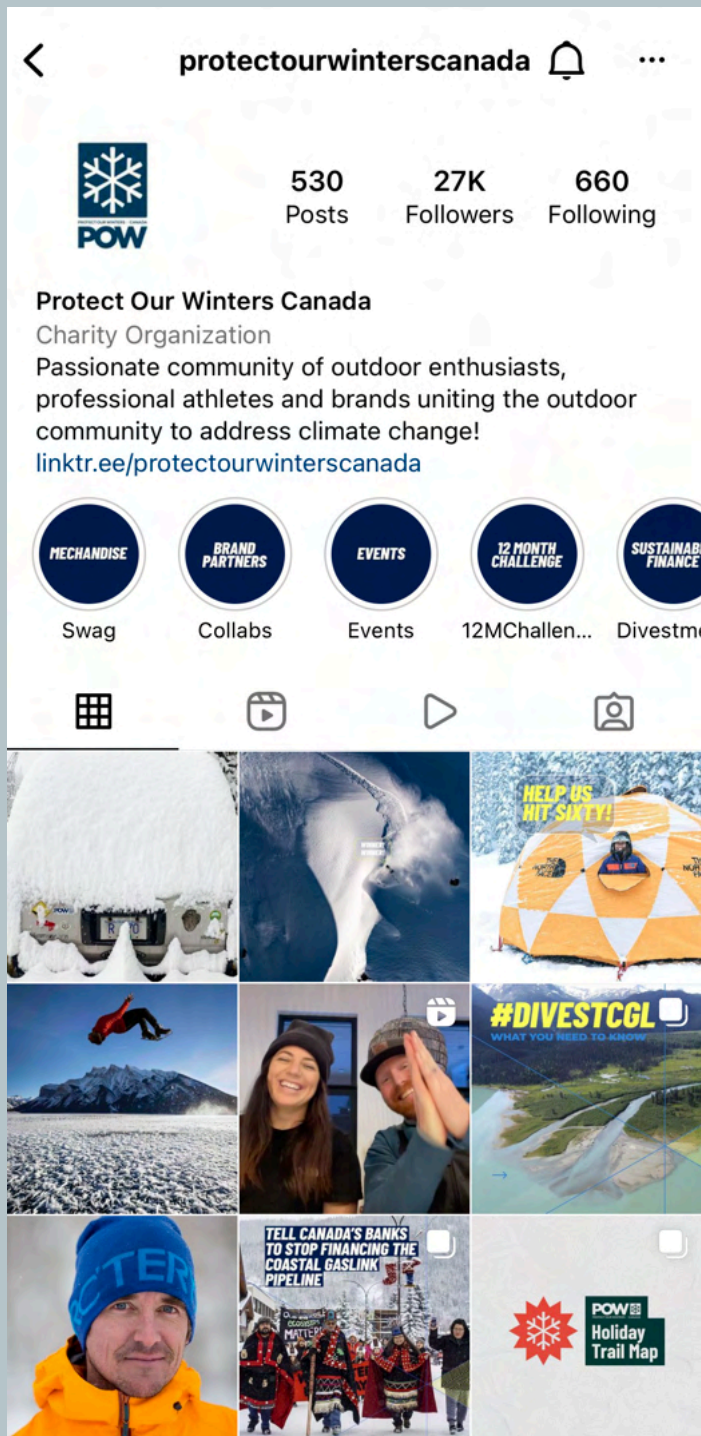
**ALEX GUIMOND**

Member At Large



**SABRE PICTOU LEE**

Member At Large



## GROWTH & CAPACITY BUILDING

Despite the social gathering restrictions (limiting events and activations) as well as financial hardships presented in 2021, we increased:

### MEMBERSHIP

109%

### SOCIAL MEDIA AUDIENCE

23.5%

### REGIONAL CHAPTERS

3+

### MONTHLY DONORS

65

### PARTNER NETWORK

5+

protectourwinters.ca

Ready to Turn Your Passion Into Purpose?

