

2019

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.

2019 was a big year for POW Canada. As the new kid on the block in both the outdoor community and the climate advocacy space, we quickly defined ourselves as a small and nimble organization uniquely positioned for real impact on climate.

As this report highlights, there were numerous wins for POW Canada in 2019 ranging from charitable status for Hot Planet Cool Athletes and massive membership and social growth to expanding our staff team, launching 10 regional chapters and delivering two significant election initiatives with impressive engagement.

Our partners deserve special recognition, not only for their strong financial support, but also for integrating POW Canada into the heart of their businesses and continually looking for ways to share our mission and further our work.

Lastly, a thank you to our members, who help fund our work and give us the political clout needed to be taken seriously provincially and federally in climate policy discussions.

As we celebrate 2019, we commit to taking this momentum and capitalizing on it in 2020 to fight harder than ever to protect the places and experiences we love.

Belonging to the solution,

David Erb,
Executive Director



KEY ACCOMPLISHMENTS

HOT PLANET COOL ATHLETES

Hot Planet Cool Athletes reached over 12,000 students with in-person, athlete led presentations. The program itself was revamped in 2019 to shift the focus from education to a blend of education, innovation and action. Feedback from the schools has been very positive and our current wait list sits at 67 schools nationally.

CAPACITY BUILDING

In April we hired Izzy Lynch as Program Director and John Meisner as Marketing Coordinator. Having Izzy and John on the team has significantly increased our ability to create and deliver meaningful program and content as well as “think big” on how to intentionally live out our mission.

TRAINING & EDUCATION

In September we gathered our ambassadors and partners for a three day Leadership Retreat with the goal of further developing our collective knowledge and expertise on all things climate. Sessions included; Policy Development, Climate Communication, Strategic Planning, Social Movements and Election Initiatives.

TAKE ACTION TOOL

Our Take Action tool was developed in response to “OK, I’ve registered as a member of POW, but now what else can I do”. The tool was developed to provide POW members with information and opportunities to dive deeper into climate advocacy and action.

POLICY DEVELOPMENT

As an organization that advocates for policy level solutions to climate change, defining our policy asks was an important milestone. With support from the Pembina Institute as well as POW Canada ambassadors Tobin Seagal and Kim Vinet, our policy statement was developed to align with the Paris Climate Agreement and be easily digestible.

FEDERAL ELECTION INITIATIVES

Despite only having 12 months of operating experience, we jumped into the 2019 Federal Election with two strong campaigns: #VoteForClimateCanada and #FactBack. Engagement was very strong with both campaigns resulting in an organic reach of 250,000.

REGIONAL CHAPTERS

The creation of regional chapters was a key strategy in 2019. Chapters were established in ten communities across Canada: Whistler, Vancouver, Revelstoke, Calgary, Edmonton, Collingwood, Toronto, Ottawa, Montreal and Quebec. Each chapter is equipped with the resources (tents, banners, stickers, etc.) and training to effectively share our message and grow our membership at a grass-roots level.

CORPORATE STRUCTURE

Lobby and policy groups are not allowed to operate as charities in Canada but charitable status does open up funding opportunities from individuals and foundations. To ensure we can fully live out our mission of advocating for policy solutions to climate change without being limited by rules governing charities, we created two separate organizations: Protect Our Winters Canada to carry out our lobby and advocacy work and Hot Planet Cool Athletes Canada which is charitable and delivers our education program.

ACCEPTANCE INTO 1% FTP

Demonstrates a level of internal governance and creates relationships and funding opportunities with hundreds of companies with shared values.

BUILDING PARTNERSHIPS

We're looking for more than just financial partners. We want partners who continually look for new ways to expand and grow our partnership to further our mission.





POLICY STATEMENT

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.

To achieve this, we advocate for the following:

Emission Target:

Canada must uphold its commitment under the Paris Climate Agreement (reduce emissions 30% from 2005 levels by 2030) and embark on its transition to a net-zero economy by midcentury.

POWer up with Renewables:

Canadians primarily use fossil fuels to heat our homes and buildings, transport goods and people across our vast country and power our industries. We want policy changes that support the shift to non-fossil fuel based energy and clean technologies.

The POWer of Carbon Pricing:

We support carbon pricing as an important tool to drive down carbon pollution. By pricing something

we don't want - carbon pollution - we encourage what we do want - low carbon solutions.

