



**Leave  
No  
Trace  
Canada**



**Annual Report 2021**

**Accomplishments, Financials, Partnerships**

Leading the way in minimizing  
our impact in the outdoors since  
2005



# From the Chair of Leave No Trace Canada

What a year! We have many new and returning partners – Affiliate and Supporting; our new website has been launched, along with a functional database; we are seeing renewed interest in on-the-ground courses; and working with our partners, we have moved into the delivery of virtual, awareness workshops, all of which demanded considerable preparatory work in this time period.

In our prior fiscal year, ending March 31, 2020 Leave No Trace activity in Canada declined noticeably. In-person courses, communications with our publics, activity of our authorized providers, memberships and partnerships – all saw a level of fall-off.

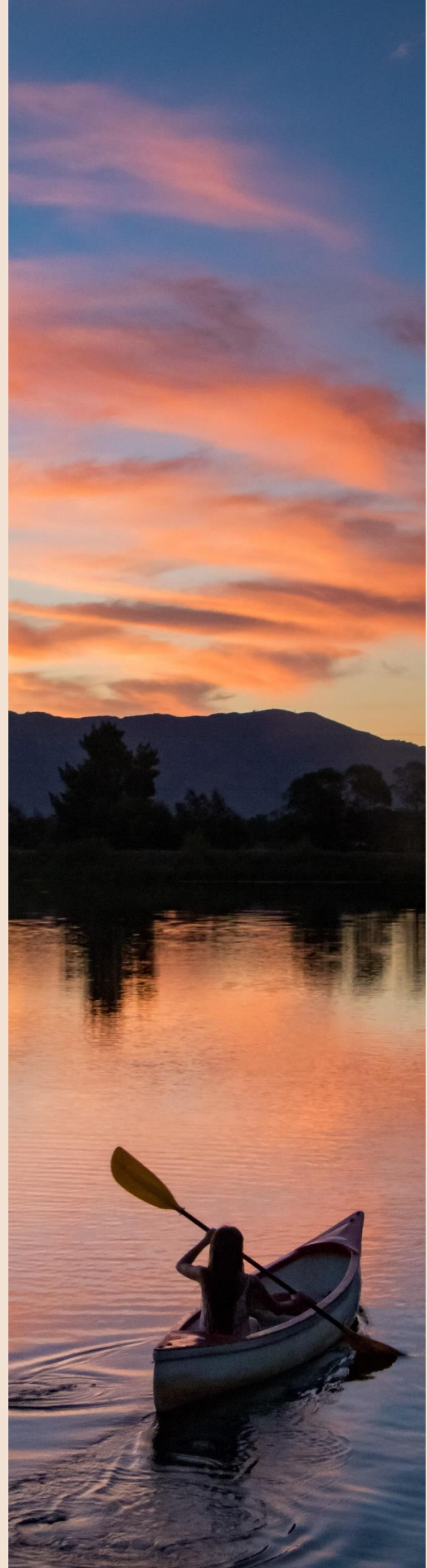
Since then, there have been many changes and improvements with more to come – all possible thanks to the hard work and perseverance of the current board, our volunteers, project manager and other contractors.

Part of that work included our Quebec projects with the Ministries of Environment and Education which are moving forward and are expected to have great impact in that province with the potential for a spin-off to the rest of Canada. Other projects that were initiated during the reporting period included the production of training videos and an interactive, on-line awareness workshop.

Our financials have stabilized somewhat during this period but, like many non-profits dealing with reduced incomes during the pandemic, more work is required in the coming months to establish Leave No Trace Canada as a long-term, viable organization.

Much of our work is just now coming to fruition (June, 2022), as we move forward with our new website and interactive database. This was long overdue as our previous systems were outdated and difficult to manage efficiently. This was especially notable in our financials and our relationships with our many publics. For sure, we need to better focus, amplify and multiply our communications across all relevant platforms. Thanks to our Supporting Partner, Mountain Equipment Company, we are hiring a social media coordinator on a term contract to address that task.