## BECOME A MEMBER

IT'S FREE. Add Your voice to Canada's fast growing and most dynamic climate organizations

First Name

Last Name

Email

Join

**POW**  
PROTECT OUR WINTERS • CANADA

✉️ 📷 f 🐦

RESOURCE CENTER

protectourwinters.ca

**POW**  
PROTECT OUR WINTERS

## BECOME A MEMBER

Become a member

### YOUR PASSION FOR THE OUTDOORS CAN HELP SAVE IT

We believe outdoor enthusiasts can be impactful climate advocates. But we get it, it's easy to feel overwhelmed by the scope of the problem and it's hard to know where to begin. Consider POW your guide to climate advocacy.

By leveraging the voice of outdoor enthusiasts like you around key initiatives, we've achieved massive policy wins that have lowered Canada's national emissions and resulted in governments adopting stronger climate action plans.

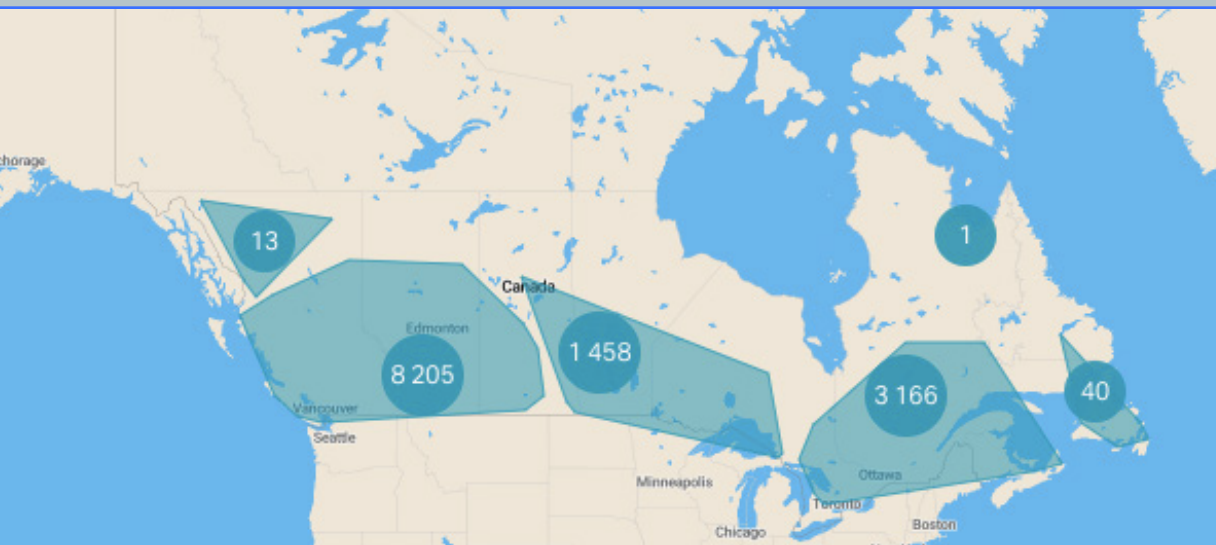
By bringing together passionate outdoor enthusiasts from across Canada, POW has a stronger voice that cannot be ignored at the government level. That's why we need you to become a member. Every member can have an

# MEMBER RELATIONSHIP MANAGEMENT

In 2021 we invested heavily in our new Member Relationship Management (MRM) software and a fully integrated website. Both projects are organizationally foundational, creating the tech stack needed to fully leverage and convert the power, energy and enthusiasm of our members into meaningful action.

As a body of members, having ways to effectively organize people based on interests and levels of involvement are key. Our new MRM allows us to communicate to our members in a customized way based on those parameters while placing them on an engagement pathway that guides them through various actions.

It's a fast-paced world out there and a mobile one too. That is why allowing our members to be effective needs to be quick and efficient. Launching our new responsive website empowers our members to take action with the literal click of a button and allows us to track those actions via our MRM.





# IN THE PRESS

POW Canada received lots of media attention in 2021 across mainstream, outdoor and local press from digital, print and broadcast, resulting in a million impressions.

## **OPINION: A POWERFUL VOICE ON CLIMATE WHISTLER PIQUE**

“Look at the NRA. At its peak it had massive influence over governments in the U.S.—no matter how absurd the gun problem got. If that’s the potential of a large group of people working together on something [on the] negative side, we’d like to do that on the positive side.”

