

ANNUAL REPORT 2022

PROTECT OUR WINTERS CANADA



Photo: Bruno Long

PROTECTOURWINTERS.CA



<i>ABOUT US</i>	<i>02</i>	<i>EDUCATE</i>	<i>17</i>
<i>2022 IN NUMBERS</i>	<i>03</i>	<i>INSPIRE</i>	<i>19</i>
<i>A NOTE FROM THE EXECUTIVE DIRECTOR</i>	<i>05</i>	<i>OUR COMMUNITY</i>	<i>22</i>
<i>STAFF & BOARD</i>	<i>07</i>	<i>REGIONAL CHAPTERS</i>	<i>23</i>
<i>GAME ON</i>	<i>09</i>	<i>RESORTS</i>	<i>24</i>
<i>DIVERSION, EQUITY INCLUSION & ACCESS</i>	<i>11</i>	<i>PARTNERS</i>	<i>25</i>
<i>ADVOCATE</i>	<i>13</i>	<i>ALLIANCE PROGRAM</i>	<i>32</i>
		<i>FINANCES</i>	<i>34</i>

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.



2022 BY THE NUMBERS

POW CANADA MEMBERS

29,453

GROWTH IN MEMBERSHIP

6,377

CRM OPEN RATE

33.1%

DEMOGRAPHICS

69.4% 18-44 years old



% GROWTH IN MEMBERSHIP

+27.6%

2022 BY THE NUMBERS

SIZE OF PARTNER ALLIANCE

45

OF NEW PARTNERS

+13

SIZE OF SCIENCE ALLIANCE

18

SIZE OF AMBASSADOR ALLIANCE

82

REACH OF AMBASSADOR ALLIANCE

4M+

TOTAL FOLLOWER GROWTH

8.1%

TOTAL ENGAGEMENT

5.4%

TOTAL PROFILE IMPRESSIONS

1.4M

TOTAL SOCIAL IMPRESSIONS

677K



A NOTE FROM THE EXECUTIVE DIRECTOR

2022 was a year of change, reflection and growth for POW Canada, as I stepped in as our second ever Executive Director, and we farewelled the inimitable Dave Erb.

As the staff and board gathered for a strategy session in Revelstoke in March, we began to talk and dream about the thing we would soon call “POW 2.0”. Top of mind was how we could build on the momentum of our first four years as a fledgling climate organisation in Canada, and grow to a place where we can say we truly represent the voices of Canada’s massive outdoor community.

We recognised that in order to be as effective as possible, it wasn’t enough to be the coolest climate organisation on Instagram, we needed to have a seat at the table. And that means we needed members. A lot of them.

And so we made a plan. In government relations, there’s an unspoken rule that says you need to represent 1% of the population to be truly influential. It’s a big number, but 75% of Canadians take part in outdoor activities every year - that’s 26 million people - so we thought we had a shot. We just needed to find those people, and help them to see themselves reflected in what we do. Then we need to help them to take action alongside us.

We know too that while POW has its roots in our snow-capped mountains, our community is so much more. It’s the climbers concerned about changing crag conditions, the cyclists battling extreme heat and eroded trails, the parents

wondering whether to cancel family camping trips because of smoky air. It’s everyone who finds joy in nature and wants to protect it.

A first and major step on our growth and engagement journey was the launch of our world-first Game On 2030 program in the second half of 2022, with the unprecedented goal of gamifying climate action. You can read more about that later in this report. We also held our first lobby event, leading a Climate and Sport summit in Ottawa alongside MP for Milton and Olympic medallist, Adam Vankoevenden. And we rallied our chapters and members across the country, with over 30 events in 15 locations.

Of course, none of this could be done without strong governance foundations. In 2022, we took a number of steps toward a stable future for POW Canada. This included the Board voting to merge POW Canada and our charitable arm,



A NOTE FROM THE EXECUTIVE DIRECTOR

Hot Planet Cool Athletes. This decision will allow POW Canada to assume charitable status while retaining the ability to lobby for policy change, as well as substantially reducing overheads and creating the potential for increased donations through the ability to provide tax receipts to corporate donors and partners. We also worked to streamline POW's financial management, introducing new technology to manage cashflow and expenditure, and began the work of diversifying our revenue streams.

