



"The best thing about the Wilderness Committee is..."

You told us you appreciate Wilderness Committee fundamentals: our mission, our work, our people. You also commended our approach. Like how we do our work — as evidence-based environmentalists **who** engage fearlessly but also respectfully, civilly, collaboratively and authentically.

Many of you mentioned your appreciation for how we tackle campaigns and issues where focus and attention are most needed. You mentioned many of our campaigns in general, as well as many specific campaigns and issues that resonated most with you.

Even more of you believe our publications are our greatest asset — for their educational value or simply for their beauty.



Why do you give?

The most important reasons you support the Wilderness Committee are because you care about protecting wilderness, and our campaigns to protect and preserve wilderness and wildlife align with your values.

Also important to you is that the Wilderness Committee is a lean organization that uses your donated dollars efficiently and we collaborate strategically with other groups.

What would make you want to give more?

Emphatically, you told us the Wilderness Committee needs to keep building its presence in the news and in your communities, and to be more transparent with our financial information.



"My biggest concern in the next 5 years is..."

Because you care, you want to see the Wilderness Committee lead and succeed in campaigns for wilderness, wildlife and climate. But you also identified two key challenges for us:

1) The "noise" of competing environmental campaigns and organizations, all of which demand much-needed attention. **You want to see us differentiate the Wilderness Committee as unique and relevant.** (PS: it's how we do our work that is different!)

2) Sustaining the work. It's important to you the Wilderness Committee be able to sustain itself through leadership and staff transitions and have the resources needed to win the wilderness and wildlife campaigns you care most about. You want us to be able to weather political and economic ups and downs.

Sustaining and building the engagement of volunteers and activists — central to the Wilderness Committee's approach and its successes — is also a concern you've identified. Clearly, you want the organization to thrive, grow, stay focused and relevant, and succeed at advancing the protection of wild spaces, species and our climate.

Together, we're like Goldilocks said: "just right!"



Many of you spoke positively in this survey about the work of the Wilderness Committee and mentioned canvassers as your point of contact for the organization. You said the organization "seems very organized and focused" and "is involved in the right campaigns and issues."

Education is central to the Wilderness Committee's approach to building support for change. Finding the balance in delivering the right amount of communications is key. You shared that your communications preferences ("no mail please") are respected and **58 per cent of you said the number of communications you receive is "just right."**

Some things you said that motivate us to do nore:

more:
"You are informed and active and bold, all of which is inspiring."
"The continuous efforts to preserve wilderness with tangible outcomes. I've been supporting the committee for more than half my life and that means that there are people who tirelessly show up every day to defend biodiversity while I carry on in my little life."
"The WC is fighting to protect the wild places and creatures that make life worth living and that bring exceptional joy to our lives."
Commitment to respecting and protecting habitat through a combination of activism and education."

Your commitment to protect nature and ensure a wild Canada drives each of our campaigns. Since the Wilderness Committee is funded almost entirely by individual donors like you, your gifts have a huge impact.





Please consider honouring your passion for wilderness and wildlife by transferring a gift of securities or by including the Wilderness Committee in your will or estate plans. To learn more contact Michelle Johnson, donor relations manager at 778-708-9179 or michelle@wildernesscommittee.org