

How Many Bucks Does It Take?



By Ian Urquhart, *AWA Executive Director*

One of the favourite parts of the AWA's Executive Director job description has to be acknowledging your tremendous support for our shared mission and activities. Sean Nichols' piece earlier in this Association News section summarizes very well the wide range of what we do together through AWA. It might be trite, but we couldn't pursue those objectives and pursue them well without you.

One aspect of AWA I'm particularly proud of is the extent to which individuals support our activities. People who care about nature provide the lion's share of the funds AWA uses on behalf of wild spaces and wildlife. Seventy-four percent of AWA's "normal" revenues in 2020-21, a total that excludes the (hopefully) one-time COVID support we received through the Canadian Emergency Wage Subsidy program,

came from people like you.

If you know someone who needs reminding about AWA's impressive track record as a charity, please send them to the Charity Intelligence Canada (CI) website (www.charityintelligence.ca). Once again AWA is included in CI's list of the Top 100 charities. Last year's 4-star rating in now a 5-star rating, CI's highest. We are one of only eight environmental charities to be in the top 100; of those eight the Bruce Trail Conservancy is the only other provincial environmental organization.

For me, another source of pride in our ranking comes from AWA's "Little Engine That Could" character. You likely remember the folktale where a little engine, not a big one, comes to the rescue of a long train and pulls it up and over a mountain. In terms of total

donations, we are the Little Engine in the Environment category. Donations to the other environment charities on CI's top 100 list dwarf AWA's. But, like the Little Engine that could, AWA joins our bigger cousins in pulling the long train of conservation to its destination – healthier landscapes and wildlife populations. Coal and caribou are but two examples from this past year of those AWA successes. Perhaps we should change our motto to "I think I can, I think I can, I think I can." If you can help us become a bigger train, I promise we will pull even harder in the future.

Thank you for your generous support. Without you, our work would be neither possible, nor successful. May 2022 be a wonderful year for you and yours.