Finally, I'd like to extend a huge thank you to our donors and partners for their support in 2022. In addition to our longterm supporters, we welcomed 13 new partners to the POW Canada team this year. This is more significant than ever as the outdoor industry faces its own uncertainties, and we are beyond grateful to the individuals and businesses who believe in the enduring importance of fighting

climate change. Your support allows us to pay a living wage to an incredible team, to reach climate advocates from coast to coast, and to rally one of the most inspired and inspiring communities to take action to protect the spaces we all care about so much.

Climate action is a marathon, not a sprint, and it takes a special type of person to keep their eye on the finish line. The POW team is full of people with this sort of energy, optimism and talent - I'm so grateful to be a part of that team, and to share this work with you, our one-of-a-kind community. Thank you!

ALI WINES 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

POW CANADA STAFF



ALI WINES

Executive Director



ANIK CHAMPOUX

Program Director



ARIANNE DUFOUR

Strategic Partnerships Director



JOHN MEISNER

Marketing Strategist



NAT KNOWLES

Research Specialist



MAX YOUNG

Brand & Design Strategist



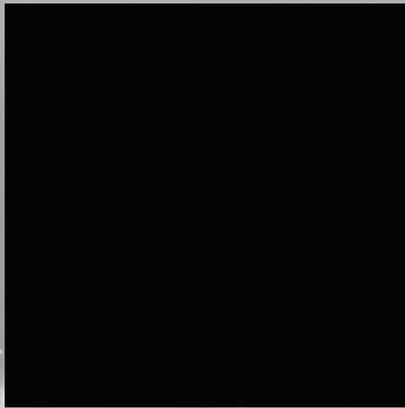
ASH WEBER

POWC Coordinator



KIEREN BRITTON

Community & Fundraising Specialist



GAME ON, CLIMATE CHANGE



GAME ON, CLIMATE CHANGE: A WORLD-FIRST IN CLIMATE ACTION

The year 2030 is a critical milestone for our climate. It is the year that the world agreed that we would have reduced our emissions to 50% below 1990 levels, when the Paris Climate Accord was signed by 192 countries in 2015. Now only 8 years away, the stretch for that target is becoming greater by the day, as a result of ostrich-like inaction from governments and deliberate delay tactics from industry.

Never ones to shy away from a challenge, POW Canada realised that if Canada is to achieve its climate goals, we must engage every member of our community to take action. So, when creative agency Sid Lee proposed an ambitious program to gamify climate action, we jumped at the chance.

Using our dedicated CRM, Nationbuilder, our team was able to create a system that would allocate points for actions taken with

POW - signing a petition, attending an event, recruiting a new member, and so on. A member portal was built to allow people to track their points and move through the skill levels: Novice, Semi-Pro, Pro and Captain. Some actions are 'always on', others are made available as part of monthly challenges that allow participants to scale the points ladder quickly. Our partners love a challenge as much as we do, and didn't hesitate to jump on board the program, offering incredible prizes for our 'climate athletes'.

Our 2030 program launched in late September, and by the end of 2022, over 5,000 member actions had been recorded, with 1,381 participants in our first three monthly challenges.

The goals we set with this program were lofty, and like any big adventure, there were a few challenges along the way. We're constrained by

the limits of our system, which didn't make the sign-up process as easy as it could have been. Data management gaps made getting climate athlete stickers and pledges mailed out a tricky, manual process. With that said, we learned a huge amount and have been able to capitalise on our available tech in new and creative ways thanks to our this program. We are more invested than ever in the success of 2030 and the capacity of gamification to engage advocates across the country.

As we hurtle toward 2030, every action counts. Watch out for exciting new opportunities to act, earn points and earn prizes in the months ahead - because in this game, there can only be one true winner, our planet.

INCLUSION, DIVERSITY, EQUITY & ACCESS

Creating an inclusive and welcoming space is not-negotiable for POW Canada. If we are to achieve our goal of 380,000 members in the next ten years, we must create space for everyone who loves nature as much as we do, whether they're bagging first ascents or walking their dog on a valley trail. More than that, though - it's just the right thing to do.

