

GENERAL INFORMATION

Name of Organization Requesting Grant: <i>(Please list parent/sponsor organizations in parenthesis)</i>	Association of Whistler Area Residents for the Environment (AWARE)
Name of the program (if applicable):	
Society Registration Number:	892079443RR0001
Organization Mailing Address:	PO Box 1370, Whistler, BC, V0N 1B0
Contact Name & Title:	Charlotte Reid, Program Manager
Organization Phone Number:	N/A
Organization Email Address:	creid@awarewhistler.org info@awarewhistler.org
Organization Purpose or Mandate: (Please provide this answer in one sentence.)	Safeguarding habitat, biodiversity and wilderness values, and building a sustainable, resilient community.
Organization Category (choose between Environment, Social Service, Community Service, Recreation and Sports, Arts and Culture)	Environment

ORGANIZATION INFORMATION

How many years has the organization existed?	35, since 1989
How many active members/participants does the organization have in the current year? (e.g. how many athletes have signed up for this year)	Over 3000 program and event participants. Over 40,000 people served through Zero Waste Heroes enterprise. 143 active members
For sport organizations, how many youth (U18) participants are enrolled in your programs?	N/A
How many Whistler residents members does the organization have in the current year?	120 of the active members are Whistler residents and we also have an active mailing list of over 2100 engaged community members who receive the latest environmental news and updates.
How many volunteers/executive/staff are required to administer the organization in the current year?	11 Volunteer Board Members 1 full time staff member 2-3 part time paid staff 10-15 casual summer employees
Age range of participants in the organization:	All ages including youth

Please list active website URLs and active social media accounts (Facebook, Twitter, Instagram, etc.):	www.awarewhistler.org @AwareWhistler
What are the membership and participation requirements?	No requirements. All programs and events offered using both participant fee and free models.
Does the organization have any outstanding debts or other means of funding from the RMOW? If yes, please state the amount and reason. <u>Note:</u> Please include any Value In Kind support that you receive from the RMOW (eg. reduced rent, utilities in RMOW buildings)	No debt, we gratefully receive in kind support from RMOW through shared office space location with Sea to Sky Invasive Species Council (Cheakamus)

GRANT INFORMATION

1. Purpose of Grant	<i>Explain in detail how the funding will be spent. Please refer to Council Policy A-7 Community Enrichment Program, available at www.whistler.ca/cep for funding criteria and eligibility. Please be as concise as possible using the space below.</i>
<p>There are three parts to this application, recognising the different areas of AWARE's operations and ability to reach their community through varying programs and educational outreach both in-person and online. AWARE would like to apply for the following through the 2024 CEP grant:</p> <p>1. GROW - Increase Cheakamus Community Outdoor Garden Capacity The GROW program increases in popularity every year. In the last two years we have had a waitlist of over 25 people looking for boxes. The grant would provide funding to expand Cheakamus Community Outdoor Garden. With continued growth in housing and rental development, the garden site needs to be capitalised. Specifically, we need 6 new boxes, and 10 boxes rebuilt to maximise their capacity. In addition to addressing the global need for food security the program also addresses RMOW goals of community well-being, reducing 'food miles' and associated carbon emissions, and reducing waste from packaging free food.</p> <p>2. Zero Waste Heroes - Educational Assets Zero Waste Heroes is AWARE's social enterprise working with local events to design out waste, divert waste from landfill during event days, and educate station users on recycling best practices. Also located in the Whistler parks and at Whistler Farmers Markets on the weekends, this program has over 40,000 station users every year. Currently station education predominantly happens through the station host, whilst extremely effective we want to increase the stations ability to educate the user beyond the hosts interaction. Funds will be used to create new educational tools and fun educational games that can easily be transported and integrated into the current Zero Waste Station setup. For example, increasing station signage for event grounds with impactful messages e.g. identifying common contaminants in our local recycling / compost streams. In addition, our current Zero Waste educational assets are out-of-date. Funds will also allow us to update existing resources to reflect changes to the current recycling best practices.</p> <p>3. Keela Annual Subscription + Updates: The AWARE team works both remotely and from the office depending on program requirements. Improved technology better connects staff with casual employees and allows us to more effectively deliver programs in the community. As subscription fees increase we struggle to maintain online systems required to support our casual workforce and contacts database. Our contact management system introduced through COVID has become an essential tool to run operations and connect with the community (particularly with members, program participants (e.g. GROW), volunteers and donors). Introducing the Keela Campaigns tools for programs and fundraising will enable AWARE staff to streamline administration and seamlessly connect systems (project management, scheduling, financial management).</p>	

