

EX | WILDLIFE
POSED CONSERVANCY

Strategic Plan.

2025 / 2030

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Our Core Purpose

At the Exposed Wildlife Conservancy (EWC), our core purpose is to advocate for these grizzly bears, wolves and cougars.

This strategic plan lays out our priorities for the next five years. It is grounded in our mission to champion the rights of Canada's apex predators and reflects our belief that change is not only possible, it is necessary.

Strategic Pillars.



Our five Strategic Pillars
will guide our work:

Policy and Wildlife Research/Management Impact

Public Education, Advocacy and Awareness

Organizational Sustainability

Governance and Leadership

Strategic Partnerships

A Plan For Action

Each pillar is built to help us shift the social and political landscape, from outdated resource-focused management to modern, science-based, and ethical conservation practices. From the classroom to the legislature, from the mountain trail to the media, EWC is committed to making change where it matters most.

This is a plan for action. A plan for impact.
A plan for the wild future we believe in.

Policy and Wildlife Research/Management Impact.

We are changing the system, exposing injustice, influencing legislation, and championing a future where apex predators are protected, not persecuted by policy.

KRA 1.1: Policy Impact

Objective 1.1.1: Have one of four national or provincial campaigns make progress towards, or result in, at least one major wildlife policy reform.

Objective 1.1.2: Positively affect at least two wildlife management regulations or quota changes/updates.

Objective 1.1.3: Secure a seat at at least two policy advisory tables (e.g., Alberta wildlife advisory body, Parks Canada working group).

KRA 1.2: Advocacy and Research Impact

Objective 1.2.1: Leverage EWC's flagship campaigns, such as the TIP Campaign, Trapping Reform, and Predator Protection Projects, to drive public discourse and policy engagement around unethical wildlife practices. Measured by: media reach, government responses, and mobilization outcomes (e.g. letters sent, petitions signed).

Objective 1.2.2: Ensure all major advocacy campaigns include a clear policy ask, measurable mobilization goals, and a follow-up strategy that links public awareness to institutional change. Measured by: policy brief submissions, meetings with decision-makers, and campaign-to-policy conversion rate.

Objective 1.2.3: Develop a rapid-response framework that enables EWC to react swiftly to emerging wildlife issues with expert commentary, campaign activation, and public mobilization. Measured by: response time, reach of public messaging, and inclusion in media and government briefings.

Objective 1.2.4: Establish a wildlife research program to inform advocacy, guide education, and support policy reform. Measured by: research partnerships formed, studies initiated or supported, and data utilized in advocacy campaigns or public education.

Public Education, Advocacy and Awareness.

We ignite curiosity, compassion and awareness through storytelling and education, empowering both current and future generations to understand, value, and give wildlife a voice.

KRA 2.1: Education Program Development

Objective 2.1.1: Assist with the development of youth wildlife education programs in Canadian classrooms.

Objective 2.1.2: Build a business plan for a youth camp and wilderness centre.

Objective 2.1.3: Expand our public-facing education program, including our Knowledgebase, with a plan for peer-reviewed resources and video to support individuals to advocate.

Objective 2.1.4: Support youth engagement by providing scholarship opportunities that promote conservation leadership.

KRA 2.2: Content and Outreach

Objective 2.2.1: Position EWC as a leading digital voice in wildlife conservation by expanding reach and deepening engagement across priority digital platforms.

Objective 2.2.2: Launch an in-person education program.

Organizational Sustainability.

We are building a powerful, resilient organization, financially strong, people-powered, and ready to protect wildlife for generations to come.

KRA 3.1: Financial Growth and Fundraising

Objective 3.1.1: Achieve \$1 million annual revenue.

Objective 3.1.2: Diversify income: major gifts, grants, recurring donations (e.g., Insiders), fundraising, merchandise, legacy/endowments.



Governance and Leadership.

We lead with integrity, strategy, and accountability, ensuring every decision moves us closer to a more ethical, science-based future for wildlife.

KRA 4.1: Board Development

Objective 4.1.1: Expand Board to 5 active members by 2025 and 7 by 2026.

Objective 4.1.2: Strengthen board governance by aligning recruitment, onboarding, and performance evaluation with strategic needs and long-term growth. Complete board skills matrix and onboarding package.

Objective 4.1.3: Ensure accountable, strategic governance by activating board committees aligned with EWC's core pillars: Advocacy, Fundraising, and Oversight.

Objective 4.1.4: Form an EWC Research Advisory Board.

KRA 4.2: Leadership Continuity and Credibility

Objective 4.2.1: Establish a transition and succession plan for key roles including ED and Board Chair.

Objective 4.2.2: Evolve EWC's public identity to reflect the strength of its team and institutional brand while honouring its co-founders' legacy.

Strategic Partnerships.

We cultivate alliances that amplify our voice and expand our reach and influence.

KRA 5.1: Partnerships and NGO Engagement

Objective 5.1.1: Build formal partnerships with 5 new NGOs or coalitions (e.g., Raincoast, CPAWS, etc.).

Objective 5.1.2: Establish EWC's presence in key national and regional advocacy networks (i.e. conferences, conventions, etc.).

Objective 5.1.3: Develop trusted relationships with policymakers to position EWC as a nonpartisan advisor in apex predator conservation.

KRA 5.2: Ambassadors and Volunteers

Objective 5.2.1: Recruit 3 high-profile public ambassadors (e.g., scientists, influencers, celebrities) to amplify major campaigns.

Objective 5.2.2: Increase public advocacy through an expanded ambassador program.

Objective 5.2.3: Expand volunteer program and engagement.

Conclusion.



A Defining Moment

This strategic plan marks a defining moment for the Exposed Wildlife Conservancy.

As a board, we are committed to turning this vision into action, building a Canada where apex predators are protected, respected, and valued.

In the coming months, our focus is clear: strengthen governance, grow our leadership team, and secure the funding needed to scale our advocacy, education, and research efforts. We will support the continued development of key campaigns, deepen partnerships, and begin laying the foundation for a credible, science-informed research program.

This plan is not just a vision, it's a commitment. With the support of our staff, volunteers, donors, and allies, we are ready to lead EWC into its next chapter.

Together, we will shape a future where wildlife has a voice, and where policy, people, and ecosystems thrive in balance.

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Photo | Ambassador John E. Marriott