We know that when it comes to inclusion and diversity, we are a long way from perfect. We've worked hard to diversify our board, which is already helping us make better and more representative choices, but our learning journey is only just beginning. Growth in this area is key to our success and will continue to be a core focus for POW Canada in the coming years.

Below is some of the work that took place in 2022





INCLUSION, DIVERSITY, EQUITY & ACCESS

Truth and Reconciliation Plan

We developed a Truth and Reconciliation Plan, and began engagement work with major partners, seeking ways to collaborate to centre Indigenous voices in our shared climate action.

Learning from Our Community

We held an Indigenous Leaders' Panel at our Annual Summit, providing education and insights to POW athletes, partners, staff and chapter leads from experts in academia, business and sport.

Rethinking our Communication

We developed a year-long communications plan that will support us to make inclusion, diversity, equity and access a core component of POW Canada campaigns.

Working in Solidarity

We celebrated Pride and Indigenous History Month and stood alongside our Indigenous friends and colleagues on the Day for Truth and Reconciliation, calling for justice for Inuit, Metis and First Nations communities.

ADVOCATE



Climate & Sport Summit

In April, a POW team of athletes, staff, scientists and board members headed to Ottawa to meet with MPs and sporting organisations to discuss the intersection of climate change and sport.

Meeting with the Ministers for Sport, Climate Change, Natural Resources and Health, we highlighted how a safe, healthy and stable outdoor environment supports Canadians to improve their physical and mental health in nature.

Through this event we were able to demonstrate POW's intent to support positive climate action and partner with the government to achieve the changes we need to see, to protect our natural playgrounds.

GR Strategy Developed

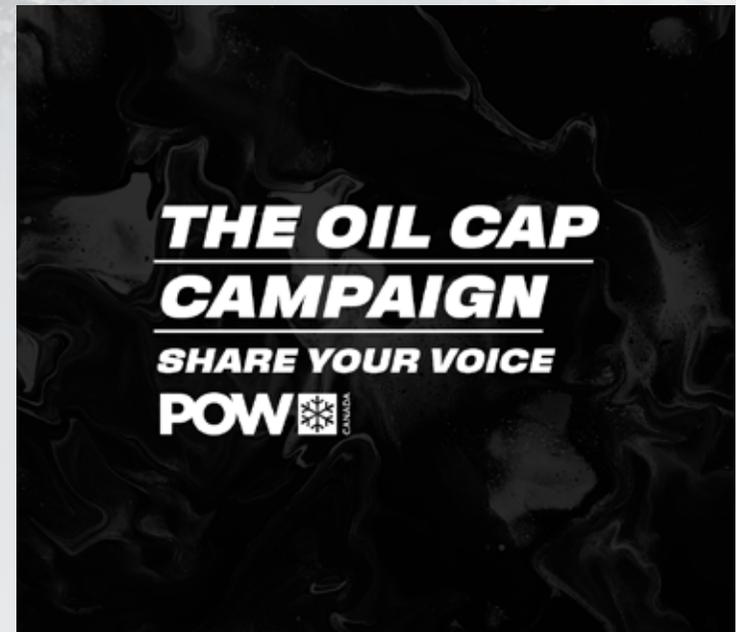
Government relations is a complex area. Members of Parliament are busy and their staffers field hundreds of requests each week from organisations keen to put their cause forward. Knowing that we're one voice amongst many, we knew it was essential to approach this new-to-us area with intentionality. We partnered with the Daisy Group to develop a short to medium term government relations strategy that identifies stakeholders that will value POW's unique insights and collaborative approach to climate action, implementing outreach activities that built on our success at the climate and sport summit.

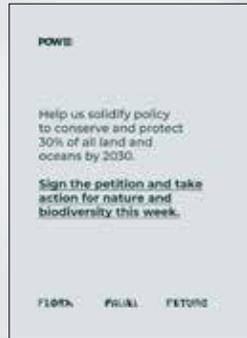
GR Training Provided At Summit

Our community is inspired by the opportunity to become more deeply involved in advocacy work, and we know that we will be more successful with POWER in numbers. We used our annual summit as an opportunity to provide some 101 training to POW athletes, chapters and partners, empowering them to engage with government representatives on issues that matter to the outdoor community.