2. Is This a New Program or Activity?	<i>If yes, what are your targets and goals for this program/activity?</i>
<p>All programs currently exist and have a proven track record at engaging the Whistler community in actions that benefit the environment.</p>	

3. Current Year Highlights and Community Benefits:	<i>Detail the specifics of activities and community benefits your organization provides.</i>
<p><small>In 2023:</small></p> <ul style="list-style-type: none"> - Reached 1400 students (4-18) and educated them in topics around climate action and zero waste. - Added two new high profile events to our growing Zero Waste Heroes Events portfolio - helping more events design out waste, reduce overall waste produced, increase waste diverted, as well as engaging their participants on waste diversion + reduction best practices. - Served over 48000 people at Zero Waste Stations at Whistler parks, Whistler farmers market, and third-party events across the Sea to Sky, including Crankworx and the Arc'teryx Climbing Academy. - Diverted over 5000kg of waste from the landfill. - Provided growing space for over 400 gardeners. - 1000 local community members participate in Go By Bike initiatives - Offered 5 different events for community members to participate in the movement towards a circular economy - clothing swap, garage sale and repair cafe's. <p><small>In 2024, AWARE will bring to the table a reinvigorated strategic plan. AWARE's mission remains the same; safeguarding habitat, biodiversity and wilderness values; and building sustainable, resilient communities. In the first iteration of our strategic intent, the 2024 plan will look to operate under an umbrella of Circular Economy. In this context, the programs offered by AWARE can be seen supporting a wider ambition on climate. We propose to embark on a direct campaign to enlist wider support from community members through a variety of advertising, marketing, workshops and engagement activities to build momentum both for AWARE as the spokesperson for environmental stewardship and to build increased leverage for appropriate, urgent, and community driven actions on climate. We look forward to the year ahead.</small></p>	

4. Existing Funding and Grant Applications:	<ol style="list-style-type: none"> <i>List the specific grants, funding and fundraising planned, approved or pending for the existing year, and</i> <i>Please also list rejected or non-approved funding (with reasons).</i>
<p>AWARE enters each year with zero dollars of secure funding. Since 2019, we have secured close to \$300,000 per year for delivery of Whistler-focused conservation and climate related programming. We have achieved this by building a mixed model with (annually) around one third of revenues coming from grants, fundraising, donations and memberships, one third from project contracts, and the remaining third from our Zero Waste Heroes social enterprise.</p> <p>This year, to diversify unrestricted funds we are focussing on increasing fundraising opportunities, community and membership engagement.</p> <p>We are early on in the year 2024. To date we have not received any rejected / non-approved funding requests at this stage.</p>	

GRANT INFORMATION (CONTINUED):

5. Grant Request Amounts and Financial Breakdown:

Please ensure numbers provided in this table coincide with the required financial documents you provide in your application

	Annual Operating Budget	Grant Requested	Provide a brief description of the specific amount requested. (Ex: Products, services, staffing roles, advertising, etc.)
Salaries/contracts:	198,680		
General operations:	14,400	3400	Keela (CRM) software + upgrades
One-time project / program:		3000	GROW - Lumbar, supplies, tools
Physical assets:		3000	Zero Waste Educational Assests - A frames, collapsible posters, printing etc.
Rent (RMOW facilities):		N/A	
Rent (other facilities):			
Other:			
Total	213,080 \$	9400 \$	4.4 % (Grant request ÷ Annual budget amount)
Reminder: The grant amount requested cannot be more than 50% of the annual operating budget of the organization.			

6. Additional Information:

Please list any additional information, details or explanations regarding your grant request that you would like to be considered by Council.

Please see breakdown of budget in relation to the three components of the application:

GROW - Cheakamus Community Garden - Box rebuilds / new builds

\$2200 Lumbar

\$300 Corner supports, fabric liner, screws

\$500 Project Mgmt

Total = \$3000

Zero Waste Heroes - Educational Assets

\$500 Creation of new educational assets

\$2000 Physical purchases - A Frames, collapsible posters, cornhole game etc.

\$1000 Printing

Total = \$3000

Keela - CRM database + improvements

\$2628 annual subscription

\$780 premium upgrades

Total = \$3408

We would like to thank Council for taking the time to consider this application.

