

# ***ANNUAL REPORT 2024***

*PROTECT OUR WINTERS CANADA*



PROTECTOURWINTERS.CA



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# ABOUT US

## Our Mission

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

## Our Vision

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



# 2024 BY THE NUMBERS

# POW CANADA MEMBERS

37,336

# GROWTH IN MEMBERSHIP

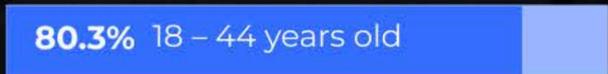
3,804

# OF EMAILS SENT BY MEMBERS

6,000

DEMOGRAPHICS

80.3% 18 – 44 years old



% GROWTH IN MEMBERSHIP

+11.3%

## **2024 BY THE NUMBERS**

SIZE OF PARTNER ALLIANCE

**36**

SIZE OF AMBASSADOR ALLIANCE  
(ATHLETE, SCIENCE AND CREATIVE)

**101**

TOTAL SOCIAL FOLLOWER GROWTH

**8.29%**

SIZE OF RETAILER ALLIANCE

**10**

REACH OF AMBASSADOR ALLIANCE

**4M+**

SOCIAL PROFILE REACH

**1,2M**

SIZE OF RESORT ALLIANCE

**9**

TOTAL SOCIAL ENGAGEMENT

**41,7K**



## ***A NOTE FROM THE EXECUTIVE DIRECTOR***

*2024 was a year of peaks and valleys for POW Canada.  
Navigating wins, challenges and change.*

Likely the most significant project in POW Canada's seven year history was the creation of the Outdoor Recreation Economic Report which was released in September. This report confirms something we've believed for years: the outdoor industry is an economic powerhouse. Specifically it represents \$102 billion (yup that's a B) in annual economic activity and supports 1 million FTE jobs. It's one of the largest sectors of the Canadian economy and is the lifeblood of countless rural communities across Canada. If properly mobilized, we believe the outdoor community could be one of the most powerful advocacy voices in the country.

In October we took that message to Ottawa where we met with Liberal, Conservative and NDP MPs to advocate for three specific policies: cap on emissions, clean electricity regulation and methane reduction legislation. As of writing this report, the clean electricity regulation has been passed, draft regulations for cap on emissions have been released for comment and we are still pushing hard for the methane reduction legislation. These are very significant wins that are the result of years of advocacy by many Canadian climate organizations.



## ***A NOTE FROM THE EXECUTIVE DIRECTOR***

It's still hard to talk about the devastating Jasper wildfires. So many of us have visited Jasper and feel a deep connection to the people, mountains, forests and lakes that collectively make it such a magical place. It's the definition of an outdoor community and economy. In August, as businesses and residents moved back, we were all in awe of their resilience, determination and grit which served as deep-seeded motivation for the POW Canada team to push hard with our work.

Like many other charities, businesses and individuals, 2024 was challenging financially. We made the difficult decision to reduce staff, but also took time to shift our budget to ensure we were focusing on the highest impact opportunities. We started to see signs of optimism in the fall, highlighted by Arc'teryx's offer to triple all donations received which motivated our members to donate a record \$56,000 in December!

Having been involved with POW Canada since its inception, I can honestly say that our strategy has never been stronger and the opportunity has never been bigger. In 2025 we'll dig deep with our grassroots chapters, amplify and leverage the economic report, significantly grow our membership base and continue to fight hard to protect the places and experience we love from climate change.

Sincerely,

**DAVID ERB** Executive Director

*On Behalf of the Board of Directors*

# **BOARD OF DIRECTORS**

As a charitable 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.



