



BC Parks Foundation

Strategic Plan

2024 – 2030





A Letter from the Board Chair



It's nothing short of incredible the extent to which BC Parks Foundation has struck a chord with people in BC and elsewhere about the importance of parks and Indigenous protected areas. Led by our amazing CEO Andy Day, we have grown astonishingly in nearly all areas we set out as targets in our first plan – from acquiring new lands for parks and protected areas, to our Parks Ambassador programs, our planning for a Discovery Center, our support of initiatives to get people into nature to improve their health, our work with children and immigrants, and our support of biodiversity and climate resilience. We have also worked hard to support Indigenous communities in BC and reconciliation efforts through our support of Indigenous-led conservation. All these initial efforts in our first five years will be enhanced in the next five years, as you can read in this report.

It's been a very fun and rewarding journey so far. To support implementation of this strategic plan, we have a tremendous financial and human resources base now. With the support of so many partners, such a strong Board and team, and such a powerful capital base, I can't wait to see how much more we can do in the coming years. Thank you for the role you are playing in achieving our shared vision.

Ross Beaty, C.M.
Chair, BC Parks Foundation

A Letter from the Vice Chair



Dzenes Hoti'e Good Day,

It is exciting to be a part of BC Parks Foundation! By working together to identify and create more protected areas and to increase awareness and education, we are taking steps to benefit everyone and to protect the environment that we all need and care about.

British Columbia has more biological diversity than anywhere else in North America and it's no coincidence then that Indigenous Peoples whose lands are within British Columbia have more linguistic and cultural diversity than anywhere else in North America. This diversity is rooted in the biodiversity of ecosystems and species within our territories as the land connects us with ourselves and our communities and holds the key to our languages, cultures, and knowledge. BC Parks Foundation respects the unique relationship that Indigenous Peoples have with their lands and recognizes the Declaration on the Rights of Indigenous Peoples to conserve and protect their environments.

BC Parks Foundation is committed to a connected system of parks and Indigenous protected and conserved areas within British Columbia. We acknowledge and appreciate all past and future generosity and support shown by governments, philanthropists, community members, and First Nations partners. Meduh Thank-you.

Cynthia Callison
Vice Chair, BC Parks Foundation

Purpose of This Plan

"Who Are You, And What is Your Destination?"
– Wa'xaid (Chief Cecil Paul)

I witnessed Wa'xaid ask this question in many circumstances. Each time he would look into the distance and repeat it three times, letting whoever heard it decide whether or how they wished to consider it.

It is a deep and profound question that can provide a simple but meaningful compass in our life. This Strategic Plan is BC Parks Foundation's answer to Wa'xaid's question.

The first section of this Plan tells you about our vision, mission, and objectives.

In the second section you can read about our people, values, role, and relationship to Indigenous Peoples. In the third section you see how we plan to reach our destination.

The Strategic Plan then sets out to answer how we will fulfill the potential inherent in our identity and destination over the next six years.

The Strategic Plan will be the compass used by the Board and staff to guide and assess whether we are staying true to ourselves and our vision and goals.

While it is set out over a six year period, it is a living document. If the last five years has been any indication, our 'how' will change in relation to life's inevitable twists and turns.

The Strategic Plan is accompanied by a variety of supporting documents, including an Implementation Plan, Risk Management Strategy, and Annual Operating Plans and Budgets.

Happy reading!

Your Truly,
Andy Day, CEO



Table of Contents

Why

| | |
|------------------|---|
| Vision | 8 |
| Mission | 9 |
| Objectives | 9 |

Who

| | |
|-------------------------------------|----|
| Directors | 10 |
| Honorary Patron and Champions | 11 |
| Staff | 12 |
| Recognition | 14 |
| Identity..... | 15 |
| Role | 16 |

How

| | |
|------------------------------|----|
| Strategy | 18 |
| Stewardship | 20 |
| Learning | 30 |
| Health | 36 |
| Resources and Supports | 40 |
| Thank You | 50 |

Vision

A connected system of parks and Indigenous protected areas that is cared for, resilient, and full of life, generating jobs, wealth and other benefits for people and other species.

Our vision is a world-class system of parks and Indigenous protected areas that is core to British Columbia's identity, economy, culture, and well-being. Its values, features, and experiences connect generations of people to themselves, friends, and family, making them feel healthy and alive. It generates long-term jobs, wealth, and other benefits, particularly for local communities. It is an enduring source of stories, memories, cultural continuity, language, and wisdom for living.

A connected and resilient system of parks and Indigenous protected areas is also home to a diversity of healthy and abundant species and natural features. Its productive ecosystems continuously generate clean air, water, climate regulation, food and other benefits necessary to sustain health and life.

First Nations, governments, supporters, and visitors work together as part of a dynamic community that is recognized around the world for its innovation and authentic care for parks and Indigenous protected areas.

Parks and Indigenous protected areas are a deep source of pride and unity amongst all British Columbians. Each generation will pass them on to the next generation better than they received them.



Mission

Our mission is to create the greatest system of parks and Indigenous protected areas in the world.

Objectives

We will pursue our vision and goal in existing and proposed parks and Indigenous protected areas by:

- Inspiring**
people's awareness and curiosity
- Connecting**
with people's hearts, minds and senses
- Protecting**
and restoring ecological integrity and resilience
- Enhancing**
cultural, physical, and other features that promote respectful and inclusive appreciation, enjoyment, and stewardship
- Catalyzing**
resources, partnerships, and the world's most fantastic community of supporters

Board of Directors

BC Parks Foundation Board of Directors generously donate their time and resources in support of the Foundation's mission and vision.



Ross Beaty



Cynthia Callison



Warren Beach



Barbara Brink



Jessica Hopkins



Dan Johnston



Rudy Kerklaan



Tamara Little



Jim Standen



Terry Teegee



Ivan Thompson



Gill Winckler



Greg Moore
Special Advisor



Ric Careless
Special Advisor, Member Emeritus

Honorary Patron



The Honourable Janet Austin, OBC
Lieutenant Governor of British Columbia

Champions



Robert Bateman
Founding Member



Wade Davis



Dr. Sally Otto



Ben Hagger



Greg Hill



John Montalbano



Eric Peterson
Founding Member

Our Staff

Our Foundation is powered by a dedicated and diverse team who bring passion and expertise to drive our mission forward.



Ashley Aubrey
Director of Marketing



Aylish Anglin
Office Administrator



Sarah Anning
Land Conservation
Coordinator



Kai Bowes
Digital & Social
Media Coordinator



Cohen Bradley
Director of
Indigenous Initiatives



Emma Brickstock
Graphic Designer



Peter Byrne
Digital Experience
Manager



Maurine Charpentier
Engagement &
Marketing Coordinator



Tim Ennis
Director, Private Land
Acquisition & Management



Laura Hergott
PaRx Coordinator



Megan Howse
Discover Parks Coordinator:
Nature Houses



Terry Ingram
Chief Operating Officer



Gabby Jolly
Discover Parks
Assistant Manager



David Karuhije
Content Creator



Cheryl Kelly
Discover Parks Programs
& Activities Content Creator



Kiki Kirkpatrick
Senior Coordinator,
Nature Education



Claudio Lam
Financial Analyst



Kate Le Souef
VP, Programs



Melissa Lem
Director of PaRx



Tse-Lynn Loh
Land Stewardship
Manager



Andrew Day
Chief Executive Officer



Mariana Luna-Cardona
Discover Parks Coordinator:
Business Development



Jennie McCaffrey
VP, Strategic
Relationships



Fiona McGlade
Senior Accountant



Farn Mirza
Manager of Brand
Products & Marketing



Rory Moorhead
Discover Parks Manager



Emmajean Neal
Special Projects Assistant



Nana Ntow
Accountant



Carla Pruner
Donor Engagement
Coordinator



Chelsea Rooney
Senior Manager,
Communications



Ashley Sjoberg
Executive Administrator
& Project Manager



Stephanie St John
Director, Finance



Sid Venkatesh
Community Projects
Manager



Casey Walker
People & Administration
Manager



Jessilyn Wong
Discover Trails
Coordinator

Recognition

We acknowledge and respect the rights of Indigenous Peoples, and their relationships with the lands, waters and life in their territories. We seek to build positive relationships and respect for First Nations cultures within parks and we support Indigenous protected areas.