7. Attachments:	<i>Please indicate the attachments you are including with your Grant Application Form:</i>
<div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;"> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> </div> <div> <ul style="list-style-type: none"> • Financial Statement (audited preferred) or Organization Budget (Required) • Proof (copy) of registered not-for-profit society status or registered charity status (Required) • Other: </div> </div>	

COMMUNITY PERFORMANCE INDICATORS

8. Please list how your organization may improve Community Performance Indicators:	<p>Please visit https://www.whistler.ca/municipal-gov/strategies-and-plans/strategic-plan/ to learn about the four priority areas of RMOW 2023-2026 Strategic Plan:</p> <ol style="list-style-type: none"> 1. Housing 2. Climate Action 3. Community Engagement 4. Smart Tourism <p>Please determine how your grant (or organization) can contribute to fulfilling any priorities described in the four areas listed above. Each priority has numerous specifications to choose from while describing how your grant (or organization) may help to improve Strategic Plan.</p>
<p><i>Example: This grant addresses the priority of “Community Engagement” because it strives to connect locals to each other. Specifically, this is because...</i></p>	
<p>This grant application addresses the priority areas of 2. Climate Action, and 3. Community Engagement.</p> <p>GROW offers community members the opportunity to grow organic food locally which supports community climate action goals (Big Move #6) and aligns with chapter 8 of the OCP (community well-being). The GROW program increase access to secure and affordable fresh food; reduces ‘ food miles ’ compared to buying fresh produce at stores; reduce consumption of food that has been commercial packaged (i.e. waste reduction); provides opportunities for low intensity physical activity bringing health benefits; increase sense of belonging and connection to community. The GROW program connects neighbours with each other, leading to increased opportunities for community support. Growing your own food is self-satisfying and thus greatly improves well-being.</p> <p>Zero Waste Heroes - educational assets will provide the community with increased opportunities for climate action through connections related to the Big Moves strategy, primarily focussing on Big Move #6 and Big Move #1. Education will inspire waste and emission free living, waste reduction and diversion best practices, as well as highlighting local waste challenges. This supports both Climate Action and Community Engagement priority actions as it will allow us to share Whistler's zero waste initiatives and goals with community members and visitors.</p> <p>Keela - subscription + upgrades supports the priority area of Community Engagement by allowing us to communicate with our members, program participants, volunteers, and donors.</p>	

SUPPORT FOR TRUTH AND RECONCILIATION

<p><i>The RMOW is committed to working with the Líl'wat People, known in their language as L'il'wat7úl and the Squamish People, known in their language as the Skwxwú7mesh Úxwumixw to: create an enduring relationship; establish collaborative processes for Crown land planning; achieve mutual objectives; and enable participation in Whistler's resort economy.</i></p>
<p>9. How has your organization considered truth and reconciliation with the Indigenous Nations?</p>
<p>AWARE works alongside the Skwxwú7mesh and L'il'wat7úl Nations to ensure our forests, wetlands and developed spaces are managed with respect. We acknowledge and embrace the Indigenous approach that the environment is shared and all elements should be used thoughtfully. A large part of our efforts teach people to be accountable for their actions (e.g. Zero waste). We are focused on a better future together.</p>

GRANT APPLICATION AUTHORIZATION:

Submitted by:	Charlotte Reid
Phone number:	
Email:	creid@awarewhistler.org
Acknowledgement:	<ul style="list-style-type: none"><input checked="" type="checkbox"/> • I confirm that the information provided in this CEP Grant Application Form is true;<input checked="" type="checkbox"/> • I confirm that a representative is required to present this grant request at a future Council Meeting;<input checked="" type="checkbox"/> • I confirm that if any amount is granted that the Grant Reporting Form is due by December 1 of this year;<input checked="" type="checkbox"/> • I confirm that if any amount is granted, it will be used only for its intended purpose unless otherwise approved by Council.
Signature:	

Funding decisions will be announced during a Regular Council Meeting in April 2024.

Please contact the Legislative Services Department at corporate@whistler.ca if you require any assistance.

Personal and third party information provided in this application form is collected under the authority of Section 26(c) of the Freedom of Information and Protection of Privacy Act. Should you have any questions regarding the collection, use and disclosure of this information please contact the Legislative and Privacy Coordinator at 604-935-8118 or at 4325 Blackcomb Way, Whistler.