**MJ LEGAULT**

Chair



**MIKE DOUGLAS**

Vice Chair



**ALEX GUIMOND**

Treasurer



**SVEN SANDAHL**

Member At Large



**SANDY WARD**

Member At Large



**TARA HOLLAND**

Member At Large



**REUBEN KRABBE**

Member At Large

# **POW CANADA STAFF**



**DAVID ERB**

Executive Director



**ANIK CHAMPOUX**

Programs & Marketing Director



**ARIANNE DUFOUR**

Development & Partnerships Director



**NAT KNOWLES**

Science & Research Specialist



**ANNE-FRED GRENIER**

Digital Content & Social Media Specialist

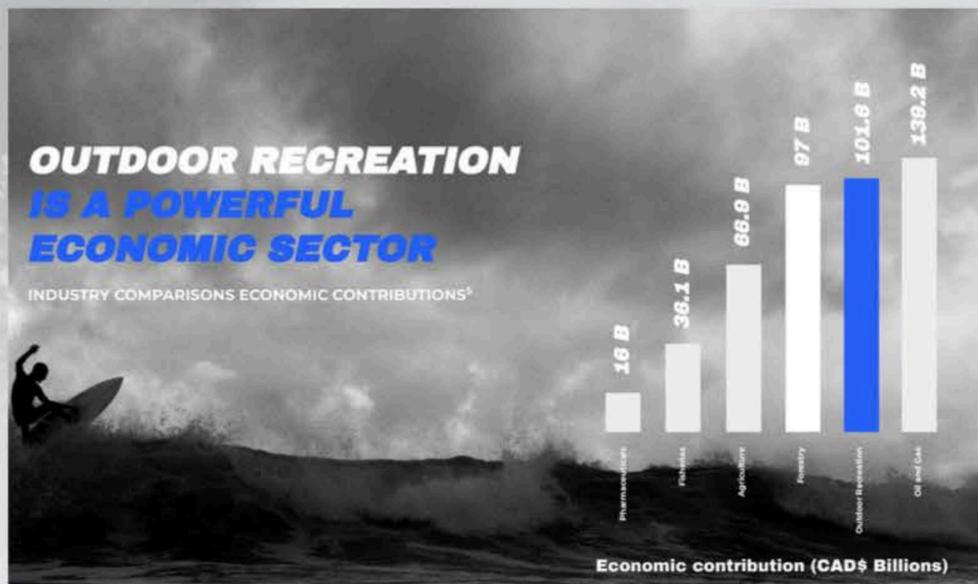
# **DIVERSITY, EQUITY, INCLUSION & ACCESS**

Creating an inclusive and welcoming space is non-negotiable for POW Canada. If we are to achieve our goal of 400,000 members (1% of Canada's population) in the next ten years, we must create space for everyone who loves nature as much as we do, whether they're bagging first ascent/descent or walking their dog on the valley trails. We know that when it comes to inclusion and diversity, we are a long way from perfect.

We've worked hard to diversify our alliances (athlete, science, creative) as well as our board, which is already helping us make better and more representative choices, but our learning journey is far from over. Growth in this area is key to our success and will continue to be a core focus POW Canada in the coming years.



# ***ADVOCATE***



## Outdoor Recreation Economic Report

In September we dropped one of the most significant projects to date! The Outdoor Recreation Economic Report shows the outdoor industry is an economic powerhouse and is larger than pharma, forestry, agriculture and comparable to oil and gas. It represents \$102 billion in annual economic activity and 1 million FTE jobs.

From coast to coast to coast, the mountains, forests, lakes, rivers, parks and green spaces are a core part of our shared Canadian identity and the foundation for outdoor recreation which contributes massively to healthier Canadians, thriving communities, and a prosperous economy. We believe this report will help us mobilize the outdoor community to be a powerful voice for political action on climate. The report is foundational to our work and will be the cornerstone for our 4 year (2025-2028) strategic plan.

*"The outdoor industry is a crucial part of Canada's economy. It fosters job creation and economic growth in local communities. Our natural landscapes attract visitors and sustain countless small businesses and regional industries. Alongside supporting the economy, the outdoor industry inspires a connection to our natural resources and in turn supports a platform to protecting it."*

