

Alberta Wilderness Association selected as finalist for Realize Grant

Helping Nonprofits Share Powerful Stories Through Video

April 13, 2018



Calgary – Alberta Wilderness Association (AWA) has been named a finalist in the running to receive a [Realize a More Beautiful World](#) grant. FrontStream’s Realize Grant program helps nonprofits effectively tell their stories through professionally produced video that convey the impact of the work that they do.

AWA is known as a voice for wildlife, working throughout the province for the conservation of wilderness and the completion of a protected areas network. “If we are chosen as a finalist, this video will tell AWA’s story, our work inspiring people to care about wilderness and wildlife and our annual [Climb for Wilderness Earth Day](#) celebration,” said Christyann Olson, AWA Executive Director.

“AWA started in 1965 around a kitchen table in southwest Alberta and 53 years later we are a provincial organization with members in 213 Alberta communities,” Olson added. “Our Climb for Wilderness is an annual Earth Day celebration that helps support the work that we do every day, we invite [everyone to climb](#) and celebrate with us on April 21, 2018 at the Calgary Bow Building.”

FrontStream received 300 Realize applications from nonprofits throughout North America. A committee of judges at FrontStream voted to select Alberta Wilderness Association as one of ten finalists, which

spanned an array of missions from advocacy for the arts, to environmental protection, to patient and family support, and more. The Realize grant winner will be announced in May 2018.

“FrontStream strives to support nonprofits in more ways than providing technology. The Realize Grant is our first step in dedicating creative resources to tell and share the amazing work they do every day,” said Taylor Corrado, Director of Marketing, FrontStream, provider of Panorama, the all-in-one fundraising platform. “Our team was overwhelmed by the number of applications and the opportunity to collaborate with the next winner to tell their story. The video we produced for [Habitat for Humanity of Ontario](#), which won our inaugural grant last fall, reveals how a boost of resources can showcase an organization’s impact in a matter of minutes. It’s a powerful medium and we are excited to expand the program later this year.”

[Alberta Wilderness Association](#)

Dedicated to the conservation of wilderness and the completion of a protected areas network, Alberta Wilderness Association is a voice for the environment. Since 1965, AWA has inspired communities to care for Alberta’s wild spaces through awareness and action. With a provincial office and library in Calgary, AWA has active members, volunteers, and sponsors throughout Alberta and beyond. AWA is a non-profit, federally registered, charitable society.

[Climb for Wilderness](#) is Alberta Wilderness Association’s annual Earth Day event at the Bow Building in Calgary, Alberta. This event provides the unique opportunity to climb 1,204 stairs inside the Bow tower. There are opportunities to learn more about Alberta’s wilderness, wildlife and wild waters. Children’s activities to learn about wildlife are an important part of the day. People of all ages, and athletic ability are welcome to participate. If you are aged 2 to 102 this is your Earth Day event.

[FrontStream](#)

FrontStream is revolutionizing fundraising through its all-in-one platform, Panorama. More than 10,000 nonprofit and corporate customers use FrontStream’s Panorama platform for donor management, auctions, charity events, peer-to-peer and online fundraising, employee giving, volunteering, and matching. Panorama impacts lives and strengthen communities across the world as the trusted provider of online fundraising and auctions, event management, workplace engagement, and more. The company offers additional resources to support charities in creating a stronger community, including the popular podcast, [Asking for More](#), and nationwide ‘[Realize Events](#),’ exclusive evenings for nonprofit professionals, featuring dynamic panel discussions. For more information, visit <http://www.frontstream.com>

For more information:

Christyann Olson, AWA Executive Director, 403 283-2025



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