Our Authorized Providers have had varying levels of activity with Algonquin College and De Ville en Foret being the most notable in maintaining a continuous program over the past year. We would like to recognize Danielle Landry, the Principle at De Ville en Foret for her long-standing commitment to Leave No Trace Canada and for her ongoing involvements with the Government of Quebec and outdoor organizations in that province.





We currently have two types of partners: Affiliate and supporting. Affiliate includes those organizations, national, regional and local, who have adopted the Leave No Trace Principles as part of their approach to the promotion of responsible outdoor recreation. Educational institutions, hiking & wildlife organizations, special interest groups, and those representing Canada's diversity are all included here. For the reporting period we added approximately 70 new partners to a total of around 100 and our current total is at 120 (June 2022). The increase can be attributed to, in part, to a complementary, no-fee offer that we felt was important given the challenges these organizations faced through the pandemic. These partnerships are critical to our getting the Leave No Trace message out there and that commitment is very much appreciated!

Supporting partners have all made a significant financial contribution to Leave No Trace Canada and deserve our thanks. Commitments from the Quebec Ministry of Environment & Climate change as well as the Ministry of Education are now in place and we are moving forward. Coleman Canada's contribution will go towards a Leave No Trace awareness presentation, to be housed on our website, which will help to form the basis of some of our upcoming work with our partners. Mountain Equipment Company's involvement is ongoing, and we are all looking forward to having the new training videos finalized and in place. They are expected to be ready for August, 2022. We are currently in discussion with new supporting partners and announcements are expected later this summer. Without the assistance of these partners, Leave No Trace Canada would not be able to achieve many of our objectives.

As we look forward to the coming year, we have many challenges ahead: maintaining our financial viability; attracting new volunteers and board members; building partner and member benefits; and improving our communications – all remain very important to how successful we are in moving forward with our Mission.

We hope that Canadians will continue to embrace the message of the 7 Principles and that we will all have many opportunities to enjoy the high-quality outdoor experiences that this country offers. Thank you to all of you who have contributed to our success – we invite you to join with us as we work toward our Vision for Canada in the coming years.

Best in the outdoors,

Richard Vinson, Chair

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# Our Mission

To promote and inspire responsible outdoor recreation through science-based education and partnerships throughout Canada.

## Our Vision

Everyone enjoys the outdoors in a way that values and protects our environment now and for generations to come.



# Our Board of Directors

Thank you to our Board of Directors for their commitment and willingness to guide Leave No Trace in reaching its mission and minimize outdoor recreation impact across the nation.



**Richard Vinson**  
Chair



**Ashley Ekelund**  
Vice-president



**Andrew Knight**  
Secretary



**Patrick Auger**  
Director



**Myriam D'Auteuil**  
Treasurer



**Taryn Eyton**  
Director



**Marie-Pascale Deegan**  
Director



**Renato Valezin**  
Director



**Lucas Grolleau**  
Director



**Haven Holsapple**  
Director



# Leave No Trace Authorized Providers

We thank our Authorized Providers for their dedication and work in educating and training audiences. Through them, organizations and individuals can develop their outdoor ethic and become equipped with the Leave No Trace framework to help minimize the cumulative impact of recreation in natural areas.



[De ville en forêt](#) is the authorized provider of the Leave No Trace program in Quebec. We would like to thank Danielle Landry, the founder, for her dedication and countless hours towards the development of Leave No Trace programs and trainings as well as her constant communication with the organization which has been essential in the development of our program in Quebec. The resources, courses and programs developed by De ville en forêt are comprehensive, thorough and extremely valuable to the Leave No Trace movement.

Le [Collège Algonquin](#) is the authorized provider of the Leave No Trace program in Ontario. They offer yearly LNT Master Educator courses, including as part of their Outdoor Adventure Naturalis program. We thank the Algonquin College for their incredible commitment to Leave No Trace Program and continued engagement.







