

PARCS

CANADIAN PARKS COUNCIL
CONSEIL CANADIEN DES PARCS

About the Canadian Parks Council



Who We Are.

CPC exists to connect and coordinate action among Canada's federal, provincial and territorial parks agencies.



What We Do.

CPC is a new independent non-profit corporation that works with board members across the country to advance the work of parks and protected areas.

CPC operated as a community of practice and intergovernmental forum since 1962.

CPC founded CPPCL to revitalize, modernize and deliver leadership development programs for parks agencies across Canada.

Parks and Protected Areas managed by the Canadian Parks Council



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada

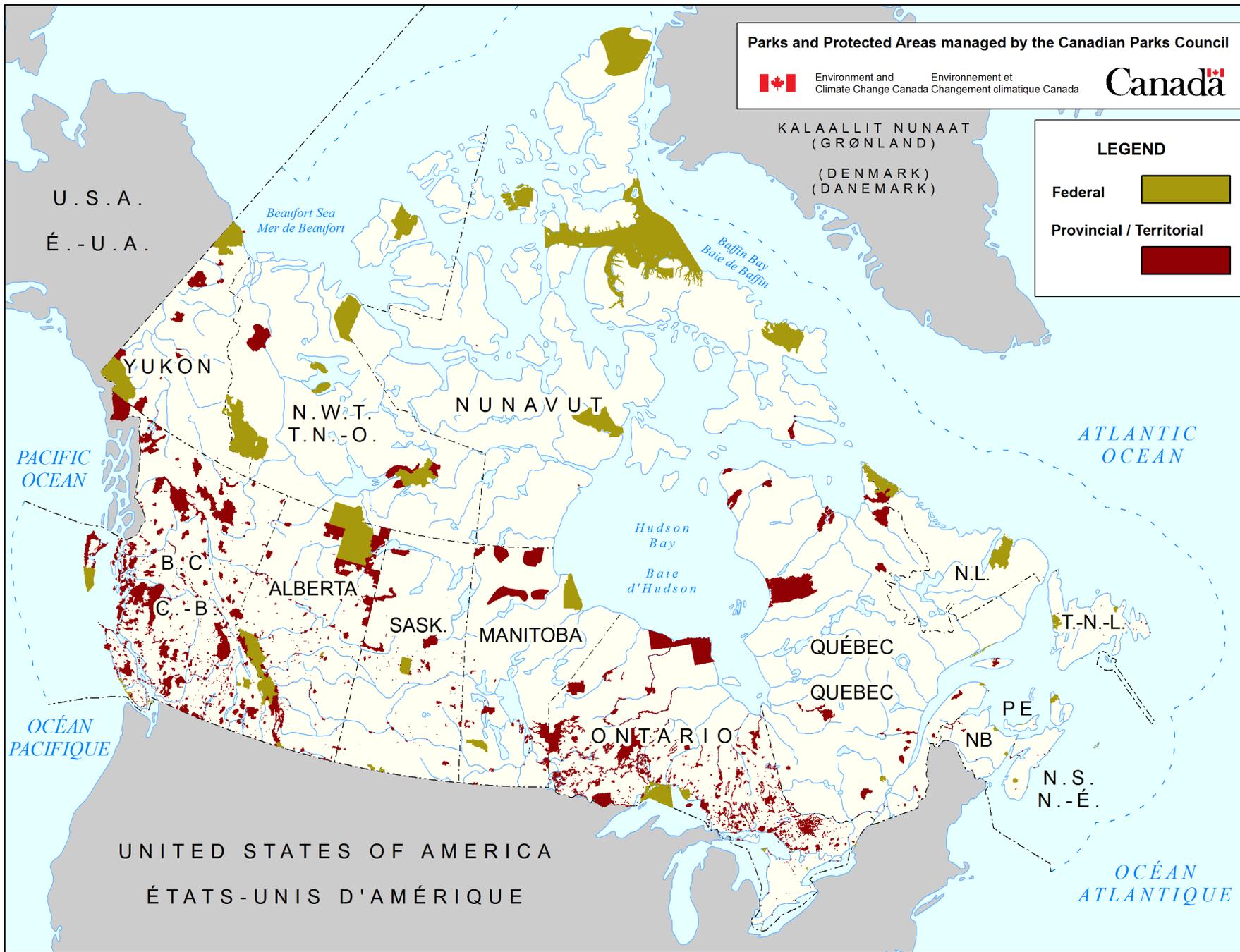
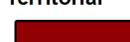
Canada

