



Annual Report 2013 - 2014

CPAWS Northern Alberta



Staff and Board, 2013-2014

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Cathy Cullingham, Chair
Gabriel Clarke, Vice-Chair
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Nigel Ward, Interim Director

CHAPTER STAFF

Alison Ronson, Executive Director
Danielle Pendlebury, Conservation Coordinator
Carlos Bautista, Financial Controller

About CPAWS Northern Alberta

Overview

CPAWS is a nation-wide non-profit organization dedicated to the preservation of wilderness and biodiversity across Canada. Since 1963, CPAWS has helped protect over 40 million hectares of Canada's most treasured wild places. CPAWS uses a collaborative approach to negotiate conservation goals with government, First Nations, local communities, progressive industry and other environmental organizations. With a chapter in almost every province across the country, CPAWS creates effective national campaigns that draw upon and support regional needs.

The Northern Alberta Chapter was CPAWS' first designated regional chapter in 1968. The Chapter focuses on the northern two-thirds of the province for our conservation programs, and has three priorities: to increase the percentage of protected land provincially and nationally, to maintain the integrity and responsible management of established parks, and to encourage and promote responsible land use.

Mission

To advance the protection of wilderness and biodiversity in the province of Alberta.

Vision

Alberta has a large protected wilderness network represented by diverse and healthy ecosystems, landscape-scale conservation zones, and committed land stewardship. The wilderness legacy that has always inspired Albertans is preserved for future generations.



Caribou behind Mount Edith Cavell in Jasper National Park (K Hasson)



Cover Photo Credit: The Bighorn Backcountry (C. van Rensen)

Message from the Chapter

Annual Report 2013-2014

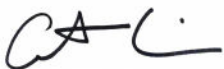
CPAWS Northern Alberta has spent the past year advocating for the protection of wilderness in Alberta and the proper management of both national and provincial parks. Important focus areas included participating in the North Saskatchewan Regional Planning process, preparing for the upcoming regional planning processes in the northwestern regions of the province, working within the Canadian Boreal Forest Agreement on caribou range planning, and building relationships with Parks Canada, Alberta Parks, and municipal groups around Edmonton.

One of the Chapter's current campaigns is 'Stand Up for Jasper,' which began in response to a proposal to build a commercial resort at iconic Maligne Lake in Jasper National Park. This campaign has led to a legal challenge by CPAWS, the Jasper Environmental Association and EcoJustice against the decision to allow overnight commercial accommodations at Maligne Lake, which decision is in violation of the current park management plan.

Operationally, the Chapter has gone through a rebuilding phase in hiring a new Executive Director and Conservation Coordinator, re-establishing its Outreach, Fund Development, and Conservation Committees, and reinvigorating its volunteer program. The Chapter continues to increase its online and social media presence, and participated in numerous outreach activities this year, including MEC events such as Bike Fest and the Big Wild Challenge, Park(ing) Day, Green Drinks, and Track 'N Trail's Best of the Vancouver International Mountain Film Festival.

CPAWS Northern Alberta would not be able to continue its work on protecting Alberta's wild spaces without your support. Your signature on a petition or letter to a politician or decision-maker *does* make a difference. Your financial donations ensure that the Chapter's conservation work is able to continue, and the donation of your time as a volunteer ensures that we have an ongoing presence in our community and around northern Alberta. Thank you!

Sincerely,



Board Chair
Cathy Cullingham, PhD



Executive Director
Alison Ronson, MA, JD



Board Chair
Cathy Cullingham



Executive Director
Alison Ronson





South end of Maligne Lake, Jasper National Park
(D. Pendlebury)

Conservation Programs

PARKSWATCH

CPAWS Northern Alberta continues to advocate for increased protection for crown lands, and the management of parks and protected areas with ecological integrity as the number one management priority. The trend towards increasing infrastructure in national parks continues, with the Glacier Skywalk over Sunwapta Valley in Jasper National Park opening up for visitors this past summer. The Chapter is concerned that developments such as these not only impact ecological integrity in our parks, but also limit experiences in the parks only to those who can afford to pay for them.

