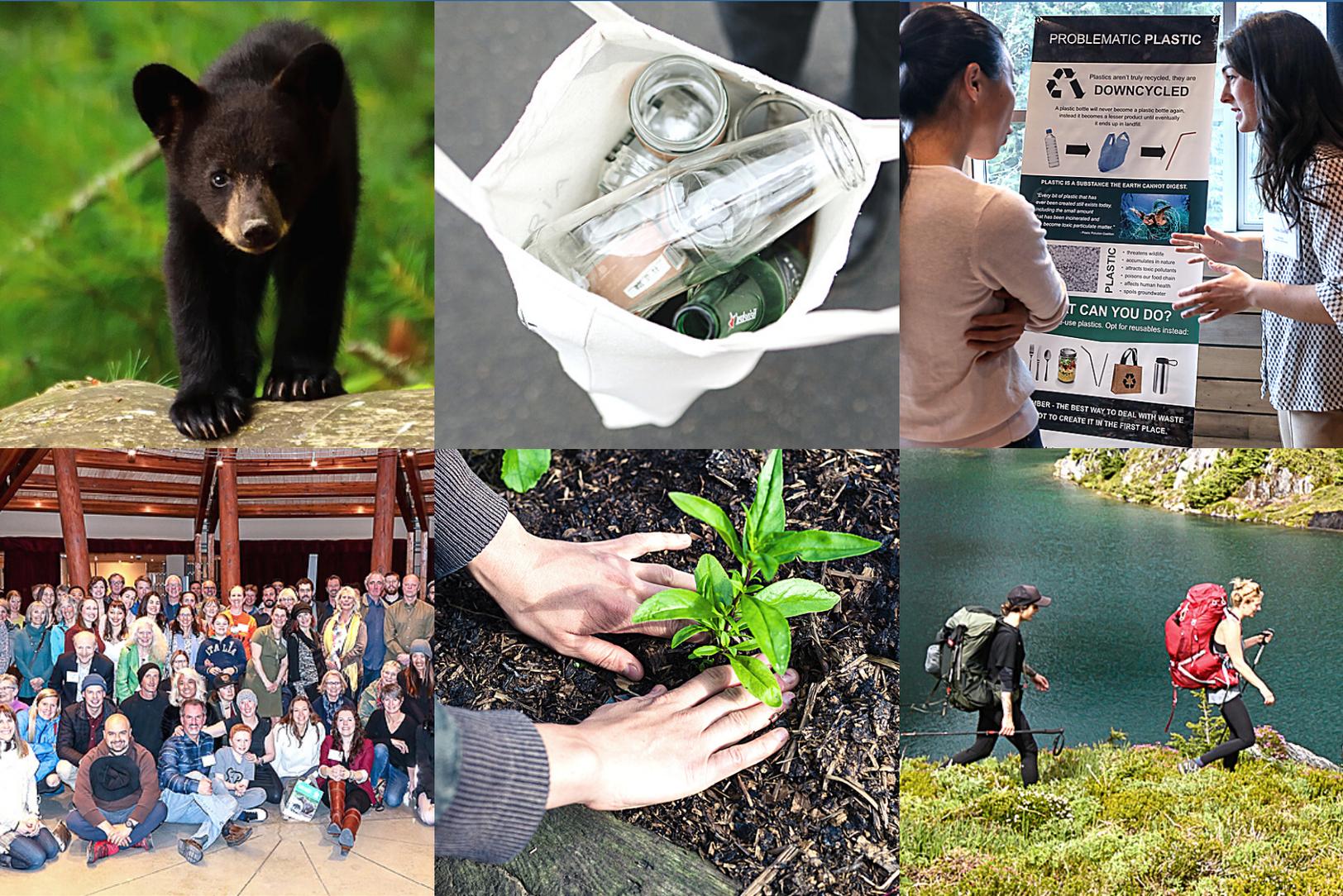




Association of Whistler Area Residents for the Environment

Strategic Plan

2021 – 2023



In Fall 2020, the AWARE Board decided to proceed with plans to update AWARE's Strategic Plan.

Why? Because climate change isn't stopping for a global pandemic.

Because COVID is changing the way people use the landscape and impacting biodiversity.

Because with a long-standing nature-based tourism economy, there are vital conversations needed if

Whistler is to stand a chance at building back to be a stronger, more resilient community.

As Whistler's environmental charity (since 1989), a global pandemic is making AWARE's role 'giving nature a voice' more vital than ever.

So, the 2021-23 Strategic Plan aims to focus AWARE's work, while leaving space and fluidity for the changes we hope will come.