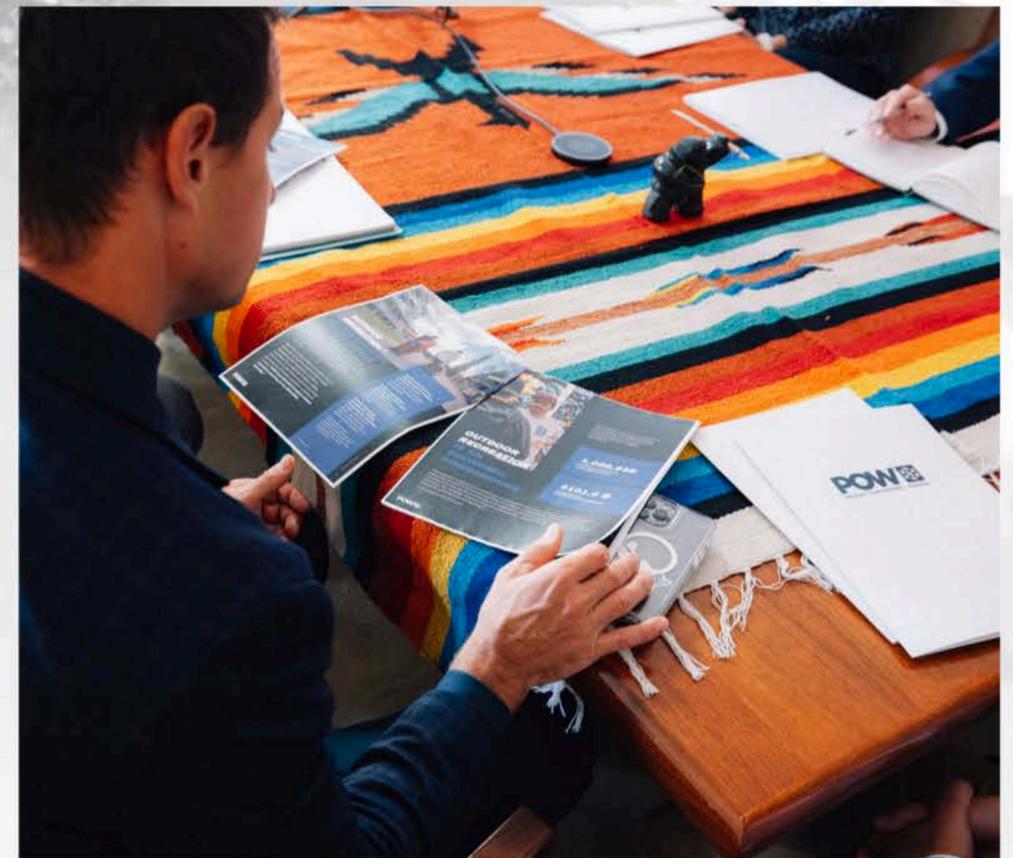
- Peter Hlynsky, CEO MEC, 2024

## Ottawa Lobby Trip

We don't like to brag, but we kinda crushed it on our lobby trip to Ottawa in October. Thanks to funding from the Public Voice Fund, we were able to bring an allstar delegation including olympians, resorts, business leaders and scientists. To anchor our conversations, we had our shiny, new, first-of-its-kind Outdoor Recreation Economic Report showing the outdoor industry is one of the largest and most diverse sectors of the Canadian economy.

What did we discuss, you ask? Well that depends on which party we were talking to. All parties will have their own path to meeting Canada's commitments under the Paris Climate Agreement and we know there's a federal election around the corner so we used our time effectively. With the Liberals, NDP and Greens we pushed to get some important climate initiatives across the finish line in the final days of this government. With the Conservatives, we put forward some recommendations we believe would align with their values if they form the next government.

It's fair to say all parties were keen to meet and we believe our messaging resonated across the political spectrum.





## Clean Electricity Regulation

In December, the federal government released the clean electricity regulations to limit pollution from electricity generation from fossil fuels. These regulations as well as the announced investments will drive economic opportunities across the country through constructing new power sources and retrofitting existing plants while ensuring we transition our energy grids from expensive and polluting fossil fuels to more affordable renewable energy.

The regulations are the result of advocacy efforts by dozens of climate organizations over the last three years. Most recently, a POW delegation including athletes Kelly VanderBeek and Mike Douglas, met with MPs in Ottawa to advocate specifically for these clean energy regulations.



## Cap On Emissions

The government released draft regulations which will require oil and gas producers to cut greenhouse gas emissions by about one-third starting in 2030. At the same time, they announced intentions to establish a cap-and-trade system that will reward lower-emitting producers and incentivize higher-polluting ones to do more. This announcement came 2 months after POW's Ottawa lobby trip where a cap on emissions was a key focus of our advocacy efforts. Through our #KeepItDeep campaign, we sent out over 1,600 emails to MPs.

# ***EDUCATE***

## Enthusiast to Advocate Presented By MEC

In 2024, we continued to empower our community through education with the re-launch of our online training program, Enthusiast to Advocate. Just like preparing for an outdoor adventure means brushing up on safety, gear, and weather, effective activism starts with a solid foundation.

This free online course equips participants with the tools they need to become impactful climate advocates. It covers key topics including POW Canada's mission, climate communication, diversity, equity and inclusion, the science of climate change, storytelling, advocacy, and more.



# ***INSPIRE***

# CAMPAIGNS

## #SnowMeTheMoney

Developed in partnership with SidLee, this campaign leveraged research from the Outdoor Recreation Economic Report to put a value on every centimeter of snow that falls in resort communities across Canada.

The Forecaster tool allowed POW members to share on social media the snow forecast and economic value it represented with cabinet ministers and members of parliament asking them to take action on climate.

## BC Elections

We deployed our tried, tested and true model for election activations leading up to the BC provincial election in October. Our "Get-Out-The-Vote" efforts focused on voter mobilization (how, where and when to vote, polling numbers etc) and education including our Report Card that graded each party's climate platform policies. As a charitable organization, POW is mandated to be non-partisan and cannot endorse specific parties or candidates.



CLIMATE POLICY REPORT CARD		GENERATION CLIMATE POW
PARTY	OVERALL GRADE	
CONSERVATIVE PARTY OF BRITISH COLUMBIA	C	
BC NDP	B	
BC greens	A	

# CAMPAIGNS

## #DeclineTheMine

Back in 2020, POW Canada successfully collaborated with Ecojustice to have a federal environmental assessment mandated for a proposed expansion of the Vista Coal Mine outside of Jasper Alberta. The coal industry and the Alberta government fought back hard. As Jasper residents started to return home and rebuild after the wildfires this summer, a foreign owned multinational corporation was granted permission to expand the thermal coal mine. Through our #DeclineTheMine campaign, we sent out over 1,300 emails to MPs. As a reminder, thermal coal, which is typically burned for heating, is the worst culprit for climate change - responsible for an estimated 30% of global emissions. Definitely NOT a win.



# ***OUR COMMUNITY***

# ***OUR COMMUNITY, REGIONAL CHAPTERS***

POW Canada chapters bring our mission to life at the grassroots level, adapting it to local initiatives. They rally their communities around climate solutions, building strong networks of passionate climate advocates. In 2024, we refreshed our Chapter Program, onboarding new leads to support our current teams to make sure they have enough resources to build local impact. We've onboarded 12 volunteers Climate Action Leaders as well as an Advisory Committee to facilitate nation-wide regional climate actions.



