

PROTECTOURWINTERS.CA

WE KINDA CRUSHED IT

2020 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.

2020 BY THE NUMBERS

POW CANADA MEMBERS

11,063

GROWTH IN MEMBERSHIP

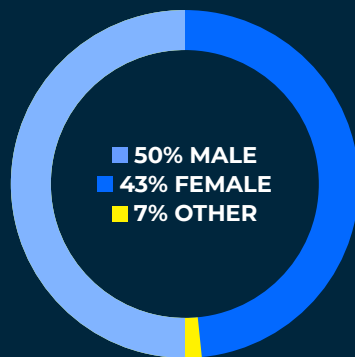
3,541 ▲
(32%)

SOCIAL MEDIA GROWTH

5,693 ▲
(27%)

DEMOGRAPHICS

76% 18–44 years old



CRM OPEN RATE

28.16%

LEVEL OF SOCIAL MEDIA ENGAGEMENT

61.6K

ENGAGEMENT RATE ON CALLS TO ACTION

up
to **43%**

2020 BY THE NUMBERS

SIZE OF ATHLETE ALLIANCE

58

REACH OF ATHLETE ALLIANCE

2.9M

OUR CAMPAIGNS PREVENTED

173,000,000

METRIC TONS OF CO₂ FROM ENTERING THE ATMOSPHERE

Equivalent to 15,500 metric tons per member action. Which is also equal to:

The annual
carbon footprint
of 900 Canadians

33 FULL Boeing
747 round trip
flights to Europe

Driving 67 cars
for 50 years



NOTE FROM THE EXECUTIVE DIRECTOR

2020 was a significant year for POW Canada — by no means a normal year, but significant nonetheless. From policy wins to program launches to grassroots organizing, we solidified our position as one of Canada's most dynamic and fastest growing climate organizations.

Board Members

Mike Douglas Chair
MJ Legault Vice Chair
Daniel Scott Treasurer
Marie-France Roy Secretary
Sven Sandahl At Large
Amil Reddy Board Member

These wins were overshadowed, and rightfully so, by the rise of Black Lives Matter which ultimately served as a much needed wake-up call for citizens, businesses and organizations to get serious about doing their part to eliminate the massive social inequities in society. As an organization with influence, we acknowledge the inadequate job we have done to date and in response have created a Diversity Equity & Inclusion (DEI) Action Plan with concrete actions and timelines.

In Canada's NGO climate space, we're starting to better understand our role and the correlating opportunities for us to best leverage our deeply committed and engaged community. In 2020, we worked with Ecojustice, Environmental Defense and the Pembina Institute to elevate their work in key areas. Our involvement has highlighted the

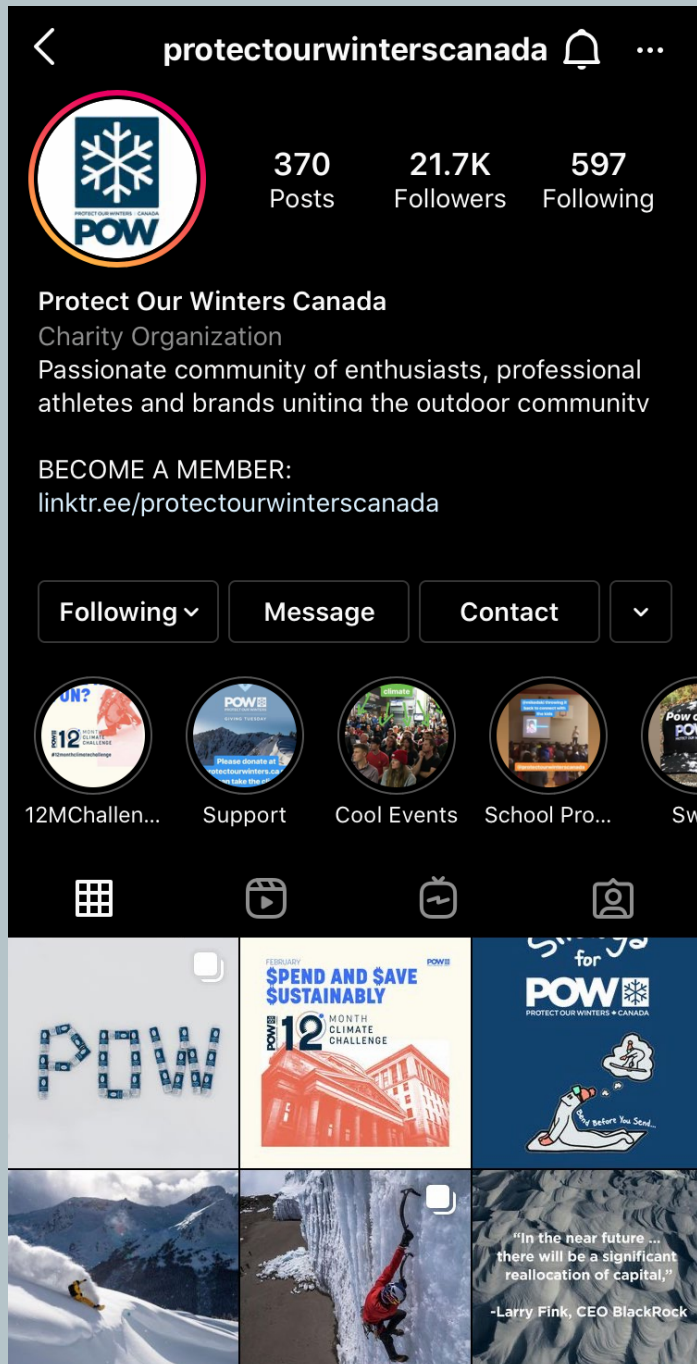
factors that make POW Canada a desirable advocacy partner: high engagement rate from a young and influential demographic.