Stand Up for Jasper and the Maligne Valley Implementation Strategy

For some time now the Chapter has been concerned with a proposal to build a resort at Maligne Lake in Jasper National Park. The proposed development could open the door for increased commercial development in all of our national parks. In response to this threat, the CPAWS 'Stand Up for Jasper' petition has already gathered over 10,000 signatures nationally. In July, Parks Canada made the decision to allow commercial overnight accommodations at Maligne Lake in the form of tent cabins. In August, CPAWS, together with the Jasper Environmental Association and EcoJustice, launched a legal challenge against this decision based on the fact that the Park's own management plan strictly prohibits further overnight commercial accommodations being built outside the town of Jasper. To learn more, visit www.cpawsnab.org.

CPAWS Northern Alberta supports Parks Canada's proposal to limit winter access to trails in the Maligne Valley – a welcome step towards protecting and buffering the Maligne caribou herd from habitat loss.

Marmot Basin Ski Area Expansion

The Chapter submitted comments on Marmot Basin's 2014 Long Range Plan and continues to monitor development at the Marmot Basin Ski Area, which may impact goat and caribou habitat in the Whistler's Creek area of Jasper National Park.



Rocky Mountain National Parks

CPAWS Northern Alberta continues to work with the national office, CPAWS Southern Alberta, and the Yellowstone to Yukon Initiative to address the alarming trend of increased commercial development in the Rocky Mountain National Parks. Stay tuned to www.cpawsnab.org to learn the latest news as it becomes available!

Working with Alberta Parks

The Chapter has met with several representatives from Alberta Parks and will be developing a volunteer program with Alberta Parks aimed at connecting our members and volunteers with provincial parks and protected areas. If you are interested in being part of this exciting opportunity to volunteer with both CPAWS and Alberta Parks, email inonab@cpaws.org.

LAND USE PLANNING

The Government of Alberta's land use planning exercises continue across the province, and CPAWS Northern Alberta is actively using the opportunity to bring attention to the need for more and better provincially protected areas.

North Saskatchewan Regional Plan and Beaver Hills

In July the Government of Alberta accepted comments on Phase I of the North Saskatchewan Regional Plan. CPAWS Northern Alberta submitted detailed comments proposing protected areas be legislated across several different ecosystems in the region. In particular, the Chapter would like to see the Bighorn Backcountry, an alpine and foothills area located just east of Banff National Park, designated as a Wildland Provincial Park and the Ministik Bird Sanctuary, located east of Edmonton in the Beaver Hills area, protected as an ecological reserve. The Chapter's comments can be viewed online.

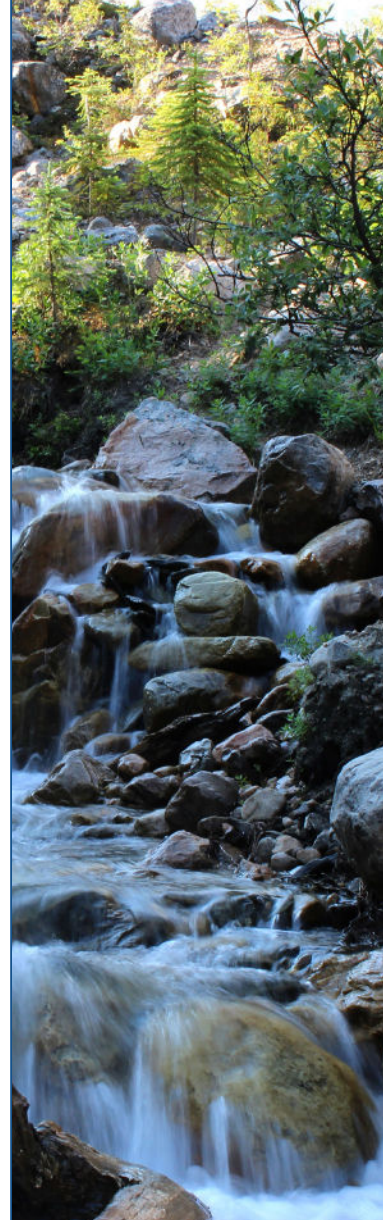
Mapping a Conservation Blueprint of Northwestern Alberta

