

# 2021 ANNUAL REPORT

A YEAR OF REGAINING GROUND AND  
COMMUNITY CONNECTION



📷 Joern Rohde



Association of  
Whistler Area Residents  
for the Environment

1989 - 2022

# STRATEGIC PLAN 2021 -2023

## 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 environmental issues, while empowering others to do the same

## OUR PROMISE

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

## OUR GOALS

Safeguard Habitat, Biodiversity & Wilderness Values

Build a Sustainable, Resilient Community

We are grateful to be able to operate on the shared, unceded territory of the Skwxwú7mesh and Lil'wat Nations and we look forward to creating meaningful connections to the rightful stewards of this beautiful land in the years ahead.

# MEET OUR TEAM

All of AWARE's programs are people-powered. A main concentration of the last year has been to build a more supportive organizational structure for our staff and board to further our ability to achieve our vision, mission and goals.



**CLAIRE RUDDY**  
EXECUTIVE DIRECTOR, SHE/HER

As Executive Director, Claire is responsible for delivering AWARE's strategic goals. This role includes: securing grants and funding; designing future community programs; developing partnerships and deepening collaborations; day-to-day management and advocating for positive change relating to conservation, climate and community sustainability.



**KRISTINA SCHRAGE**  
COMMUNITY ENGAGEMENT MANAGER, SHE/HER

Kristina joined the team in March, 2022. She brings with her 15 years of environmental education and wilderness guiding experience, a masters in environmental communication, and a permaculture design certification. Kristina's role includes managing day to day communications as well as planning and implementing community programming.



**CHARLOTTE REID**  
PROGRAMMING COORDINATOR, SHE/HER

Charlotte joined us in Summer 2021, delivering the Zero Waste Station at the Farmers Market. She now helps coordinate and deliver a number of AWARE's core programs including; Zero Waste Workshops in schools, the GROW greenhouse and garden program, and our Zero Waste Heroes initiative.



**SIERRA HAZIZA**  
CLIMATE ACTION YOUTH PROGRAMMING ASSISTANT, SHE/HER

Sierra just finished her first year in the Integrated Business and Humanities program at McMaster University, and this will be her second summer working with AWARE. Sierra was the president of Eco-Club before graduating from Whistler Secondary School, and has been integral to the implementation of recent projects such as Small Steps for Big Moves.



**CHRISTINA WILLIS**  
ADMINISTRATIVE COORDINATOR, SHE/HER

Christi has been working in business administration for 8 years, and brings with her a wealth of knowledge in the systems supporting the organization. Christi is a certified technical writer, and a certified community herbalist.

## 2021 BOARD OF DIRECTORS



**PAUL DORLAND**  
President



**DIANA BOONE**  
Interim Vice President



**MELANIE TARDIF**  
past President



**ROWENA DIGGLE**  
Treasurer



**EMILY KANE**  
SECRETARY



**JEREMY VALERIOTE**



**ALISON JENKINS**



**KIM MAITLAND**



**RHONDA L. MILLIKIN**

# REFLECTIONS ON 2021



On behalf of the Board, the Executive Director and Staff, we at AWARE are proud to continue to be YOUR community voice for the Environment.

Since 1989 AWARE has played a vitally role for Whistler area residents. Now, more than ever, is our collective voice & efforts are critically important as we address conservation and climate action.



We are proud to share that we are a small not for profit with a nimble team. Though the last fiscal year was atypical due to COVID, AWARE's impact has still been significant in the community:

## 2021 HIGHLIGHTS



- SMALL STEPS FOR BIG MOVES
- ZERO WASTE HEROES IN WHISTLER PARKS AND FARMERS MARKETS
- DEVELOPMENT OF BUSINESS WASTE SCORECARD
- GARBAGE ROOM 'MAKEOVER' PILOT
- GO BY BIKE WEEKS
- PROJECT NOW
- ONGOING COMMUNITY ENGAGEMENT

## CONSISTENT COVERAGE



- COMMITTEES OF COUNCIL
- CITIZENS OF LEADERSHIP GROUPS
- POLICY ENGAGEMENT
- RESPONDING TO CONCERNED CITIZENS REPORTS

## ON HOLD



- NATURE CAMPS
- GREEN DRINKS
- ECO FLIX

We know our collective efforts are in partnership with the Whistler area residents. We want to send out an overarching wave of gratitude to all our members, supporters, volunteers, and growers who have made the organization what it is today.

