

ANNUAL REPORT 2025

PROTECT OUR WINTERS CANADA



PROTECT OUR WINTERS | CANADA



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ABOUT US

Our Mission

Our mission is to lead the outdoor community to protect the places and experiences we love. Protect Our Winters Canada (POW Canada) brings a fresh non-partisan voice to the climate movement by uniting and mobilizing outdoor enthusiasts, athletes and businesses. Our ambition is to become one of the most influential voices for climate in Canada.

Our Vision

To create a future with clean air, clean water, and a healthy planet. 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.



2025 BY THE NUMBERS

POW CANADA MEMBERS

41,500

GROWTH IN MEMBERSHIP

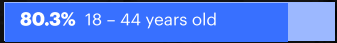
3,804

OF EMAILS SENT BY MEMBERS

6,000

DEMOGRAPHICS

80.3% 18 - 44 years old



% GROWTH IN MEMBERSHIP

+11.3%

2025 BY THE NUMBERS

SIZE OF PARTNER ALLIANCE

35

POW IN THE MEDIA

30+

SIZE OF SCIENCE ALLIANCE

23

SIZE OF AMBASSADOR ALLIANCE

82

REACH OF AMBASSADOR ALLIANCE

4M+

TOTAL FOLLOWER GROWTH

5.7%

AVG ENGAGEMENT RATE

4.22%

PROFILE REACH

1.8M

POST IMPRESSIONS

1.7M

POW Making the Headlines



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



Selected by our experts, delivered daily.



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



We Break Through



A NOTE FROM THE EXECUTIVE DIRECTOR

2025 was a year of vision and groundwork for POW Canada. Laying foundations, building power, and aiming higher.

They say “planning makes perfect” and 2025 involved deep strategic planning to position POW Canada for a new scale of ambition and impact through to 2028. But in true POW fashion, along the journey, we bagged some important wins including growing our membership by 13.5%.

With support from the Trottier Family Foundation, we convened 15 thought leaders in government relations, fundraising, movement building, climate and nature for a 3-day retreat in April. The outcome was clear: focus on building power in outdoor communities, training athletes and influencers to be champions for change, and leveraging Canada’s \$102 billion outdoor recreation economy to advance climate action and nature protection.

These recommendations became the foundation of our 2026–2028 strategic plan, with the ambition of becoming one of the most influential environmental organizations in Canada. The plan includes measurable goals to grow our membership by 200%, our social audience by 200%, and our budget by 100%. Let’s go!!!!

Advocacy work federally was challenging in 2025 with the election, a new government, and ongoing economic and sovereignty issues dominating the conversation. Still, we pushed forward. We welcomed the new government with a letter signed by outdoor industry leaders and businesses, accompanied by a commemorative #SnowMeTheMoney coin highlighting the \$25M value of every centimeter of snow that falls in Canada’s outdoor communities.



A NOTE FROM THE EXECUTIVE DIRECTOR

Throughout the year, we submitted recommendations through federal consultations, mobilized 78 Canadian athletes to call for stronger climate ambition and East-West electricity infrastructure, joined Nature Canada’s “Nature on the Hill” lobby trip, and presented our Outdoor Recreation Economic Report to the House of Commons Standing Committee on Industry and Technology.

With support from the HeliCat Sustainability Fund, we also took our landmark Outdoor Recreation Economic Report on the road through our We All Need Winter Town Hall series, reaching outdoor communities across Canada including Whistler, Revelstoke, Nelson, Fernie, Banff and Collingwood.

Financially, 2025 was a strong year as we grew revenue from partners and individual donors while diversifying funding through philanthropic foundations that continue to strengthen our strategy and resolve.

As we look to 2026, we’ll continue bringing new voices and new momentum to protect the places and experiences we love. It’s time to dig deep.

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.