[Haskin Canoe](#) is the authorized provider of the Leave No Trace program in Alberta. They offer Master Educator as stand-alone course, or within a paddling program. Haskin Canoe has been dedicated to educating the public about Leave No Trace for many years and we are very grateful for their continued engagement.

[Hope Mountain Centre](#) is the authorized provider of the Leave No Trace program in British Columbia. They have been offering Leave No Trace Instructor training as part of their outdoor skills development courses for several years. We thank HMC for their commitment to Leave No Trace.





# Departures and Welcoming New Directors

Three directors are ending their mandate with Leave No Trace Canada this year

**Myriam D'Auteuil.** After three years of active involvement on the Board of Directors of Leave No Trace Canada, Myriam D'Auteuil, ends her mandate in June 2022. We thank her for her generosity and particularly for her involvement in the development of the Leave No Trace program in Quebec as well as in the development of the organization's 5-year strategic plan. Her expertise in working in the outdoor community, her boundless knowledge and resources, and her network throughout the province of Quebec and beyond have been incredibly valuable and beneficial to LNTC. Her great passion and interest in protecting our outdoor spaces is very palpable and we are grateful for the time and effort she has offered for the good of the organization. Thank you, Myriam!

**Andrew Knight** joined the board in 2020. He has served as Director of the Board as well as Secretary over his 2 years with us. We want to thank Andrew and extremely valuable input regarding strategic planning, and in leading the governance component of the organization. Andrew represented Leave No Trace Canada at the Canadian Outdoor Summit as one of speaker for the event. His support, engagement and passion for protecting our lands have been essential and a source of inspiration throughout his time with us. Thank you Andrew!

**Marie-Pascale Deegan** joined the board in 2021. Throughout her time with us as a Director on the board, she has participated in developing the Leave No Trace Team by hiring our program manager. With her expertise in public speaking and public relations, she has been very beneficial to Leave No Trace Canada in supporting the restructuring of our workshops and educational materials. Thank you, Marie-Pascale!

Moving forward, we are fortunate that, as a result of a national callout, we have had a lot of interest from additional directors in joining Leave No Trace Canada.

Effective as of Thursday, June 16th 2022, the following board directors our joining the organization:

- Bonnie Anderson, Ontario
- Rob Thomas, Newfoundland Labrador
- Flora Riyahi, Nova Scotia
- Ryan Stuart, British Columbia
- Clara-Jane Blye, Alberta



# Strategic Priorities 2021

To help better accomplish our mission and continue to promote responsible outdoor recreation, we have created subcommittees to better focus efforts in specific areas and maximize the strengths of our directors.

The top priorities for each committee this year were:

## Governance



- Review and renewal of Mission/Vision
- Review and Renew the Bylaws
- Improve board recruitment, training, and orientation.
- Optimize board meeting schedule
- Create committee structure

## Partnership & Membership



- Create a guidance document
- Review membership levels and partnership model
- Recruit new Partners
- Transition CRM and improve membership tracking