POWerful Incentives:

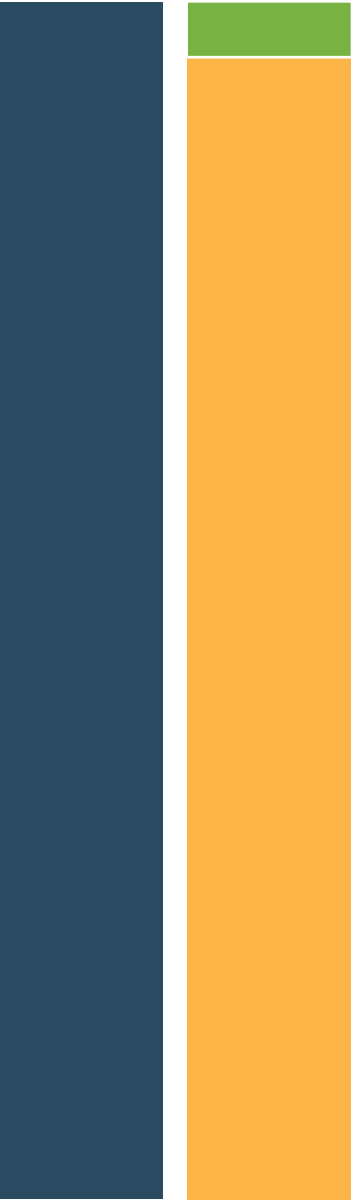
We seek changes in policy that incentivize people and companies to choose and develop low carbon technologies. Incentives for using renewable energy sources and developing new clean technologies will help level the playing field with the fossil fuel industry.

EmPOWer Canadians:

We support policies that position Canadian communities, businesses and workers to transition towards and thrive in a new clean, low-carbon future.

OUR YEAR IN REVIEW

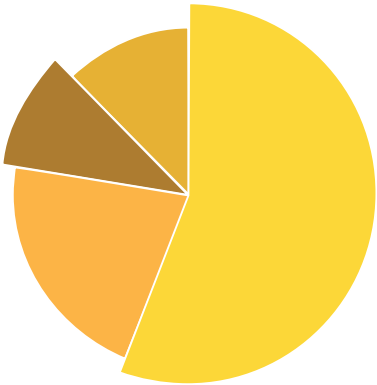
FINANCIAL STATEMENTS



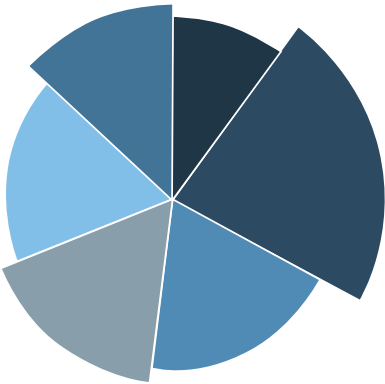
Total Income
\$391,046

Total Expenses
\$373,259

Net Revenue
\$17,787



- Partnerships
55.9% | \$218,563
- Events
21.6% | \$84,518
- Other
12.5% | \$48,812
- Donations*
10% | \$39,152



- Administration
10% | \$37,458
- Campaigns and Advocacy
22.8% | \$85,097
- Reserve
13% | \$48,500
- Outreach & Development
19.1% | \$71,327
- Capacity Building
18.1% | \$67,500
- Hot Planet Cool Athletes
17% | \$63,377

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

LOOKING TO 2020

STRATEGIC PLANNING

With a minority government in session, we need to be prepared for an election in the next 2-3 years. We're committed to a strategic planning process that will help identify opportunities for real impact and building a plan to execute on those opportunities.

FINANCIAL

Much of our current support comes from our partners. To ensure we have the capacity to reach the ambitious goals identified in our strategic plan, we'll continue to build our alliance of brand partners while exploring funding from foundations and granting bodies as well as building a committed group of individual monthly and annual donors.

ADVOCACY & EDUCATION

We will build positive relationships with elected officials and begin to apply the pressure of our member base to lobby for strong climate policy. When opportunities exist, we'll collaborate with other climate organizations with shared values on specific policy initiatives. We'll use the UN Sports for Climate Action Framework by bringing Olympic Medalists and World Champions into schools (reaching 10,000 students in-person) to leverage the unique power of these national influencers to inspire and drive climate awareness and action.

GROWING & STRENGTHENING OUR MEMBERSHIP

Through our regional chapters, social media, and activations with partners, we will continue to grow our community of outdoor enthusiasts. Further, we'll invest in software solutions that will allow for greater engagement with members (volunteering, activism, fundraising) wanting to turn their passion into purpose.



ARC'TERYX

BURTON



ORIGIN

patagonia®



salomon

sidlee

Smartwool®



**THANK YOU
TO OUR
FOUNDING
PARTNERS**



