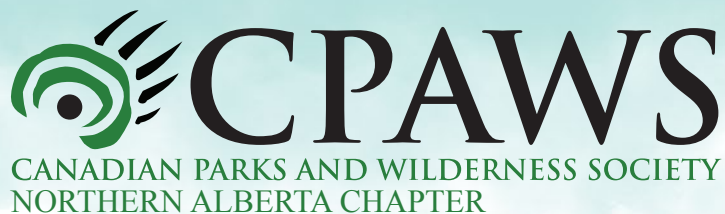


# Annual Report

2019-2020



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# Overview



# A Message from the Chapter



The past year has been both challenging and rewarding. We embarked on renewal of our five-year Strategic Plan, experienced success on current conservation campaigns, engaged on important emerging issues, moved into a new office space, and responded to the challenges presented by COVID-19 as the fiscal year came to a close.

In February 2020 the Government of Alberta's assault on our Provincial Parks system quickly became our biggest focus. Working closely with our CPAWS partners in Southern Alberta, we mobilized Albertans through our 'Defend Alberta Parks' campaign. A remarkable and unprecedented response provided a strong message to the government about the passion Albertans hold for our parks legacy. Encouraged by recent developments around this decision, CPAWS will continue to hold the government accountable for enhancing, protecting, and maintaining our provincial parks system.

Prior to our parks campaign grabbing the headlines we were working on several other important initiatives, including our contribution to the Teck Resources decision to withdraw the Frontier Mine proposal; our partnership with the Dene Tha' First Nation supporting the creation of an Indigenous Protected and Conserved Area (IPCA) and Indigenous Guardians Program; development of a wildlife monitoring program around Bistcho Lake; continued work on caribou conservation; holding Parks Canada accountable through input on the Jasper National Park 10-year Management Plan; and development of a new five year (2020 - 25) Strategic Plan for the chapter anticipated to be completed in the fall of 2020.

In March 2020 we were excited to move into a new office space on the 6th floor of the newly renovated Stanley A. Milner library in downtown Edmonton. This move has provided us with more space and meeting facilities to accommodate our staff and an opportunity to better connect with Edmonton's non-profit community, as several other organizations are also located here. Although COVID-19 forced staff to work from home a week after the move, we look forward to being in this space more in the near future.

This past year we welcomed both new staff and board members while saying farewell to some others. Our staff and volunteer board are engaged, skilled and passionate about CPAWS and the work we do supporting the environment. Volunteers and membership have also grown over the past year, and shown support for our work through help in the office, on committees, at events, and through donations. We are deeply appreciative of the invaluable contributions that all CPAWS staff, board, volunteers, and supporters make to our success.

CPAWS Northern Alberta continues to be a credible and respected voice for conservation in Alberta and we look forward with anticipation to the challenges and successes of 2020 - 21.

Dr. Kecia Kerr  
Executive Director

Steve Donelon  
Chair, Board of Directors



# About CPAWS NAB



## Overview

The Canadian Parks and Wilderness Society (CPAWS) believes that Canada’s magnificent landscape deserves to be enjoyed by all - now and into the future. That’s why CPAWS is the only nation-wide charitable organization dedicated solely to protecting Canada’s public lands and waters for current and future generations to appreciate. Since 1963, our organization has been instrumental in achieving legislative protection for over half a million square kilometres across the country. That’s an area bigger than the Yukon territory!

The Northern Alberta Chapter was established in 1968 and we have been leading the way in conservation in Alberta for over 50 years. We aim to protect Alberta’s waters, wilderness, and wildlife between the northern provincial border and Red Deer using a three-pronged approach: science-based decision making, collaboration and advocacy. Our goal is to conserve at least half of Alberta’s public lands.



### Vision

We aspire to an Alberta that embraces conservation and has a large protected wilderness network.

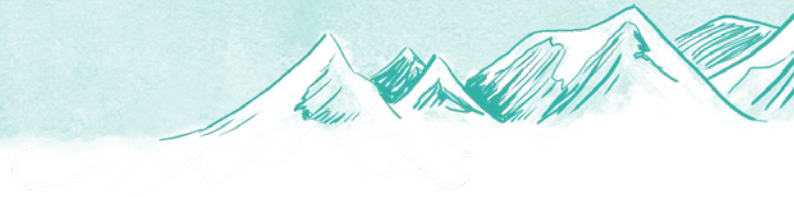
### Mission

We achieve conservation and legislated wilderness protection in Alberta through research, collaboration, and community outreach.