“Collaborating with BC Parks Foundation on the Story Trail is an opportunity to share our story in a place where visitors from around the world come to recreate. It shows our culture is a living culture and gaining strength. It’s a perfect example of reconciliation.”

Charlene Williams, Squamish Nation



Identity

Values

- Long-term stewardship
- Respect, with caring
- Spark and results
- Reciprocity
- Greatness

Reputation

- Trustworthy and fair
- Authentically passionate about parks and Indigenous protected areas
- Creative, exciting, and modern
- Driven to produce exceptional results
- Prominent and influential
- Like a good, reliable guide on an inspiring journey

Style

- We bring nature, art, technology, and communities together in a spirit of gratitude and celebration



Method of Doing Things

BCPF will achieve success and fulfilment by:

- Doing things that have a big impact
- Always having a focus
- Having fun

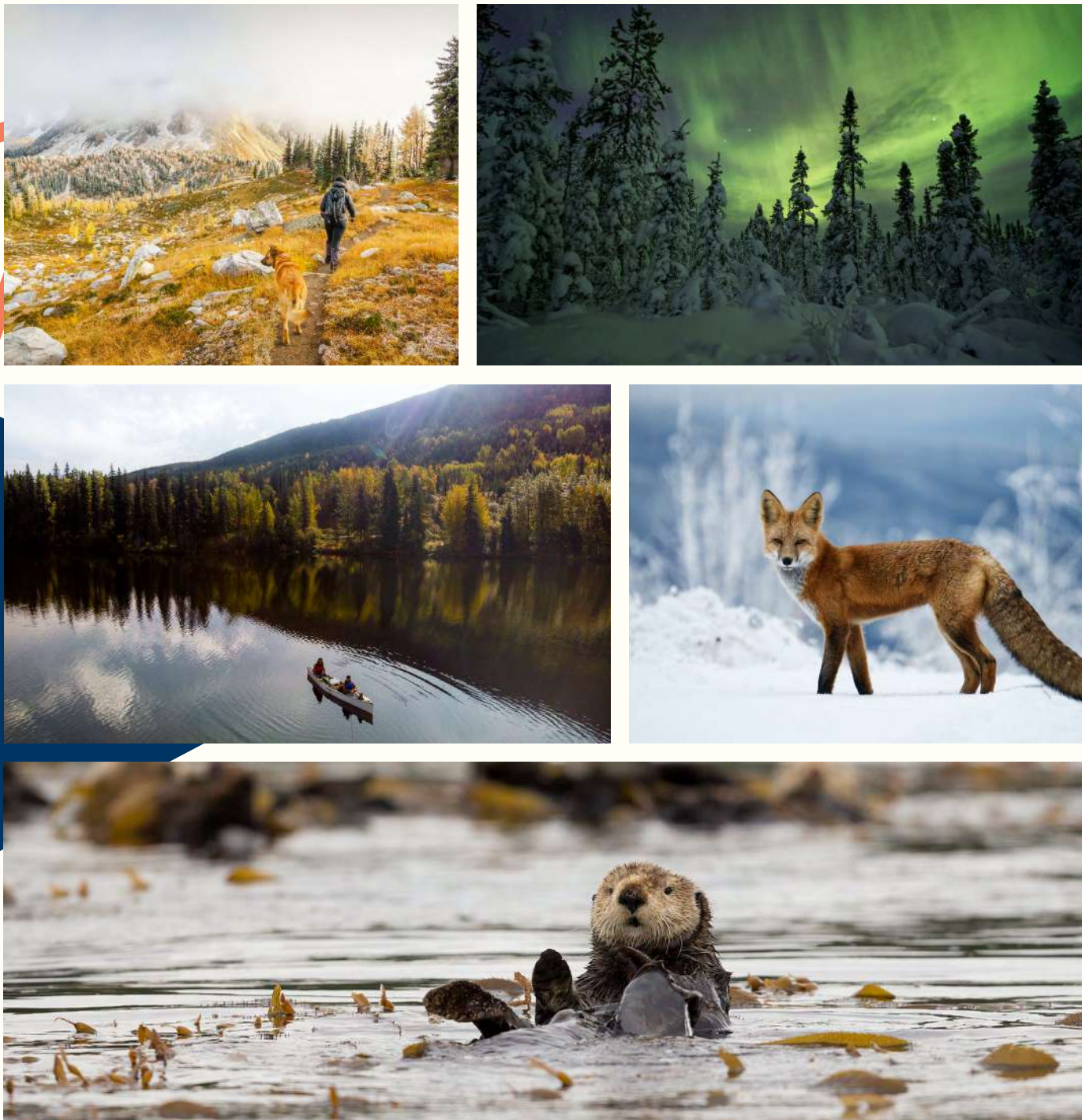
In pursuing success and fulfilment, we:

- Use data, feedback and input to adjust course
- Consider both ethics and sound business principles when making decisions
- Accept higher risks with innovative ideas, medium risk with reputation and investments, and low risks with administration and financial obligations
- Undertake disciplined planning, management and reporting that does things for the sake of good management, not for the sake of bureaucracy
- Leverage our resources and expend energy efficiently to generate results

