

How Many Bucks Does it Take?



By Christyann Olson, *AWA Executive Director*

Time flies by and it really doesn't seem very long ago that I last wrote this annual column reporting on how AWA is managing financially. For AWA, 2018 has been a year of achievement and recognition tempered with some discouragement and struggle. Through good and difficult times alike, we have been energized by you, our supporters. There is no question the day-to-day work we do is sometimes very hard; it always requires tenacity and a belief we are making a difference.

Through the course of two decades, AWA has worked to become frugal, nimble, transparent, and resourceful. We have always been grateful for your support. Twenty years ago we struggled to meet payroll for a single part-time employee. Today our budget is close to \$700,000. One might ask how we realized that growth; it has only been possible because we can depend on our faithful supporters who believe in the work we do.

Generally, our operating revenue comes

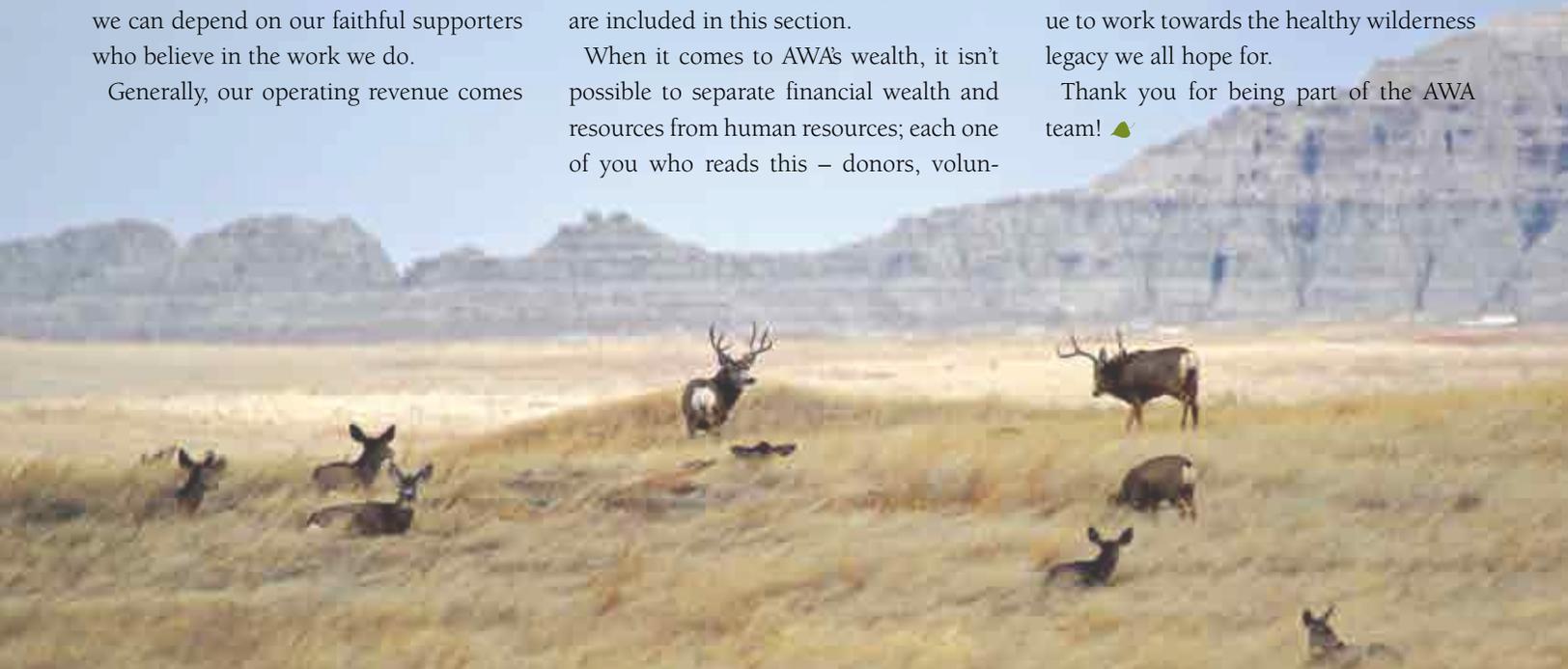
from donations, fundraising events, and grants. In this past year 83 percent of our total revenue came from member and supporter donations and events. We devoted 76 percent of our revenue to wilderness stewardship, conservation, and outreach. This includes funding the Roger Creasey Wilderness Resource Centre (AWA's library named in Roger's memory). General and Administrative expenses account for 12.5 percent of our funds and more than represents an efficient and carefully managed association, supported significantly by volunteerism. The balance of our funds is dedicated to development – the costs incurred in developing our core values and creating broader awareness of the Association and its mandate, "Defending Wild Alberta through Awareness and Action." The costs of seeking more members and supporters, as well as applying for grants are included in this section.