**Mike Douglas, POW Canada Board Chair**

## **AS THE HEAT DOME TAKES LIVES, CANADIAN BANKS MUST ACKNOWLEDGE THEIR ROLE IN CLIMATE CHANGE**

### **THE TORONTO STAR**

“The pandemic taught us that global solutions require the collaboration of governments, academia and the private sector. The climate emergency is no different: if we are to prevent disasters like the heat dome, we need to see a level of action from Canada’s corporations that goes well beyond current commitments. First and foremost must be our banks, who currently play an outsize role in funding climate change.”

**Alison Wines, POW Canada Divestment Campaigner**

## **JAGMEET SINGH DEFENDS NDP CLIMATE PLAN, CRITICIZES LIBERAL POLICY**

### **CTV NEWS**

“Singh highlighted an endorsement of his climate plan from Protect Our Winters, which gave the party the highest ranking of the three leading parties. The NDP got an A-, Liberals got a B, and the Conservatives a D. Of the other parties, the Greens tied the NDP, the Bloc Québécois got a B-, and the People’s Party of Canada was given an F.”

## **POW CANADA LAUNCHES YOUTH EDUCATION PROGRAM**

### **CASTLEGAR NEWS**

“We know youth will be the driving force behind the innovation and social transformation needed to accelerate Canada’s response to climate change, investing in the creation of an engaging virtual presentation, a new dynamic website and a first-of-its-kind Climate Educator’s Portal are important tools for equipping students and teachers with the resources to educate and inspire the next wave of climate champions.”

**David Erb, Executive Director**

**PIQUE**  
NEWSMAGAZINE

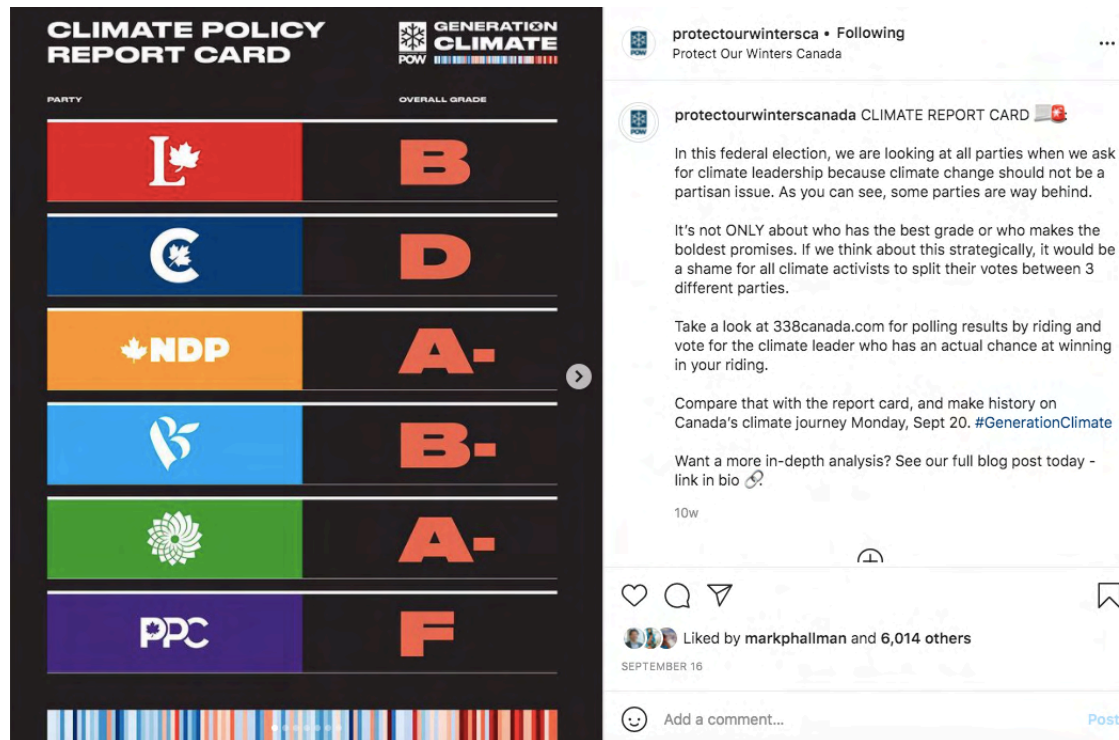
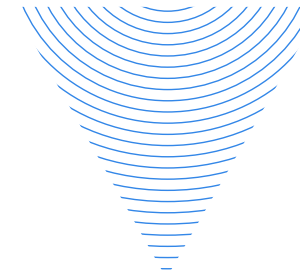
**CTV NEWS**