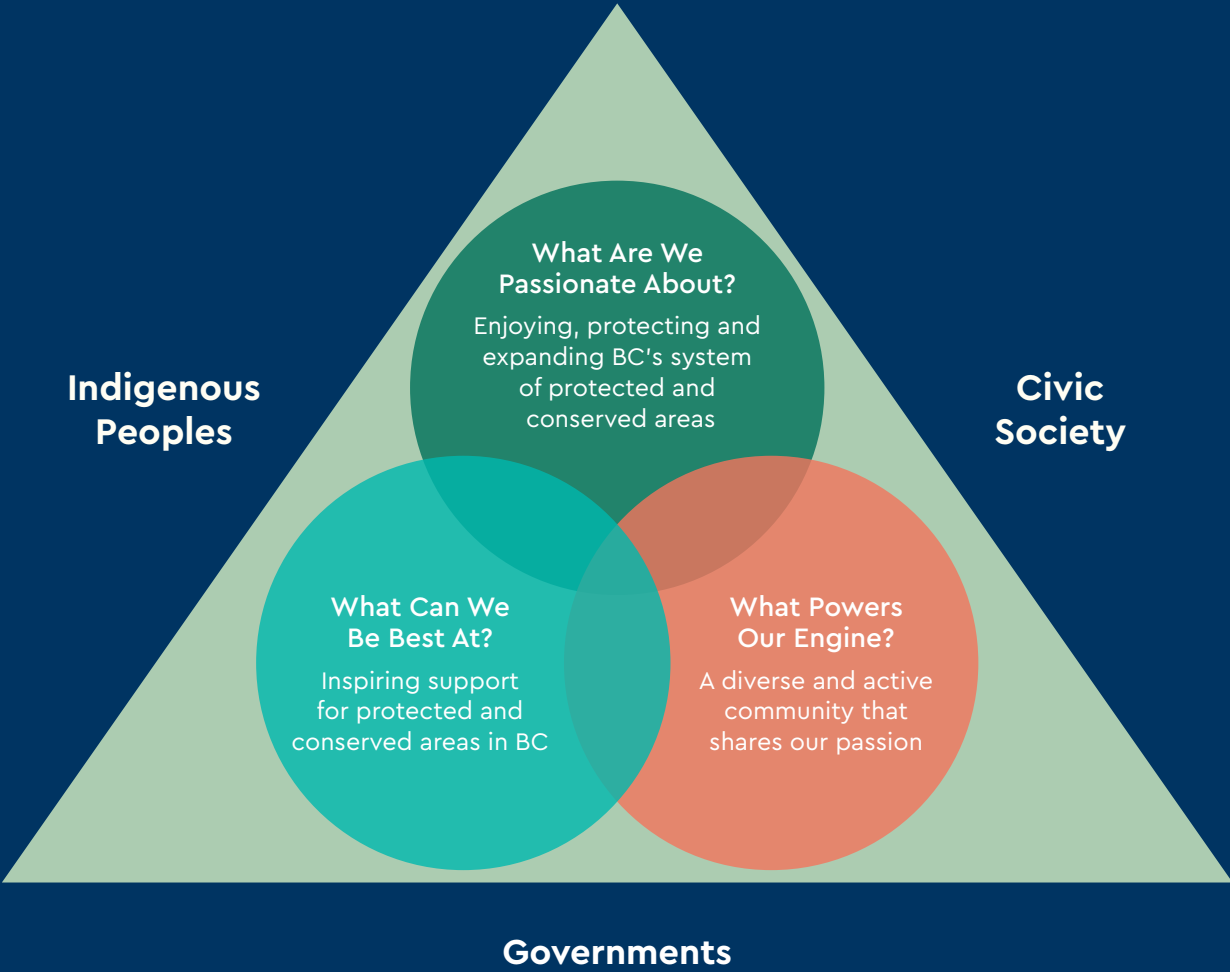
“Superior performance through a culture of stewardship, spark, discipline, and celebration.”

Role

BC Parks Foundation proudly acts as the official charitable partner and conservation financing mechanism for parks and Indigenous protected areas in British Columbia.

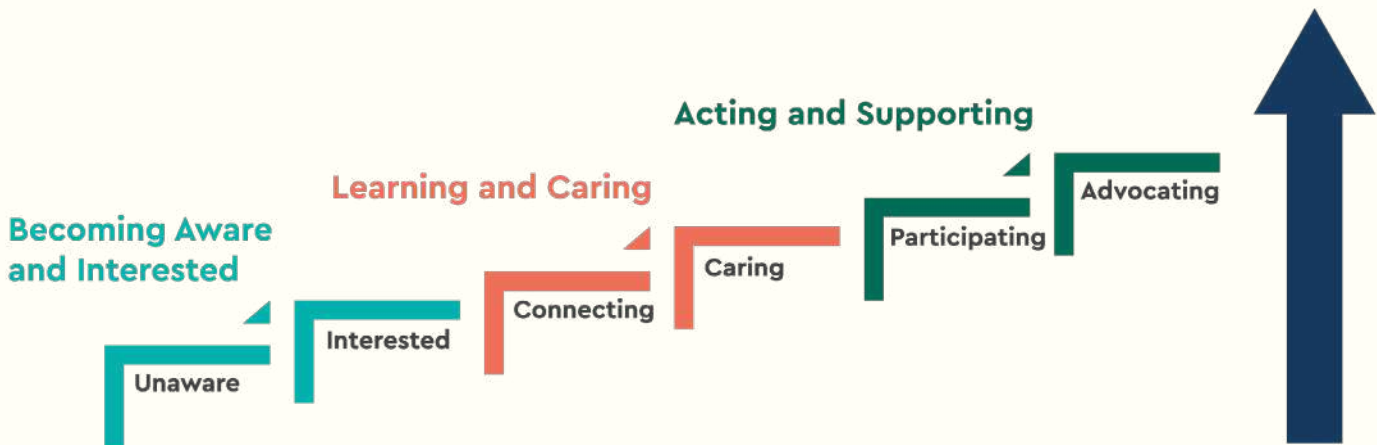


We inspire and empower you to enjoy and protect parks and Indigenous protected areas in BC, so that they flourish for now, for all, forever.

