



# 2017-2021

## What is the Saskatchewan Breeding Bird Atlas?

For the first time ever, we'll map all the birds breeding across the whole of Saskatchewan, through sound science and community volunteerism, to create a free, new conservation and education resource for everyone to use.

## Why is this project important?

It will become the new go-to resource for making decisions about bird (and other animal) species, sites, habitats and landscapes, and the way these are managed for natural resources, conservation, people and development. The project is a broad-based partnership designed to unite thousands of people from the rapidly growing wildlife-watching community, wildlife management agencies, industry, academia, professional biologists, and responsible outdoor user groups, around a common stewardship goal.

## How can private business and industries get involved?

The simplest way to support the Atlas is to make a cash donation. All donations will garner a receipt, permanent recognition on the atlas website, and public recognition in annual reports, newsletters, and presentations. Other ways to make valuable contributions include *in-kind* support, examples include:

- Provide lodging for Atlas volunteers and/or staff (especially helpful in remote regions)
- Provide transportation in remote regions (e.g., helicopter, float plane, boat)
- Donation of specialized equipment (e.g. handheld recording device and/or autonomous recording units; inReach satellite communicator)
- Employee engagement: volunteer days involving employees in a way to boost their appreciation for the environment and/or the company's environmental profile

## How do companies benefit?

The atlas model has proved to be extremely valuable in environmental impact assessment and long-term conservation planning. The project scale, timeliness, community involvement and volunteerism bring substantial cost-savings to a province-wide effort.

- Complements and improves core business programs to assess biodiversity on lands and waters that they manage, including species-at-risk and critical wildlife habitat;
- Return on investment for industrial planning and EIA process, a \$10K investment yields a minimum 20:1 return;
- Demonstrates company's tangible support for and visible commitment to conservation, community & sustainable resource management;



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- Fosters direct connections between atlas personnel and industry staff, leading to productive new partnerships centered on shared conservation goals;
- Earns broad name and logo recognition from community events to media announcements; enduring visibility in public annual reports and the permanent atlas website

## **How do sponsorship dollars get used?**

Private contributions create important financial leverage with impressive matching support (both cash and in-kind). Cash donations help to cover annual expenses such as regional training workshops, travel and logistics to survey in remote northern regions, equipment (GPS units, recorders, safety gear), limited seasonal staffing, and travel grants/stipends for volunteers to help defray expenses of travel to remote regions. About 1/3 of the budget is dedicated to covering core project staff salaries.

## **How much should you contribute?**

Donations of any amount are welcomed. Just \$500 places you in our Bronze donor category. A contribution of \$10,000 elevates to the Silver donations category, and a contribution of \$100,000 warrants the prestigious Gold category. Donations can be staggered over periods of years. For example, if \$100,000 is not possible in one year, pledging the amount across five years provides an option for your investment, and brings greater stability to the long-term planning for the project. Recognition of sponsorship contributions is cumulative.