Emissions Cap Campaign

In 2022, the Federal Government shared its intent to develop legislation limiting emissions from the oil and gas industry. This legislation would represent a significant step toward Canada achieving its Paris Accord commitments and help accelerate the transition to clean energy. POW Canada staff and volunteers held multiple meetings with MPs on this critical issue, culminating in us joining several other climate organisations to deliver 80,000 petition signatures to PM Justin Trudeau in November.





Hike for the Greenbelt

POW chapters flexed their newly acquired government relations skills in early December, rallying a group of over 30 outdoor enthusiasts to hike with MP Adam Vankoevenden in Halton, demonstrating their opposition to the Ford government's decision to release 7,400 acres of protected greenbelt land for housing development.

COP 15

This year, for the first time, POW Canada was awarded observer status for a United Nations climate conference - the Conference of the Parties on Biodiversity (COP-15 for short). Our ED, Ali Wines, attended two days of climate talks in Montreal, meeting with delegates from across the world to learn about challenges and opportunities in biodiversity and the critical role of Indigenous communities in protecting the spaces that preserve life on earth. It was a valuable opportunity to consider how, as outdoor recreationalists, we can work to not only advocate for these spaces, but to consider how we can minimise our own impact.

EDUCATE

Earth Assembly

With Covid-19 still preventing many in-person gatherings, the POW team did what it does best, and adapted to find an innovative solution to keep one of our community's favourite programs, Hot Planet Cool Athletes, alive and well. Enter, the first ever Earth Assembly.

After weeks spent adapting the program to move online, a crew of staff and creatives met in Whistler to film Mike Douglas and olympian Haley Daniels presenting to a live audience of over 1,000 school students around the country.

This was a unique opportunity to consider how we can continue to use technology to reach more students, especially those in remote communities, to support them to become powerful climate advocates.



INSPIRE

CAMPAIGNS

Flora, Fauna, Future

With COP-15 being hosted in Montreal, we felt there was no better time to capitalise on the mainstream media attention to conservation and biodiversity issues. Our Flora, Fauna, Future campaign spoke to the critical nature of biodiversity in achieving Canada's federal climate goals and Paris commitments. We called for Canada to commit to the Post-2020 Global Biodiversity Framework to conserve and protect 30% of all land and oceans by 2030, with an online petition that garnered over 550 signatures.

Ontario & Quebec Elections

In-keeping with our past Generation Climate campaign, POW Canada's Science Alliance analysed each individual party's platforms in the 2022 Quebec and Ontario elections, grading them based on a variety of environmental, energy and social equity criteria. These campaigns stressed the importance of voting at all levels of government, helping inform voters by allowing them to dive deeper into the issues they care about, in a digestible format.



BULLETIN DE POLITIQUE CLIMATIQUE	
PARTI	NOTE GLOBALE
	C+
	B+
	A-
	A
	F

POW CANADA

CAMPAIGNS

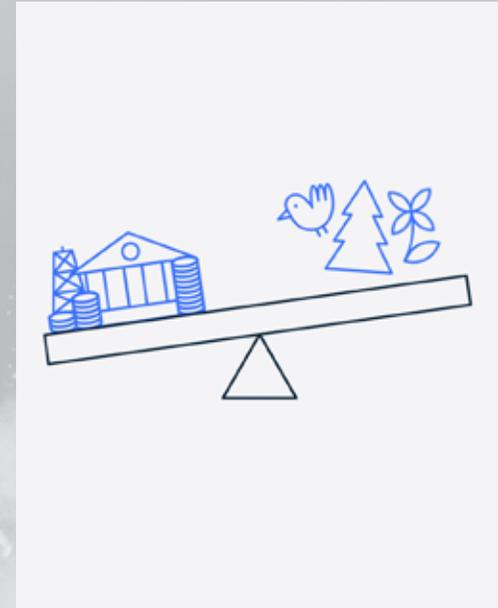
Bank On Nature

Our #BankOnNature campaign aimed to highlight the unseen role that many Canadian banking and financial institutions play in the climate crisis. In it, we introduced our audience to the concept of sustainable finance, encouraging them to speak to their banks about more environmentally and socially responsible investment options. A complex subject, this was a purely educational campaign, allowing our audience to make more informed decisions with their money in the future.