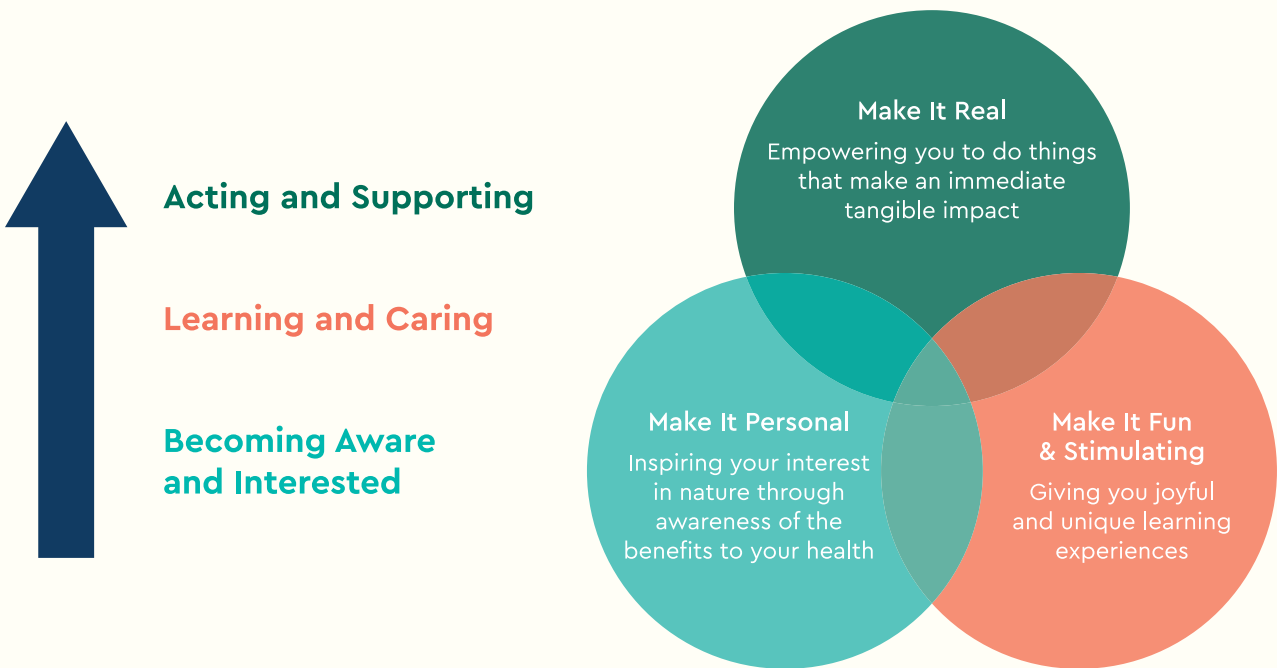


How We Will Accomplish Our Mission

Moving People Up The Ladder of Support



Our Core Strategy



Programs As Strategy

Stewardship By Nature /

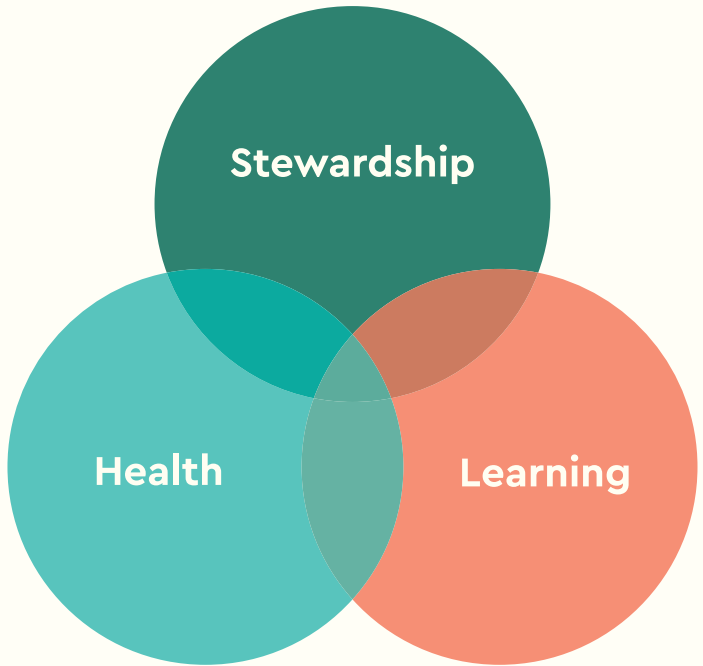
- Protection, Restoration and Conservation
- Wildlife Forever

Learning By Nature /

- Discover Parks
- Discovery Centres

Healthy By Nature /

- Park Prescriptions (PaRx)



Parks Bank

Why Are We Doing This?

- Biodiversity loss and climate change are the greatest threats facing protected areas in BC, and expanding and connecting the system of protected areas in BC is a direct way to address them
- Many of BC's most biodiverse and threatened areas are privately owned
- Crowdsourcing to protect, restore, and monitor land/air/water is a direct and inspiring way to empower people to make a difference, helping us achieve our mission
- Protecting areas connects integrally to improved health and learning, creating a virtuous cycle with other Foundation programs

How Will We Do This?

- Purchasing private lands and monitoring, managing, and restoring as needed

How Will It Be Resourced?

- Philanthropy, governments, sponsorships, and crowdsourcing

How Do We Define and Measure Success?

- Hectares of land protected
- Number of places protected
- Cost per hectare to purchase and steward, monitor, and manage properties
- Ecological and Human Well-Being Indicators

What Is The Call To Action?

Audience: Major donors; international funders; British Columbians

Call to action: Reverse biodiversity loss and climate change by donating to protect (or restore) xyz area

Become a Community Scientist: Help protect nature while learning about it and boosting your health



Mockup Image: For illustrative purposes only.



"Parks Contain the Magic of Life. Pass It On."
BC Parks Foundation

Indigenous Protected Areas

Stewardship By Nature

Why Are We Doing This?

- Biodiversity loss and climate change are the greatest threats facing protected areas in BC, and expanding and connecting the system of protected areas in BC is a direct way to address them
- First Nations, Federal and Provincial governments have signed A Nature Agreement and committed to 30x30 as a way to address biodiversity loss and climate change
- Protecting areas connects integrally to cultural vitality and socioeconomic benefits

How Will We Do This?

- Working with First Nations and governments to restore, protect and steward Crown/First Nations lands

How Will It Be Resourced?

- BC Conservation Fund

Working With First Nations

- ✓ Free, prior and informed consent of First Nations title and rights holders or delegated organizations
- ✓ Provide opportunities to advance co-management of conserved and protected areas
- ✓ Align with government to government agreements related to land use



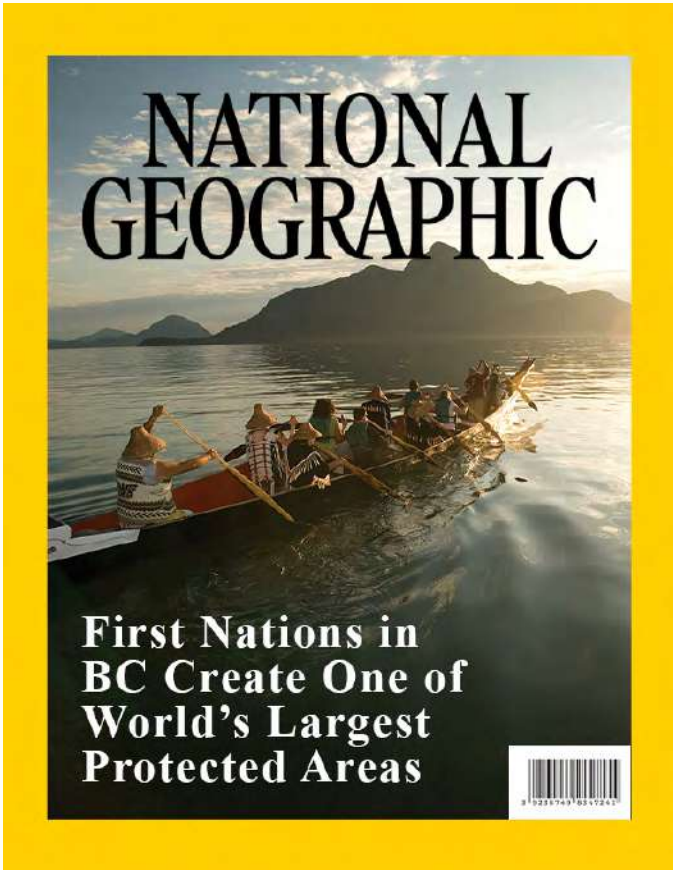
How Do We Define and Measure Success?

- Hectares of land protected
- Number of places protected
- Number and quality of partnerships with First Nations
- Cost per hectare to monitor and manage properties
- Ecological and Human Well-Being Indicators

What Is The Call To Action?

Audience: First Nations (to protect their territories); major donors; international funders; British Columbians

Call to Action: Reverse biodiversity loss and climate change by protecting (or restoring) xyz area



Mockup Image: For illustrative purposes only.

Parks Bank & Indigenous Protected Areas

5 Year Roadmap

Our initial focus will be on working with First Nations, the Province, and funding partners to reach our target of 25x25.

We will also develop some of the templates, relationships and solutions for work throughout BC. That will include discussions with businesses about how to find win-win-win solutions for nature, economy and communities.

Concurrent with work on 25x25, we will lay the groundwork for protections in the remainder of BC. This will include developing and launching the BC Conservation Fund. Under the Fund, we will build relationships and fund a variety of conservation projects. We will develop relationships, tools, a pathway identifying important areas to protect, and projects that will advance the 30x30 goal.

Our private land acquisition program will continue to be a focus to help maintain momentum and grow our support community. In 2024 we will surpass our target of protecting 25 places by 2025.

Working with a variety of partners, we will also explore and develop systems to track and monitor values in nature (such as carbon, biodiversity, water filtration, drought and flood mitigation, etc.). This will help provide evidence that nature is worth more intact than destroyed. It will also make it clear and compelling for funders to donate as they see the impact of their donations. That will bring more resources to projects and create conservation finance mechanisms for long-term stable funding.



Stewardship By Nature



**"If we take care of the land
it will take care of us."**
Terry Teegee, Board Member



Stewardship Fund

Why Are We Doing This?

- To build a community that is actively monitoring and stewarding nature in service of our vision
- To build an inventory and knowledge base for improved decisions
- To identify and protect areas of high ecological and biodiversity value
- Integrating diverse knowledge and ways of knowing, promoting a system of 'Two-eyed Seeing' as the basis of conservation action and decision-making

How Will We Do This?

- By working with and providing training and capacity building opportunities to First Nations
- By working collaboratively with biodiversity practitioners in BC and local communities
- By engaging and training community scientists to gather data
- By working with tourism or other operators on the land to collect data
- By forming partnerships with researchers and scientists to analyze and model data and recommend management measures
- By exploring natural capital solutions over the next 5 years



How Do We Define and Measure Success?