**TORONTO STAR**

**CASTLEGAR NEWS**

# CAMPAIGNS

In 2021, we organized campaigns to elevate our policy pillars (Carbon Pricing, Renewable Energy, Nature Based Solutions and Sustainable Finance) and leverage opportunities around the federal election, Bill C-12 (Canada's Net Zero Accountability Act) and others resulting in multiple wins.



## #GenerationClimate

Although the September Federal Election wasn't on our planning calendar at the start of 2021, it became a major focus as the certainty of an election crystalized. Despite the short time frame between the writ drop (announcement) and election (36 days), we pulled together a strong campaign with strong results. From an engagement standpoint, it was our most successful campaign to date with 5,243,564 impressions on social media, 5,969 click through website visits to access our resources as well as on-the-ground organizing tactics in our regional chapters where tight races were predicted.

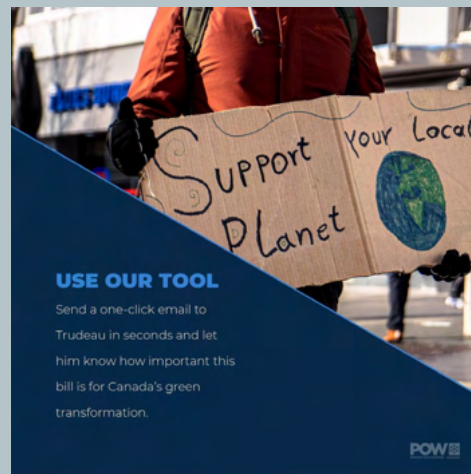
## CAMPAIGNS CONT.

### #BankOnNature

With the growing awareness that finance has an outsized opportunity for impact on climate action in Canada, we adopted Divestment / Sustainable Finance as a new policy pillar and created the #BankOnNature campaign to support this policy initiative. The campaign focused on the shocking role Canadian banks play in funding fossil fuel extraction globally and the need to move money from the things we don't want (fossil fuels) to the things we do want (clean, renewable energy).

### #JustSendIt

Working collaboratively with allies at the Climate Action Network, we launched our #JustSendIt campaign aimed at encouraging Justin Trudeau and others to push through Bill C-12 (Canadian Net Zero Emissions Accountability Act) which was stalled in Parliament awaiting second reading. After sending thousands of emails, C-12 was passed and now enshrines Canada's commitment to reach net-zero emissions by 2050 in law, and establishes the country's first comprehensive climate governance system. This is likely the most significant piece of climate legislation ever passed and we're thrilled to have contributed.





# CAMPAIGNS CONT.

## BC Old Growth

The images and stories coming out of the Fairy Creek blockade brought the reality of old-growth logging to the world stage. POW Canada members sent thousands of emails, text messages and phone calls to BC Premier John Horgan asking for a moratorium on Old Growth logging and for the government to implement the recommendations of the Old Growth Strategic Review. In September we shifted our focus from Fairy Creek to a more comprehensive province view of biodiversity and have been working with our colleagues at Ecojustice, West Coast Environmental Law and Yellowstone to Yukon to push for a statute that will protect BC's biodiversity and allow it to remain an important carbon sink.

## #StopGNL

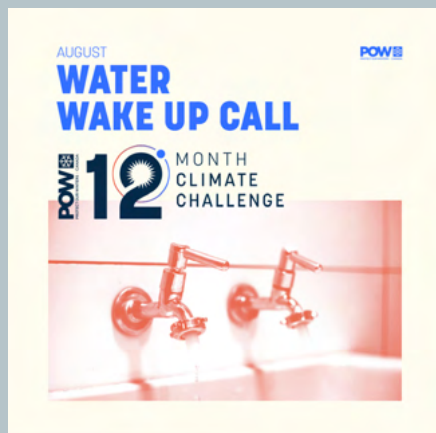
An archaic technology was set to ruin another pristine landscape. The GNL Quebec project would have involved the construction of a 750 km gas pipeline, a gas liquefaction plant and an export terminal in the Saguenay Fjord. This mega-project aimed to export fracked gas from the Western provinces of Canada to international markets (Europe, Asia, etc.), through Northern Ontario, First Nation communities without their prior and informed consent, the Saguenay Fjord, and the St. Lawrence. At the end of the summer of 2021, it was announced by the Quebec government that the GNL natural gas project will not be moving forward.

