



WILD SHEEP SOCIETY OF BC

2021 President's Report

Our 2021 year marked another unprecedented year of commitment to wild sheep conservation in British Columbia. With our focus on our mission, we were able to allocate \$318,000 to wild sheep conservation project support. A further \$250,000 in commitments from other conservation partners seen us hit the one million-dollar mark for wild sheep conservation efforts in the province over the past two years. Revenue wise, we were nearly on par with 2020 at 1.125 million dollars, which was outstanding given that we were unable to host neither of our large in-person fundraisers due to Covid-19 pandemic.

This past year, we continued to diversify in search of new opportunities and partnerships that would help support our project growth. We continued to develop partnerships and project funding opportunities through various Grants and with various WSF Chapters & Affiliates. The Wild Sheep Foundation continued their unprecedented support in the province.

In addition to our Conservation Partnership agreement with SITKA Gear, we were able to secure additional conservation partnership agreements with Stone Glacier and Precision Optics. These agreements contribute over \$100,000 annually to our conservation efforts.

In terms of membership, year over year we continued to enjoy considerable growth with our membership at an all-time high. Our Life Membership list is approaching the 600-member mark with our Monarch Membership program exceeding 100 members.

The Charitable Status sub-committee that was set up in 2020 and led by a team of Directors and past WSSBC volunteers made great headway in 2021, receiving charitable status under the Mountain Wildlife Conservation Society (MWCS). MWCS's purposes are closely aligned with those of WSSBC, and the MWCS board of Directors is composed entirely of members of our society. This affiliation with Mountain Wildlife Conservation Society provides an option for those seeking a registered charitable donation, while our WSSBC maintains its ability to continue its great conservation work in the manner it always has.

In 2021, the board of directors took a necessary step to ensure the continued growth of the organization, with the creation of our new CEO role. Filled by past President Kyle Stelter, we are all looking forward to seeing what Kyle's dedication and passion can do for the society in a full-time capacity. With Kyle Stelter, Michael Surbey and Kelly Cioffi in the support positions they are, we are positioned to see even further growth in a variety of areas in the coming years.

In 2021, the Indigenous Relations Committee also made great strides in connecting with numerous Indigenous Communities across the province to engage on our shared conservation values and discuss partnership opportunities with WSSBC projects and initiatives.

Our Communications platform remains strong seeing increased growth particularly in our social media platforms, Facebook and Instagram. Including our email subscriber list, we have grown followers and subscribers to close to 20,000.

In terms of advocacy and outreach we have been working with elected officials on a variety of issues. We meet regularly with the Minister of Agriculture as we are striving to further our domestic-wild sheep separation initiatives. Chris Barker has been working closely with the Ministry of Agriculture and FLNRORD in Victoria making inroads for a policy around wild sheep and domestic sheep separation. This has been a



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multi decade approach, but we have a Minister of Agriculture (Lana Popham) that is committed to find a solution and has dedicated resources to a successful outcome

Our Hunter Heritage campaign 1Campfire continues to grow and we enjoy our shared partnership on the initiative with the Wild Sheep Foundation. We have an aggressive marketing plan for 2022 and work is being done on developing content for the coming year.

In terms of fundraising, due to the ongoing Covid-19 pandemic, we had to change our approach and relied on online events and more raffles to reach our fundraising goals. Due to overwhelming support from our members, donors, sponsors, and volunteers we were able to raise over half a million dollars.

2021 has been an incredibly successful year thanks to you our members, our hard-working volunteers, donors, and supporters. I am incredibly excited about the coming year and feel that we have many great things ahead for the wild sheep of BC. Thank you to all of you for your support and commitment to conservation.

Sincerely,

A handwritten signature in blue ink that reads "K. Green".

Korey Green

WSSBC President