As we look to and plan for 2021, we commit to delivering on our DEI Action Plan, we'll grow our membership base, advocate for stronger climate policy, activate our base around meaningful and winnable campaigns and fight harder than ever to protect the places and experiences we love.

Thank you for belonging to the solution.

Sincerely,

DAVID ERB Executive Director
On Behalf of the Board of Directors



GROWTH & CAPACITY BUILDING

Despite the social gathering restrictions (limiting events and activations) as well as financial hardships presented in 2020, we increased:

MEMBERSHIP

32%▲

SOCIAL MEDIA AUDIENCE

27%▲

VOLUNTEER BASE

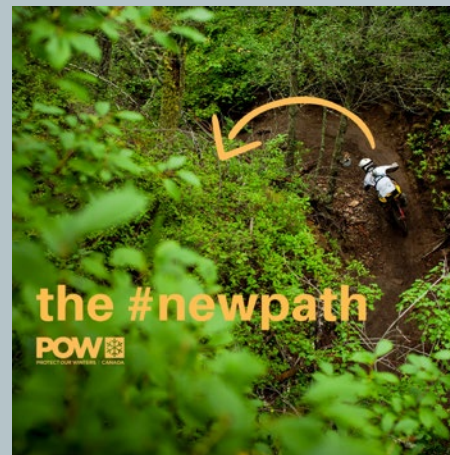
34%▲

INDIVIDUAL DONOR SUPPORT

48%▲

PARTNER NETWORK

7+▲



POLICY ADVOCACY

In collaboration with our partners at Pembina Institute (Canada's leading climate policy think-tank), we advocated for a Green & Just Recovery through our #NewPath campaign which elevated Pembina's Green Stimulus Report. Over the course of 4 days, POW members sent over 11,000 emails to elected officials tasked with creating Canada's post COVID stimulus plan. This massive effort resulted in POW Canada's executive director being invited to participate in the Federal Government's Roundtable for a Green Recovery which informed the governments recovery strategy and ultimately shaped their new net-zero framework. Most importantly, it pushed POW Canada's mission and vision front and centre with national policy makers which created channels and relationships for further advocacy.

CAMPAIGNS

We had three major climate policy wins in 2020 as a result of the following campaigns: #RejectTeck, #NewPath and #DeclineTheMine. All campaigns achieved their desired outcome, but the success of our #NewPath campaign (advocating for a green recovery) gained national attention and resulted in POW Canada being invited to participate in the Federal Government's Roundtable for a Green Recovery. Ultimately 5 of our 6 policy asks were incorporated into the government's strategy.

#rejectteck Overview

POW Canada was part of a strategic coalition of NGOs uniting to block Teck Resources proposed the Frontier Mine, which would have been the largest tar sands project in the world. Luckily 31,928 Canadians engaged in climate action by signing petitions including 4341 POW Canada members (engagement rate of 40%) who sent emails to politicians eventually leading to the abandonment of this project. Each email stopped 1382 tons of CO₂ per year from going into the atmosphere which is equivalent to stopping the emissions of an average Canadian for their entire lifetime of 82 years.