## Communications

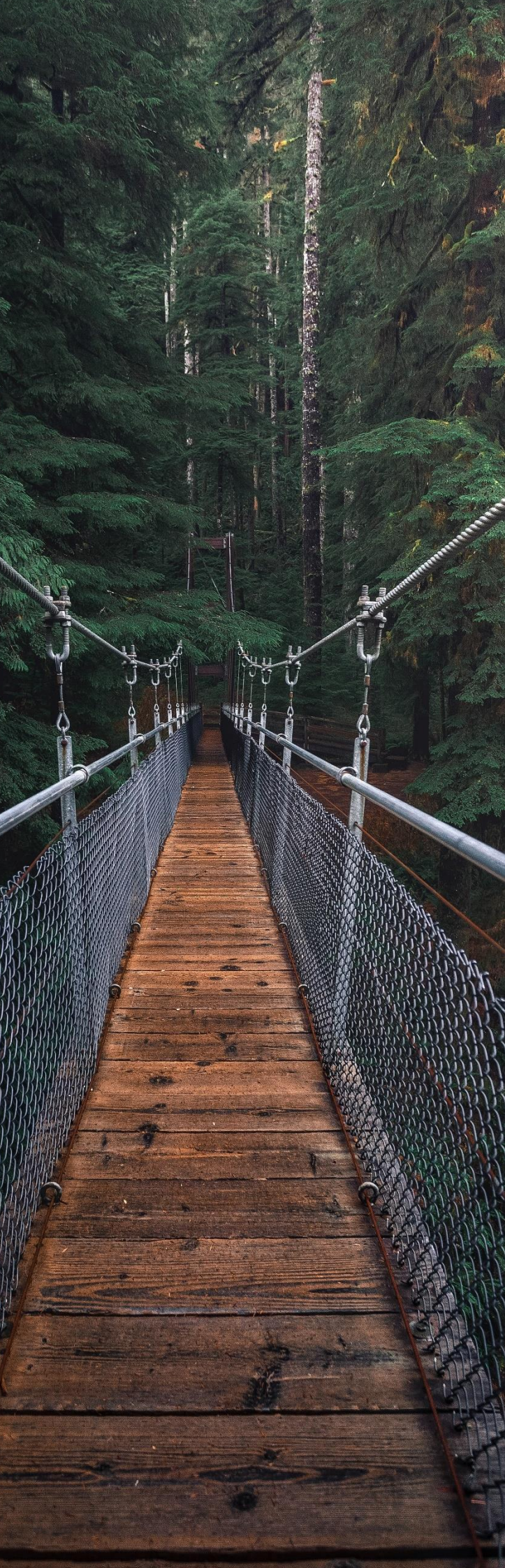


- Create a social media plan
- Hire a social media coordinator
- Promotional campaign (Qc targeted)
- Video content leveraged to raise awareness
- Creation of posters and web materials to be used by partners

## Education



- Development of awareness online course certification
- General and targeted partner awareness workshops
- Awareness presentation hosted on website
- Developing and updating resources for our partners and authorized providers



# Communications & Awareness

We have been working on developing a new communications strategy and presence as well as having a part-time employee dedicated to this purpose.

The communications objectives are as follows:

- Increase LNTC's **visibility** and **awareness** on a national scale. Promote the scientific basis of the Leave No Trace program and the 7 principles.
- **Motivate, coach** and **empower** people to take action to minimize their impact in the outdoors.
- Reinforce the idea that **"People are the solution to conservation"**. We provide the tools and guidance , audiences are the key.
- **Engaging** with key actors, partners and stakeholders across Canada to foster the growth of the organization and the Leave No Trace movement.
- Contribute to positive **behavioral changes** among outdoor enthusiasts in protecting their natural areas.

Several projects are underway to meet our communications objectives. For example, a project to produce training videos aimed at educating the public in various sectors of activity about good outdoor practices and ethics based on Leave No Trace to protect natural spaces. We also have a provincial promotional campaign aimed at raising awareness and creating educational tools for key players in the Quebec outdoor community.

# Ongoing Projects





Thanks to MEC's generous contribution towards this project, we are producing **short videos** in both official languages on the 7 principles. These will have the goal to raise awareness, educate and inform in an entertaining way. We are in the final stages of the production. Keep an eye out for their launch in July! Partners, members and the community are invited to share them with their audience and raise awareness on key behaviors and attitudes to adopt.

**Cultural Awareness Training - Weaving a Path Together.** With MEC's support, we have also worked with Tataga, an indigenous consulting agency based in Calgary, that provided LNTC board, volunteers, staff and some partners and authorized providers with a cultural awareness training. The goal is to start the conversation around guiding Leave No Trace Canada in better understanding the dynamics and activate meaningful change in our relationships with and for Indigenous Peoples and Nations. More to come...