When it comes to AWA's wealth, it isn't possible to separate financial wealth and resources from human resources; each one of you who reads this – donors, volun-

teers, board members and the outstanding staff who work tirelessly as your team – are part of those vital human resources. From AWA's humble beginnings to the strong force it is today, there is no question we are about people. Our membership has grown and stands at 5,792 voting members with additional strength provided by the more than 1,500 supporters who are not members but donate funds to ensure our strength. Our membership resides in 211 Alberta communities plus numerous communities from Canada and around the world. Your heartfelt notes of encouragement really do make a difference, please keep them coming!

I'm sure you know your donations are carefully invested in AWA's work and no matter how small or large the gift, it is sincerely appreciated. Your generosity supplies us with the means we need to continue to work towards the healthy wilderness legacy we all hope for.

Thank you for being part of the AWA team! ▲



Bequests

Individuals, members, and supporters making a bequest in their will naming a gift to AWA are helping make a difference to long-term security and AWA's ability to plan for the future.

Wilderness and Wildlife Bequests

Daphne M. Smith 1980
Dr. James Birkett Cragg 1997
Anna Nowick 1999
Myrtle Muriel Koch 2001
Ian Ross 2003
Dorothy Barry 2003
William Mayer 2004
Diane Hughes 2005
Harold deVries 2009
Ann Roberts 2009
Richard Collier 2013
Harriet Ruth Mowat 2016
Kim Bennett 2016
Carol A. Haines 2017
Wendy Williams 2017
Herbert G. Kariel 2017

Memorial Tributes

AWA is honored to receive memorial tributes from family and friends; we remember those gifts and individuals here.

Brian Staszewski 1951-2017
Herb Kariel 1927-2017
Ron Wetherill 1940-2016
Lewis Ramstead 1935-2017
Ruth Moir 1921-2017
Max Winkler 1931-2017
Orval Pall 1951-1986
Sharon Tranter 1940-2013
Cyrus Spaulding 1956-2017
Eileen & Jack Van Tighem
David Manzer & Murray Manzer
Charles A. Miller 1921-2009
Helen MacLean 1927-2017
Ian Ross 1959-2003
Edwin Thomas 1920-2008
Roger Creasy 1953-2015
Nancy Hanks 1925-2017
Donald Baker 1927-2018
Ole West 1947-2018
Therese Conway 1931-2018
Vjekoslav Gorec 1938-2018
Carmell Bokvist 1972-2018
Charles Tuckey 1958-2018
Ted Davy 1926-2017
Kitty Rosengren 1930-2018
Dick Pharis 1937-2018
Ray Sloan 1941-1995
P.K. Anderson 1927-2014
Troy Hommy 1962-2018
Chris Havard 1945-2015
Del Lavalley 1924-2018
Weslyn Mather 1945-2015
Joan & Mel Dunford

Recognition For Outstanding Individuals

AWA is honoured to receive throughout the year donations from friends and families made to honour outstanding individuals and their accomplishments. This year's tributes recognize:

Ruth Bell
Spencer Waterhouse
Lara & Johanna Buchmann
Kirsten & David Pugh
Cheryl Bradley
Rick Keillor
Patricia Hommy's Birthday
Dr. Lindsay McLaren
Winnifred Lehman
Gus Yaki