



B.C. Wildlife Federation  
Q1 – Quarterly Report Package



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## Business Development

### Accomplishments

#### Lotteries

- Launch our Spring Lottery “Big Prize Bonanza” February 27.
- Lottery: Currently at \$280,220 May 7, 2025.
- Final draw May 31 2025
- Fall Lottery preparation: Tentative prize list
  - KingFisher
  - Scotty downrigger
  - Mooching reel & rod Islander
  - Tackle – Rapala
  - Possible Fishing Adventures
    - Langara Lodge
    - Sonora Lodge
    - QCL
    - Coastal Springs Float Lodge
- Time Line
  - Prizes finalized by May 31.
  - Licenses applied for by June 30
  - Launch Oct 1, Early Bird Draw Nov 14, final draw Dec 31.
- Investigating other possible lottery vendors

#### Online Store

- Online store: currently operational and preparing for iMIS transition
- Working with the iMIS team setting up product sku's and testing functionality

#### AGM

- Canvassing previous sponsors for cash donations
- Doing the rounds for donations for auctions and raffles
- Mapping out what raffles we will have and their details.
- Working with the AGM Planning committee
- Set up agreement to work with Live Auction Group

#### BC Outdoors Show

- March 13 – 15
- Prep for show by selecting merchandise for sale
- Set up delivery of truck for display
- Run through options for selling tickets, memberships and merchandise
- Attend show and man the booth for merchandise sales and sell lottery tickets

#### Sponsors/Conservation Partners

- Working with Vista to supply our shooting programs for 2025
- Vista has committed to ship BCWF 35,000 rounds of 22LR and 40 boxes of 2 ¾ inch #7 shot
- Italian Sporting Goods is formalizing a partnership agreement with BCWF
- Working with Hello Fresh to develop a program for members to get significant discounts for meals.
- Working with SKRE for lottery prizes under affiliation agreement

#### CORE Manual Reprint

- Created pitch for advertisers to purchase space in the CORE manual
- Canvassed possible advertisers for the manual
- Sold 7 of 9 spaces \$3,000/page
  - Silvercore Outdoors
  - Italian Sporting Goods
  - Reliable Gun
  - Acera
  - Vista
  - Corlane Sporting Goods
- Conservation Officer Service (RAPP) [FREE]

#### Corporate Sponsors

- Teck Resources has not been able to work BCWF into their 2025 budget
- Continue to work with Petronas to identify a 1<sup>st</sup> Nations band (Blueberry) and a project that meets with approval from Petronas Canada
- Sponsors approached but declined

- BC Ferries
- Cabela's
- Skwala Fishing
- Harbour Air

#### Willfora

- Renewed for a three year term. Saved \$1,800
- Willfora program added a cash gift of \$1,000 and a 1% residual future gift of \$36,715. Total views of website reached 266 and 10 wills were started.
- Member updates always drive people to the Willfora site. Definitely member interest is the service

#### Legacy Activity

- Legacy – four estates donating funds, Clarice Ann Baker, Joyce Annie Marhoff, Joyce Eleanor McHugh and David Anthony Thompson.

#### Q2 Goals

- Finish testing store in iMIS running by mid May
- Source prizes for fall lottery
- Obtain approval on prizing for fall lottery for fall lottery
- Apply for licenses for fall lottery
- Land 5 more Conservation Partners
- Continue to solicit corporate sponsorships such as TC Energy, PepsiCo, etc

## Conservation Stewardship

**Team:** B.C. Wildlife Federation Conservation Stewardship Department

**Report prepared and submitted by:** Jamie Long, Conservation Stewardship Communications Coordinator

2025 Targets			
Wetlands Education Program (WEP)	Fish Habitat Restoration and Education Program (FHREP)	Restoration Projects	Inventories/Conservation Tool Development
8 workshops 120 target participants 500 outreach engagements	4 workshops 60 target participants 250 outreach engagements	4 stream projects 2 wetland projects 6 BDA projects	100 WESP assessments 150 CNWI data points 25 RIWHA sites  <i>Assessments will occur specifically in the Southern Interior, Central Interior, and Northern Boreal Mountain ecoprovinces</i>

In Q1 202t, the BCWF's Conservation Stewardship Department engaged 768 people through outreach and training. This included an LTPBR community meeting with Cook's Ferry Indian Band (7 attendees), a webinar presentation at the NRESi Colloquium (157 attendees), and three sessions of the Wetlands Institute Speaker Series: Controlling Reed Canarygrass (138), Wetlands as Natural Climate Solutions (95), and Canada on Fire (89). The team also participated in two outreach events: Metro Vancouver's Night Quest (226) and Capilano University's Environmental Stewardship Forum (56).