### Core Values

Wilderness, Conservation & Biodiversity  
Collaboration  
Community Engagement  
Evidence-Based Decision Making  
Accountability

# Who We Are



## The Board of Directors

**Steve Donelon**, Chair

**Donna Tribe**, Treasurer

**Ramona Blacklock**, Secretary

**Bryan Adkins**, Director


**Myles Curry**, Director

**Cindy Olsen**, Director (finished August 2020)

**Becky Devaleriola**, Director (finished April 2020)

**Brian Steele**, Director (finished October 2019)



 *CPAWS NAB staff, board members, and key volunteers gathered at Miquelon Lake Provincial Park in January of 2020 to review and update the organization's Strategic Plan. Photo by Bryan Adkins.*

## The Chapter Staff

**Kecia Kerr**, Executive Director

**Tara Russell**, Program Director

**Chris Smith**, Parks Coordinator

**Gillian Chow-Fraser**, Boreal Program Manager

**Ryan Cheng**, Conservation Analyst

**Taylor Maton**, Conservation Outreach Coordinator and Administrative Assistant (Parks Bus Ambassador Summer 2019)

**Cala Jorgensen**, Program Coordinator (outgoing October 2019)

**Helen Yip**, Conservation Outreach Coordinator (Summer 2019)

**Gillian Kerr**, Communications Coordinator (Winter / Spring 2019-20)

**Carlos Bautista**, Financial Controller (Contractor)



# Staffing Updates



## We're growing!

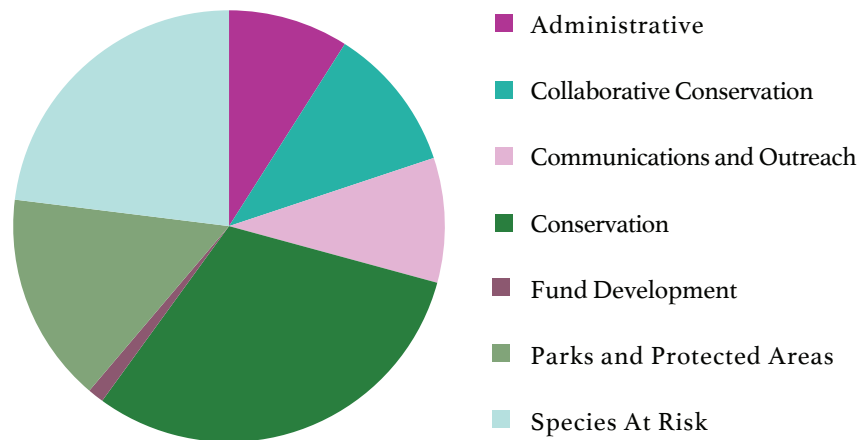
Over the past year, we have increased our staff capacity, particularly in communications and outreach. We are now joined by **Taylor Maton**, our Conservation Outreach Coordinator and Administrative Assistant. We also had **Gillian Kerr** join us for the winter season as Communications Coordinator. Increasing staffing was a goal outlined in our 2018 - 19 Annual Report and we are now better able to tackle the most pressing conservation projects, while also growing public awareness of our organization in Alberta.



Team meetings have changed a bit during the pandemic! From top left to bottom right: Tara Russell, Taylor Maton, Ryan Cheng, Kecia Kerr, Gillian Chow-Fraser, Chris Smith, and Gillian Kerr.

## Staff time

In 2019 - 20 we again dedicated 90% of our time to our conservation and education programs. The “Conservation” category encompasses our general conservation work as well as our climate change program. “Parks and Protected Areas” includes our Bighorn and National Parks work and the first month of our work opposing the closure and delisting of parks in Alberta. “Collaborative Conservation” involves our multi-stakeholder projects across Northern Alberta. The remaining staff time was spent on administrative and fund development activities.



Pie chart summary of staff time over the period of this annual report. Percentage of time spent in each category was: Conservation (31%), Species At Risk (23%), Parks and Protected Areas (16%), Collaborative Conservation (11%), Administrative (9%), Communications and Outreach (9%) and Fund Development (1%).

# Highlights of the Year



## Pushing back against the Teck Frontier oil sands mine

Teck's Frontier mine would have been North America's largest open pit oil sands mine, proposed just upstream from Wood Buffalo National Park. The mine would have caused significant risks to the park, Endangered whooping cranes, and migratory birds, as well as hampered Canada's ability to combat climate change. Our team led the work to enable the public's feedback during the federal government's open consultation on the environmental conditions set out for the mine. We received overwhelming participation from Canadians, with the majority stating that the conditions placed on the mine's approval were not sufficient to mitigate the concerns.

In February, Teck Resources Limited withdrew their application for the Frontier oil sands mine. The strong public opposition to the mine speaks to the unavoidable adverse impacts of open pit oil sands mines and demonstrates the strength of our voices as Canadians that care about our natural heritage.

## Caribou and ice cream: A delicious nationwide partnership

CPAWS partnered with Chapman's to bring national attention to our caribou conservation efforts through tasty ice cream treats. Our staff were lucky enough to meet Ashley Chapman, the Vice President of Chapman's, and do television interviews to share our passion for caribou conservation. We are incredibly grateful that the Chapman's team was inspired by our on-the-ground work to recover caribou across the country, and decided to send some of the proceeds from the sale of their special Caribou Bars to CPAWS to support our work.



Gillian Chow-Fraser, our Boreal Program Manager, and Ashley Chapman, the Vice President of Chapman's Ice Cream, celebrating their live segment on CTV Morning Live to promote the Caribou Bars from Chapman's Yukon line of ice cream products. And no, the colour coordination was not planned!

## Global Strike for Climate Action

In late September 2019, our Chapter took part in the Global Strike for Climate Action as part of the culmination of Global Climate Week, where 2 million people took part in over 2,400 protests around the world. In Edmonton, our team joined over 2,000 passionate, concerned citizens at the provincial legislature to demand action from the government to tackle the challenges we face addressing climate change. We were there to both show solidarity with climate activists and to highlight the impacts that climate change will have on our vulnerable species, including caribou, bull trout and many others.