ALEX GUIMOND

Chair



MIKE DOUGLAS

President



CHRISTHAM

Treasurer



AUDREY BOURASSA

Secretary



MJ LEGAULT

Past Chair



SABRE PICTOU LEE

Member At Large



SABRE PICTOU LEE

Member At Large



TOBY HEAPS

Member At Large



REUBEN KRABBE

Member At Large

POW CANADA STAFF



DAVID ERB

Executive Director



ANIK CHAMPOUX

Program & Marketing Director



ARIANNE DUFOUR

Development & Partnerships Director



Dr. NATALIE KNOWLES

Science & Research Specialist



ANNE-FRED GRENIER

Marketing Manager



STEPHANIE KOROLYK

Community Advocacy Manager



ERIC SANDAHL

Fundraising & Partnerships Coordinator

ADVOCATE



Advocacy & Campaigns

Following the election win in April, Mark Carney's Liberal government faced many complex and important issues including affordability, housing, the economy, health care and sovereignty. Not surprisingly, climate change and protecting nature were moved to the backburner with assurances those topics would eventually be addressed. Therefore, we used that as an opportunity to put POW on the radar of the new government and build relationships with key decision makers. The strategy will be to leverage goodwill and relationships in 2026 to make real progress on climate and nature.



#SnowMeTheMoney - Industry Open Letter

In June, we sent an [open letter to Mr. Carney](#) and his new cabinet, backed by 28 of our partner brands, to remind decision makers that the outdoor industry is an economic powerhouse and that snow is money. Each letter included our #SnowMeTheMoney coin to serve as a constant reminder of economic impacts of climate change. The best part? Both Prime Minister Carney and the Minister of Environment and Climate Change wrote back, recognizing our work and asking for continued dialogue.

Athletes Open Letter

In October, [77 Olympians and professional athletes signed a letter to Prime Minister Carney](#) encouraging him to prioritize "Projects of National Interest" that are aligned with Canada's international climate commitments. The letter was published in full page ads in eight newspapers across the country and was picked up by many news groups.

[Athletes Lobby Trip](#)

In October, POW athletes Marie-France Roy and Ross Reid were in Ottawa to meet with MPs to advance detailed policy related to climate and conservation. The trip supports ongoing virtual lobbying efforts by POW staff, athletes, brands and businesses to ensure the outdoor industry's voice is heard at the highest levels of government.

[Postcard Campaign](#)

Continuing our efforts related to Projects of National Interest, in July, we called on the government to prioritize building out Canada's East-West electricity grid to accelerate clean energy development, including projects with opportunities for Indigenous and community ownership. In total, 1,092 people sent over 7000 letters to elected officials in support of this initiative.

[Wasaga Beach Not for Sale](#)

In July, the Ontario government announced plans to sell portions of public waterfront land at Wasaga Beach for tourism development, raising concerns about public access and the loss of biodiversity significant land. POW Canada supported its Ontario members in engaging in the conversation and making their voices heard. This was a precedent setting effort by the Ontario government that may potentially allow more provincial parks to be divided and sold in the future. Despite significant public opposition, the government has moved forward with its plans.





[Whistler Tree Bylaw](#)

POW Canada supported AWARE Whistler in its efforts to enact Tree Protection Bylaw 2435 as well as important updates to the Environmental Protection Bylaw which were officially adopted by RMOW Council on June 24, 2025.

[Federal Budget Submission](#)

POW submitted a formal Federal Budget Submission with three specific asks:

1. \$250k for the creation a satellite account with Statistics Canada to measure the Outdoor Recreation sector.
2. Implement Investment Tax Credits (ITCs) related to Clean Electricity including the creation of an ITC that would provide an additional 10% incentive to projects built in traditional energy communities.
3. Invest \$4.1 billion to create a world class wildfire fire strategy including monitoring and surveillance, suppression capacity and training. In their budget announcement, the government adopted aspects of the ITCs within the Clean Electricity Regulations.

[ISED Parliamentary Committee Presentation](#)

In December, POW's Research Specialist and co-author of the 2024 Outdoor Recreation Economic Report, Dr. Natalie Knowles, was invited to give expert testimony to the Innovation, Science and Economic Development Committee of Parliament as they studied opportunities to grow Canada's economy. We used this as an opportunity to highlight the size and importance of outdoor recreation and the need to adequately measure and report on it.