# OUR COMMUNITY, REGIONAL CHAPTERS IN ACTION



## Run For Winter

This winter, our chapters and Arc'teryx stores across seven cities united to host Run for Winter, our event series that celebrated community, the joy of outdoor activity, and collective climate action. With the participation of over 500 runners, the events brought together local businesses, running clubs, and passionate individuals to support POW's mission. Through ticket sales, raffles, and merchandise, the initiative raised over \$5,000! Partnering with four local businesses and four running clubs, Run for Winter showcased the strength of grassroots action in building vibrant, climate-conscious communities.



## Climb For Climate

In April 2024, POW Canada and Salomon launched the #ClimbForClimate challenge to celebrate Earth Day by taking action for the planet. Over six days, participants joined one of 11 POW Canada Strava Clubs and collectively climbed an incredible 1,369,123 meters — surpassing our 500,000-meter goal! Every meter gained directly supported POW Canada's climate advocacy work, with Salomon amplifying the impact. Participants tracked their progress, tagged their activities with #ClimbForClimate, and competed for a chance to win a Salomon prize pack, rallying the outdoor community for meaningful climate action.



## Snowga

Our Snowga series took over yoga studios across Canada, bringing people together to stretch it out and connect their minds and bodies to the fight for a livable future. Through guided yoga and powerful workshops, participants were encouraged to turn their environmental concerns into action. With over 100 participants participating amongst our 7 chapters across the country, \$2,000 was raised to support POW Canada's work. Snowga is a perfect example of how our community comes together to have fun, get active, and show up for the planet.

# ***OUR COMMUNITY, RESORT ALLIANCE***

The Resort Program is an alliance of Canadian ski resorts that recognize they are on the front lines of climate change—and are taking bold action against it. Climate change is the single greatest threat to the snowsports industry in Canada, already shortening ski seasons and impacting resort operations.

This fall, Blue Mountain's CEO joined us for a meeting with their local MP and the CEOs from the Canadian Ski Council and the Quebec Ski Areas Association participated our lobby trip to Ottawa. All Resort Alliance members united behind a powerful open letter calling for ministers to protect the places and experiences we love from the worst impacts of climate change

[Snow Me The Money Open Letter](#)

With over nine resorts and associations already on board, POW Canada is ready to welcome more Resort Alliance members. By sharing our message with their guests and employees, creating opportunities to turn outdoor enthusiasts into POW Canada members, and leveraging their economic and political influence, resorts can play a critical role in advancing policies aligned with POW's Policy Pillars. The more voices we unite, the stronger our impact.

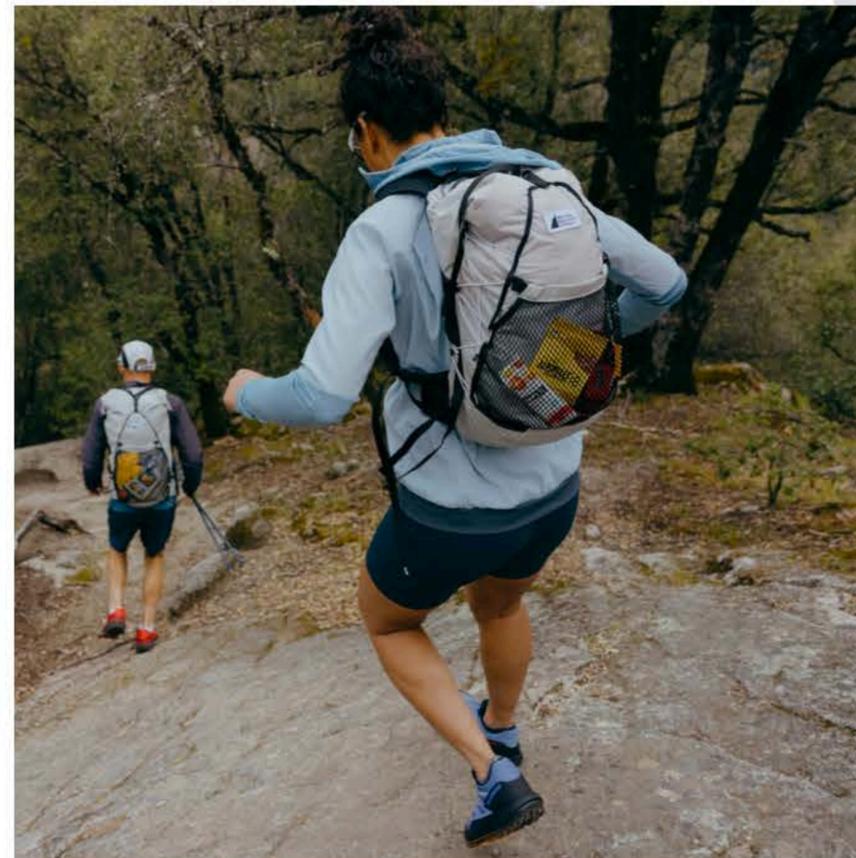


Photo: Ryan Flett for Red Mountain Resort

# ***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 organizations show to both our team, and to integrating sustainability into their own operations.