CPAWS Northern Alberta at the Global Strike for Climate Action in Edmonton. Pictured here (left to right): Ryan Cheng, Gillian Chow-Fraser, Chris Smith, and Cala Jorgensen.



# Program Updates



# Climate Change Literacy



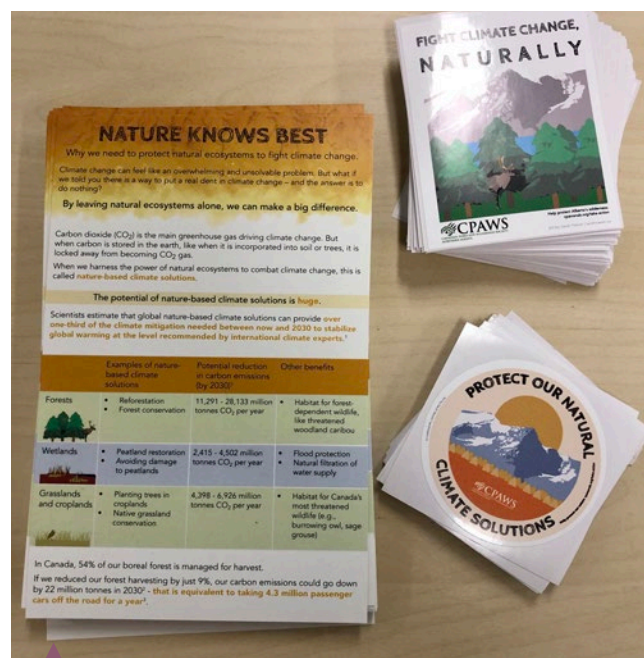
This year CPAWS Northern Alberta program staff initiated a Community Climate Ambassador program. The program trained community climate ambassadors in five northern Albertan towns and cities to deliver adult and children's education programs to teach Albertans about climate change, its impacts, nature-based climate solutions, and how to take action themselves. The goals of the program were to increase the acceptance and awareness of climate change and increase support for climate action.

The program was ambitious and took longer to initiate than originally planned. Throughout the set-up, CPAWS Northern Alberta produced a training program for ambassadors and a suite of materials for ambassadors to use to run their outreach programs. We also disseminated 20 Edu-Kits for in-classroom program delivery. The program faced some issues with community climate ambassador retention due to competing commitments for our ambassadors and other extenuating circumstances. In the future, we would examine increased incentives for ambassadors.

The program was set to end in March 2020; however, due to the onset of the COVID-19 pandemic and the difficulties in conducting outreach, the program was extended until the end of August 2020. So far, the program has been successful in reaching over 3000 people.

In addition to leading the community climate ambassadors, we expanded staff knowledge on nature-based climate solutions. Tara Russell was able to attend the first Nature Based Climate Solutions Summit held by Nature Canada in Ottawa, Ontario. This event was a gathering of environmental organizations, First Nations representatives, and federal, provincial, and municipal representatives from across the country. It was a powerful gathering, with immense amounts of knowledge sharing. The summit brought together climate scientists and experts on climate action with those working in conservation, allowing ideas and crossover points to be shared in front of decision makers and land users.

CPAWS Northern Alberta staff and volunteers also produced a nature-based climate solutions factsheet and stickers for our continued outreach program. Delivery of this program has been put on hold due to the COVID-19 pandemic.



Climate change factsheets and stickers.



# Alberta Parks



It has been a busy year for us on our parks and public lands work, with many changes coming with the new provincial government. During the election, the United Conservative Party platform promised as part of their 'Common Sense Conservation Plan' to introduce an Alberta Trails Act and a \$30 annual trail permit fee for off-highway vehicles and random camping trailers. They also promised to review Alberta Environment and Parks Acts in regards to parks and public land to 'modernize' them.

Since then, our chapter has collaborated with CPAWS Southern Alberta to prepare recommendations to the government in anticipation of these coming changes. Our work has included conducting extensive interjurisdictional reviews on how other provinces and countries approach recreation management, collaborating with other organizations to obtain a broad range of input, and communicating our recommendations to Alberta Environment and Parks for potential inclusion in a trails act. We will submit formal recommendations once the government begins consultation. Though there has been no movement yet on the proposed legislative changes to Alberta's Environment and Parks Acts, we have completed the preparatory work needed to engage on any changes. Our main focus will be on ensuring that these proposed changes do not weaken our parks and protected areas legislation.