# SPREADING OUR PASSION...



## GROW WHISTLER

Growing Food |  
Cultivating Health |  
Building Community



400+

PEOPLE GROWING  
THEIR OWN ORGANIC  
PACKAGE-FREE FOOD



## ZERO WASTE EDUCATION

Connecting with  
students around  
reducing waste



1420+

STUDENTS ENGAGED  
THROUGH IN PERSON &  
ONLINE WORKSHOPS



## ZERO WASTE PARKS EDITION

Diverting waste from  
landfill whilst  
educating the public



11000

STATION USERS WITH  
OVER 1000+  
MEANINGFUL  
CONVERSATIONS

## PROJECT NOW

A youth mentorship  
program inspiring  
climate action



140

YOUTHS GIVEN A  
VOICE



## SUPPORTING COLLABORATORS

Advancing interest  
and appreciation  
for nature



2000+

ATTENDEES AT  
WHISTLER  
NATURALISIST  
EVENTS



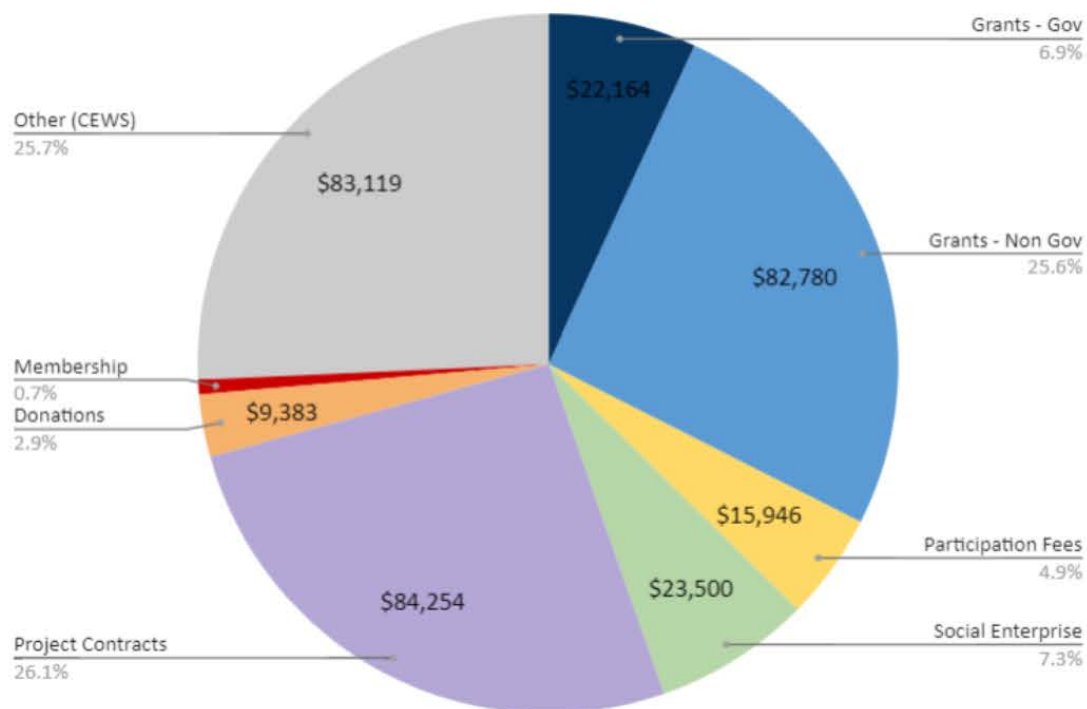
# 2021 FINANCIAL REPORT

We are pleased to report AWARE closed the fiscal year in a neutral position. The Canada Emergency Wage Subsidy was a lifeline as were many non-government issued grants, as many projects were postponed or cancelled.

Project Delivery Contracts like Zero Waste Heros were mostly on hold through 2021 but we are seeing lots getting back on track for the 2022 fiscal year.

With new sources of revenue and the return of project delivery contracts in sight, we are focusing on retaining staff and expanding programming to hit 2030 climate action targets.