LEGEND

Federal



Provincial / Territorial



- 2,700 protected heritage places
- ~ 7.5% of Canada's protected landscapes
- Millions of Canadians value and connect
- Economic engine for many of Canada's rural and remote communities

Our structure has changed, our guiding principles have not

Reconciliation

Recognition and support of Indigenous rights and responsibilities

Respect

Accommodation of different perspectives, experiences, values and priorities

Inclusiveness

Active outreach and engagement to grow the voice of parks in Canada

Collaboration

Intention to optimize the complimentary goals of all parties

Transparency

Openness with assumptions, plans, decisions, actions and results

Innovation

Active curiosity and willingness to consider creative solutions

Evidence-based Decisions

Honouring different knowledge systems



Current work of CPC

Organizational Management

Financial Sustainability
Governance & Operational Policy Development
Governance & Operational Committee Structure
CRA/Corporations Canada
Annual Returns

Strategic Work

Revenue Generation
Strategic Planning
Building & renewing partnerships
Branding
Communications

Operational Work

CPPCL program & offerings
Supporting Jurisdictions
Outreach
Leadership Program
Jscans & Information Sharing
Administration

We're on our way

- Sponsorship for AGM & Annual Event for first time in 2023
- Modeled after NASPD, short presentations, display tables, sponsor logos & recognition
- Not a sales opportunity, but rather relationship development
- Balance of revenue generation, leveraging our value, and preserving time to network together & quality of gathering
- Other revenue generation will begin soon

Looking to the future.

- Philanthropy represents a huge opportunity for parks in Canada.
- Currently only 1 charitable foundation supporting parks in British Columbia
- No other FPT parks fundraising (some in Ontario)
- Market exists for parks fundraising: BC Parks Foundation, Parks Calgary, TRCA, our US partners!

Sponsorships

- Transactional
- \$2.9B industry
- Corporations
- Sales & Marketing outcomes

Philanthropy

- Relationships
- \$16.4B industry (80% from individuals)
- Individuals, Communities, Foundations, Corporations
- Intergenerational Wealth Transfer

And figuring out how to get there

- Strategies
 - Relationships not transactions
 - Start with Grants, Foundation giving & Corporate
 - Charitable status?
 - Major & Legacy Giving
 - Individual Giving
- Cases for Support will be determined by our Board and what will best serve parks. Some potential examples are below:
 - Operating costs
 - Existing program enhancement
 - Education
 - Ecological Integrity
 - Capital infrastructure
 - New Program development
 - Accessibility
 - Welcoming & Inclusion
 - Other, tbd.
 - Work we're best at when we work together
 - Labour market & Parks as first choice career
 - Health benefits of time in nature

Building good governance



Governance Policies



Delineation between governance & operations
(and development of operational policies too!)



Board Structure (Committees: Governance,
Executive, Finance, HR, Development)



Best Practices, Due Diligence and
Accountability/Transparency



Roles, Responsibilities & Job Descriptions and
support and onboarding of new members

Work underway

Adjust to new ways of work given NFP Corporation status.

Develop a strong Non-Profit organization that can support parks for decades to come.

Listen to our communities about what is needed.

Develop new Strategic Plan.

Communicate it!

What's next for CPC

Find our niche – how can we support Canadian parks in a way no one else can?

Leverage non-profit status to seek support and funding for strategic pan-Canada parks projects.

Develop new and enhance existing relationships, partnerships and opportunities.