 Photo by Gillian Chow-Fraser

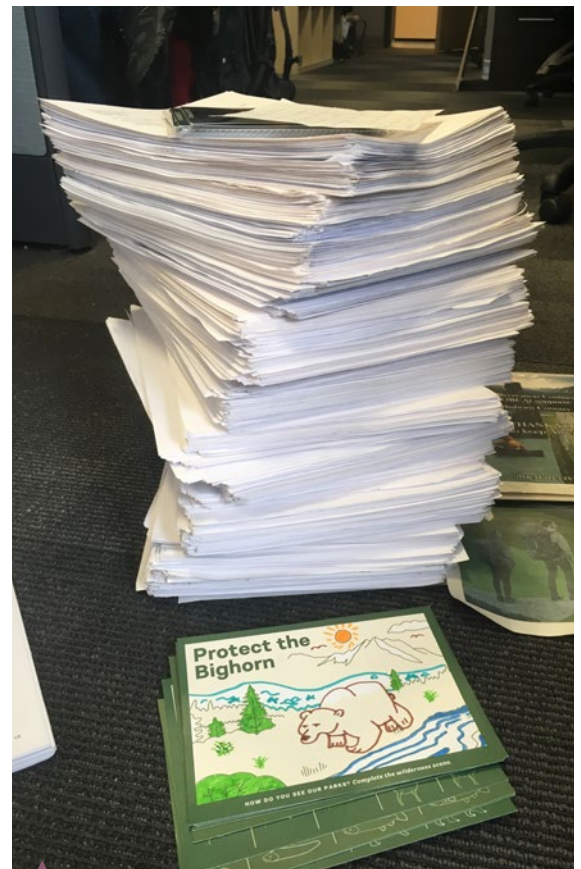
## Bighorn update

Shortly after taking up office in the Alberta legislature in mid-April 2019, the new provincial government made the announcement that they would not be moving forward with the Bighorn Country proposal that had been put forward by the previous government. We are deeply disappointed that this important headwaters region will remain unprotected for the time being, but we haven't lost hope.

Over 5,000 Albertans sent letters of support through our online action page or signed hard copies that we delivered to the Minister of Environment and Parks, with thousands more filling out the government online survey in support of greater protection for the area in late 2019 and early 2020. Prior to the public consultation period, nearly 20,000 people sent in letters or signed postcards as part of our 'Love Your Headwaters' campaign in support of protecting the Bighorn.

In March 2019, we facilitated an open letter with 44 organizations signing on who supported this vision. Signatories included conservation organizations, outdoor retailers, local companies and independent businesses. During our campaign, we had over 180 media mentions across video, radio, newspapers, podcasts and online. We built lasting partnerships with outdoor outfitters, local businesses, and passionate Albertans, and we managed to raise the profile of the issue to become well recognized across the province.

**And it's not over yet.** While the previous proposal to protect the Bighorn didn't go forward, conservation has never been about a particular proposal or government. It's about coming together to care for our most special wild places. We need to continue to build on our recent momentum, find new opportunities, and build new relationships to complete the decades-long work so many Albertans have fought for.



Albertans sent thousands of letters supporting protection for the Bighorn.



# Jasper National Park



In April 2019, CPAWS Northern Alberta submitted our recommendations to senior parks staff for the Jasper National Park 10-year management plan review, which we began engaging on in late 2018. This is Phase I of the new 10-year management planning process for all of the Rocky

Mountain Parks (Banff, Jasper, Yoho, and Kootenay National Parks), which we have been working collaboratively on alongside CPAWS Southern Alberta and CPAWS National. These new management plans will lay out the direction for park management for the next decade, and thus it is crucial that potential concerns are addressed in this plan to prevent them from becoming significant issues down the road. We addressed six main topics in our recommendations, which covered issues such as ecological integrity, caribou management, fire risk management and mountain pine beetle, human-wildlife conflict, tourism visitation and growth, and landscape management.

In March 2020, we sent a more detailed follow-up letter to Jasper National Park senior management as the management planning process was placed on hold due to the outbreak of COVID-19. This follow-up letter elaborated more on the original issues we had addressed in 2019, but expanded on them and offered additional recommendations on developing a comprehensive human use strategy, preparation for climatic changes within the park, transparency in decision-making, and addressing cumulative effects. Moving forward, we will continue engaging with Parks Canada on this management planning process, and we plan to engage our supporters on this issue again once public consultation is restarted.

During the summer of 2019, our Parks Coordinator made a trip out to the town of Jasper to participate in Parks Day. We were able to engage with over 200 people, ranging from international tourists to locals, about our different campaigns and what we do as an organization.

We hope to continue to expand our presence in Jasper as staffing and funding permits. Any time we can physically get out to the areas we work in helps to remind us of what we've achieved and what still needs to be done, as well as allows us to connect with local environmental organizations who we collaborate with.



Our Parks Coordinator, Chris Smith, hosting a booth at Parks Day in the town of Jasper.

# Wood Buffalo National Park



The proposed Teck Frontier oil sands mine posed the most significant threat to Wood Buffalo National Park this past year, as it would have been located just 30 km south of the park's borders. The 290 km<sup>2</sup> Frontier mine would have destroyed wetlands, old-growth trees, and caribou and wood bison habitat. It would have introduced nearly 5,000 hectares of tailings ponds that would threaten migratory birds that fly over the oil sands to reach Wood Buffalo National Park to breed, and especially pose a risk to the long-term recovery of the Endangered whooping crane.

Building on our previous work as intervenors during the mine's environmental assessment process, we continued to advocate for the mine's rejection, as it was clear the project conditions could not reasonably mitigate the adverse environmental impacts it would create.



A critical moment was the public consultation period in the fall of 2019, when the federal government held a public consultation period for feedback on the proposed project. After the Joint Review Panel for the Frontier project made an unfathomable recommendation for approval, it was urgent to let the federal government know that the public did not want this mine built.

