The Nature of Engagement

Fueled by your financial support and the commitment of hundreds of volunteers, FortWhyte Alive has helped countless citizens connect with the beauty, wonder, and importance of our natural world.

With each new and returning visitor, we strive to engage, educate, and inspire actions toward sustainable living. That’s important because today, more than ever, we need to equip ourselves for the unprecedented environmental challenges that lie ahead.

FortWhyte boasts 20% of Winnipeg’s major green space, offering countless year-round opportunities to connect with nature through active adventure and discovery. We engage our guests; whether by simply enjoying a few hours of relaxation or learning how to live more sustainably. Our diverse habitats and unique programming invite visitors to find their own way towards understanding our ecosystem and what they can do to sustain it.

Without our strong donor base, the dedication of our volunteers, and the loyalty of our membership, we would be unable to accomplish what we do and continue our dynamic evolution. Our success is your success. As you review these highlights of FortWhyte’s achievements this past year, please accept your share of the credit and our sincere thanks.

I hope the impact of our reach and the positive change we’ve seen encourages you to continue your support of this important work. I invite you to share any ideas you may have to help further our mission. Together, we can ensure that the FortWhyte Alive experience continues to increase its impact today and for generations to come.

BILL ELLIOTT
President & CEO
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Stewardship Begins with Appreciating Nature

FortWhyte Alive is an urban oasis where active immersion in nature happens every day. Members and casual visitors learn new skills such as snowshoeing and fishing, or simply escape daily stresses hiking our trails.

Our extensive, diverse daily programming ranges from active adventures to wildlife watching to learning how to preserve and prepare foods. Fun and recreation are often a first point of contact with future FortWhyte Alive champions who strive to preserve and protect nature’s playground for future generations.

“Having a family membership at FortWhyte Alive allows our family to connect with nature without having to leave the city. Our children love seeing the deer, roasting bannock, and dipnetting.”

~FortWhyte Alive Member
5,092 PEOPLE enjoyed Fort Whyte membership.

57,928 INDIVIDUALS visited through general admissions.

2,538 PARTICIPANTS engaged in 133 ecotourism programs.

364 DAYS a year we remain open for outdoor recreation, adventure, and exploration.
“FortWhyte has a far superior program to other camps—part of that of course is the unique environment that you have to offer. I love that my daughter comes home and tells me about things that she has learned throughout the week about nature, recycling, and the environment.”

~Parent of a Youth Camper
Learning as We Grow

People of all ages come to FortWhyte Alive to learn about the natural environment, and how to get the most out of a life that is sustainable. The support of our funders and individual donors helps us reach more children, youth, and families living in situations that offer fewer opportunities for cultural and educational enrichment.

One of the ways we foster respect and appreciation for the environment is through our extensive school and day camp programming. Experiential on-site learning opportunities and classroom resources follow the Manitoba curriculum providing a valuable resource for educators. Our seasonal day camps immerse children ages 4-12 years in nature structured around themes based on topical events that explore Canadian culture, history, and diversity.

“BIG thank you to @FortWhyteAlive for letting nature be our teacher. Catching bugs and sitting quietly while the birds ate was life changing.”

@ms_kusyk

31,782 STUDENTS from 240 schools participated in our educational programs.

4,702 PARTICIPANTS enjoyed our camps.

3,576 CAMPERS participated in our summer youth programming.
Strengthening Communities through Social Enterprise

A sustainable world depends on thriving communities where everyone has a place to be productive. That’s the philosophy behind FortWhyte Farms (FWF). Using sustainable agriculture as a springboard, FWF is a hub for under-served youth to learn practical work skills, build leadership capabilities, and develop self-reliance and confidence.

Every year, FWF programming grows in its capacity as a social enterprise, realizing social and economic benefits that extend into the lives of under-served individuals, families, and communities. Our Community Shared Agriculture program and Market give the public at large a source of local, sustainably-farmed food while supporting youth. Farm events and food workshops are another way FWF promotes sustainability awareness.

