



**STRATEGIC PLAN**  
**2017- 2022**



The BC Wildlife Federation is British Columbia's largest and oldest conservation organization. The BCWF is a registered charity representing more than 50,000 individual members and 100 clubs operating in 10 regions of the province.

### The BCWF Vision

*"Leading the conservation and wise use of British Columbia's fish, wildlife and habitat."*

- Advocacy for the wise use of fish and wildlife and their habitats
- Protecting the rights of hunters, anglers and outdoor enthusiasts
- Fostering a heritage of conservation and promoting this among families and future generations through education initiatives

### The BCWF Mission

*"To protect, enhance and promote the wise use of the environment for the benefit of present and future generations."*

- Ensure public access to recreational and outdoor activities, fish and wildlife resources and crown land
- Provide science/fact-based solutions for its members and other stakeholders in B.C.

## A message from the BCWF President, Jim Glaicar

British Columbia is not only beautiful; it's also Canada's most ecologically and biologically diverse province.

As residents, we understand our province's spectacular wilderness draws people from all over the world. It's one of the reasons why the population of B.C. has nearly doubled in the past 25 years, from 2.4 to 4.5 million people.

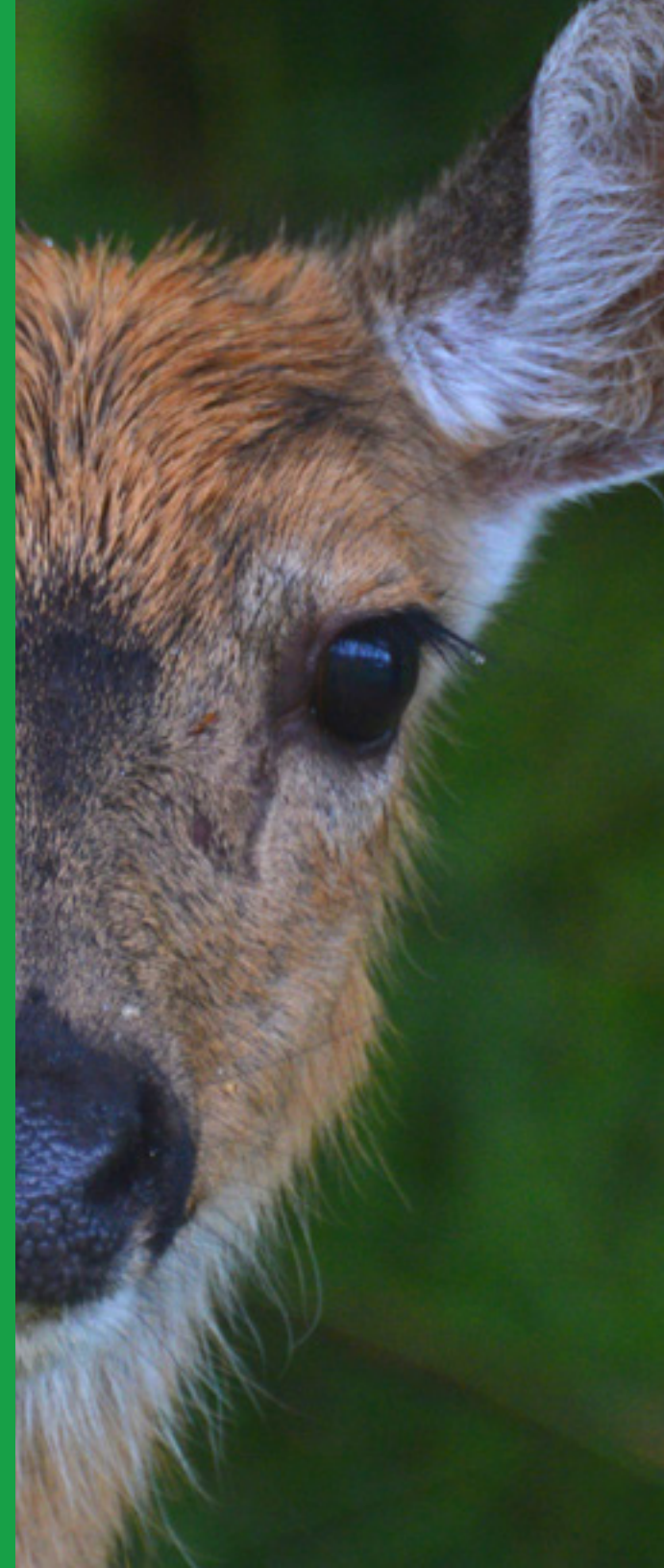
Population growth, economic development and other factors such as climate change place constant pressure on fish and wildlife populations and their habitat. B.C. is home to more than half of the fish and wildlife species indigenous to Canada, but we can't take the unique and abundant biodiversity of our province for granted.