- Number of nature observations
- Number of collaborations for inventory and monitoring work
- Number of BC Parks areas with baseline inventory/regular monitoring
- Number of groups using the Community-based Monitoring Toolkit

What Is The Call To Action?

Audience: Amateur Naturalists
Call to Action: Find it. Snap it. Share it.

Audience: Advanced Naturalists
Call to Action: Help monitor protected areas in BC

Audience: Researchers and scientists
Call to Action: Analyse and model community science data to help inform park management

How Will It Be Resourced?

- BC Conservation Fund, Sponsorships, Philanthropy, Governments



Mockup Image: For illustrative purposes only.

Stewardship By Nature

Stewardship Forever

5 Year Roadmap

As the number of protected areas increases, so will the need to monitor and steward those areas. Our community science program will expand as more people become involved.

We will add more skilled people and advanced researchers to our base of active participants, creating a community of people gathering, analyzing and modelling data as well as producing recommendations for management actions. First Nations and governments will be able to access the community to assist with monitoring and training. A province-wide system to support cohesion and coordination across guardian programs will emerge. The broader community, guardian programs and government science will be complemented by technologies that significantly advance monitoring and stewardship.



Stewardship By Nature

**"Are we smart enough to know
how smart animals are?"**

Frans de Waal



Discover Parks

Why Are We Doing This?

- To inspire and build a park support community that will achieve our vision
- To connect visitors to the value of protected areas so that they care and then participate in stewardship actions

How Will We Do This?

- Guided learning through Discover Parks Ambassadors and partners in parks and schools
- Self-guided learning
- Park Discovery Centres (Nature Houses, Visitor Centres, Discovery Centre, Mini Parks in schools, pop up parks)

What Is The Call To Action?

Audience: People who are newer to nature

Call to Action: Enjoy your parks now, protect them forever



How Do We Define and Measure Success?

- Number of in-person interactions
- Number of digital interactions
- Percentage of returning digital visitors
- Demographic of participants is representative of general population
- Measurable improvement in human impacts in parks

How Will It Be Resourced?

- Corporate sponsorships, donations, wage subsidies, government funding



Mockup Image: For illustrative purposes only.

Learning By Nature

Discover Parks

5 Year Roadmap

Discover Parks will continue to build our community of support and increase positive behaviours in parks. Our learning experiences will weave together social interactions, art, music, Indigenous cultures, and science to inspire and excite visitors. Learning will have joy at the centre, and include key topics such as fire and pollution prevention, wildlife interactions, safety and other responsible uses.

Visitors will have the opportunity to interact with Discover Parks in all front-country campgrounds and day-use areas, increasing our presence from 20 parks in 2023 to 350 parks by 2028. To increase scale, the Discover Parks Ambassadors model, including training, content creation, standard programs, delivery, and quality control, will be packaged and shared with partners such as BC Parks Park Operators and Indigenous communities who hire their own staff to deliver learning experiences.

In addition to our work in parks, we will also visit schools and other facilities to bring parks to people, and explore week-long camps in select locations. Our in-person programs will be enhanced by self-guided resources, through projects like Discover Trails, and through Park Discovery Centres.

Our website/app will enable people to easily discover, plan, book and share experiences.



Learning By Nature

"The Discover Parks Ambassadors created a welcoming, safe and exciting experience for the kids, who continued to rave about how awesome these park ambassadors were even days later!"

Amy, Park Visitor



Discovery Centres

Why Are We Doing This?

- To inspire and build a park support community that will achieve our vision, including support for 30x30 (biodiversity and climate)
- To connect BC's largest population base and tourists to all of the BC protected areas system so they care and then participate in stewardship actions
- To build towards a flagship Discovery Centre that will generate annual recurring revenue

How Will We Do This?

- Revitalize existing Nature Houses and Visitor Centres in Parks
- Create Nature Spaces at schools, and Pop-Up Park installations at high traffic locations. Mini Parks will be paired with sister Provincial Parks and new protected areas to support 30x30
- Combine Nature + Art + Technology + Culture (including Indigenous education principles) to create unique and engaging content and experiences
- Test learning concepts and methods on school grounds and public spaces to find the most compelling and effective spaces and content
- Taking our most popular experiences and building them into a flagship Discovery Centre
- Collaborating with First Nations, artists, scientists, technologists, engineers, and others

What Is The Call To Action?

Audience: All British Columbians and visitors

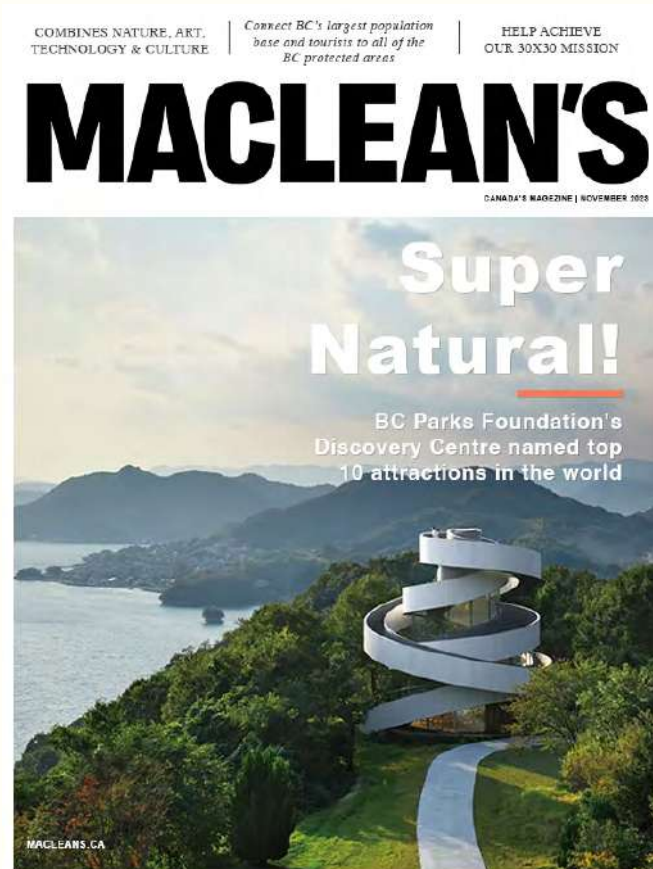
Call to Action: Enjoy now, protect forever

How Will It Be Resourced?

- Corporate sponsorships, government partnerships, donations, BC Conservation Fund

How Do We Define and Measure Success?

- Number of activations/installations
- Number of students learning in nature
- Engagement with the public (number of people, digital participation) and user ratings
- Support / followers for 30x30
- Number of media impressions



Mockup Image: For illustrative purposes only.

Discovery Centres

5 Year Roadmap

In the first several years we will continue our work to revitalize Nature Houses and visitor centres in a few prominent parks. We will also create a series of pop-up parks at the airport, convention centre, concerts and other high-impact public locations to build awareness and support for 30x30.

Our team will then start to work with partners to green 30% of school grounds, creating Nature Spaces linked to sister Provincial Parks. Nature Spaces will educate teachers and youth about climate change, biodiversity, the health benefits of nature, and the positive actions they can take.

Our collaborations will create unique interactive installations combining art, nature, technology and culture. Their design and placement will attract crowds and media attention, growing our movement and support for major initiatives like 30x30.

Our learning experiences will promote biodiversity and climate solutions being developed by BC-based businesses, inspiring young inventors and entrepreneurs who will create solutions in the future.