Keep Salmon Wild

Working in cooperation with a number of environmental groups in BC and across Canada, we called for the Honourable Joyce Murray, the Canadian Minister of Fisheries, not to renew the last open net pen salmon farm licences in British Columbia. Open net pen salmon farms are devastating to the wild populations in Coastal British Columbia, and have led to steady declines in wild salmon populations for over 30 years.

Our efforts were rewarded, as the Federal Government announced that Canada will transition away from open-net salmon aquaculture going forward.



OUR COMMUNITY

OUR COMMUNITY, REGIONAL CHAPTERS

Our regional chapters are the heart and soul of POW Canada, bringing together passionate outdoor enthusiasts and building local communities of climate advocates.

We finished 2022 with 15 regional chapters in BC, Alberta, Ontario, Quebec and the Yukon. Each chapter is led by volunteers who donate their time and talent to host events that build community, address local issues and move the needle on climate change nationally.

Here's just a small sample of the work done by POW chapters and volunteers in 2022:

- [Cleaning up the trails after the Winter season at Mt Seymour](#)
- [Meeting with MPs to advocate for a cap on oil and gas emissions](#)
- [Activating at major events including Crankworx and the Arc'teryx Backcountry Academy](#)
- [Rallying women mountain bikers to become climate advocates and share their stoke for outdoor sports](#)



OUR COMMUNITY, RESORT ALLIANCE

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 2022 we onboarded 3 new resorts to our growing Resort Alliance as well as partnered with the **Quebec Ski Areas Association** (Association des Stations de Ski du Quebec), **Big White Ski Resort** in British Columbia, along with **Horseshoe Resort** and the **Mansfield Ski Club** in Ontario joined the Alliance. All 3 of these influential resorts & ski clubs represent key geographical areas (Quebec, Ontario and the Okanagan Valley in British Columbia) where POW Canada can have an impactful voice and gain new membership.

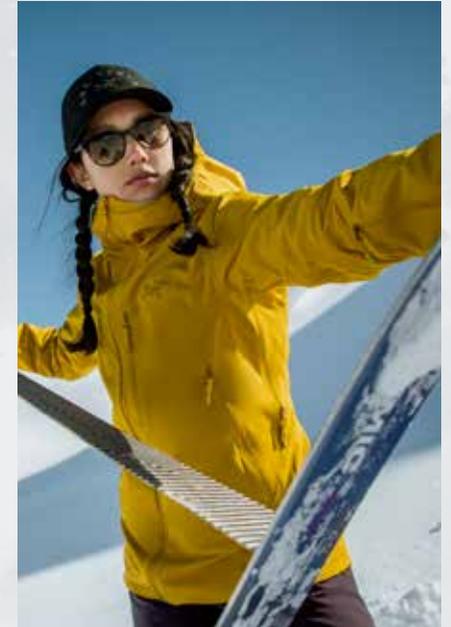
These resorts worked to share POW Canada's message with their guests & employees, created opportunities to convert their guests to members and used their economic and political influence to advocate for policy inline with POW's Policy Pillars.



OUR COMMUNITY, PARTNER ALLIANCE

We are so fortunate to have the incredible support of Canada's outdoor industry to pursue our climate advocacy work. From the Platinum partners who've been with us since day one, to new brands who have chosen to align themselves with POW Canada, we couldn't be more grateful for the commitment these organisations show to both our team, and to integrating sustainability into their own operations.

As well as providing the lion's share of our operating revenue, our partners regularly activate alongside us, supporting chapter activations, lending their creativity and capacity to campaigns and elevating our message through major events and their extensive reach. **We're proud to work alongside these dedicated brands.**



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 got the support from **47 partners** who helped us elevate our voice across Canada through successful membership and fundraising campaigns, grassroots events, product collaborations and by endorsing our advocacy work. We are very thankful for their contribution to drive our mission forward.

PARTNERS

47

PRODUCT COLLABS

6

CAMPAIGNS

20

RAISED

\$175K+

PARTNER INITIATIVES

Game On, Climate Change

Our partners went full onboard to support our new membership program and elevate the stoke by donating amazing prizes to our members on a quarterly basis.