The Ministry of Education of Québec is funding an important Leave No Trace Canada **promotional campaign** throughout the Québec Province. The project is progressing well and should be launched and available to the public in August. This campaign is designed to be at the use of the outdoor community of the province to raise awareness and educate.

With their contribution, we have also purchased 3 important programs developed by Leave No Trace USA. We are working on adapting them to our Canadian context and translate them in French.

Éducation  
Québec



Ministère  
du Développement durable,  
de l'Environnement  
et de la Lutte contre les  
changements climatiques

Québec



The Québec Ministry of Environment is funding the development of a guide of best practices to adopt in protected areas and tailored to specific activity sectors. To contribute to the development of this guide, Leave No Trace was commissioned to participate in the research, writing and overall creation of the guide. Danielle Landry from De ville en forêt has been hired by Leave No Trace Canada to lead the development of this project, in collaboration with Aude Dubois, an LNTC volunteer and in consultation with experts in specific outdoor activities that will be included in the guide, key actors in the province, notably the different outdoor federations in Québec.



In recent months, Coleman has generously provided funds for the development of awareness workshop presentations. One of which will be a general awareness workshop, and others will be targeted presentation to various groups (different activity sectors, different regions and challenges) and types of audience. The demand for this type of presentation has been high, and we look forward to developing the content and sharing it with the national community!





## Together for Diversity, Equity and Inclusion

Leave No Trace Canada and our program is designed for everyone who has an interest in spending time outdoors in nature, whether in urban, suburban or backcountry areas. Our organization recognizes that each person's relationship with the outdoors and nature is unique and personal. We make it a priority to work toward an environment in which everyone feels comfortable, welcome and safe in the outdoors. As such, we continue to work with experts in diversity, equity and inclusion to ensure that our organization reflects these principles of inclusion.

It is important to us that everyone feels represented and has equal access to enjoy the outdoors, and build a personal connection to nature that inspires people to love our natural spaces and enjoy them responsibly and sustainably. We develop partnerships and engage in important conversations with various organizations to more equitably represent diverse social groups through our actions and communications.

We strive to continually evolve as individuals, as an organization, and as an ethic by committing to work for diversity, equity and inclusion.

# Affiliate and Supporting Partners of Leave No Trace Canada

Thank you for your trust and support.

## Supporting Partners

- Quebec Ministry of the Environment and the Fight against Climate Change
- Quebec Ministry of Education
- Mountain Equipment Company
- Coleman Canada

## Affiliate Partners

### National Partners

- Canadian Wildlife Federation
- Trans Canada Trail
- Canadian Parks and Wilderness Society
- Outdoor Council of Canada
- Tataga
- Scouts Canada
- Paddle Canada
- Earth Day Canada
- Tim Hortons Foundation Camps
- Take Me Outside
- Outdoor Learning Store
- Brock University
- Great Canadian Trails

### Organizations

- Algonquin Adventures
- Algonquin Highlands Trails
- Association des parcs régionaux du Québec
- Aventure Écotourisme Québec
- Barefoot Bushcraft
- Cabox Aspiring Geopark
- Canopé réseau des bois de Laval
- Chester Recreation and Parks
- Commission de la capitale nationale – parc de la Gatineau
- Corporation du parc de la Rivière-du-Moulin
- Corporation Ski & Golf Mont-Orford
- Corridor Appalachien
- De ville en forêt
- Défis des 5 sommets
- Dirt Series Mountain Bike Camps
- Earth Day Canada
- Earth in Common

### Organizations

- East Coast Trail Association
- Ecology Action Center
- Erre
- Federation of Mountain Clubs of BC
- Fédération de la montagne de l'escalade
- Fédération Québécoise pour le Saumon d'Atlantique
- Les portageurs, Club de canot camping et d'eau vive
- Les refuges perchés – Mont Tremblant Treehouse
- Live It Earth
- Loisir Sport Lanaudière
- Marcher autrement au Québec
- Mountain Skills Academy & Adventures
- Nature Aventure
- Navi
- Nova Scotia Nature Trust
- SaskOutdoors
- Scouts Canada
- Secret Adventures
- Sentier des Caps Charlevoix
- ThinkSpot Burlington Ltd
- Venture Seven / Crowsnest Lake Bible Camp
- Willow Beach Field Naturalists
- Women Who Wander
- Woodens River Watershed Environmental Organization