As we test concepts and gather data from these centres, we will harvest the best ideas and use them to design a permanent flagship Discovery Centre towards the end of the five years.



Healthy By Nature

Why Are We Doing This?

- To build support for parks by connecting people to nature, improving personal health, reducing healthcare costs and boosting economic productivity
- A growing body of scientific evidence confirms that when humans connect with nature, they become healthier, more productive, and more likely to protect nature

How Will We Do This?

- Communicating health benefits of nature through unique learning opportunities
- By building a community of health professionals prescribing nature
- By reducing barriers to nature access
- By leading global conversations about the vital connections between nature, biodiversity, climate change and human health

How Will It Be Resourced?

- Sponsorships, government, and Foundations

How Do We Define and Measure Success?

- Number of Canadians learning about the health benefits of nature
- Number of regulated healthcare providers prescribing nature through PaRx
- Number, diversity, and geographical spread of innovative partnerships that reduce the barriers to nature access
- Quality of international conversations about the vital connection between nature and health

What Is The Call To Action?

Audience: All Canadians
Call to Action: To prioritize nature time for their health

Audience: Schools, companies and communities
Call to Action: To reduce the barriers of nature access for Canadians to improve their health

Audience: International leaders in health and nature
Call to Action: To implement nature as a health intervention

Audience: Regulated healthcare providers
Call to Action: To connect their patients to nature for their health through PaRx nature prescriptions



Mockup Image: For illustrative purposes only.

Healthy By Nature

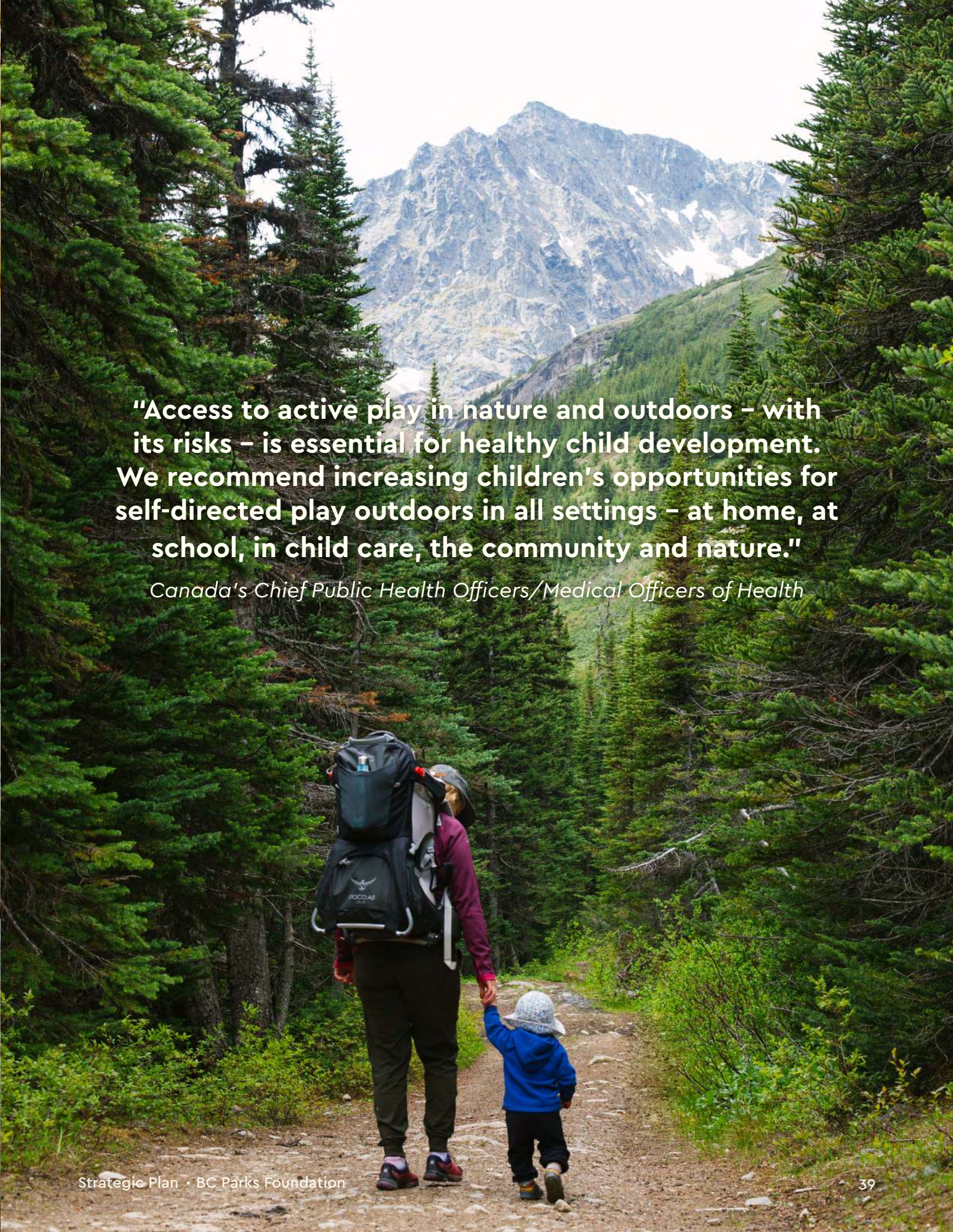
5 Year Roadmap

Over the next five years, Healthy By Nature will engage educators, youth, Indigenous communities, businesses, and community leaders with unique learning opportunities that prioritize nature for personal and planetary health.

Through the support of national healthcare associations, nature prescribing will be included in continuing educational curriculum for healthcare providers across professions. Our continued international work will secure nature time as the "fourth pillar of health," just as key to maintaining health as diet, exercise, and sleep.

Healthy By Nature will be a national resource for Canadians to connect with local groups offering nature-based activities. Over the next five years, we will build partnerships with more transportation agencies and green space operators to offer discounts to PaRx patients in every major urban centre. The Healthy By Nature program will improve nature access for the health of all Canadians, and result in a connected and supportive parks community across the country.

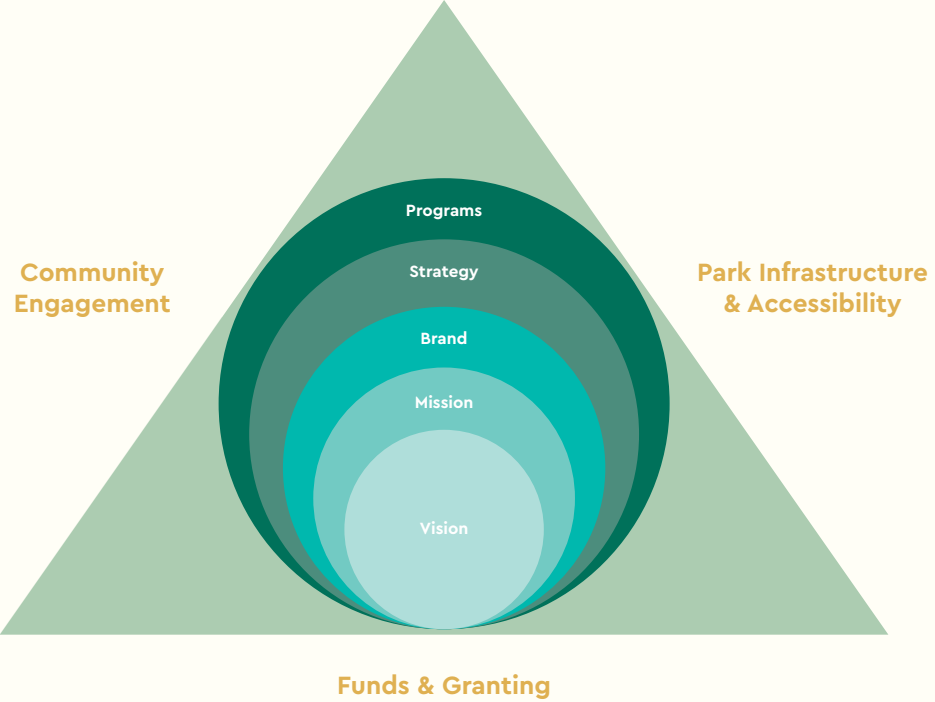




"Access to active play in nature and outdoors – with its risks – is essential for healthy child development. We recommend increasing children's opportunities for self-directed play outdoors in all settings – at home, at school, in child care, the community and nature."

