

FUNDRAISING FOR AWARE

WHISTLER'S ENVIRONMENTAL CHARITY SINCE 1989



P. Darcy Harriss

Association of
Whistler Area Residents
for the Environment



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

THANK YOU FOR SUPPORTING CONSERVATION AND CLIMATE ACTION

We are thrilled that you are interested in fundraising to support AWARE. **Community support is vital to our work.** We have been a part of Whistler three decades because this community not only believes in protecting this natural environment, it speaks up, and also takes action.

WHY SUPPORT AWARE

AWARE is the only non-profit focused on bringing science-based solutions and local climate actions to Whistler and the Sea to Sky corridor. AWARE was created over 30 years ago to educate and mobilize community members to preserve nature in our mountain home.

Today, we are experiencing climate extremes in our own backyard: from atmospheric rivers to drought, record-breaking heat and cold along with wildfires. These extremes put all that we love in our community at risk. We have solutions and can take collective actions now to protect it for future generations.



HOW AWARE SUPPORTS OUR COMMUNITY

AWARE takes actions that ensure our community protects what's at stake. We advocate in the decision-making processes that determine how the community uses natural resources, protects the landscape, and sets direction for our shared future.

Climate action is essential to protect this beautiful mountain playground. We need to continually be a voice for Whistler's forests, wetlands, and ecosystems, which are vital to protect all species from the impacts of climate change.

We know citizens feel a growing anxiety about climate extremes. AWARE delivers the antidote: solutions, programs, and resources to support community members to take action.

AWARE's work focuses on three priorities:

- Connecting People with Nature
- Building Sustainable Community
- Safeguarding Habitat, Biodiversity and Wilderness Values

AWARE WAS FOUNDED OVER 30 YEARS AGO

and was built on an unyielding appreciation for nature.

AWARE GIVES NATURE A VOICE

through advocacy and policy work with a focus on science, solutions, and engagement.

AWARE WORKS WITH DECISION-MAKERS

because thoughtful decision-making can only happen when different perspectives are shared and understood.



FUNDRAISING IDEAS

Get creative and design a fundraiser that aligns with AWARE'S values and inspires staff and customers. Here are some ideas to get started:

- Host a staff picnic or event and use AWARE's Zero-Waste team to help minimize event waste.
- Ask customers to top up their tip and leave a donation at the checkout.
- Raise funds for AWARE to recognize milestones like anniversaries or birthdays.
- Create a friendly challenge with like-minded businesses to raise funds.
- Offer locals' pricing discounts in exchange for a \$5 donation to AWARE.
- Run a 50/50 draw at your event with half the proceeds going to AWARE.

EXAMPLE FUNDRAISERS

MASSAGE TENT DONATIONS

After they crossed the finish line, RBC GranFondo Whistler participants could visit the massage tent and give their sore muscles some TLC in exchange for a donation to AWARE.

GROCERY STORE BAG FEE

To reduce single-use plastics, a Whistler grocery store introduced a bag fee for customers. The fees collected were donated to support AWARE's zero waste programs.

CLIMATE ACTION TIP JAR

Amid a heat dome, staff at a local coffee shop were feeling anxious and motivated to do something for the community they love. They introduced a tip jar with an invitation for customers to donate to AWARE and support conservation and climate action.

HOW AWARE CAN SUPPORT YOU

AWARE CAN COLLABORATE TO DESIGN YOUR FUNDRAISER BY:

- Reviewing and shaping ideas for fundraisers
- Sharing information about AWARE's mission and programs
- Providing AWARE brand assets and messaging for promotion
- Cross-promoting your fundraiser on AWARE's channels
- Creating a donation page for your fundraiser
- Helping set up a zero-waste station to sort and collect event waste

BEYOND AWARE'S ABILITY TO SUPPORT YOUR FUNDRAISER:

- Promoting your fundraiser as affiliated with AWARE
- Providing volunteers or staff to plan and run your fundraiser (some exceptions apply)
- Providing tax receipts to donors who do not donate directly through AWARE's online donation page (some exceptions apply)
- Providing insurance or liability coverage for your fundraiser

**GET STARTED TODAY! SEND US AN EMAIL AT
INFO@AWAREWHISTLER.ORG**

FUNDS RAISED SUPPORT OUR MISSION

TO PROTECT WHISTLER'S NATURAL ENVIRONMENT BY
SPEAKING UP AND TAKING ACTION ON ENVIRONMENTAL
ISSUES WHILE EMPOWERING OTHERS TO DO THE SAME



HIGHLIGHTS OF AWARE'S IMPACT LAST YEAR:

DIVERTERED 3,400+ KG OF WASTE

from landfill at our Zero Waste Stations which had over 40,000 users.

HOSTED 2,000+ COMMUNITY MEMBERS

through programs and events focused on growing food, reducing waste and active transportation.

TAUGHT 600+ STUDENTS WASTE-REDUCTION

and sorting skills at our Zero Waste Education Workshops in classrooms throughout the region.

HELPED 400+ RESIDENTS GROW ORGANIC FOOD

through GROW, our community greenhouse and garden program.

RECEIVED 150+ NATURE PHOTO SUBMISSIONS

for our first-ever We Are AWARE: Nature Photo & EcoCitizenry Exhibit.

GATHERED 220+ PEOPLE TO HEAR COUNCIL

candidates' positions on conservation and climate action ahead of the local municipal election.

CONTRIBUTED 300+ HOURS IN COMMUNITY FORUMS

to ensure environmental and climate considerations stay at the top of the agenda.

As a nimble non-profit, every dollar is valued and supports the team to build impact. AWARE is continually evolving and relies on fundraising to build capacity, advocate on the community's behalf, and design programs that advance our mission.

WHAT'S AT STAKE

The natural world is the foundation of Whistler's tourism-based economy and mountain culture. We share this place – with each other, with visitors from across the globe, with First Nations who have been here since time immemorial, and with the 4,000+ species that make their home here.

For decades in Whistler, a group of forward-thinking people have helped give nature a voice. A voice that has stood up to big dollar developers, climate change deniers and even chainsaws. These people recognize the value in resources that may otherwise be taken for granted: from diverse ecosystems to ancient forests, glaciers, and iconic species like the grizzly bear or the tiny toads of Lost Lake.

**TOGETHER, WE CAN HELP ENSURE WHISTLER
MATURES AS A REMARKABLE AND THRIVING
NATURE-LOVING RESORT**

Through AWARE, many citizens in this community have taken a stand for nature and for this, we thank you. Now more than ever, nature needs your voice: as active members, volunteers, donors, funders, or sponsors.





P. Ashley Thompson

We gratefully and respectfully acknowledge that our community, the land now known as Whistler, lies in the unceded traditional territory of the Skwxwú7mesh and Lílwat Nations.

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