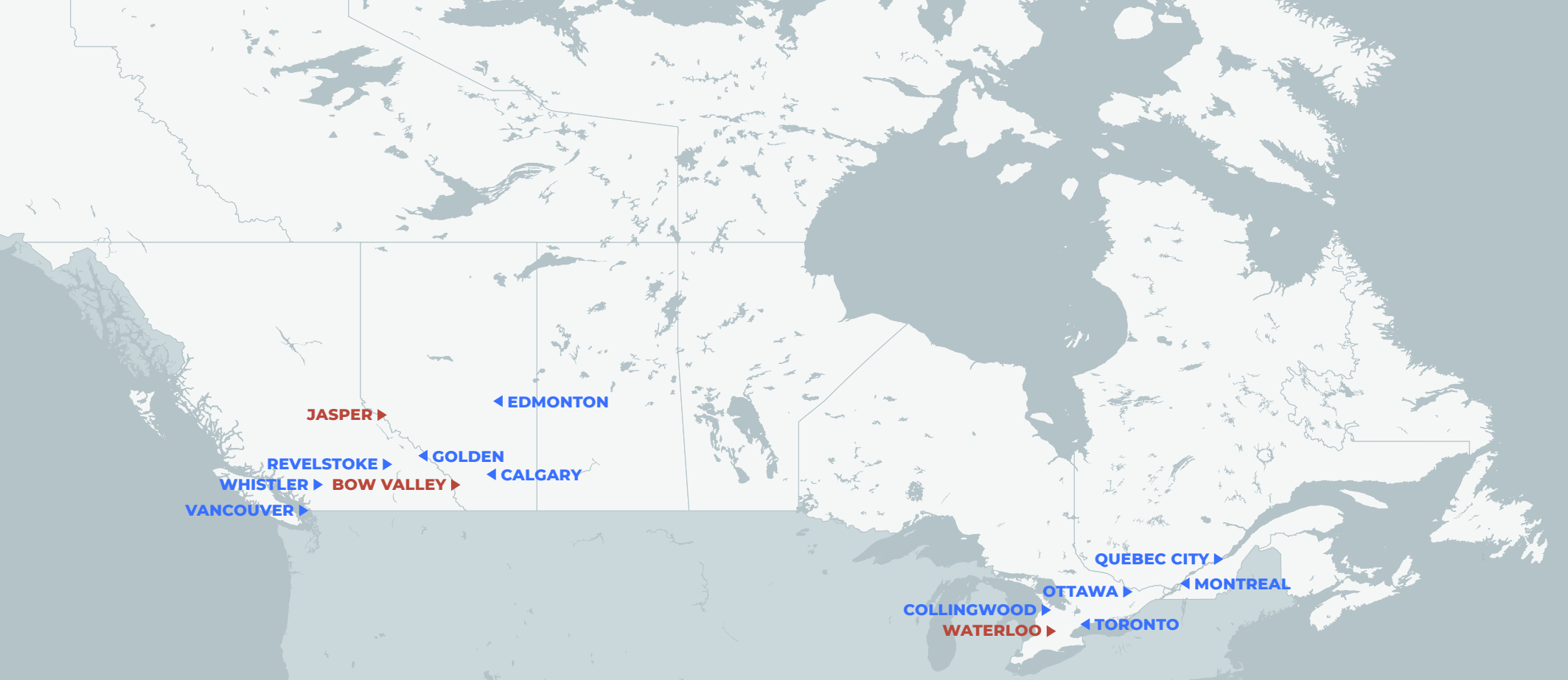
We are pleased to have contributed to the success of the campaign. However, many communities in the Saguenay area were depending on the work brought by this potential project. This is why we must continue influencing governments to transition towards clean alternatives that will support local economies in the future.