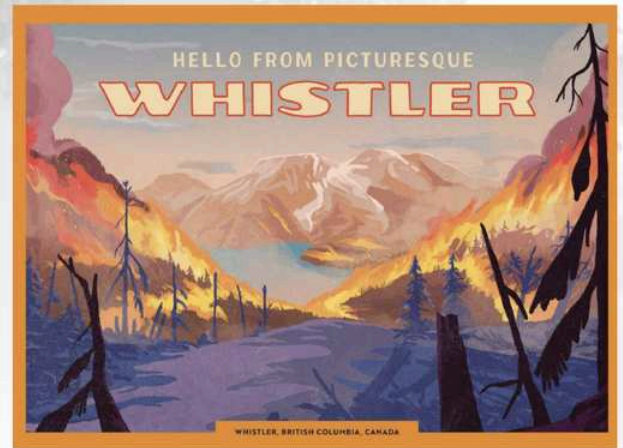
EDUCATE

[POWER Move](#)

We rolled out an educational campaign to make renewable energy feel less overwhelming, and a lot more relatable. Whether it was athlete Tobin Seagel sharing why he switched from a gas truck to an EV or digging into the misinformation that keeps us stuck in the status quo, we've been helping our community cut through the noise and build confidence in clean energy solutions. Together, we're pushing for an East-West electricity grid and greater support for clean, community-led energy projects.

[Trailblazed](#)

As wildfires spread across Canada, we launched the Trailblazed campaign to help outdoor enthusiasts better understand the crisis. We shared safety tips, debunked myths, and highlighted meaningful ways to take action. We also joined forces with the Mining Association of Canada, Ducks Unlimited Canada, WWF-Canada, and Nature Canada to urge the federal government to include a national resilience package in the 2026 budget. With increased federal defense spending on the horizon, dual-use technologies like satellites and drones present a major opportunity to strengthen Canada's wildfire response and better protect communities, public health, and the economy.





[International Year of Glacier Preservation](#)

2025 was declared the International Year of Glaciers' Preservation (IYGP) by the United Nations, and we seized this opportunity to highlight the critical role glaciers, snow, and ice play in our climate system, water cycles, and the well-being of communities worldwide. Through [global awareness initiatives alongside other POW chapters and UNESCO](#), as well as storytelling efforts with POW ambassadors and partners—including the [Audain Art Museum & Ben Pelto](#), [Caroline Côté](#), and [Sasha Galitzki](#)—we sustained and expanded this important conversation throughout the year.

[Town Halls](#)

We hosted town hall events throughout 2025 in six key outdoor communities: Whistler, Revelstoke, Fernie, Nelson, Collingwood, and Banff. It brought together 600+ local business owners, municipal leaders, athletes, scientists, and community members to discuss how we can build resilient communities in the name of clean air, water, and healthy ecosystems. The town hall events were run in partnership with each the local Chamber of Commerce and Tourism Board as well as the Indigenous Tourism Association of Canada.



OUR COMMUNITY

OUR COMMUNITY, REGIONAL CHAPTERS

POW Canada Regional Chapters bring our mission to life at the grassroots level by adapting it to local contexts and initiatives. Led by passionate volunteers, they rally residents, community leaders, and local government officials around climate solutions, building strong networks of engaged advocates. In 2025, we evolved our chapter model by distinguishing between urban, city-based chapters and chapters within more rural “outdoor ridings”, federal electoral districts where outdoor recreation is a foundational pillar of the local economy. Classifying the chapters allows each to focus on objectives aligned with their geographic context.

Chapters in targeted outdoor ridings were prioritized for regional town halls to (re)introduce POW Canada to communities and spark conversations around place-based climate impacts and solutions while building relationships with partnering organizations, elected officials, and local businesses. Meanwhile, city-based chapters focused on community building, hosting accessible events, fundraising, and engaging new outdoor enthusiasts, welcoming them into the POW community as members.

Advocacy to advance climate action ranged in tactics throughout the year: awareness-raising and outreach at in-person events; personalized postcards addressed to local elected officials; digital petitions and letters; newspaper ads; and supporting aligned organizations with their own advocacy efforts, including AWARE Whistler, Biosphere Institute of the Bow Valley, and Taproot Edmonton.

CHAPTERS

13

REGIONAL CLIMATE ACTIONS

28+

LOCAL EVENTS

50+

LOCAL MEMBERS

25,000+



OUR COMMUNITY, ATHLETE & AMBASSADOR ALLIANCE

The POW Canada Athlete & Ambassador Alliance is made up of passionate explorers, professional athletes, creative storytellers and artists who play a vital role in advancing our mission. As trusted voices within the outdoor community, they actively support our work—joining lobbying efforts in Ottawa, amplifying advocacy campaigns, signing open letters, and partnering with brands to elevate awareness, grow membership, and support fundraising initiatives. Through powerful storytelling, they help bring our message to life, connecting people to the places we all love and the urgent need to protect them. Whether on stage at panel discussions, in the field, or across digital platforms, our athletes and ambassadors are creative, engaged, and deeply committed. They are at the core of what we do, helping us reach new audiences and tell our story in a meaningful and impactful way.