It is anticipated that 2015 will bring the start of the regional planning processes for the Upper Peace, Lower Peace, and Upper Athabasca regions of the province. CPAWS Northern Alberta is hard at work determining and mapping desired protected areas in these regions so that it may submit comprehensive and scientifically-sound comments during these planning processes.

BOREAL FOREST PROTECTION

Canadian Boreal Forest Agreement (CBFA) and Caribou Range Planning

The Chapter continues to work with other environmental organizations and forestry industry signatories to implement the CBFA. Work over the past year has focused on caribou range planning in the West Central region of Alberta, which is home to the Little Smoky and A La Peche caribou herds. The Chapter is actively involved with discussions surrounding access and harvesting in caribou habitat in that region, sits on the Protected Areas Subcommittee, and is a member of the Alberta-B.C. Regional Working Group.



Creek at Mount Edith Cavell, Jasper National Park
(D. Pendlebury)





Skyline Trail, Jasper National Park
(C. Cullingham)

Community Outreach and Operations

OUTREACH

MEC Big Wild Challenge

This year marked the inaugural public MEC Big Wild Challenge held across Canada by participating CPAWS chapters. Northern Alberta's challenge involved a trail run, obstacle course and paddle at Elk Island National Park on September 6th, and raised over \$3,800 for the chapter, each dollar of which will be generously matched by MEC. Over 75 people participated in the event, which involved running, jumping, crawling and paddling, sometimes while wearing a bison or beaver costume! The event was a great success and a lot of fun for both participants and volunteers.

On September 12, 13, and 14, the Chapter's staff and board members braved an early snow and sub-zero temperatures to hike the Skyline Trail or paddle Maligne Lake at Jasper National Park as part of the Chapter's own Big Wild Challenge. The paddlers were joined by John Wilmshurst, Jasper's Resource Conservation Manager. The Chapter raised over \$4,000 through fundraising to support this challenge, and emerged as the top team for the second year in a row! MEC will generously be matching each dollar that was raised by the Chapter for this challenge, as well.

Outreach Events

The Chapter has been keeping busy by being involved in some great community events this year. In May the Chapter set up a display board at MEC's Bike Fest, and our display board stayed up in the MEC Edmonton store for many weekends throughout the summer. The Chapter participated in Park(ing) Day in September, and attended both nights of the Best of Vancouver International Mountain Film Festival, hosted by Track 'N Trail. In October the Chapter was invited to be a special guest at the Local Good's Green Drinks.





OPERATIONS

Volunteer Program

The Chapter's volunteer program has been reinvigorated with a new Volunteer Handbook, and the launch of the program via a volunteer orientation session held at the Chapter's offices in early October. Volunteers have the opportunity to be engaged in many areas of CPAWS Northern Alberta's outreach and operations. If you are interested in volunteering, visit www.cpawsnab.org/get-involved/volunteer or contact volunteernab@cpaws.org.

Leadership Development

CPAWS Northern Alberta is hoping to establish a program of providing its board members and staff with ongoing leadership and skills development opportunities. It will be launching a monthly series of development seminars focused on the management of non-profit organizations – from legal issues to fund development to financial reporting.