# 12 MONTH CHALLENGE

In January 2021, ambassador Greg Hill designed and launched our 12 Month Challenge which provided a platform for members to take action by educating themselves on a new topic each month with the goal of adopting new lifestyle choices that would reduce their personal carbon footprint. At the end of each month, Greg would host a Zoom Apres with a special guest and allow members an opportunity to ask questions and discuss the monthly challenge. We had a total of 1400 members participate in the 12 Month Challenge!





## ***REGIONAL CHAPTERS***

To achieve a critical cultural shift in how we approach climate change, we have to start at the local level. That's the work of POW's Regional Chapters: regional groups of POW supporters and volunteers who organize their communities around climate solutions. Through campaigns and events, these regional chapters carry out POW's efforts on the ground, educating communities and scaling POW's work across the country. In 2021, we onboarded Emilie Grenier as our Community & Campaign Coordinator with a specific focus on supercharging our engagement (grassroots) organizing efforts. We have solidified our framework and strategy for regional chapters and added 3 new chapters, bringing our total to 14 nationally.



# REGIONAL CHAPTERS CONT.

This year, our Regional Chapters found innovative ways to activate local campaigns, while keeping things online or socially distanced. POW Whistler organized #CommuteDontPollute, which challenged local POW supporters to collectively present a data-supported transit proposal to the Resort Municipality of Whistler with the insights gathered from their volunteer-run campaign. POW Golden hosted the Golden Ski Swap, an event that focused on sustainable outdoor recreation, while

raising funds for the local food bank. The Bow Valley Chapter hosted a panel discussion where local athletes, scientists, guides, and creatives shared stories and experiences with the community showing that climate change is not just a problem in the Arctic, or the Marshall Islands, but in our own backyard. Finally, the Ottawa Chapter hosted a series of online events, consisting of short films and panel discussions with POW Athlete Ambassadors and industry specialists.



# PROGRAMS

Growing our membership base continues to be a priority for POW Canada and our programs are an important tool in this effort.



## Resorts

The resort program is an alliance of Canadian ski resort operators who recognize they are on the front lines of climate change, and are taking bold action against it.

In 2021 we onboarded 3 resorts to our new Resort Alliance including **Mont Tremblant** (QC), **Blue Mountain** (ON) and **Cypress Mountain** (BC). All 3 of these influential resorts represent key geographical areas (Quebec, Ontario and greater Vancouver) where POW can have an impactful voice and gain new membership.

These resorts will work to share POW's message with their visitors & employees, create opportunities to convert their guests to members and use their economic and political influence to advocate for policy inline with POW's Policy Pillars.



# PROGRAMS CONT.

## Outdoor Recreation Municipalities Group

In partnership with the Climate Caucus and the University of Waterloo Interdisciplinary Centre for Climate Change, we founded the Outdoor Recreation Municipalities Group (ORMG) Climate Coalition. ORMG is a group of locally elected officials, municipal staff, and community members who are passionate about leading climate initiatives in communities reliant on outdoor recreation across Canada. These often small and rural or remote communities face unique challenges implementing climate action strategies ranging from lack of staff capacity and financial capital, to transient residents and large tourist populations, to limited research and policy tailored to meet the needs of these communities. The ORMG project is designed to help facilitate climate action by uniting Canada's outdoor tourism municipalities to share knowledge and experience, and create a larger voice advocating for strong climate policy provincially and nationally.

The Outdoor Recreation Municipalities Group currently includes members and elected officials from Golden, Squamish, Collingwood, Banff, Mont Tremblant, Whistler, Cumberland, Canmore, Nelson, Revelstoke, Jasper, Rossland as well as members from Vancouver, Calgary, Edmonton, Ottawa, Montreal and Toronto who represent the large numbers of people who travel into nearby smaller communities for outdoor recreation.

## Hot Planet Cool Athletes

COVID realities prevented in-person school visits through most of 2021 although we took advantage of opportunities as they presented themselves in small, COVID friendly settings. We took time to reimagine how to deliver HPCA to more students

nationally once public health measures allow for it. Simultaneously we started the process of looking for a title partner of HPCA to ensure it's properly resourced and can deliver on our goal of reaching 10,000 students in person annually.