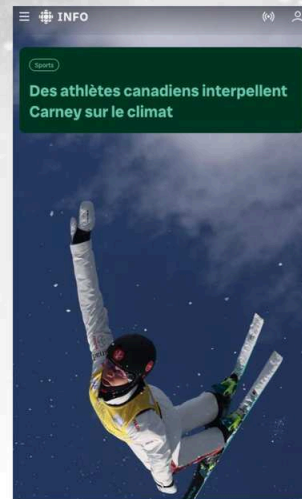
This year, we placed a strong emphasis on training our most engaged Athletes and Ambassadors. We provided them with online tools and brought a core group of 16 ambassadors together in Banff for an in-person training, equipping them with deeper knowledge of POW Canada's priority issues and strengthening their ability to speak confidently and effectively on the topics we cover.

Athletes Open Letter

77 athletes signed an open letter to Mark Carney, calling on him to make climate urgency a top priority. This campaign not only helped drive attention in Ottawa, but also sparked conversations in media outlets across Canada.

Athlete & Ambassador Alliance Members

82





Wildfires Campaign

As part of our [Wildfires campaign](#), POW Canada athletes Haley Daniels, Sandy Ward, Marion Thénault, Sasha Galitzki, and Natalie Knowles helped bring urgency to the issue by sending powerful, symbolic burnt postcards to federal ministers, highlighting the growing impact of wildfires across Canada and calling for action.

Lobby Trip

[Ross Reid](#) and [Marie-France Roy](#) represented POW Canada alongside a group of environmental organizations led by Nature Canada, on Parliament Hill. Together, they met with Members of Parliament and Parliamentary Secretaries to advocate for nature conservation, ecosystem restoration, and the importance of outdoor recreation within healthy ecosystems.

POW Canada Athletes continue to step up as powerful drivers of impact, activating meaningful initiatives alongside shared brand partners to elevate POW's story and mission.

- Creative collaborations like Kate Zessel bringing her storytelling to life through product partnerships with Gogglesoc and Buff,
- Supporting key fundraising efforts such as Go Big Or Go Home with Chris Rubens and Atomic, and our biggest fundraiser with Arc'teryx and Greg Hill, Give The Gift Of POW
- Athletes are also playing a key role in driving membership growth through partnerships like Finn Iles with Specialized, Ben Poechman with The North Face, and Alexandre Beaulieu-Marchand with Orage.
- Beyond campaigns, they bring critical voices to the table through panel discussions, such as the Arc'teryx Climb Academy with Alannah Yip and Will Gadd, while athletes like Celeste Pomerantz help expand brand awareness through collaborations with Altitude Sports and DUER.

Together, these initiatives showcase how our Athletes are not only ambassadors, but active leaders, using their platforms, creativity, and partnerships to drive meaningful climate action.

OUR COMMUNITY, RESORT ALLIANCE

The POW Canada Resort Alliance brings together a growing network of Canadian ski resorts and industry associations that recognize they are on the front lines of climate change—and are ready to take bold action. Climate change is the single greatest threat to the snow sports industry in Canada, already shortening seasons and impacting resort operations across the country.

This year, members of the alliance demonstrated powerful leadership by signing a collective open letter to Prime Minister Mark Carney, calling for greater investment in protecting Canada’s outdoor economy. Resorts have also stepped up through impactful fundraising and community engagement, such as Blue Mountain Resort hosting its Bring on Winter Bash and raising \$5,000 for POW in a single evening. Across the country, resorts are opening their doors to POW chapters, creating meaningful opportunities to connect with their communities and welcome new members into the movement.

Together, this alliance is proving that the outdoor industry can lead with courage and collaboration and we invite more resorts to join us in shaping a resilient future for winter in Canada.

Resort Alliance Members

10

Initiatives

- Open Letter
- 3 Events
- Lobby Trip Participation



Photo Credit: Geoff Holman, Big White Ski Resort

OUR COMMUNITY, SCIENCE ALLIANCE

The POW Canada Science Alliance brings together a diverse and highly respected network of experts, including climate scientists, Indigenous knowledge holders, glaciologists, social and political scientists, biologists, engineers, and economists. By uniting voices from across disciplines, organizations, and lived experiences, the Alliance strengthens our work with evidence-based insights, innovative thinking, and real-world expertise.