We successfully engaged with the general public to participate in the public consultation period with a comment guide that was visited by thousands of Canadians. Almost **96%** of all commenters who participated in the public comment period called for the mine's rejection!

▲ *A view of the southern edge of Lake Claire in Wood Buffalo National Park. Photo by Garth Lenz.*

In February of 2020, in the days leading up to a decision from the federal Cabinet to approve or reject the mine, Teck announced they had formally withdrawn their application for the Frontier mine. In the midst for our fight to safeguard our boreal forests and Wood Buffalo National Park, we found a moment for celebration and a breath of relief!

Still, our work is not done. At the 2019 World Heritage Committee meeting, the UN body warned that “considerably more effort” and “more funding will likely be needed” to appropriately address the needs of Wood Buffalo National Park. Despite the no longer looming risk of the Frontier mine, we continue to ensure Canada is meaningfully implementing the Action Plan to recover the ecological state of the park.



# Caribou and You



## Progress on provincial caribou recovery plans

CPAWS Northern Alberta continues to work to protect and recover woodland caribou across Alberta. The survival of woodland caribou depends on large tracts of intact and connected boreal forest habitat that are free from roads and trails.

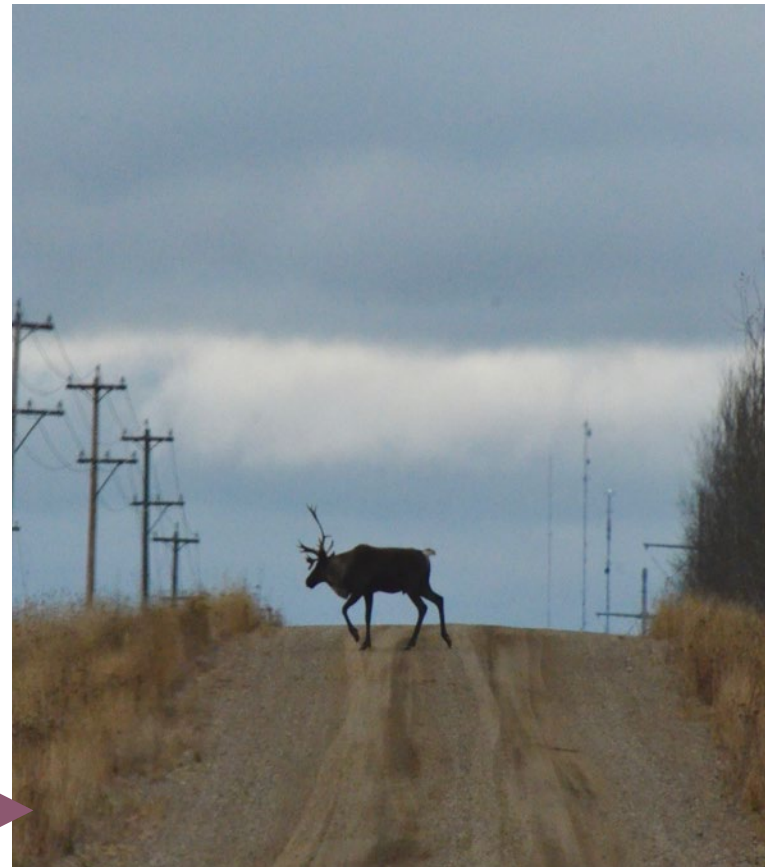
In order to plan for the recovery and survival of woodland caribou, the federal government requires range plans for each of our 15 caribou ranges on provincial lands. These plans are long overdue, and in the meantime caribou habitat continues to be disturbed on Alberta's busy landscape. In the past year, however, important progress was made toward finalizing these range plans, and CPAWS continued to work with partners to conserve and responsibly manage caribou habitat.

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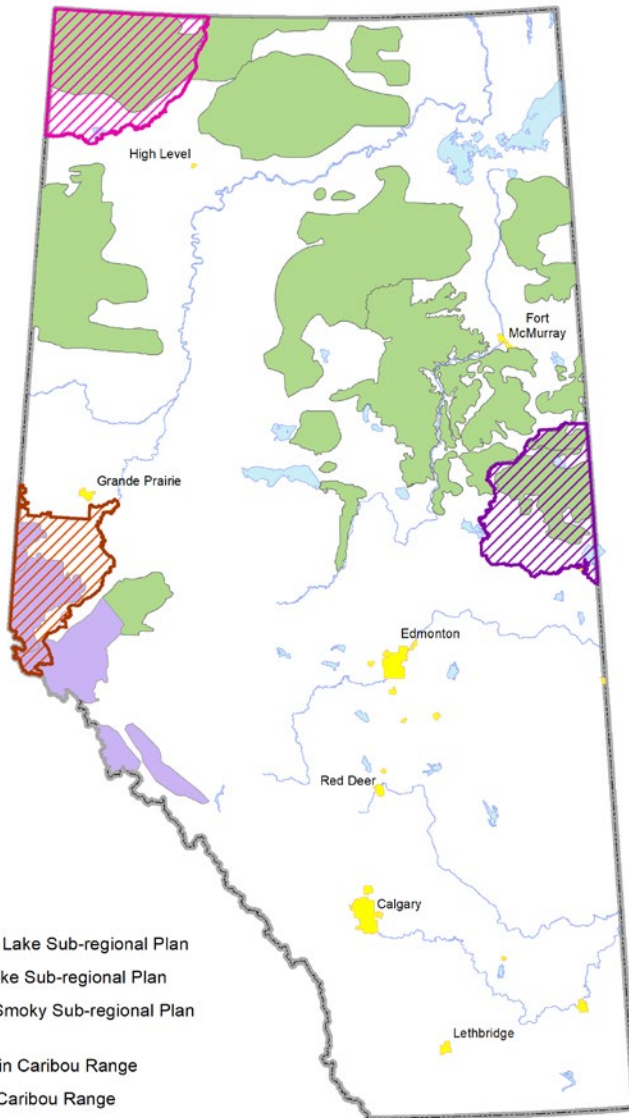
In August of 2019, a draft Conservation Agreement was released between the Government of Alberta and Government of Canada. The draft Agreement set forward a plan to have all range plans in Alberta completed by 2024.