Photos clockwise from top left: Start line at the Big Wild Challenge, Elk Island National Park, (JaN Studios); Army crawl obstacle at the BWC, Elk Island NP, (JaN Studios); The CPAWS NAB staff paddling Maligne Lake, Jasper NP (J. Wilmshurst); CPAWS NAB board members hiking Skyline Trail, Jasper NP (C. Cullingham)



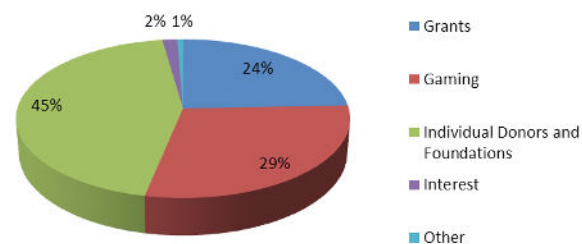
Financial Overview

STATEMENT OF OPERATIONS

	2014	2013
REVENUE		
Grants	\$ 26,573	\$ 60,775
Gaming	31,436	38,126
Donors and Supporters	48,482	23,488
Interest	1,754	1,129
Other	702	50
Subtotal	108,947	123,568
EXPENSES		
Salaries and Benefits	54,799	82,355
Professional Fees	27,021	40,935
Rent	7,261	10,850
Office	4,857	5,571
Telephone	333	351
Travel	5,725	4,770
Insurance	837	1,746
Advertising and Promotion	300	1,008
Amortization	613	605
Interest and Bank Charges	38	283
Subtotal	101,784	148,474
REVENUE UNDER EXPENSES	\$ 7,163	\$ (24,906)

Funding Sources

CPAWS Northern Alberta relies on a variety of funding sources to support its work. Individual financial donations are incredibly valuable, as they allow the Chapter the flexibility to fund its ongoing programs and staff. Funding was also received from granting bodies and foundations, as well as through gaming revenue from the Alberta Gaming & Liquor Commission.



Other Financial Information

The Chapter's administrative overhead costs include rent and office equipment, bank fees, insurance, professional fees, travel, and a portion of the Executive Director's salary. The Chapter's asset to liability ratio for 2014 is 7.3:1. The Chapter came out of a deficit this year due in part to having limited staff working between January and May of 2014. The Fund Development Committee is now working to ensure long-term financial sustainability through applications for more grants and sponsorships. The Chapter is currently seeking opportunities for grants and sponsorships, and welcomes your suggestions!



This year's campaigns:

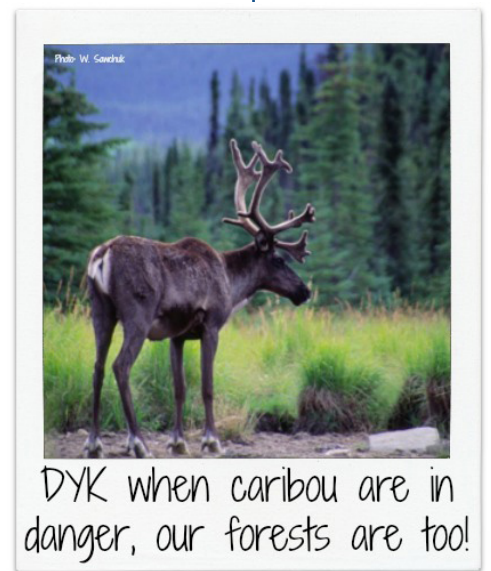
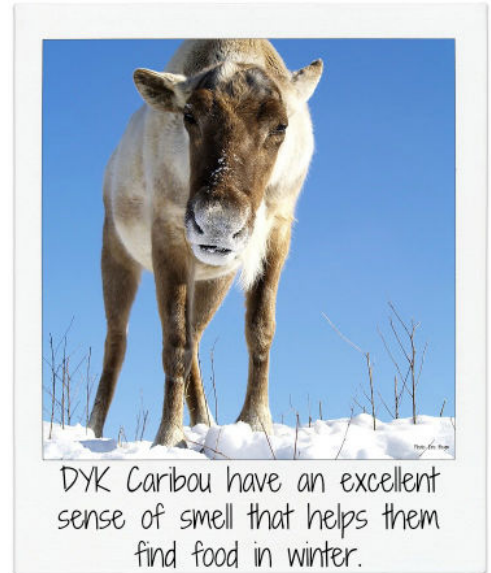




Photo Courtesy David Krueger Photography

Keeping Alberta Wild since 1968

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