**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.

In 2024, 36 incredible partners elevated our voice across Canada through impactful membership and fundraising campaigns, grassroots events, product collaborations, and public support of our advocacy work. We are deeply grateful for their contributions in advancing our shared mission to protect the places we love.

**PARTNERS**

**36**

**EVENTS**

**28+**

**CAMPAIGNS &  
INITIATIVES**

**10+**

**RAISED**

**\$460K+**

# PARTNER INITIATIVES

## #SnowMeThe Money | Advocacy

If anyone can understand the size and importance of the outdoor recreation economy, it's our partners! We invited them to use their voices by signing our open letter and sharing the campaign to their audience.

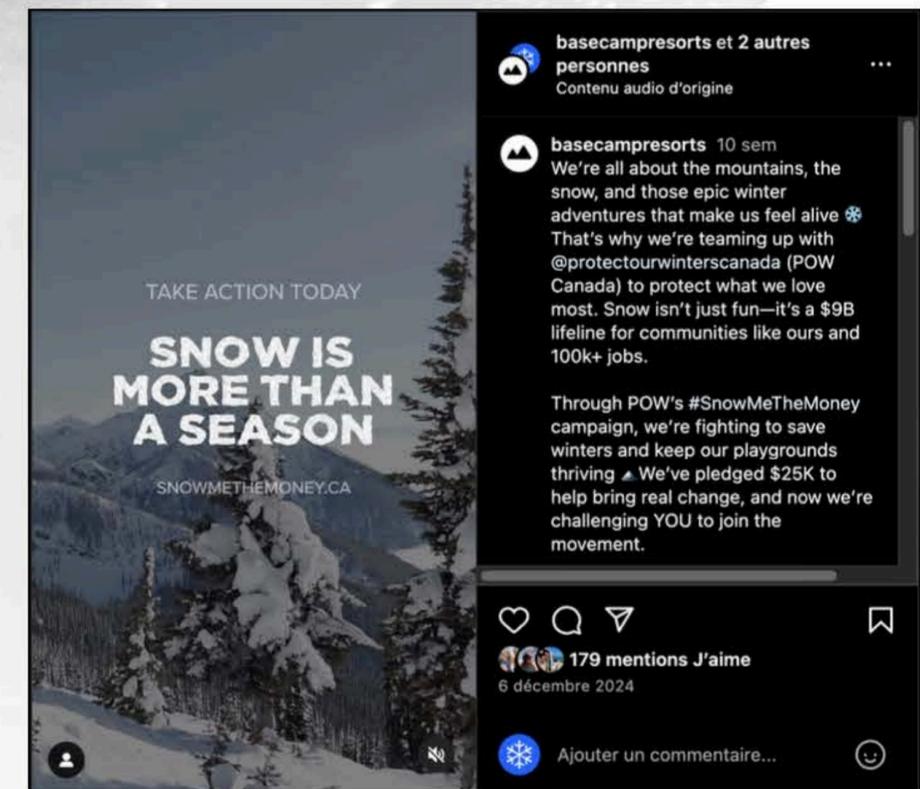
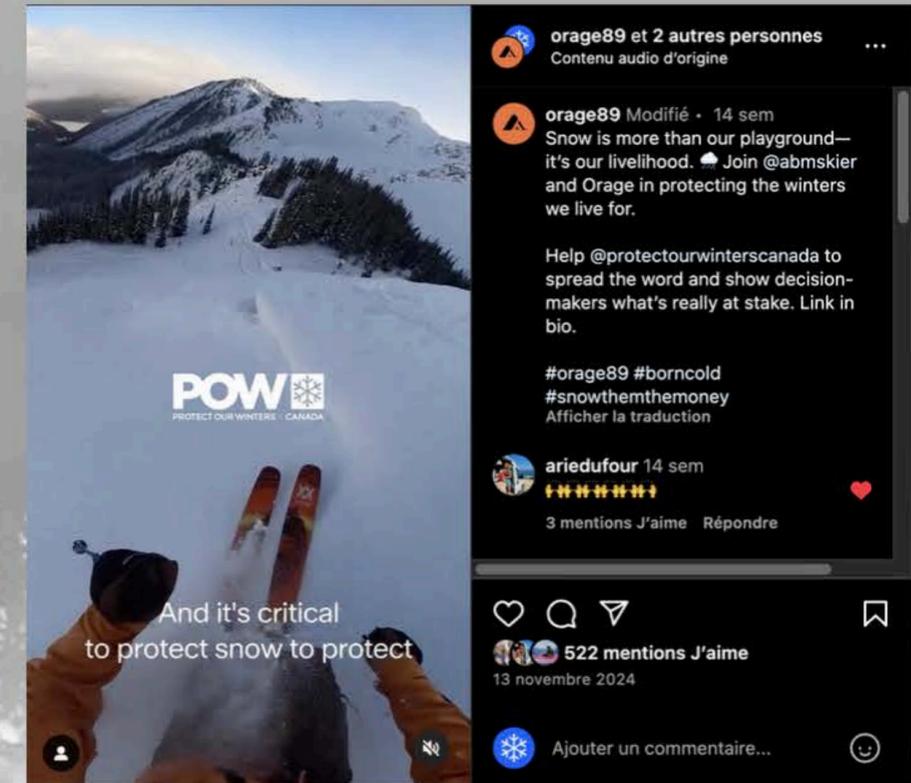
### National Campaign

