Alberta Wilderness Association

AWA Impacts Year-over-year (2022-2025)

	2022-23	2023-24	2024-25
Media Coverage - # articles	100	141	291
OpEds published		5	5
News Releases		22	17
A4W # of adventures	36	30	28
total participants Adult	285	373	299
total participants Youth	21	55	32
Other AWA events - Total # of events	15	31	42
participants Adults	797	1384	2179
participants Youth	67	32	828
School presentations - #	1	10	19
# of adults	2	140	89
# of youth	35	327	807
Bioblitz	Cardinal Divide		Cypress Hills
observers	28		70
species identified	419		1201
Membership	6135	6266	10990
***Wild Lands Advocate* - print circulation per issue** (published 4x / year)			2250
newsletter - subscribers	2750	3311	5573
social media - followers	4400	6316	8500
Volunteers - #	71	105	188
Volunteer hours	1182	1231	1645
Letters to Government		25	19
Letter campaigns			6
Letters sent			2672
Petitions			1
Participated in WG & Committees		14	27
Species at Risk assessments		4	5
Website total views		130,000	135,000
# of full-time staff	7	7	8