## Organismes

- Fjord en Kayak
- The Fraser Valley Group
- Friends of Blue Mountain-Birch Cove Lakes
- Friends of Kananaskis Country
- Girl Gone Good
- Green Umah
- Halifax Trails
- Happiest Outdoors
- Hope Mountain Center
- Horse Council of BC
- Island Walk (PEI)
- Kayak Sans Frontieres
- Les microchalets d'Edouard
- Nova Scotia Provincial Parks
- Ontario Alliance of Climbers
- Outreal
- Paddle Alberta Society
- Paddle Canada
- Prince Edwards Island Trails
- Quebec Subaquatique
- Recreation PEI
- Regroupement des éco-quartiers
- Sentier de l'Escapade
- Sentier Pedestres des 3 monts de Coleraine
- SLIM
- Sylvolutions
- Terrain UL
- The Quiet Guiding Company

## Tourism Partnerships

- Tourism Chilliwack
- Tourism Fernie Society
- Tourism Industry Association of the Yukon
- Tourism Revelstoke
- Tourisme Durable Quebec
- Tourisme Sept Iles

# Financial Statements

## Fiscal Year 2021 Summary

The year 2021 has been a year of growth for Leave No Trace Canada, as well as a year of adaptation and improvement. The resumption of activities has helped a lot, and the support of the Quebec government has allowed us to create a new position of project manager to support all our new projects in progress. The organization prepares annual financial statements in accordance with the requirements. And the financial information presented below is consistent with the financial statements presented to the General Assembly of Leave No Trace Canada.

Revenus	March 2022 / Mars 2022	March 2021 / Mars 2021
Contributions	4 465 \$	7 025 \$
Donations	524 \$	259 \$
Grants	125 229 \$	153 \$
<b>Revenus</b>	<b>133 388 \$</b>	<b>7 437 \$</b>

Expenses / Charges	Mar 2022	Mar 2021
Salaires et avantages sociaux / Salaries and fringe benefits	38 005 \$	-
Subcontracts / Sous-traitant	3 047 \$	3 758 \$
Bank Charges / Frais bancaires	108 \$	75 \$
Educational materials / Matériel pédagogique	-	46 \$
Formation / Training	2 000 \$	-
Insurance / Assurances	2 954 \$	2 998 \$
Moving expenses / Déplacements	1 234 \$	-
Professional fees / Services professionnels	1 325 \$	1 675 \$
Rent / Loyer	2 575 \$	2 650 \$
Frais informatique / Computer fees	3 602 \$	-
Supplies and office expenses / Fourniture et frais de bureau	1 724 \$	1 042 \$
Telecommunications / télécommunications	542 \$	623 \$
Entretien et réparations / Repairs and maintenance	69 \$	-
Fournitures et frais de bureau / Supplies and office expenses	1 724 \$	490 \$
Traduction / Translation	1 514 \$	-
Production video clips / capsules vidéos	30 100 \$	-
Achat de programmes LNTCOE / Purchase of LNTCOE programs	11 191 \$	-
Campagne de promotion Quebec promotional campaign	35 006 \$	-
	<b>134 996 \$</b>	<b>13 288 \$</b>
Deficiency of revenues over expenses / Insuffisance des produits sur les charges	<b>(1 608) \$</b>	<b>(5 851) \$</b>

Changes in net assets / Évolution de l'actif net	Mar 2022	Mar 2021
Balance at the beginning of the year / Solde au début	24 823 \$	30 674 \$
Balance at the end of the year / Solde à la fin	23 215 \$	24 823 \$



Thank you!



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Canada