

## GENERAL INFORMATION

Name of Organization Requesting Grant: <i>(Please list parent/sponsor organizations in parenthesis)</i>	Association for Whistler Area Residents for the Environment (AWARE)
Name of the program(s) (if applicable):	Protect Priority Habitats, Preserve Our Future Awareness Campaign
Society Registration Number:	<b>892079443 RR 0001</b>
Organization Mailing Address:	PO Box 1370, Whistler, BC V0N 1B0
Contact Name & Title:	Pegah Pourkarimi, Executive Director
Organization Phone Number:	[REDACTED]
Organization Email Address:	ppourkarimi@awarewhisler.org
Organization Purpose or Mandate: <i>(Please provide this answer in one sentence)</i>	Protect Whistler's natural environment through advocacy on conservation, climate action, and circular economy practices, while empowering others to join in these efforts.
Organization Category (choose between Environment, Social Services, Community Services, Recreation and Sports, Arts and Culture)	Environment

## ORGANIZATION INFORMATION

How many years has the organization existed?	<b>36 years</b>
How many active members/participants does the organization have in the current year? <i>(e.g. how many athletes have signed up for this year)</i>	- Program & event participants - 4200+ - Volunteer participants - 200+ - Members - 156 - Zero Waste Heroes Service users - 100,000 +
For sport organizations, how many youth (U18) participants are enrolled in your programs?	
How many Whistler residents members does the organization have in the current year?	156 of the active members are Whistler residents and we also have an active mailing list of over 4000 engaged community members who receive the
How many volunteers/executive/staff are required to administer the organization in the current year?	- 12 Volunteer Board Members - 2 x full-time staff      15-20 casual summer contract - 3 x part-time staff      staff <del>15-20 casual summer contract staff</del>
Age range of participants in the organization:	<b>All ages, including youth</b>

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 are either free, or charge a nominal participation fee.
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 value-in-kind support from RMOW through shared office space location with Sea to Sky Invasive Species Council and Conservation Officers (Cheakamus).

**GRANT INFORMATION**

<b>1. Purpose of Grant</b>	<i>Explain in detail how the funding will be spent. Please refer to Council Policy A-7 Community Enrichment Program, available at <a href="http://www.whistler.ca/cep">www.whistler.ca/cep</a> for funding criteria and eligibility. Please be as concise as possible using the space below.</i>
<p>Project funding is being requested for the "Protect Priority Habitats, Preserve Our Future" public education campaign. The short term objective of this campaign in 2025 is to provide free public education and raise awareness about environmental stewardship as it relates to priority habitats in Whistler, through supporting research and innovation to conserve critical ecosystems. We aim to do this in collaboration with the RMOW and other environmental organizations in the area, including but not limited to, The Whistler Naturalists, SSISC, Whistler Lakes Foundation, and others to support the strategic goals of the Priority Habitat Framework. The longer term objective is to build off these educational opportunities in supporting policy development for the implementation of sustainable land-use practices that protect biodiversity for future generations.</p> <p>Project Scope includes:</p> <p><b>Community Engagement and Education:</b> Collaborate with the RMOW and support the strategic goals of the Priority Habitat Framework. Develop and provide educational materials in the way of in-person events to inform residents, businesses, and visitors about the importance of preserving priority habitats. Promote the concept of environmental stewardship, encouraging individuals and groups to take an active role in protecting local ecosystems.</p> <p><b>Habitat Protection:</b> Work with partnering organizations like the Whistler Naturalists, SSISC and members to monitor critical habitats within the RMOW boundaries that require protection, including old and ancient forests, riparian zones, wetlands, and wildlife corridors.</p> <p><b>Strengthen Local Conservation:</b> Enhanced environmental policies and land-use practices that better protect Whistler’s priority habitats from development, pollution, and climate change impacts.</p> <p><b>Collaboration and Partnerships:</b> Advocate for the protection of priority habitats as they relate to this campaign, through participation on the RMOW Climate and Environment Committee. Build partnerships with local government, Indigenous communities, conservation organizations, and scientists to ensure the long-term protection of priority habitats. Engage in policy advocacy to strengthen local environmental protection laws and habitat preservation initiatives.</p>	