Tremendous pressures on the land and resources have resulted in declines in fish and wildlife populations. With 1,597 species and 329 ecological communities at risk in our province, the BC Wildlife Federation's mission to safeguard fish, wildlife and their habitat is more important than ever.

The Federation's origins can be traced back to the 1890's when some of its current clubs were formed. In 1966, the provincial Sportsmen's Council reorganized under the banner of the BC Wildlife Federation and adopted a new constitution. This name change represented more clearly the fact that the Federation was involved in all ways with conservation of fish and wildlife and the environment for the benefit of everyone. The Federation is still growing, but the primary aims and objectives from 1966 remain unchanged.

To ensure that the BC Wildlife Federation continues to meet its goal of being a sustainable and effective conservation organization, the Board of Directors engaged in a strategic planning process to guide our activities and focus resources. Together, we created a five-year plan to keep our actions, activities and programs aligned with our vision, mission and goals.

My sincere thanks to all the executive, directors, staff, clubs, direct members and partners who participated in our surveys and strategic planning. The information and perspective provided was the base we used to develop our 2017-2022 Strategic Plan.



## **The BCWF Strategic Context**

The BCWF is a grassroots conservation organization incorporated under the B.C. Societies Act, and has been a registered charity since 1969.

The strength of the BC Wildlife Federation comes from its solid membership base. The Federation is able to quickly mobilize resources when there is a need on a particular issue.

The BCWF is a highly respected organization within government and decision making bodies because of its non-partisan, solution-focused and balanced approach to conservation.

## **The BCWF Strategic Objectives**

1. To ensure the sound, long-term management of British Columbia's fish, wildlife, park and outdoor recreational resources in the best interests of all British Columbians, and to coordinate all the voluntary agencies, societies, clubs and individuals interested in that objective, and
2. To develop and support comprehensive educational programs to make all British Columbians aware of the value of fish, wildlife, park and outdoor recreational resources, and to arouse in the public conscience a recognition of, and a respect for, the place of fish, wildlife and outdoor recreation in the wise integrated use of the province's natural resources