A 9 km stream reach (700,869.3 m<sup>2</sup>) at Twaal Creek was assessed for potential restoration in partnership with Cook's Ferry Indian Band. No restoration or wetland inventory work occurred this quarter.

One grant was submitted (EcoAction for Mosquito Creek), and one was awarded: \$119,151 from the Habitat Conservation Trust Foundation to support WESP assessments. No articles were published and no staffing changes occurred this quarter. No issues to report.

### Training, Outreach, and Engagement (768 people engaged)

- **Cook's Ferry LTPBR Community Outreach**
  - Leanne & Jen met with Cook's Ferry Indian Band members at the Cook's Ferry Band office to give an overview of our LTPBR Program and a potential project at Twaal Creek for post-fire recovery. Meeting went very well, the community is interested in the project and implementing ASAP.
  - Total engagements: 7
- Neil presented at a webinar put on by UNBC and FWCP
  - Total engagements: 157
  - **WISS: Controlling Reed Canarygrass**
    - Total engagements: 138
    - Total engagements: 95
    - Total engagements: 89
- Night Quest is a Metro Vancouver Regional Parks event
  - Total engagements: 226
- Environmental Stewardship Networking and Action Forum is a Capilano University event
  - Total engagements: 56

Issues and actions taken: None to report.

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**Monitoring, Assessment, Restoration, and Enhancement Restoration & Enhancement**

- Twaal Creek (Spence's Bridge)
- Met with Cook's Ferry Indian Band partners on April 10-11 to assess a 9 km stream reach (700869.3 m2), flew our drone, and mapped potential BDA/PALS structure locations

Issues and actions taken: None to report.

**Inventories****Wetland Ecosystem Services Protocol (WESP)**

None to report

None to report

Issues and actions taken: None to report.

**Hiring**

No hiring to report in Q4

Issues and actions taken: None to report. Funding

**Applied to 1 grant**

- EcoAction - Mosquito Creek
- HCTF – WESP (\$119,151)

Issues and actions taken: None to report.

**Communications**

No articles to report.

Issues and actions taken: None to report.

## Membership

### MEMBERSHIP UPDATE/SUMMARY – Q1 2025

#### Q1 2025 Summary

- **Club Memberships:** Q1 remains the busiest season for club memberships. Membership cards were successfully shipped, and all clubs have been invoiced. Efforts were focused on managing the high volume of tasks efficiently.
- **Direct Memberships:** Membership cards were distributed. Follow-ups were conducted with all lapsed members and those with failed autorenewals.
- **Regular Club Communication:** Clubs were contacted regarding pending Ars, 2025 Affiliation Forms, updates to membership dues, and upcoming deadlines.
- **Club Campaign:** A large-scale outreach campaign was conducted—the first in several years—to personally connect with each club. This initiative highlighted the work of BCWF, including key contributions from the CS and EVE teams. The campaign also encouraged club participation in community engagement and capacity-building projects.
- **iMIS System Improvements:** Substantial progress was made on the iMIS system, with all core features required for membership now built and ready for launch.
- **Club Network Updates:** Two clubs—Fulton River Rod and Gun Club and Ridgedale Rod and Gun Club—have departed, while one new club, the UVIC Fish and Game Club, has joined the federation.

#### Q2 2025 Goals

- **Efficiency in Regular Tasks:** As the team navigates the transition period, focus will remain on maintaining task efficiency despite anticipated challenges.
- **iMIS Launch:** The official launch of iMIS is scheduled for Q2. Emphasis will be placed on ensuring a smooth transition and providing support where needed.

#### Accomplishments

- **Timely Close of Q1:** Q1 was closed on schedule, with direct memberships showing growth in Q1 2025 compared to Q1 2024.
- **iMIS Readiness:** Successful development and preparation of the iMIS platform for launch.
- **Club Campaign Success:** Reestablished strong relationships with clubs, enhancing engagement and communication.

#### Club Membership Statistics

	Q1 2025		Q1 2024		Difference	
	# of Members	Amount	# of Members	Amount	Qty	Amount
Family	4065	\$170,730.00	4816	\$175,784.00	-751	\$(5,054.00)
Junior	44	\$836.00	53	\$874.50	-9	\$(38.50)
Regular	4972	\$154,380.60	6097	\$164,619.00	-1125	\$(10,238.40)
Senior	3550	\$89,815.00	3652	\$80,344.00	-102	\$9,471.00
	12631	\$415,761.60	14618	\$421,621.50	-1987	\$(5,859.90)