National Campaign

Objective: Membership growth & engagement

26 partners on board

200+ brand prizes

4,000+ new members since launch

3 monthly challenges (October-December)

**4,824+ members actions since launch
(October-December)**



Climb for Climate

We activated 3 #ClimbForClimate challenge, resulting in \$35,000 raised for POW Canada! For every meter of vertical climbed and logged with FATMAP, the partners donated \$1 to POW Canada throughout the timing of their challenge.

National Campaign
Objective: Fundraising
336 participants
782,110 meters logged
\$13,569 raised

The Best Damn Garage Sale Ever

We teamed up with 9 of your favorite athletes and amazing partners to raffle off 9 kick-ass gear packages, with all proceeds supporting POW's ongoing fight for a livable future. We've invited our members to pick the athlete's gear package they'd most like to win upon checkout. Every dollar they donated went directly to POW to help us in our mission!

National Campaign
Objective: Fundraising
9 partners & 9 athletes
177 participants
\$13,569 raised



MEC x POW Season Opener Series

In October of 2022, Protect Our Winters Canada, MEC and Arc'teryx came together with a common goal: to unite against climate change and mobilize our community to take action. MEC stores around the country hosted a series of thought-provoking films, conversations with pro athletes, and epic giveaways to kick off the winter season.

National Event Series
Objective: Education & Community Building

4 locations
850 participants
\$21,000 raised

Plogging Day with Buff

In June, Buff and POW organized a National Plogging Day to invite our members to get active while cleaning their favorite local trail. The event was supported by Guru, Beyond Meat, 88 Brewing Co and local running stores. The perfect combination of fuel to have an impactful and fun day.

National Event Series
Objective: Local Impact

4 locations
125 participants
750kg of waste collected



Guru Educational Pieces

To launch our partnership, Guru wanted to do more than brand awareness, they wanted to educate their community on what POW Canada does and how to get more involved. This is why Guru and POW teamed up to answer everyone's request: creating a spotify playlist that hosts all the best environmental podcasts to step up their climate-fighting game, with both English and French resources! As if this wasn't enough, we also created a content piece to help people learn how to implement small changes while practicing the outdoor sports they love, which resulted in climate tricks videos with our POW ambassadors Elladj Balde, Anna Segal and Stan Rey!

National Initiative

Objective: Education

24 environmental podcasts shared in 2 languages

100+ followers on Spotify

3 Climate Tricks videos

109.2K Video reach



PLATINUM PARTNER



ARC'TERYX

GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



AMBASSADOR PROGRAM, ATHLETE, CREATIVE & SCIENCE ALLIANCES

Our ambassador team is a driving force in the work that we do and are a huge reason for the success of our recent campaigns. Our 78 Ambassadors make a personal commitment within their own discipline to help achieve POW Canada's Mission, which is working to inspire outdoor enthusiasts to become effective climate advocates.

2022 was a big growth year for our Ambassador Program where we solidified and grew our 3 Ambassador Alliances -Athlete, Creative and further developed our Science Alliance. We brought on 4 new athletes, representing regions in Quebec and Alberta, 2 new Creatives, and further expanded our Science Alliance adding 10 new scientists.



NEWLY EXPANDED SCIENCE ALLIANCE

Our Science Alliance is a diverse and vibrant network of Canada's top climate scientists, Indigenous knowledge holders, glaciologists, social & political scientists, biologists, engineers and economists!

They bring their knowledge, skills and experience to support us with facts, new ways of thinking, and real-world experience to the core of our effort to galvanise the outdoor community to advocate on behalf of the climate.



FINANCES

OUR FINANCES

2022 was a year of growth and capacity-building for POW Canada. Following the investment in a strategic partnerships role in the second half of 2021, we were able to welcome multiple new partners whose values align with our work.

We also focussed our efforts on our operational strategy of revenue diversification, allowing us to secure new and additional funding from philanthropic foundations and our nationwide retailer program.

As we planned for growth, this also meant investing in our team. We brought on a much-needed administrative support role and a community and fundraising specialist to help us elevate the incredible efforts of our regional chapter volunteers and work towards stronger and more consistent grant income. As a people-first employer, we are also cognisant of the rising cost of living in Canada, and supported our staff with a pay increase to counter the impacts of inflation.