## **Core Values of the BCWF**

### **Stewardship**

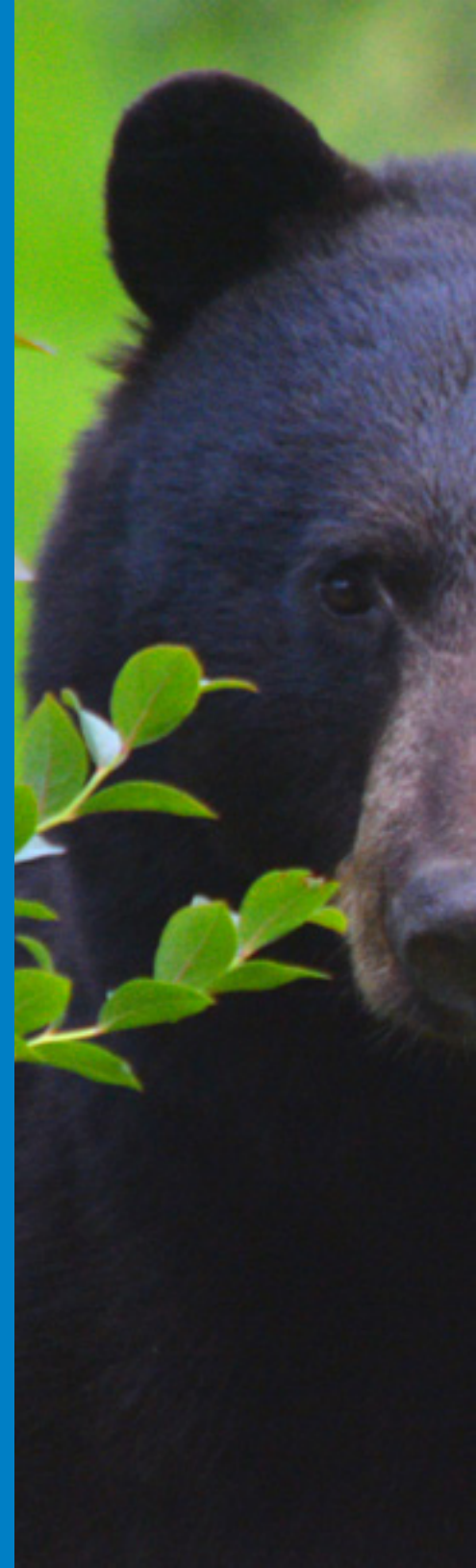
- Advocate for the public interest in natural resources
- Ensure integrity, respect and transparency in all the BCWF activities
- Be clear on the outcomes and rationale for the BCWF actions

### **Education & Research**

- Provide science-based solutions, and consistent recommendations
- Provide and support conservation education and outreach activities
- Provide professional advice and experience representing conservation

### **Partnerships**

- Partner with government, First Nations and other like-minded organizations to achieve common outcomes
- Leverage and increase funding for landscape and watershed sustainability
- Connect membership with responsible businesses offering good value for services





## Challenges and Opportunities

Some of the challenges the BCWF faces are inherent in a provincial structure which must represent the issues of 10 different regions with volunteer boards. The organization's strategic plan will help align the BCWF Board of Directors, regions and clubs to a proactive approach to conservation. The plan also addresses succession planning to identify and train leaders at the regional and club level and mentor them to lead the BCWF in the future.

As funding for projects and programs from external sources becomes increasingly unreliable, the BCWF needs to become more focussed on being a successful social enterprise to ensure long-term funding and financial sustainability.

The 2017-2022 strategic planning is the road map for conservation leadership over the next 5 years. The current public shift towards greener, more sustainable lifestyles presents opportunities to reach new members. As the government reduces funding and downloads responsibilities, there is increasing opportunity for the BCWF to build strategic partnerships with businesses and other like-minded organizations to accomplish mutual conservation goals and objectives.



### **Business Purposes of the BCWF**

- Sustainability of fish and wildlife resources and their habitats
- Access to fish, wildlife and habitat
- Sustainability of firearms and recreational sport shooting pursuits
- A financially sustainable organization that serves its members

### **Initiatives supporting BCWF Business Priorities**

#### **1. Board governance and oversight**

- Roles, responsibilities, tools and methodologies for club presidents, regional presidents and Board of Directors
- Succession planning and mentorship for upcoming future leaders through Leadership Succession Plan
- Implement Board Cultural Change Program to assist the Board functioning
- Ensure committees, staff and contractors are informed, coordinated and effective in addressing business purposes

#### **2. Retain and increase individual memberships**

- Detailed tracking and development of member recruitment and retention programs linked to strategic goals
- Improved communication and delivery of member services
- Development of a member engagement strategy that coordinates communication and outreach throughout the province to ensure that member needs are being captured and solutions provided



### 3. Retain and increase the number of clubs joining the provincial organization

- Provide expertise for clubs on their particular issues
- Cultivate leadership and succession program, with new leader orientation materials and training
- Develop tools, methodologies and best practices for leadership at the club, regional and provincial level
- Develop the overall process and framework for identifying and recruiting talent at the club level

### 4. Improve partnership management

- Transform donations into long-term relationships and sources of continuous support
- Reward and recognition of partners and donors
- Increase strategic partnerships



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