<b>2. Is This a New Program or Activity?</b>	<i>If yes, what are your targets and goals for this program/activity?</i>
<p>Habitat protection, conservation and public education have been a part of AWARE's mission and ongoing work for the last 36 years. The particular focus on priority habitats and the proposed engagement activities are new. The project has three clear, measurable goals.</p> <p><b>GOAL 1: Increase Public Awareness</b> Objective: Increase public awareness of priority habitats and environmental stewardship by engaging a minimum of 300 individuals through a series of speaker panels, guided tours, and/or workshops on critical ecosystems over the next 12 months.</p> <p><b>GOAL 2: Support Research and Innovation</b> Objective: Provide opportunities for at least 3 local research projects focused on ecosystem conservation to share their research during the campaign. We have already been in discussion with Dr. Peter Ross (Raincoast Foundation - Sky to Sea Healthy Waters project in partnership with Whistler Lakes Foundation), SSISC on research of invasives and their impact on priority habitats, Bob Brett research on wildlife species and habitats in around Whistler, The Whistler Naturalists and Birders.</p> <p><b>GOAL 3: Increase Community Engagement</b> Objective: Increase community engagement at the 3 in person events and through our online channels including e-news and social media by 20% within the 12 months. Hope to build on each engagement opportunity.</p>	

<b>3. Current Year Highlights and Community Benefits:</b>	<i>Detail the specifics of activities and community benefits your organization provides.</i>
<ul style="list-style-type: none"> <li>- Volunteer participation increased from 174 in 2023 to 203 in 2024.</li> <li>- Program participation increased from 3975 in 2023 to 4251 in 2024.</li> <li>- Membership increased from 144 in 2023 to 156 in 2024.</li> <li>- 11,464 lbs of locally grown food at our GROW Community Gardens &amp; Greenhouses, saving an estimated 17,196 lbs of CO<sub>2</sub>e by reducing food miles, industrial farming, and waste. GROW program is fully subscribed with members growing their own local produce and building food security in part of the community.</li> <li>- 150+ youth engaged in local climate action initiatives, empowering the next generation to take leadership on environmental issues. Youth in both junior and high school get exposure to environmental issues in their community and are encouraged to undertake projects aimed at education of the wider community, elimination of threats to the environment or alignment and collaboration with interest groups to build momentum on climate responses.</li> <li>- In 2024, AWARE delivered both the spring and fall Go By Bike Weeks and using the Go By Bike BC metrics, we saw our community log a total of 21,400km of biking and 4,640kg of GHG saved across the weeks of the events. The initiative is aligned with the Resort Municipality of Whistler's (RMOW) climate action goals, particularly its greenhouse gas (GHG) reduction targets and the RMOW Active Transportation Strategy.</li> <li>- 8,818 lbs of waste diverted from landfills through our Zero Waste initiatives, helping to reduce Whistler's carbon footprint. Zero waste Heroes continues to play a pivotal role in diverting waste from landfill. Community becomes more familiar with the program.</li> <li>- 600+ community members participating in circular economy initiatives like Community Garage Sales and Repair Cafes, setting new standards for sustainable consumption. Community at large become better aware and educated in environmental matters. In the first year of our new strategy AWARE will concentrate on community awareness of circular economy with particular attention to wasteful behaviours. The initiative is aligned with the Resort Municipality of Whistler's (RMOW) climate action goals, particularly its greenhouse gas (GHG) reduction targets and the Zero-Waste Action Plan.</li> <li>- 2,425 lbs of clothing diverted from landfills through our Clothing Swaps, reducing waste, saving money and setting a new standard for consumption.</li> <li>- Over 100 events, talks, and workshops connecting Whistler's residents and visitors to environmental initiatives and fostering greater awareness of sustainability.</li> <li>- AWARE is an active participant in the new RMOW Climate &amp; Environment Committee.</li> <li>- AWARE has partnered up with the RMOW and GFL on a Zero Waste Campaign with a focus on organics, supporting the community to divert organics going to landfill.</li> </ul>	

<b>4. Existing Funding and Grant Applications:</b>	<ol style="list-style-type: none"> <li>1. <i>List the specific grants, funding and fundraising planned, approved or pending for the existing year, and</i></li> <li>2. <i>Please also list rejected or non-approved funding (with reasons).</i></li> </ol>
<p>The total costs to deliver this campaign is \$30,000.</p> <p>We have applied to the Environmental Legacy Fund with the Whistler Community Foundation for this project. Our ask from ELF is \$20,000. We hope to hear back about the status of that application in April 2025.</p> <p>Project Expenses include:</p> <ul style="list-style-type: none"> <li>- Staffing roles - Campaign Delivery (\$16,610)</li> <li>- Marketing material - Asset Development (\$4,890)</li> <li>- Honorariums - Researchers/Presenters (\$2,600)</li> <li>- Meeting Expenses - 3 x in person events (\$5,900)</li> </ul>	