Our most significant campaign investment was the development of the *Game On, Climate Change* program, which will be a galvanizing source of action for the next 8 years. As a modern climate organisation with digital primacy, we have made the strategic decision to prioritise building a world-class creative and operational team, who work towards educating and inspiring climate action in our community through cost-effective and highly impactful national campaigns.

We finished the year with revenue over expenditure of \$104,476. These funds are held in reserve to support POW Canada through periods of economic uncertainty.

We thank Famme and Co for performing our 2022 audit for both POW Canada and Hot Planet Cool Athletes. Audited financial statements are available upon request.

2022 FINANCIALS

POW + HPCA

Revenue – \$1,059,183

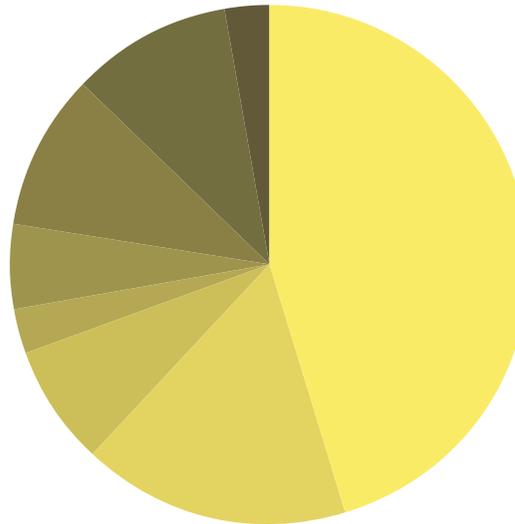
■ Corporate Partnerships	\$480,181.00
■ Campaigns	\$176,075.00
■ Donations	\$79,909.00
■ Fundraising Events	\$30,288.00
■ Merchandise	\$56,901.00
■ Grants & Foundations	\$100,935.00
■ Administration Fees	\$106,195.00
■ Miscellaneous	\$28,699.00

Expenditures – \$972,986

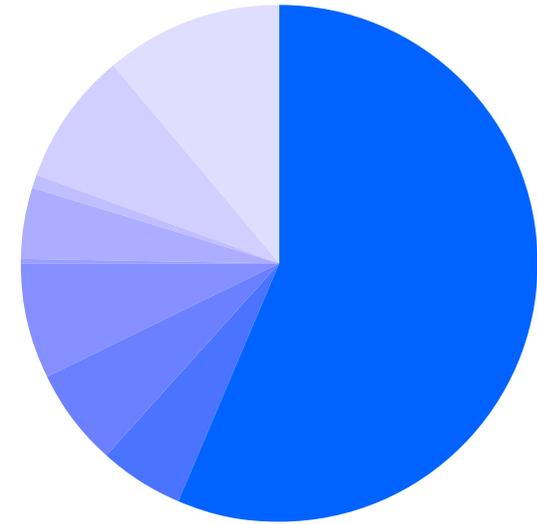
■ Salaries & Wages	\$550,020.00
■ Travel	\$50,824.00
■ Advocacy & Training	\$60,048.00
■ Campaigns	\$70,866.00
■ Events	\$1,798.00
■ Merchandise	\$42,927.00
■ Education & Programs	\$9,607.00
■ Admin & Miscellaneous	\$80,701.00
■ Admin Fee to POW	\$106,195.00

Surplus – \$104,476

REVENUE



EXPENDITURES



JOIN THE MOVEMENT

How Can You Get Involved with POW Canada?



BECOME A MEMBER

Becoming a member is quick and free. It's the easiest, fastest and most effective thing you can do to fight climate change.



DONATE

Your donation helps us reach new heights. It's 100% tax deductible and your charitable tax receipt is issued via email instantly.



JOIN A CHAPTER

Volunteer with your local POW Canada Chapter and take tangible action against climate change in your community.



TAKE ACTION, WIN PRIZES

Participate in our *Game On, Climate Change* program where you taking climate action earns you awesome rewards from our brand partners.



Photo: Bruno Long

PROTECTOURWINTERS.CA

PROTECT OUR WINTERS CANADA

18 KING STREET EAST, SUITE 1400
TORONTO, ONTARIO, M5C 1C4