Objective: Advocacy & engagement

12 partners signed the Open Letter

5 partners re-shared

2 Partner-led initiatives [Thank you Orage & Basecamp Resorts!]



## The Great Pro Athlete Fundraising Battle

This year, we proudly brought back our signature campaign for its 4th edition under a brand-new (mouthful) name. Teaming up with 9 of your favourite athletes and incredible partners, we offered 9 epic gear packages up for grabs. Participants had the chance to choose their favorite athlete's gear package when entering, making every dollar donated a direct investment in protecting the places we love. Together, we're turning passion into action!

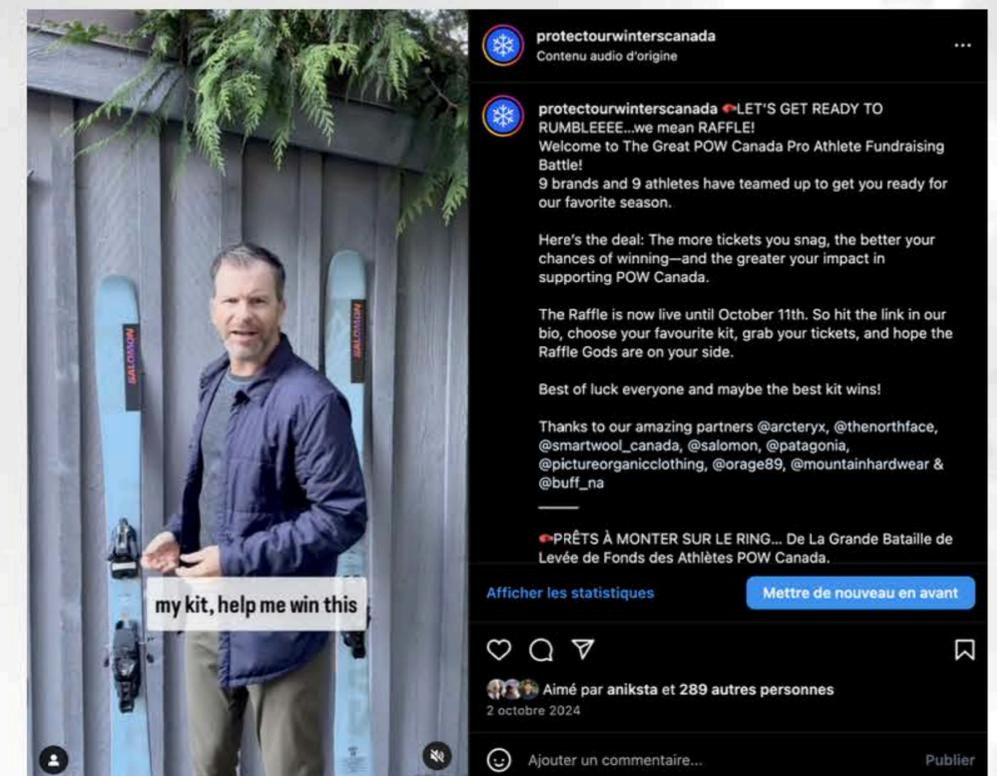
### National Campaign

Objective: Fundraising

9 partners & 9 athletes

850 participants

\$11,600 raised



## MEC x POW Season Opener Series

In October 2024, Protect Our Winters Canada, MEC, and Arc'teryx teamed up once again to celebrate the start of the winter season and inspire their community to take collective action to protect it. Building on the success of previous years, the initiative expanded to include five new locations, connecting with even more outdoor enthusiasts. MEC stores across the country hosted thought-provoking films, engaging conversations with pro athletes, and exciting giveaways, all aimed at rallying the community to take meaningful climate action.

## Salomon QST Tour

In 2024, Salomon's QST Film Tour partnered with POW to raise awareness, recruit Team POW members, and generate funds. The partnership came to life in multiple ways throughout the tour, which spanned the United States and Canada, with stops in Vancouver, Calgary, and Toronto. POW Alliance members and Salomon athletes Stan Rey and Alexi Godbout presented their film, Fortune Hunters. At each event, our volunteer chapters engaged with attendees, introducing them to POW Canada, answering questions, and encouraging them to become members.