• We engaged an average of 173 consistent participants in our social enterprise programming.
• 14 young people completed the FWF Summer Employment Program. By the end of summer, 90% of participants said they were making choices that were more socially and environmentally positive.
• 75% of participants reported improvement in their school work as a result of FWF.
• 60% of participants reported an improvement in their food knowledge and eating habits.
"I feel lucky that I am here and get to learn about workplace expectations and all that essential stuff that is necessary in a future job."

~Junior Staff, FWF
“I’ve been involved in a lot of not-for-profit organizations and I can say that FortWhyte gets it right with their combination of keen business sense, social programs, and self-sustainability practices. They set an example for all communities to follow. It’s an amazing jewel in the heart of our city.”

~DOUG HARVEY, President, Maxim Truck & Trailer
7,800 PEOPLE in 235 groups used FortWhyte facilities for meetings and events.

5 COMPANIES contributed 5-10 volunteers over the span of 11 days to work on FortWhyte Farms projects as part of their corporate giving programs.

1,063 PARTICIPANTS from 58 organizations joined us for corporate events.

400% GROWTH in tourism and corporate programs.
Our Path to Sustainability

At FortWhyte Alive, sustainability includes a healthy natural environment, a vibrant economic environment, and an equitable social environment.

We are committed to working with staff, volunteers, and the broader community towards our goal of becoming a national leader in sustainability.

After a detailed assessment of our operations, FortWhyte Alive launched a sustainability strategy in 2015 which received the 2015 Excellence in Sustainability Award from the Manitoba Round Table for Sustainable Development. This organizational roadmap includes short, mid-range, and long-term goals. You can read the plan at: fortwhyte.org/sustainability

We have undertaken many initiatives to meet our sustainability goals. Highlights include the development of a tracking and incentive program for our staff to encourage environmentally sustainable workplace practices. We’ve also designated four priority parking spots for carpooling.

The Winnipeg Chamber of Commerce shortlisted FortWhyte Alive for its “Spirit of Winnipeg” award recognizing our sustainability initiatives. We want everyone to get on board, so we participated in and hosted public engagement sessions during Sustainability Month (October). The events were sponsored by the Manitoba Education for Sustainable Development Working Group and Manitoba Eco-Network.
“FortWhyte Alive has always been a destination for sustainability education and inspiration—before it was even called that. It’s exciting to be on the leading edge of sustainable initiatives in Manitoba, and we are proud of our commitment to tracking our performance, ensuring we remain on the path to excellence.”

~JACKIE AVENT, Director of Sustainability
FortWhyte Alive thrives because individuals, organizations, and funding partners share our mission and support our programming. Together, we are changing how people see our world and making a world of difference.

Often, it is one of our signature fundraising events that introduce people to our destination. These events range from elegant gatherings to spirited winter parties, and unique 5K runs. Designed to appeal to varied tastes and demographics, what they all have in common is upholding one of our core values—FUN!

Our team of volunteers consistently exceeds our expectations. From leading public nature walks to running the school program and helping in the office, we could not do what we do without them!

Community That Keeps Us Going

505 VOLUNTEERS were active in our programming.

24,534+ HOURS were logged by our volunteers.

$500,000 is the estimated value of volunteer hours at our centre.
Total Revenue
$2,529,300

1. DONATIONS AND FUNDRAISING 33.1%
2. PROGRAM FEES 21.2%
3. OTHER EARNED REVENUE 16.5%
4. GOVERNMENT GRANTS 11.4%
5. MEMBERSHIPS 6.4%
6. ADMISSIONS 5.9%
7. ENDOWMENT FUND 5.5%
Thank you so much for helping us make an impact!

Find a complete list of our donors and sponsors on our website at fortwhyte.org/supporters

WANT TO HELP US MAKE AN IMPACT?
Visit fortwhyte.org to find out more about membership, volunteering, making a donation, joining our legacy society, or becoming a corporate sponsor.

WE’RE NATURALLY SOCIAL. COME SAY HELLO!
@FortWhyteAlive

FortWhyte Alive