While we were glad to see this commitment to long overdue range plans, we were disappointed by the Agreement's lacklustre commitment to habitat protection, failure to outline interim protective measures while we wait for range plans to be implemented, and glaring absence of thresholds on future industrial development within ranges.


Luckily, our supporters understand how urgent action is needed for woodland caribou, and you let our provincial and federal governments know strong range plans are a conservation priority. A final version of the Conservation Agreement should be released soon.



*Photo by Gillian Chow-Fraser*



-  Bistcho Lake Sub-regional Plan
-  Cold Lake Sub-regional Plan
-  Upper Smoky Sub-regional Plan
-  Mountain Caribou Range
-  Boreal Caribou Range

 *The three sub-regional areas (hashed coloured areas) will address recovery outcomes for the Bistcho, Cold Lake, Narraway, and Redrock-Prairie Creek caribou ranges.*

Soon after the draft Agreement was released, CPAWS Northern Alberta was invited to sit on three Caribou Sub-Regional Task Forces in the fall of 2019. The goal of the Task Forces was to advise the government on land-use planning at a local scale, including caribou recovery actions.

Each Task Force included representatives from local municipalities, Indigenous peoples and communities, the energy sector, the forestry sector, trappers, recreational users, environmental non-government organizations, and other local stakeholders and knowledge holders. CPAWS Northern Alberta was one of two environmental organizations asked to participate.

The three sub-regional areas of focus were Cold Lake, Bistcho Lake and Upper Smoky. Altogether, these range plans will address recovery outcomes for the Bistcho, Cold Lake, Narraway, and Redrock-Prairie Creek caribou ranges.

At the Task Forces, CPAWS Northern Alberta advocated for strong habitat-based recommendations to recover caribou to naturally self-sustaining levels, as experts have time and time again shown that intact habitat is key to their recovery. We also strongly supported Indigenous-led recovery actions. Draft plans for Cold Lake, and Bistcho Lake sub-regions are expected to be available for public and Indigenous consultation before the end of 2020, followed by the Upper Smoky draft subregional plan.



## Indigenous-led caribou monitoring in Northern Alberta

While ongoing work at the provincial level continues on conservation plans for woodland caribou, CPAWS Northern Alberta continues to support collaborative work led by Indigenous communities to monitor and manage woodland caribou.

One such project is led by the Dene Tha' First Nation (DTFN) in northwest Alberta to monitor the Bistcho woodland caribou herd. The herd, located in a very remote portion of the province, has suffered from gaps in monitoring data because researchers are challenged to access the range. But the DTFN has generations of traditional knowledge about the herd and Bistcho Lake - Alberta's third largest freshwater lake - which is encompassed in their range.

The monitoring project is funded by the federal government's Community-Nominated Priority Places grant under the Nature Fund. The project uses traditional knowledge from the community to guide the placement of motion-triggered cameras in the area surrounding Bistcho Lake. CPAWS Northern Alberta has been very grateful to support the design of the program and help deploy the camera with community technicians.

The cameras will remain out on the landscape for many years, safely gathering important data on what areas are used by the caribou herd and other wildlife, like wolverine, wolves, and lynx. The information will be used to inform caribou range plans, while also prioritizing Indigenous communities in the management and monitoring of the species at risk that are integral to their cultures and traditions.



*The field crew doing their best caribou impressions before lift-off!  
Left-to-right: Thomas (DTFN Technician), Gillian (CPAWS NAB),  
Felix (DTFN Technican), Ryan (CPAWS NAB).*



*A wildlife camera being put in place by community technicians and  
CPAWS staff. Strapped to this tree trunk, the camera will collect shots  
of wildlife throughout the spring, summer, and fall of 2020.*



# Conservation Planning



## Indigenous Guardians

The Dene Tha' First Nation (DTFN) partnered with CPAWS Northern Alberta to develop an information management system to collect, store and analyze traditional knowledge. CPAWS Northern Alberta staff met with community members and traditional resource users in High Level to discuss data needs, and worked with DTFN technicians to create data forms that ensure the easy and accurate collection of traditional knowledge. This data management system has been successfully deployed on numerous DTFN projects and the knowledge is being used by DTFN to achieve conservation objectives within their traditional territory.