# TRAINING & EDUCATION

Although POW is a grassroots organization, with a combined audience of 2.9 million, we rely on our 'grasstops' ambassadors to disseminate our information across their social channels to extend our reach. Annually we gather our ambassadors, partners and major donors for a 3 day, 2 night retreat to dig deep into our strategy and key initiatives for the coming year. In September we camped together in Squamish BC where we assembled an incredible array of speakers including DEI Consultant Amil Reddy, Dr. Devin Todds from Pacific Institute for Climate Solutions (UVic), Communications Specialist Laura Hughes from the Pembina Institute, Social Media Guru Charlie Grinell, Engagement Organizing specialist Matt Price and Environmental Entrepreneur Brett Henkel (Svante Inc.)



# DIVERSITY, EQUITY & INCLUSION



As part of our commitment to DEI and developing a more culturally competent organization, we worked with POW Board Member Amil Reddy (Amil Reddy Consulting) to design a road map to ensure we delivered on our action plan. Throughout 2021 we held workshops and training sessions for our staff, board members, chapter leads and ambassadors facilitated by Amil as well

as *Archipel Research & Consulting*, an Indigenous-owned and women-led organization. You can find our full DEI Action Plan at [www.protectourwinters.ca/everyone](http://www.protectourwinters.ca/everyone).

Realizing diversity of experience and perspective will make us a stronger organization, we worked hard to add diversity through recruiting new board members and ambassadors.



# LOOKING TO 2022

## Strategic Planning

We have big dreams and the best way to make dreams come true is to stop dreaming and start planning! In 2022 we'll embark on a major strategic planning process to better define our goals and put in place the programs and structures needed to achieve our goals over the next 3 years.

## Membership Structure

Leveraging the power of our new MRM (Member Relation Management) software, we'll develop a membership structure that empowers and incentivizes our members to take action on climate and resources them as ambassadors to grow the movement.

## DEI

We'll continue to build our cultural competency and look for ways to better reflect the growing and changing outdoor community across Canada while seeking out opportunities to partner with BIPOC organizations and integration of DEI principles into all aspects of POW Canada's work.

## HPCA

As public health guidelines allow, we will deliver high impact climate action programming to 10,000 students, in-person across Canada. We will look for a title partner to ensure the program is properly resourced to become the premier climate education program in Canada.

## Retailer Program

Knowing everyone who enters an outdoor retailer is a possible POW member, we'll develop and launch a program for retailers that provides them with in-store signage and displays to share POW's message with their customers.

## Membership Growth

As we like to say.....there's POWER in numbers! POW Canada's success is contingent on our ability to build a large, engaged membership base. In 2022 we'll double our membership through social media campaigns, local events, partner activations and peer to peer recruitment which will greatly increase the effectiveness of our programs and campaigns.

## Enthusiast to Advocate

Thanks to the generous support from our founding partner MEC, we embarked on a year-long journey to create an online, module-based platform capable of training our most dedicated members and empowering them to become high impact volunteers and ambassadors. Our Enthusiast to Advocate program includes six modules: Climate Change 101, Diversity, Equity and Inclusion, Engagement Organizing, Climate Communications, Advocacy and Storytelling.

## Advocacy & Campaigns

We'll look to build or support high impact climate policy campaigns to further our advocacy efforts around carbon pricing, renewables, incentives and a just transition with overall alignment to the Paris Climate Agreement. In addition, we will continue to solidify our relationships with key politicians and bureaucrats to ensure the voice of POW Canada's community is represented on important policy decisions.



# 2021 FINANCIALS

## POW + HPCA

### Income – \$775,000

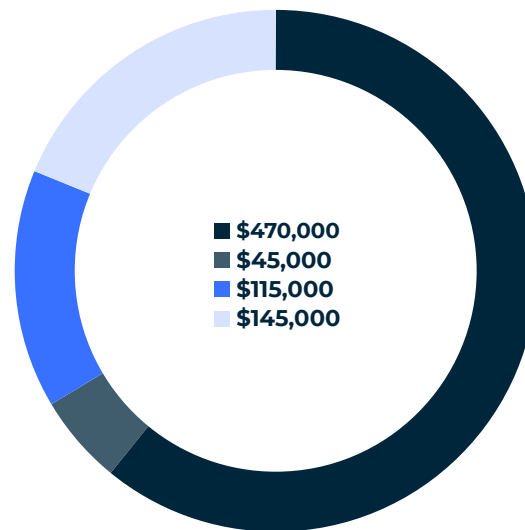
- Partnerships
- Events & Other
- Donations & Foundations
- Wage Subsidy