#declinethemine Overview

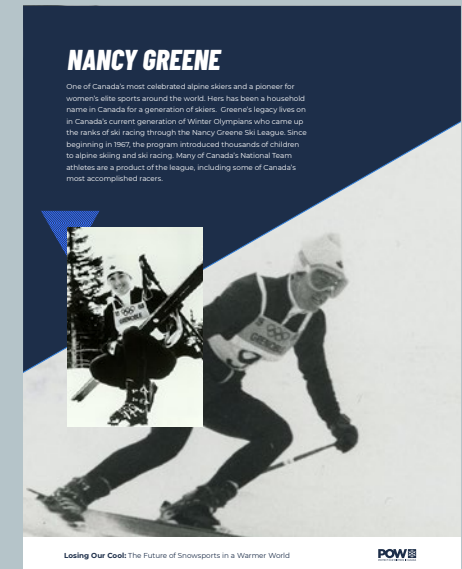
Coalspur's Vista Mine, was planning for a massive expansion that would have put Canada well out of reach of the Paris Climate Agreement. Coalspur was using evasive tactics to avoid an environmental assessment which was called out by our ally Ecojustice. POW stepped in and built a social advocacy campaign resulting in 4318 engaged POW Canada members (engagement rate of 40%) writing letters/emails to the Alberta and Canadian governments demanding Coalspur Vista Mines face an environmental assessment which was ultimately mandated. Each one of POW Canada member letters helped ensure 7,642 tons of CO₂ remain in the ground. That is equivalent to a full Boeing 747 flying 17 round trip transatlantic flights.