OUR VISION

Community members are knowledgeable, engaged and empowered to preserve and enhance the natural environment on which we depend

OUR MISSION

Protect Whistler's natural environment by speaking up and taking action on conservation and climate, while empowering others to do the same

OUR PROMISE

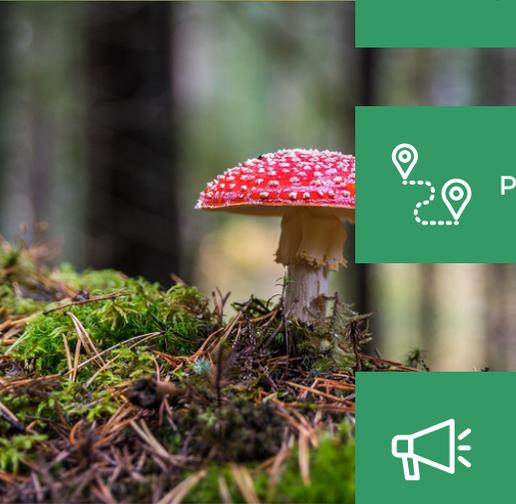
Deliver bold, inspiring, evidence-based solutions to environmental problems that affect Whistler.



At AWARE, our work revolves around two goals, designed to help us achieve our vision and stay true to our mission and brand promise:

GOAL: Safeguarding Habitat, Biodiversity & Wilderness Values

Safeguard habitats and species to maintain connectivity of ecosystems, supporting wildlife and human health.



PROGRAMMING

- 1a)** Provide opportunities for people to learn about and engage with nature and its conservation
- 1b)** Facilitate and support changes in human behaviour and practices which safeguard natural areas and species



ADVOCACY

- 2a)** Advocate for positive outcomes in relation to land use and conservation goals



RESEARCH,
INNOVATION &
SYSTEM SHIFT

- 3a)** Support innovation in cultural, fiscal and educational approaches that advance conservation action across the community
- 3b)** Increase recognition of the value of Whistler's natural assets

GOAL: Building Sustainable, Resilient Community

Engage and empower our community to make smarter choices, consume mindfully and consider impacts on the environment and the climate.

- 4a) Foster community collaborations and leadership for climate action
- 4b) Implement programs in support of Whistler's Climate Action Big Moves Strategies
- 4c) Educate about climate impacts to build understanding of the need, benefits and opportunities for climate action

- 5a) Advocate for regulatory and management changes that accelerate and escalate climate action
- 5b) Promote climate action as a foundation for restorative tourism and community resilience post-COVID
- 5c) Raise awareness of the value of nature-based solutions for climate resilience

- 6a) Support community climate actions that address cultural, fiscal and knowledge barriers through innovative solutions
- 6b) Identify, support and deliver climate-related pilot projects that could be applied throughout Whistler



PROGRAMMING



ADVOCACY



RESEARCH,
INNOVATION &
SYSTEM SHIFT



We recognize that our ability to do our work in the community rests on a foundation of investing in the people helping our work and ensuring we remain financially viable. To this end, we have 2 operational capacity goal areas:

HR Capacity

Build knowledge, skills, and support required to achieve our vision, mission and goals.

- 7a) Strengthen our ability to attract, retain and enable staff to thrive long term with AWARE
- 7b) Optimize governance policies, practices and board member retention
- 7c) Increase membership numbers and engagement

Financial Capacity

Generate a mix of income and funding streams to strengthen our organization and our work.

- 8a) Diversify our income and funding mix and improve financial security
- 8b) Maximize efficiencies in resource allocation and fiscal management



AWARE'S VALUES

Our values highlight the way we conduct our work.

Collaboration

We collaborate with other groups because environmental protection is more effective when supported by consensus and when aligned with broader strategies.

Communication

We develop communications and outreach opportunities as public understanding, engagement and activation, lead to responsible stewardship of our shared natural assets.

Education

We create and deliver educational programs because change starts with knowledge.

Research

We take part in and coordinate research projects, in order to ensure what we do is based in fact and science.

Participation

We participate in government and community processes because our natural resources and environment deserve a voice.

As a foundation to our work, we pledge to value all people, to seek new perspectives and to maintain focus on building belonging, dignity and justice into everything we do.

Get Involved with AWARE

BECOME A
MEMBER

VOLUNTEER
YOUR TIME

PARTICIPATE IN
A PROGRAM

SUBSCRIBE TO
OUR ECO-NEWS

DONATE TO
THE CAUSE

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