### National Event Series

**Objective: Education,  
Community Building &  
Fundraising**

**9 locations**

**1,128 participants**

**\$43,299 raised**



### National Event Series

**Objective: Community  
& Fundraising**

**3 locations**

**\$2,500 raised**



## #GiveTheGiftOfPOW

Throughout December, our founding partner Arc'teryx amplified our community's impact by matching every single donation made from December 1st to 31st. Their support, alongside the voices of shared athletes like Greg Hill (our campaign's main ambassador), Izzy Lynch, Alison Criscitiello, Spencer O'Brien, Will Gadd, and Sandy Ward, helped us inspire action and reach new heights. Thanks to Arc'teryx and everyone who shared and supported the campaign, we not only met our fundraising goal but exceeded it—raising a total of \$50,753!

## Smartwool Giving Back to Winters

Like most non-profits, end-of-year fundraising is critical to POW. In the last three years, we have been fortunate to work with Smartwool on a fundraising campaign around Black Friday and Giving Tuesday, where a percentage of all online and in-store sales is donated to POW.

Each year, we collaborate with the Smartwool team to position their support as a key driver of donations during this critical giving season. Through this fundraising campaign, POW is able to highlight Smartwool's commitment to climate advocacy and the shared mission to protect the places we love.

### National Initiative

**Objective: Fundraising**

**\$50,753 raised**

**130,6k views on Instagram**



### National (online) & local (in-store) Initiative

**Objective: Fundraising**

**\$12,300 raised**



FUNDING PARTNERS



ARC'TERYX

SUMMIT PARTNERS

Smartwool.

SALOMON

ASCENT PARTNERS



BAFFIN

BURTON

altitude sports

SUPERfeet



UNISEA



FOR THE PLANET

ORIGIN

Hootsuite

sidlee



BASECAMP RESORTS

SUPPORTING PARTNERS



SQUAMISH, BC BACKCOUNTRY BREWING



SWITCHBACK ENTERTAINMENT



Red Bull

patagonia

Rally

YETI

FRIENDS PARTNERS

VANS "OFF THE WALL"

AUCLAIR

JONES

MOUNTAIN HARD WEAR

CLIF

Buff

FJALL RAVEN SINCE 1960

THULE

RUX

ICEBUG

COMOR >> GoPlayOutside.

Rab

gogglesoc

icebreaker Move to natural™

PICTURE

INTUITION

DRAGE

ROSSIGNOL

# AMBASSADOR PROGRAM, ATHLETE, CREATIVE & SCIENCE ALLIANCES

Our ambassador team plays a pivotal role in the success of our campaigns, serving as a driving force behind our work. In 2024, we focused on deepening engagement with our existing ambassadors while also expanding our alliances.

We welcomed:

## To our Athlete Alliance:

Finn Iles, downhill mountain bike powerhouse from Whistler, BC. In June, Finn and his sponsors joined forces and helped us raise \$5,350 with the Yard Sale where participants could enter to win a full Specialized Enduro bike, a Swatch watch and Oakley goggles.

## To our Creative Alliance:

Sasha Galitzki, glacier aerialist and climate champion; Sasha premiered her movie at Banff Mountain Movie Festival, Wild Aerials, in which she overcomes extreme cold and dizzying heights in hopes her performance will draw attention to the beauty and fragility of ice in our warming world.

Kate Zessel, artist and lover of the outdoors. Kate has been collaborating with several POW partners over the past few years, and in 2024, we were thrilled to officially welcome her into our Creative Alliance. This year, she designed stunning pieces in partnership with Buff and Gogglesoc, with a percentage of proceeds from these collaborations directly supporting POW Canada's efforts.



# ***SUPPORT THE MOVEMENT & MAKING HEADLINES***

Throughout the year, our ambassadors championed our initiatives, supported fundraising campaigns like The Great POW Canada Fundraising Battle and #GiveTheGiftofPOW, and amplified our collective voice. Notably, they lent their influence by signing on to two key open letters to MPs, strengthening our demands for systemic change:

- [Banking for Change](#)
- [#SnowMeTheMoney](#)

Making Headlines: Whether it's through powerful storytelling or leading by example, our ambassadors are using their platforms to inspire action. Dive into some of their media appearances in 2024:

- [Marion Thénault veut devenir la première athlète carboneutre](#)
- [Sasha Galitzki: On the Precipice of Climate Activism](#)



# SCIENCE ALLIANCE

This year, Noemie Roy and Blake Butler, joined our team of over 24 experts spanning diverse aspects of climate change.

Noemie, a marine biologist in Quebec, works in conservation, protected area management and communications. Beyond research focused on sharks through the UN Decade of Ocean Sciences and the Quebec Marine Mammal Emergency Network, Noemie also works with youth on coping with ecological grief related to climate change.

Blake is a PhD Historian living in Ottawa, working at the intersection of nature and history. His research examines human relationships with snow in BC over the last couple hundred years, and winter/climate histories across Canada. Blake is also an editor with NiCHE the Network in Canadian History and Environment.

Ali Criscitiello, a long-time POW Canada Science Alliance member, glaciologist and mountaineer, hit the screens this fall in a National Geographic feature film titled "For Winter". The film follows Ali and her team (supported by POW athlete Greg Hill) and her family, as Ali embarks on a 10 day climb up Mt Logan, Canada's tallest mountain, to collect and research a record breaking deep ice core holding information from our climate thousands of years ago.