#### Direct Membership Statistics

	Q1 2025		Q1 2024		Difference	
	Qty	Amount	Qty	Amount	Qty	Amount
Family	292	\$22,041.95	271	\$19,241.00	21	\$2,800.95
Individual	1107	\$57,352.05	971	\$47,579.00	136	\$9,773.05
Individual (core discounted)	39	\$834.75	48	\$1,008.00	-9	\$(173.25)
Life Member	2	\$1,975.00	1	\$975.00	1	\$1,000.00
	1440	\$82,203.75	1291	\$68,803.00	149	\$13,400.75

\*\*\* Family memberships are counted as 1

## Education and Volunteer Engagement

### 2025 Education and Volunteer Engagement Quarter 1 Report

#	Event	Program	Location	Start	End	Days	Partici- pants	Engage- ments	# Staff
1	Abbotsford Family Literacy Day	Outreach	Abbotsford	1/25/25	1/25/25	1	1	187	1
2	Community Litter Cleanup	Volunteer - EVE	Vancouver	1/25/25	1/25/25	1	8	9	1
3	BC Camps Association Conference	NASP - Outreach	Chilliwack	1/29/25	1/29/25	1	0	80	2
4	Fishing Forever Invermere	Fishing Forever	Invermere	2/01/25	2/01/25	1	0	40	1
5	Women Outdoors Ice Fishing Workshop	Women's Workshop	Prince George	2/01/25	2/01/25	1	9	0	0
6	Q1 Membership Volunteers	Volunteer - BCWF	Surrey	1/24/25	5/02/25	7	10	0	0
7	Coastal Waterbird Survey	Volunteer - EVE	Galiano Island	2/09/25	2/09/25	1	2	0	1
8	Heartwise Learning Community - Snowshoeing	Classroom Ed	N. Vancouver	2/10/25	2/10/25	1	11	0	3
9	Community Litter Cleanup	Volunteer - EVE	Vancouver	2/22/25	2/22/25	1	5	7	0
10	Invasive Species Removal	Volunteer - EVE	Saanichton	3/15/25	3/15/25	1	1	10	1
11	Amphibian Survey	Volunteer - EVE	Pender Island	3/21/25	3/21/25	1	3	0	1
12	BC Outdoor Show (Archery)	Outreach	Chilliwack	3/21/25	3/23/25	3	0	646	4
13	BC Outdoor Show (Youth)	Outreach	Chilliwack	3/21/25	3/23/25	3	0	709	4
14	Night Quest	Outreach	Vancouver	3/21/25	3/22/25	2	0	226	2
15	Community Litter Cleanup	Volunteer - EVE	Maple Ridge	3/29/25	3/29/25	1	?	?	0
16	Volunteer & Casual Employment Fair	Outreach	Galiano Island	3/29/25	3/29/25	1	0	30	1
17	Heartwise Learning Community - Fire Building	Classroom Ed	Delta	3/31/25	3/31/25	1	13	0	2
18	Gently Down the Seymour – Spring Season	GDS	N. Vancouver	3/15/25	6/13/25	6	153	0	3
						<b>Total</b>	<b>34</b>	<b>216</b>	<b>1944</b>

Action	Employee	Position	Program	FTE, PTE, Seasonal	Start Date	End Date (If applicable)
Re-Hire	Ethan Wong	Educator	Gently Down the Seymour	Seasonal Full-time	March 3, 2025	October 17, 2025
New Hire	Maja Waszkiewicz	Educator	Gently Down the Seymour	Seasonal Full-time	March 3, 2025	October 17, 2025

#### Approvals

Funding Type	Name	Amount	Program
Grant/Corporate Donation	Industrial Alliance	\$25,000	Go Wild, Classroom Ed, Volunteer Program, Fishing Forever, Gently Down the Seymour, Women Outdoor Program
Grant	New Horizon	\$25,000	Fishing Forever
Grant	Community Foundation of Kootenay Rockies	\$2,000	Fishing Forever
Grant	Wildlife Habitat Canada	\$25,000	Wild Kidz, Go Wild, NASP, Classroom Ed, Volunteer Program, Fishing Forever, Women Outdoor Program, Learn to Hunt Academy
Grant	Community Gaming Grant	\$46,000	Wild Kidz, Go Wild, Fishing Forever, Women Outdoor Program

#### Rejections

Funding Type	Name	Amount	Program	Rationale for rejection
n/a	n/a	n/a	n/a	n/a

#### Submissions

Funding Type	Name	Amount	Program(s)	Estimated response date
Grant	Bass Pro Cabela's Outdoor Fund	\$50,000	Wild Kidz, Go Wild, NASP, Classroom Ed, Volunteer Program, Fishing Forever, Gently Down the Seymour, Women Outdoor Program, Learn to Hunt and Fish Academy	June 2025