## 2021 Fiscal - Revenue Mix (\$325k)



## Key Stats:

**Total 2021 Revenues: \$325,000**

**Total 2021 Expenses: \$326,000**

**\$19,000 Remains In Savings**

# LOOKING AHEAD

## CONTINUATION OF 2021-23 STRATEGIC PLAN

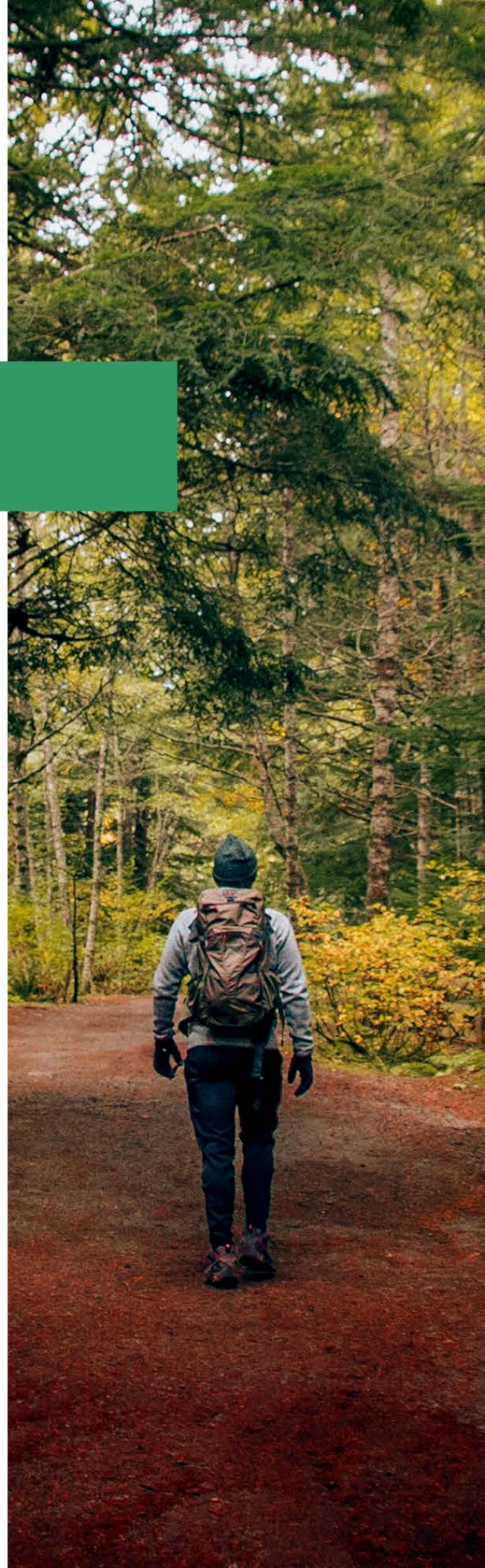
As we are halfway through our strategic plan, we are looking to where we have found success on achieving our goals, and how we can use those points of leverage to incite further change.

### BUILDING ON SUCCESS

- RETURN (& EXPANSION) OF ZERO WASTE HEROES PROGRAM
- RECOGNIZING AND REACTING TO COVID 19 RELATED LAND USE TRENDS
- CLIMATE ACTION COLLABORATIONS
- ONGOING PUBLIC POLICY AND ENGAGEMENT

### TRANSITION TO SHIFTING SYSTEMS

- COMMUNITY SCALE REUSABLES FEASIBILITY STUDY UNDER WAY
- WASTE MANAGEMENT STRATEGY FOR SCHOOL DISTRICT
- ONLINE COMMUNITY CLIMATE HUB
- CREATION OF CONSERVATION & CLIMATE ACTION FUND



# THANK YOU

Many have contributed to AWARE's work each year. It is a privilege to serve a community where people recognize the ability we each have to make a difference and what we can achieve together. Our profound thanks go to:

## **COMMUNITY MEMBERS**

Volunteers, donors, and members: Your engagement is the cornerstone to AWARE. We recognize your generosity and we thank you.

## **BUSINESSES & PARTNERS**

The support and knowledge you have shared with us to help propel our collaborate efforts knows no bounds, and we are forever thankful.

## **FUNDERS & PARTNERS**

Endless gratitude to our funders and core partners, whose contributions have helped bring our programs and projects to life for the benefit of both people and nature.







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