 Photo by Gillian Chow-Fraser

## Northwestern Alberta / Northeastern Saskatchewan

CPAWS Northern Alberta continues to work on collaborative projects with forestry partners to address on-the-ground conservation actions to conserve the habitat of caribou and other species at risk. We made significant progress on our collaborative project with CPAWS Saskatchewan, Alberta-Pacific Forest Industries, Mistik Management Ltd., and Ducks Unlimited Canada.

The project is a protected areas gap analysis for the forest management areas for both forestry companies in both Alberta and Saskatchewan, with a focus on areas of high conservation value and caribou habitat. In 2019 we completed an analysis on the East Side Athabasca River caribou range which provided results that we are using to refine the model for the entire forest management area. We continue to work to seek out the most accurate datasets to conduct this analysis. The project will include engagement with interested Indigenous communities for input on the analysis and identification of areas of conservation value.



## Forest Stewardship Council national risk assessment

The Forest Stewardship Council Canada (FSC) released new standards related to forest harvesting on non-FSC certified lands in 2019. CPAWS Northern Alberta assisted CPAWS National in identifying at-risk Intact Forest Landscapes (large areas undisturbed from human activity) where measures should be undertaken to preserve these areas of wilderness. These new standards apply to companies that work with FSC-certified companies and will help maintain large tracts of undisturbed forests across Canada.

## National species at risk threat assessment

CPAWS Northern Alberta partnered with CPAWS National and the World Wildlife Fund of Canada to examine the state of species at risk habitats. We piloted an analysis to examine the specific habitat of selected species and the numerous threats posed to those species across Alberta. In this pilot project we were able to demonstrate the feasibility of mapping out both human and natural threats across Alberta, as well as identifying the adequacy of protected areas that address those threats.

## Caribou range planning in the Northwest Territories

The Government of the Northwest Territories is currently developing boreal caribou range plans and is meeting with stakeholders for comment. We worked with CPAWS NWT to create a methodology to identify caribou-preferred and caribou-avoided habitat using publicly available datasets. Using this methodology, we were able to provide an additional analysis to map important caribou areas and identify linkages to ensure connectivity between these areas.



Photo by Thomas Lefebvre

## Strategic planning review

In late January 2020, CPAWS Northern Alberta's staff, board and long-time volunteers met at Miquelon Lake Provincial Park to begin work on a new strategic plan for the chapter to guide our work over the next five years. The goals of these planning sessions were to offer an opportunity for board members and staff to become more familiar with their respective contributions to the success of CPAWS, to reflect upon CPAWS' achievements in meeting its goals established under the previous 5-year strategic plan, and to determine strategies, outcomes and goals for the chapter over the next five years. Overall, it was a successful planning retreat that gave us an excellent opportunity to reflect on what we've accomplished to date and what still needs to be done moving forward as an organization.



CPAWS NAB staff and board members met on a Zoom call in May to discuss the chapter's strategic plan.



# Outreach and Volunteering



# Volunteer Highlights



We would like to take a moment to recognize the incredible efforts of our volunteers. From engaging with the public at outreach events, to completing background research on species at risk in our province, to finding new grants for us to apply for, our volunteers have dedicated countless hours sharing their passion for the protection of public water and land! We send out a big thanks to our committee members and casual volunteers for increasing our impact in Northern Alberta. Check out a few highlights from 2019 - 2020 below!

## Conservation Ambassadors program for seniors

CPAWS Northern Alberta teamed up with eight seniors in the Edmonton area to develop an outreach program that speaks to seniors on how to become actively involved in local environmental issues. Ambassadors have contributed by attending outreach events, collecting hundreds of signed letters in support of headwaters protection, and connecting CPAWS staff with networking opportunities. The program created avenues for retirees to take part in conservation work, while tapping into their wealth of knowledge and expertise.

## Conservation Conversations

In 2019, our chapter kicked off the fall volunteering season with a seminar series called Conservation Conversations. These were in-depth presentations given by our conservation program staff specifically geared towards informing and engaging our volunteers on what's happening in our various campaigns. We ran three sessions, with each presentation covering a main program area our chapter works on, including caribou, the ongoing management planning process for Jasper National Park, and how Alberta's conservation initiatives fit within the larger context of national and international conservation efforts. Given the positive reactions we received on these presentations, this may be a program we continue with in the future if there is continued interest from our amazing group of volunteers.

### Get involved!

If you would like to get involved as a CPAWS volunteer, consider joining us in one of the ways below:

**Conservation Committee:** Increase our Chapter's capacity by conducting academic background research to support our conservation initiatives.

**Casual Volunteers:** Lend a hand at larger events, such as our bi-annual casino and the Edmonton Marathon. We couldn't pull these events off without our volunteers!

**Fund Development & Engagement Committee:** Help with fundraising and grant writing.

**Communications & Engagement Committee:** Provide assistance with public engagement and education, as well as developing digital and print communications materials.