Throughout the year, Science Alliance members play a critical role in advancing our mission, contributing key climate insights, supporting the development of reports such as the Outdoor Recreation Economic Report, participating in panel discussions and Regional Chapter events, and providing ongoing guidance to our team.

In 2025, Dr. Daniel Scott and Dr. Natalie Knowles were instrumental in bringing this work directly to communities across Canada. They joined our regional town hall tour, presenting the Outdoor Recreation Economic Report in six outdoor ridings: Collingwood, Banff, Fernie, Nelson, Whistler, and Revelstoke. Through their presentations and engagement, they helped translate complex data into accessible insights, sparking meaningful conversations around the local impacts of climate change and the future of the outdoor recreation economy.

Science Alliance Members

23

Initiatives

- 6 Town Halls
- Panel Discussions
- Lobby Trip Participation
- Federal Budget Submissions
- ISED Parliamentary Committee Presentation



OUR COMMUNITY, PARTNER ALLIANCE

The POW Canada Partner Alliance is a network of 31 values-aligned corporate partners who play a critical role in advancing our mission. Through catalytic funding, grassroots community events, advocacy support, and culture-shifting communications, these partners help power our work across the country.

The Partner Alliance is essential to our ability to drive impact. Their support enables our core operations, programs, and communications efforts, while also strengthening our advocacy reach. By standing alongside POW Canada, our partners help mobilize their employees and customers as climate advocates, expand our community, and elevate awareness around the urgent need to protect the places and experiences we love.



PARTNER ALLIANCE

In 2025, we focused on building community power across Canada, growing our membership base and activating high-impact fundraising initiatives in collaboration with our partners. Together, we leaned into bold, community-driven efforts to amplify our voice and accelerate action.



PARTNERS
35

EVENTS
35+

CAMPAIGNS & INITIATIVES
25+

RAISED
\$485K+

PARTNER INITIATIVES

With the incredible support of our partners, POW Canada connected with thousands of outdoor enthusiasts and raised \$35k+ across 35+ events in 2025. From community clean-ups to season launch events and panel discussions, our partners showed up in meaningful ways to amplify our impact.

Together, we elevated key POW activations, including Run For Winter, Snowga, community clean-ups with Fjällräven, and the We All Need Winter Tour, while also integrating into partner-led grassroots moments. These collaborations allowed us to deepen connections with outdoor communities across the country and inspire collective climate action.

Success story: We All Need Winter Tour

Across the country, we hosted a series of 28 regional, community-driven events in collaboration with 15 partners to celebrate the return of winter, bring people together, and build stoke for the season ahead. Our POW Partners played a key role in making this tour possible, with some hosting event stops, while others supported through funding, product, and prizing.

A huge thank you to: Burton, Rab, Orage, Smartwool, Yeti, Gogglesoc, Buff, Basecamp Resorts, Arc'teryx, Auclair, Mountain Hardware, Fjällräven, Salomon, Backcountry Brewing and The North Face.



POWERing Our Work

Fundraisers are a key driver of our impact. At POW Canada, we aim to create meaningful experiences for our donors, offering opportunities to engage with the community while supporting critical climate advocacy work.

In 2025, we partnered with partners and friends of POW to bring creativity and energy to our fundraising efforts. Key initiatives included Give the Gift of POW with Arc'teryx, Giving Back to Winter with Smartwool, Alti Action with Altitude Sports, and our Go Bid or Go Home Silent Auction with 70+ contributors and much more.

Together, these initiatives helped us raise a total of \$245K+ to support our educational programs, advocacy initiatives, and community-building efforts.

Success story: Go Bid or Go Home Silent Auction

The first POW Canada Silent Auction, Go Bid or Go Home, was a strong success, bringing together 70+ brand partners, athletes, resorts, and friends of POW who showed up in an elevated way. Together, they contributed 138 unique items, from premium gear to once-in-a-lifetime, story-driven experiences, helping raise \$55,700 in support of our work. Beyond fundraising, the campaign showcased strong partnership alignment and generated meaningful shared visibility across all channels, engaging 384 participants and driving over 14K visits to our website.