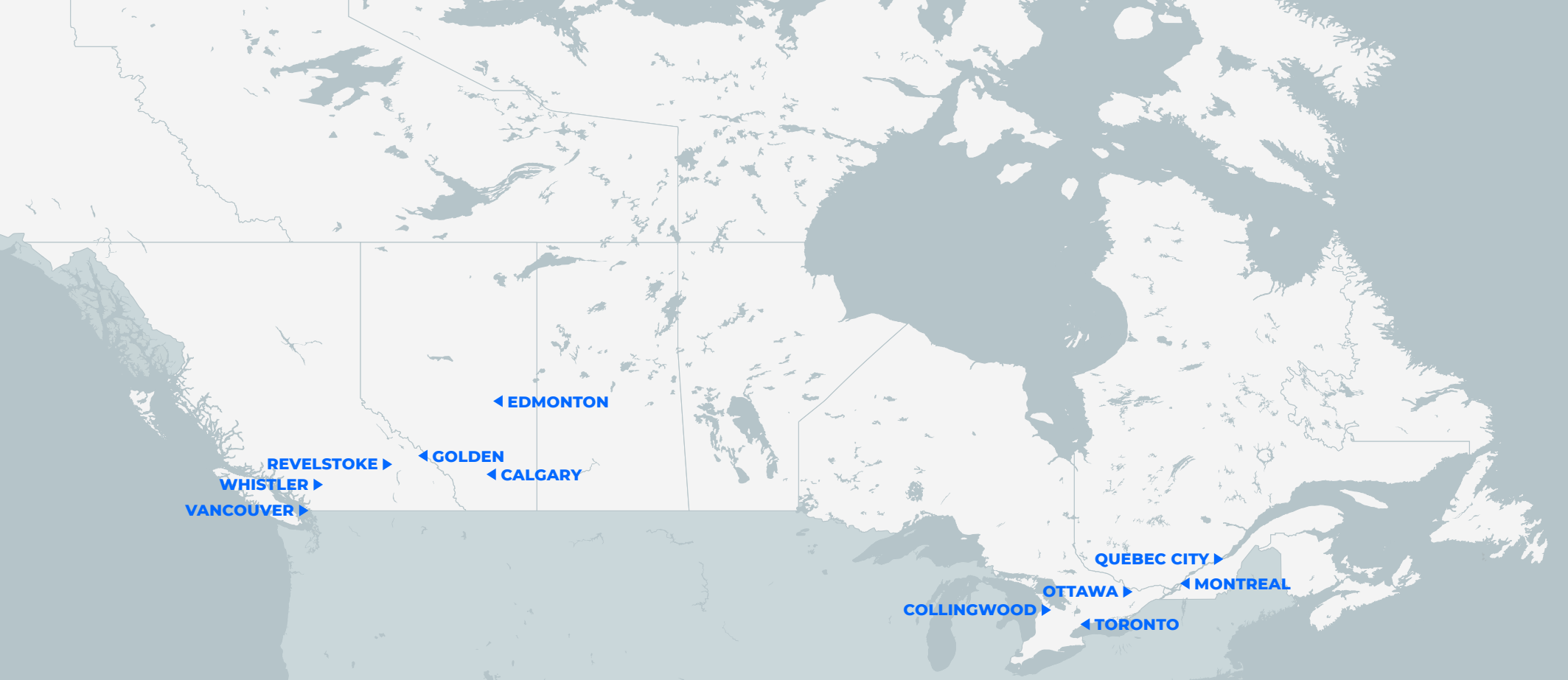
#preseasonstoke Overview

2020 was a heavy year in many respects and our #preseasonstoke campaign was designed to give outdoor enthusiasts something positive to focus on and engage with. In October, enthusiasts were asked to put on their seasonal best including their gear (from helmets to boots/skis), head outside and capture their excitement with a video or photo. The content was then shared on Instagram and participants then challenged friends to do the same. We had 421 entries with a hashtag reach of over 2.8 million . Stay tuned for another addition of #preseasonstoke in fall 2021.

RESEARCH

In October we released *Losing Our Cool: The Future of Snowsports in a Warmer World* which was an extensive research project led by POW Canada researchers Natalie Knowles and Brooklyn Rushton in collaboration with the Interdisciplinary Centre for Climate Change at the University of Waterloo. The report looked back at the conditions experienced in the 1960's when Nancy Greene won her gold medal and contrasted them to 2010 when POW ambassador Ashleigh McIvor won her gold medal during the Vancouver Olympic Games. Using the latest in climate modeling technology the report predicts how snowsports across Canada will be impacted by 2050 and 2080 on our current path. Pssst.....it's not good.





REGIONAL CHAPTERS

2020 was also a year to solidify our framework and strategy for our regional chapter program. We now have 11 chapters across Canada, led by trained and committed volunteers using the principles of engagement organizing. These grassroots chapters are trained, resourced and ready to unleash climate campaigns locally/regionally. At the time of writing this report, we are interviewing candidates for the position of Community Coordinator (CC). The CC will lead our grassroots chapter strategy and supercharge them for effective organizing around campaigns and events.



COVID provided the opportunity to re-deploy Hot Planet Cool Athletes (HPCA) in a digitized format for widespread reach and engagement. Specifically we created 4 new elements in our HPCA Toolkit in partnership with the Interdisciplinary Centre for Climate Change at the University of Waterloo:

- 01** New interactive website
- 02** Plug-and-play video presentation with option for virtual athlete host
- 03** New *Illuminate* video game
- 04** The Climate Educator's Resource Portal (first of its kind in Canada) with searchable, curriculum based material to aid in climate education.

PROGRAMS

Growing our membership base continues to be a priority for POW Canada. To support this objective we created two new programs: Resort Program and Retailer Program. The resort program is best described as a creative marketing opportunity for resorts to see how far they can push POW's message for climate action with members and guests. Several of Canada's largest resorts have joined as founding members (Mont Tremblant and Blue Mountain) and interest is strong from across the country. Knowing everyone who steps into an outdoor retailer is a potential climate advocate, the Retail Program introduces POW Canada's mission and vision through instore signage and displays with a call to action to join the movement.

TRAINING & EDUCATION

There were a lot of firsts in 2020 and creating a virtual training and leadership summit for our athletes and partners was one of them. Although it's hard to replicate the impact, experience and knowledge sharing of a 3 day, 2 night in-person retreat, the virtual session provided other unique opportunities. With the virtual format, not only was the need to travel eliminated but participants were able to join for specific sessions over the day based on what their schedule permitted, resulting in over 70 people participating throughout the day. Sessions included: the POWER of Social Movements with Harvard Professor Naomi Oreskes, Unravelling Your Unconscious Bias with DEI consultant Amil Reddy and Passion Into Purpose with POW Board Chair Mike Douglas.



DIVERSITY, EQUITY & INCLUSION

POW Canada's mission is to unite and organize the outdoor community to take action against climate change. When we say the outdoor community, we mean mobilizing EVERYONE who appreciates and enjoys the outdoors regardless of gender identity or expression, sexual orientation, religion, ethnicity, age, neurodiversity, disability, status, citizenship, or any other aspect which makes them unique. To date, our story has lacked representation of

many communities. We recognize that diversity and equity in the outdoor space are integral to solving climate change. The more opportunities that are available for participation in the outdoors for ALL, the more chances we have at protecting it. We have created a robust and practical DEI Action Plan with targets that will lead to meaningful change. You can find our full DEI Action Plan at protectourwinters.ca/everyone