# Public Outreach



With community engagement as one of the core values of our organization, public outreach is a critical part of the work we do. Staff, volunteers, and board members visit schools, markets, festivals, and other community hotspots to bring Alberta's conservation issues to light via presentations and information booths. These in-person interactions are not only some of the most rewarding aspects of our work, but they are also incredibly effective at fostering public engagement in our campaigns, and can sometimes lead to larger partnerships with like-minded businesses and organizations. Here are a few highlights from our outreach activities over the past year:

## Parkbus TD Elk Island Express

For the second summer, CPAWS Northern Alberta partnered with Parkbus, a non-profit organization that aims to connect city-dwellers to nature by providing free transportation to protected areas located outside large cities. Every Saturday, passengers climbed aboard the TD Parkbus Express to Elk Island National Park. The project is funded by TD Canada Trust and Edmonton Tourism.

For the second summer, CPAWS contributed to the service by providing an ambassador to provide educational and logistical support. Taylor Maton, the CPAWS Parkbus Ambassador hired for the summer, worked to educate passengers about bison and the importance of protected areas. Taylor also collected over 300 letters in support of the protection of the Bighorn Backcountry. The service was fully booked almost every week, providing an opportunity for people to get outside and enjoy nature while also garnering more interest in conservation in Alberta.



Photos by Naomi Hui (Parks Canada)



## Casino

Every 18 months CPAWS Northern Alberta is eligible to run a casino. This opportunity with Alberta Gaming, Liquor and Cannabis (AGLC) provides us with a significant amount of funding. The event would not be possible without the incredible support from our volunteers. Thank you to our members who came out to our casino in August 2019!



CPAWS staff, volunteers and board members celebrating a successful fundraising effort at the Edmonton Marathon.



CPAWS staff and volunteers enjoying some sunshine while gathered at a volunteer appreciation picnic.

## Other Outreach Activities

Our staff had the opportunity to raise awareness of conservation issues and share resources with the general public in a number of ways over the past year. We participated in festivals, attended and presented at community events, and spoke to university students. Events and activities we engaged at included:

- Parks Day (Jasper and Elk Island)
- EPCOR River Fest
- Banff Film Festival
- Edmonton Marathon
- WILDNorth Wildlife Festival
- Mountain Equipment Co-op Races
- Edmonton Lifelong Learner's Association
- Presentations to classes at the University of Alberta (Mountains 101, BIOL 298: Understanding Biological Research)



# Financial Overview



# Financial Status



CPAWS Northern Alberta is incorporated as a non-profit society in Alberta and governed by a board of directors. Our organization shares a charitable number with the other chapters of CPAWS across the country (106865272 RR0001). Individual members, granting foundations, the provincial and federal governments, businesses, and the Alberta Gaming, Liquor and Cannabis (AGLC) support CPAWS Northern Alberta. Due to our increase in staff, we ended the fiscal year of 2019-2020 with a deficit and are projecting a deficit for 2020-2021; however, we are on a good trajectory for reducing the projected deficit for the current fiscal year and expect the deficits for these two years to be covered by the large surplus from 2018-2019.

## Summary of revenues and expenses

	2019-2020*	2018-2019**
<b>Revenue</b>		
Grants and contracts	\$310,283	\$524,464
Gaming	\$50,442	\$52,752
Donors and supporters	\$50,850	\$42,283
Other	\$19,928	\$20,999
	<b>\$431,503</b>	<b>\$640,498</b>
<b>Expenses</b>		
Conservation programs	\$431,227	\$528,563
Core mission support	\$24,336	\$25,290
	<b>\$455,563</b>	<b>\$553,853</b>
<b>Revenue (under) over expenses</b>	<b>(\$24,060)</b>	<b>\$86,645</b>

\* FINAL audited financial statements as of October 11, 2020

\*\* audited statements for 2018-19 were adjusted during the 2019-20 audit



# Funding Sources



During the 2019-20 fiscal year, CPAWS Northern Alberta's primary sources of funding consisted of donations from our membership, proceeds from our 2019 Volunteer Casino via Alberta Gaming, Liquor and Cannabis (AGLC), and grants and contracts awarded by the following entities: the Government of Alberta, the Government of Canada, the Canadian Environmental Assessment Agency (CEAA), Alberta Ecotrust, Patagonia, Mountain Equipment Co-op, Arc'Teryx, TGear, the Yellowstone to Yukon Conservation Initiative, Nature Canada (Make Room For Nature initiative), the Edmonton Lifelong Learners Association, the Uplands Foundation, the Schad Foundation, Parkbus, and the Edmonton Community Foundation (Cinders Fund, Doris Tanner Pimm Fund).

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## Other Financial Information

CPAWS Northern Alberta's administrative costs include professional fees, a percentage of the Executive Director's salary, office rent, bank fees, hardware, software, and other supplies. The chapter experienced a deficit for 2019-20 due to increased staffing and decreased revenues, but we remain in a strong financial position due to the large surplus that we had for 2018-19. We aim to maintain our current level of staffing into the next fiscal year, which will require an increased focus on fundraising.

# Partners



We receive financial, in-kind, and campaign support from many amazing places. Thank you to those individuals, foundations, businesses, and organizations that supported us in our 2019-2020 fiscal year.



*Cinders Fund  
Doris Tanner Pimm Fund*





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 **CPAWS**

CANADIAN PARKS AND WILDERNESS SOCIETY  
NORTHERN ALBERTA CHAPTER