Membership Contests

We aim to become one of the most influential climate voices in Canada—and reaching 100,000 members by the end of 2028 is key to getting there. A powerful way to grow is by aligning with partners around shared values, engaging their communities, and highlighting our collaboration in an authentic way. Through co-branded storytelling and membership contests, we invite their customers to join POW and take action. In 2025, we began piloting this approach with partners like [KEEN](#) and [The North Face x Ben Poechman](#), who helped us onboard 1,200+ new members and spark early momentum. These early successes have built a strong business case to expand this model with more partners in 2026.

Product Collabs

Meaningful product collaborations are another powerful way we bring our partnerships to life. These projects allow us to tell a deeper story, blending shared values, creative vision, and thoughtful design to create products that resonate with both our audiences. They not only showcase the creativity behind our brands and collaborators, but also generate meaningful funding for climate action in a more intentional way, often by reimagining existing products rather than adding to overproduction. Last year, we were proud to partner with [Backcountry Brewing](#), [KEEN](#), [Gogglesoc](#), [Buff](#), and [Hot Poc](#) to bring these collaborations to life.



Partners in Advocacy

Partners also play an important role in our advocacy work. POW aims to influence policymaking by demonstrating how the outdoor industry drives revenue and jobs. Its significant federal economic impact highlights the importance of advocacy and protecting the places we all love.

The support of our partners in this work is key to our success, strengthening POW Canada's credibility as we bring solutions to decision-makers in Ottawa. From [signing open letters](#) to influence change at the federal level, to participating in our regional town halls and taking part in local impact discussions, to amplifying our advocacy campaigns, our partners help drive meaningful change.

Foundations

We put significant effort into building strong collaborative relationships with philanthropic foundations in 2025. These funders have deep knowledge and expertise to share with us and can financially support our work in a significant way. Beyond the strategic value, these funders allow us to diversify our revenue while creating a more stable and sustainable organization. In 2025 we had support from 13 foundations totalling \$351k of support which represents approximately 1/3 of our annual revenue.



FUNDING PARTNERS



ARC'TERYX



SUMMIT PARTNERS

Smartwool.



ASCENT PARTNERS



BURTON



ORIGIN



sidlee

SUPPORTING PARTNERS

YETI



DU/ER



FRIENDS PARTNERS



ENDVR

Hot Poc.



FINANCES

2025 FINANCIALS

Revenue - \$986,943.00

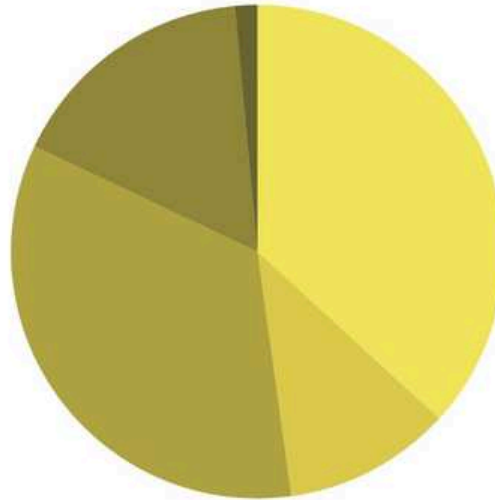
Businesses	\$363,390.00
Individuals	\$108,397.00
Grants	\$337,675.00
Events	\$163,001.00
Merch & Other	\$14,480.00

Expenditures - \$905,673.00

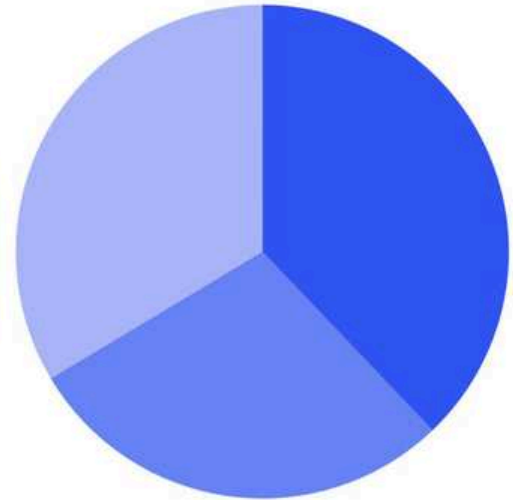
Advocacy	\$343,053.00
Programs	\$258,537.00
Operations	\$304,083.00

Surplus/Deficit: + \$81,270.00

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 an 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 or our campaigns on social media.



PROTECT OUR WINTERS CANADA

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