SOME OF OUR ATHLETES



ALANNAH YIP



CASEY BROWN



KIM LAMARRE



HALEY DANIELS



MIKE DOUGLAS



JOSHUA DUECK



MARIE-FRANCE ROY



MARIO RUGBY



PHILIPPE MARQUIS



WILL GADD



ASHLEIGH MCIVOR



CRAIG MCMORRIS



KELSEY SERWA



YUKI TSUBOTA



SPENCER O'BRIEN

2020 FINANCIALS

POW + HPCA

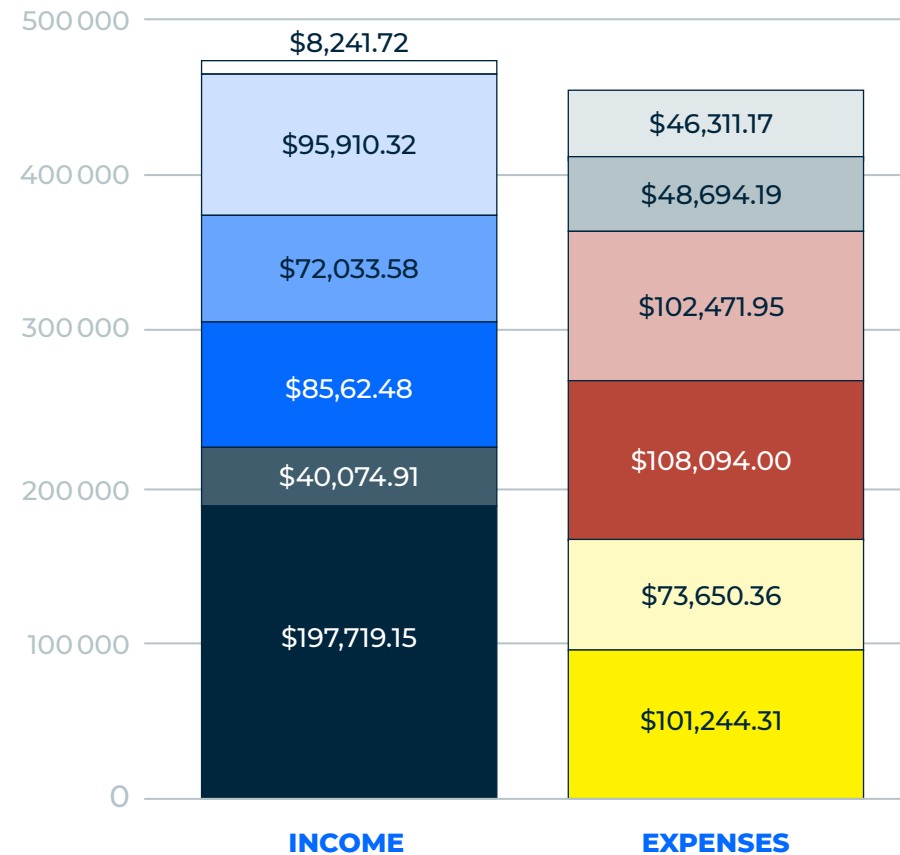
Income – \$499,602.16

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

Expenses – \$480,466.00

- Administration
- Campaigns & Advocacy
- Outreach & Development
- Hot Plant Cool Athletes
- Capacity Building
- Reserve

Surplus – \$19,156.16



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

LOOKING TO 2021



Election Readiness

In a minority government situation the prospect of an election is always looming. We'll develop our strategy for activating around the next federal election to ensure we're ready to apply our pressure in the ridings and communities where POW Canada's involvement can make a difference.

DEI

We're serious about DEI and in 2021 we'll deliver on the commitments outlined in our DEI Action Plan including board and ambassador recruitment, training and education for staff, board and ambassadors, partnering with BIPOC organizations and integration of DEI principles into all aspects of POW Canada's work.

HPCA

Officially launching in Q1 2021, we'll deliver high-impact climate education to classrooms across Canada in a COVID-friendly manner while positioning Hot Planet Cool Athletes as the premier climate education program in Canada.

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.

Community Engagement

In 2021 we'll look to supercharge our grassroots community chapter program through the leadership of our new Community Engagement Coordinator. We will also invest in a new CRM (Community Relationship Management) to ensure we communicate and engage our members as effectively as possible and move them from passionate outdoor enthusiasts to effective climate advocates.

Membership Growth

POW Canada's success is contingent on our ability to build a large, engaged membership base. In 2021 we'll grow our membership by 50% through social media campaigns, local events, partner activations and peer-to-peer recruitment which will greatly increase the effectiveness of our programs and campaigns.