Canada's Chief Public Health Officers/Medical Officers of Health

Resources and Supports



Community Engagement

Resources

Why Are We Doing This?

- Building a diverse and active support community to achieve our vision and objectives
- Inspiring donations, revenue and other crowd contributions

How Will We Do This?

- Engaging people through exceptional outreach, activations, events and installations
- Collaborating with artists, brands and businesses
- Showing up with a spirit of joyful gratitude and publicly celebrating our wins
- Broadening our reach through TV and video
- Brand merchandise

How Do We Define and Measure Success?

- Size of following / support community
- Engagements with the public (number of people, digital participation)
- Cost / follower or impression
- Number of media stories and impressions
- BC Parks Foundation becomes a household name

What Is The Call To Action?

Audience: All British Columbians

Call to Action: Join the movement to create the greatest system of parks and Indigenous protected areas in the world. Enjoy Now, Protect Forever

How Will It Be Resourced?

- Legacy (endowment) fund, BC Conservation Fund, Philanthropy, Corporate sponsorships, new corporate donors, in-kind donations from collaborative partners



Community Engagement

5 Year Roadmap

In the next 5 years, the engagement team will focus on building a support community for the Foundation and its mission and programs.

We will launch products, programs and events that support the vision, mission and objectives of the Foundation—particularly 30x30. Products will include merchandise, digital storytelling, events and creative installations at the intersection of art, culture, technology and nature. The products will be driven by a network of influential relationships and clear, consistent communications that result in revenue across multiple streams. Our work will focus on BC, while influencing and inspiring national and global conversations.

In Year 1, we will engage different audiences around key launches: the BC Conservation Fund and Northwest Conservation (First Nations, philanthropists, governments), Discoverparks.ca (new British Columbians and others who want to get outside), PaRx in territories (healthcare professionals and Indigenous Peoples), and Learning by Nature (youth, educators, parents).

Our team will also build our brand and support community by convening a circle of patrons: high-profile British Columbians who support our mission. Our fundraising team will work with the circle of patrons and connect with existing donors, expanding the Sea to Sky Legacy Fund, and supporting major fundraising for Conservation Funds and programs. We will also design and plan Discovery Centres and a television program to extend reach and support for 30x30.

In Year 2 we will celebrate 25x25 success and 5 years of PaRx. We will launch a Discovery Centre and continue to plan and design others. Our presence on TV and in earned media will significantly expand our following along with expanded video story-telling through a digital content creator network and hub. Our fundraising team will be expanding the Sea to Sky Legacy Fund to a second region, building strategies for annual recurring revenue related to our experience spaces and Discoverparks.ca, and supporting major funds.

In years 3 to 5 the Foundation's brand will undergo a step change, becoming a household name and one of BC's best loved brands. As our following grows, we will expand our dissemination of stories about 30x30 success and innovation at the intersection of nature, art, technology, and communities. Discovery Centre experiences will expand and we will see further marketing and use of Discoverparks.ca. Our fundraising program will have good systems for converting followers and product users into supporters and will further develop annual recurring revenue.

Resources

Infrastructure

Why Are We Doing This?

- To enhance parks accessibility and visitor experiences with infrastructure investments
- To build brand presence and following

How Will We Do This?

- By creating efficient processes for donations to be used for infrastructure projects in Parks
- Making financial contributions to projects aspirational for British Columbians

How Do We Define and Measure Success?

- Number of new facilities
- Usage data and ratings
- Brand awareness and following

What Is The Call To Action?

Audience: Donors

Call to Action: Contribute to a project that will tangibly improve accessibility and visitor experience in BC Parks

How Will It Be Resourced?

- Major corporate sponsorships and private donors



5 Year Roadmap

Infrastructure projects that improve accessibility and visitor experience will be made possible through BC Parks Foundation's network of engaged donors. These projects will be above and beyond what government funds can support. Efficient processes will allow donors' funds to be put to good use on projects such as signage, trails, bridges, huts, docks, washrooms, green infrastructure, and more. The effect will be a significant increase in the Foundation's brand presence and support.



Spark Fund

Why Are We Doing This?

- To activate, empower, incentivize and reward partners and their networks throughout BC to help achieve our vision and objectives
- To scale our impact without hiring additional staff at BCPF
- To increase our reach across BC and into equity-deserving communities
- To deliver the Sea to Sky legacy fund and expand the model to other regions

How Will We Do This?

- By managing and leveraging funds within the Foundation
- By providing grants to small but impactful partner groups

How Do We Define and Measure Success?

- Amplified success across program metrics
- Fund size, growth, and longevity
- Number and diversity of funding partners and recipients
- Increased efficiency of fundraising, granting and producing results
- Donor and recipient satisfaction ratings

What Is The Call To Action?

Audience: Leaders of existing projects, networks and/or communities with history of innovation and success

Call to Action: Join the movement to create the greatest system of parks and Indigenous protected areas in the world. Enjoy Now, Protect Forever

Audience: Major funders

Call to Action: Support the most innovative groups and projects working to protect and enjoy more of BC's nature

How Will It Be Resourced?

- Government, philanthropists, corporate sponsorships, private donors

5 Year Roadmap

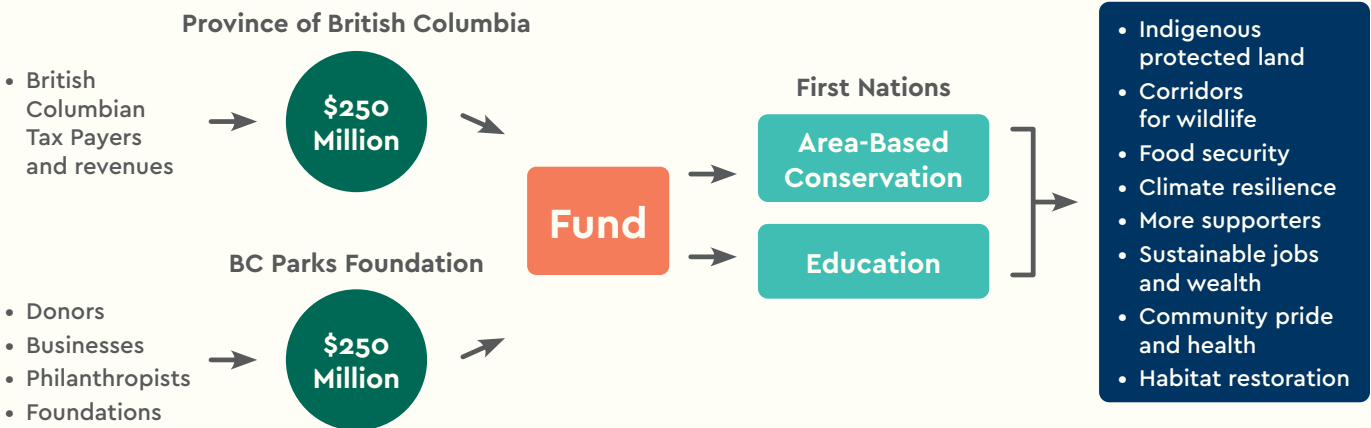
In the first several years the Foundation will launch several major funds for biodiversity and climate change, working with First Nations, the Province of BC, and Canada. It will also continue to effectively manage and utilize funds it has created.