**GRANT INFORMATION (CONTINUED):**

<b>5. Grant Request Amounts and Financial Breakdown:</b>			
<i>Please ensure numbers provided in this table coincide with the required financial documents you provide in your application</i>			
	<b>Annual Operating Budget</b>	<b>Grant Requested</b>	<i>Provide a brief description of the specific amount requested. (Ex: Products, services, staffing roles, advertising, etc.)</i>
Salaries/contracts:	292,833	10,000	Staffing for campaign delivery \$10,000
General operations:	46,580		
One-time project / program:			
Physical assets:	80,000		
Rent (RMOW facilities):		N/A	
Rent (other facilities):			
Other:			
<b>Total</b>	419413 \$	10,000 \$	<u>.02</u> % (Grant request ÷ Annual budget amount)
<i>Reminder: The grant amount requested cannot be more than 50% of the annual operating budget of the organization.</i>			

<b>6. Additional Information:</b>	<i>Please list any additional information, details or explanations regarding your grant request that you would like to be considered by Council.</i>
	<p>On November 19, 2024 the RMOW staff presented a Report to Council about the Priority Habitat Framework and updated Priority Habitat mapping. The Priority Habitat Framework is an overarching planning guide that will help the RMOW achieve the OCP’s goals, objectives, and policies with respect to the natural environment. It provides a comprehensive review of existing programs, biodiversity monitoring and protection efforts, and recommends actions the RMOW can take to further their goals for protecting the health of Whistler’s most important natural assets. There are five goals listed as recommendations in this framework and this project aligns with Goal #5 - Increase knowledge about Priority Habitats and promote stewardship to protect them. The Priority Habitat Framework aligns with AWARE's goals and Strategic Plan.</p>

<b>7. Attachments:</b>	Please indicate the attachments you are including with your Grant Application Form:
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- Financial Statement (audited preferred) or Organization Budget (**Required**)
- Proof (copy) of registered not-for-profit society status or registered charity status (**Required**)
- Other:** Project Plan

**COMMUNITY PERFORMANCE INDICATORS**

<p><b>8. Please describe how your organization can contribute to the RMOW Strategic Plan:</b></p>	<p>Please visit <a href="https://www.whistler.ca/municipal-gov/strategies-and-plans/strategic-plan/">https://www.whistler.ca/municipal-gov/strategies-and-plans/strategic-plan/</a> to learn about the four priority areas of RMOW 2023-2026 Strategic Plan:</p> <ol style="list-style-type: none"> <li>1. Housing</li> <li>2. Climate Action</li> <li>3. Community Engagement</li> <li>4. Smart Tourism</li> </ol> <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>
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*Example: This grant addresses the priority of “Community Engagement” because it strives to connect locals to each other. Specifically, this is because...*

This grant addresses the priority area Climate Action, because it is directly linked to Adaptation Goal 3 of the Big Moves Climate Action Implementation Plan (Protect local ecosystems & biodiversity: Implementation). This project is aligned with Key Initiatives A3.1, A3.2, A3.3 and A3.5.

This grant also addresses the priority area of Community Engagement because it strives to connect a minimum of 300 individuals through a series of speaker panels, guided tours, and/or workshops on critical ecosystems over the next 12 months, as well as increase community engagement on online channels.

## SUPPORT FOR TRUTH AND RECONCILIATION

*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 planning on unceded territories, as currently managed by the provincial government; achieve mutual objectives; and enable participation in Whistler's resort economy.*

### **9. How has your organization considered truth and reconciliation with the Indigenous Nations?**

Like the Skwxwú7mesh and L'il'wat7úl Nations, AWARE works 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, and aspire to collaborate with the Skwxwú7mesh and L'il'wat7úl Nations to incorporate Traditional Environmental Knowledge. Our staff are actively training on learning how to apply the UNDRIP framework to our environmental work.

**GRANT APPLICATION AUTHORIZATION:**

Submitted by:	Pegah Pourkarimi
Phone number:	[REDACTED]
Email:	ppourkarimi@awarewhistler.org
Acknowledgement:	<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:	[REDACTED]

**Funding decisions will be announced during a Regular Council Meeting in April 2025.**

Please contact the Legislative Services Department at [corporate@whistler.ca](mailto: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.*