# ***FINANCES***

# 2024 FINANCIALS

## POW

### Revenue – \$726,258.00

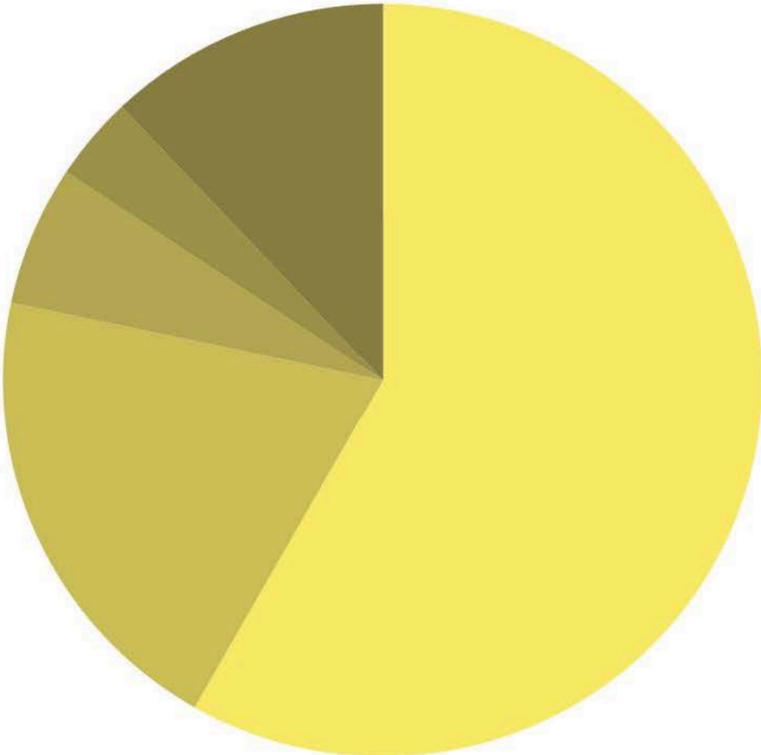
Partners	\$421,938.00
Donations	\$144,912.00
Events	\$42,479.00
Merchandise	\$26,852.00
Grants & Foundations	\$90,077.00

### Expenditures – \$757,609.00

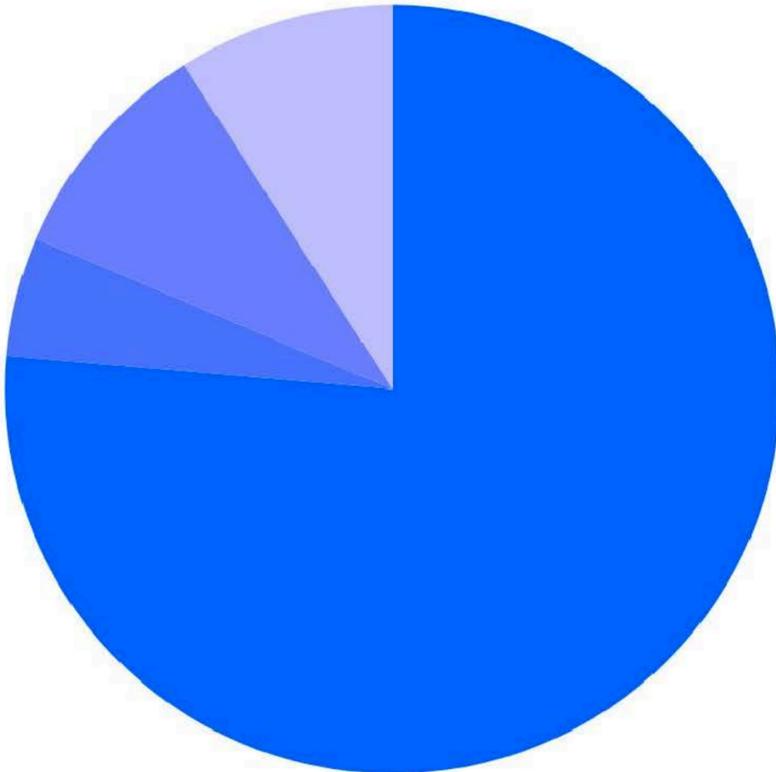
Staff	\$575,953.00
Education & Programs	\$40,294.00
Advocacy & Campaigns	\$71,837.00
Operations	\$69,524.00

Surplus/Deficit: - \$31,151.00

REVENUE

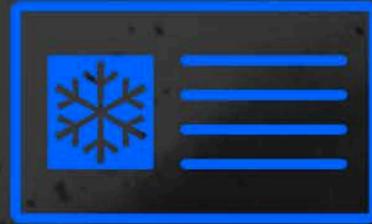


EXPENDITURES



# 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

Participate in our advocacy campaigns; sign a petition, send a letter to your local MPs share our campaigns on social media.



PROTECT OUR WINTERS CANADA

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