The Spark Fund will be used across our programs to support people, ideas, and projects that create the greatest system of parks and Indigenous protected areas in the world. Fund recipients create new protected areas, restore areas, collect observations of nature, get equity-deserving communities outside, create resources to share the magic of nature, provide new Indigenous experiences and cultural representation, ignite the passion of youth entrepreneurs, and more. Recipients will form a community of practice together to allow for cross-pollination of ideas. The Spark Grant network will become a hub for funders to fund great people and projects efficiently and innovatively.

Resources

BC Conservation Fund

The BC Parks Foundation and the Province of British Columbia jointly announced the BC Conservation Fund to improve biodiversity and climate security in BC.



Why Are We Doing This?

- To reduce biodiversity loss, address climate change, reflect the Declaration on the Rights of Indigenous Peoples, create economic opportunity in harmony with natural values, and other outcomes and co-benefits
- To achieve targets such as 30x30
- To coordinate and leverage additional resources for our vision and goals

How Will We Do This?

- By managing and leveraging major funds within the Foundation
- By providing grants to First Nations and partner organizations

What Is The Call To Action?

Audience: Project Partners

Call to Action: Work towards protecting areas that are important to you and contribute to protecting 30% of BC x 2030

Audience: Major funders

Call to Action: Help BC achieve 30x30

How Do We Define and Measure Success?

- Contribution to 30x30 goal, including number and hectares of biodiverse areas protected and the qualities of values being protected or enhanced
- Contribution to reflecting DRIPA, including free, prior and informed consent of host First Nations in relation to conservation projects, number of First Nations supported by conservation financing, qualities of First Nations values being protected or enhanced, and quality of reputation with and feedback from First Nations and key partners working with the Foundation on conservation financing
- Number of contributors to conservation financing; amount of net revenue and leveraged funding ratio; innovation in conservation financing; fund longevity

How Will It Be Resourced?

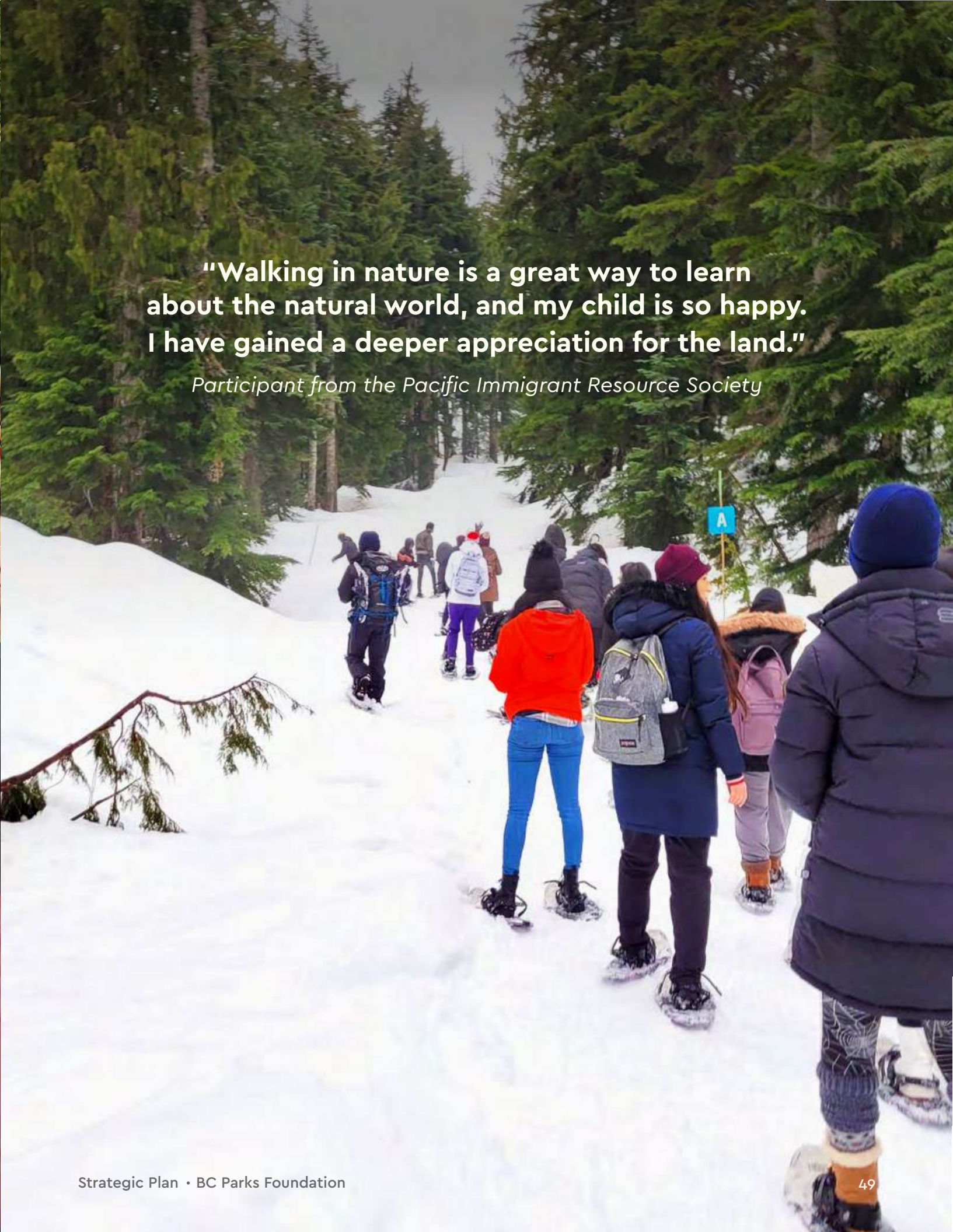
- Government, philanthropists, corporate sponsorships, private donors and new methods of financing conservation

Resources



**"This has been my very best day
since I have arrived in Canada!"**

Mo, Moving Ahead Youth Participant



**"Walking in nature is a great way to learn
about the natural world, and my child is so happy.
I have gained a deeper appreciation for the land."**

Participant from the Pacific Immigrant Resource Society

Thank You

We drafted this document to answer the question 'Who are we, and what is our destination.' We hope it has done that, and in doing so provides the basis for great actions and outcomes in the years ahead.

For that to happen, these have to be more than words on paper. Words on paper are only powerful when they are a genuine representation of what is written in people's hearts and minds.

If they are then a wonderful magic takes hold, and they become more than aspirations and words. They become birds, butterflies, bees, and bears. They become places where people go and feel healthier. They become a joyful and meaningful experience led by a local guide that stays in a family's memory forever and inspires them to take care of nature. They become restored areas that store carbon, reduce drought and flood, and allow people and other species to adapt to climate change. They become pride in the hearts of Indigenous Peoples who are able to honour their ancestors and protect and live in harmony with the land, and pride amongst all British Columbians that we are making a difference together to enjoy and protect more of this place we call home.

I have seen in the last five years how the words of our first strategic plan have done all of these things, in ways we didn't fully imagine was possible. And I have seen them become friendships between British Columbians who have come together around them.

Thank you for holding this plan in your heart, and for using your mind and body to make it real.

Yours Truly,

Andy Day
CEO





**Enjoy Now,
Protect Forever.**



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