### Expenses – \$680,000

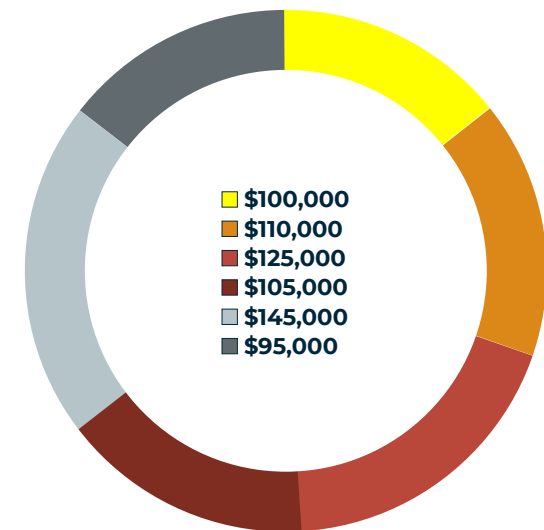
- Administration
- Education & Programs
- Advocacy & Campaigns
- Chapters & Training
- Outreach & Development
- Reserve

### Surplus – \$95,000

### INCOME



### EXPENSES



Unaudited and consolidated financial statements for Protect Our Winters Canada and Hot Planet Cool Athletes Canada.

# POW STAFF



**DAVE ERB**

Executive Director



**IZZY LYNCH**

Program Director



**JOHN MEISNER**

Marketing Coordinator



**EMILIE GRENIER**

Community Engagement &  
Campaign Coordinator



**NATALIE KNOWLES**

Research Coordinator



**MAX YOUNG**

Brand & Design Coordinator



**ANIK CHAMPOUX**

Program Director



**ALI WINES**

Divestment Policy Lead



**ARIANNE DUFOUR**

Strategic Partnerships  
Director

# PARTNER ALLIANCE

To achieve our goals as a not-for-profit organization, POW relies on the generous support of partners who share our vision. Partners' donations are helping us to bring our mission to life thanks to their generous monetary support, but also for raising awareness on our mission and our advocacy work to their community.

This year, we received support from **34** partners who helped us elevate our voice across Canada through successful membership and fundraising campaigns, grassroot events, product collaborations and by endorsing our advocacy work. We are very thankful for their contribution to drive our mission forward.

## PARTNERS

**35**

## CAMPAIGNS

**21**

## PRODUCT COLLABS

**6**

## RAISED

**\$500K+**





# INITIATIVE FROM PARTNERS

## Membership

Arc'teryx membership campaign

Global campaign

Objective: Membership drive & fundraising

**5,000**

**NEW MEMBERS**

**\$100K**

**FUNDS RAISED**



## INITIATIVE FROM PARTNERS

### Education & Build Community

MEC Season Opener

National campaign

Objective: Education & build community

# \$10K

FUNDS RAISED

# 5

GRASSROOT ACTIVATIONS

with Regional Chapters

# 1

PANEL DISCUSSION

on the POWER of community with POWC national athletes



## ***INITIATIVE FROM PARTNERS***

### **Advocacy work**

Pela product collab for Old Growth

National campaign

Objective: Advocacy work & protection of our Old Growth Forest

# **\$20K**

**FUNDS RAISED**

# **1**

**PRODUCT COLLAB**

& short film on the issue

# **14,542**

**LETTERS SENT**





## INITIATIVE FROM PARTNERS

### Fundraising

Smartwool Giving Tuesday campaign

National campaign

Objective: Fundraising & Brand awareness

# \$15K

FUNDS RAISED

# 2

CAMPAIGNS

Ecom & In-store

# 1

IN-STORE EVENT

with local chapter & common athletes

## PLATINUM PARTNERS



## GOLD PARTNERS



## SILVER PARTNERS



## BRONZE PARTNERS

