

4WDABC Annual Impact

Report

2023



Greetings from the President, Kim Reeves

Welcome to the Four Wheel Drive Association of BC's Impact Report for 2023.

In this report, you will see a snapshot of the work our members and volunteers accomplished in 2023. You will see where your membership dollars went and the value of those dollars expressed in terms of impact. What is more difficult to see is the non-economic value delivered by our members and volunteers to those that participated in our events, those who enjoyed the benefit of our work on recreation sites, education programs, kids events and cleanups.

For example; I recall attending a Wheelers of Tomorrow event where we took 20 kids and a dozen parents on a 4x4 trip to Hale Creek for a barbeque and an afternoon of playing on the shore of Harrison Lake. As I was barbecuing, I was watching kids playing in groups and parents mingling and watching over their kids. I noticed a group of kids dragging small logs out of the woods and building a raft. They worked and chatted away trying to figure out how to tie the logs together. I also noticed others skipping rocks, exploring the forest, finding old logging remains and their parents were all smiles mingling and chatting. It then occurred to me that I hadn't seen an electronic device all day, basically since we aired down. After we ate and played until late afternoon, we packed up and hit the road back to the hatchery and said our goodbyes.

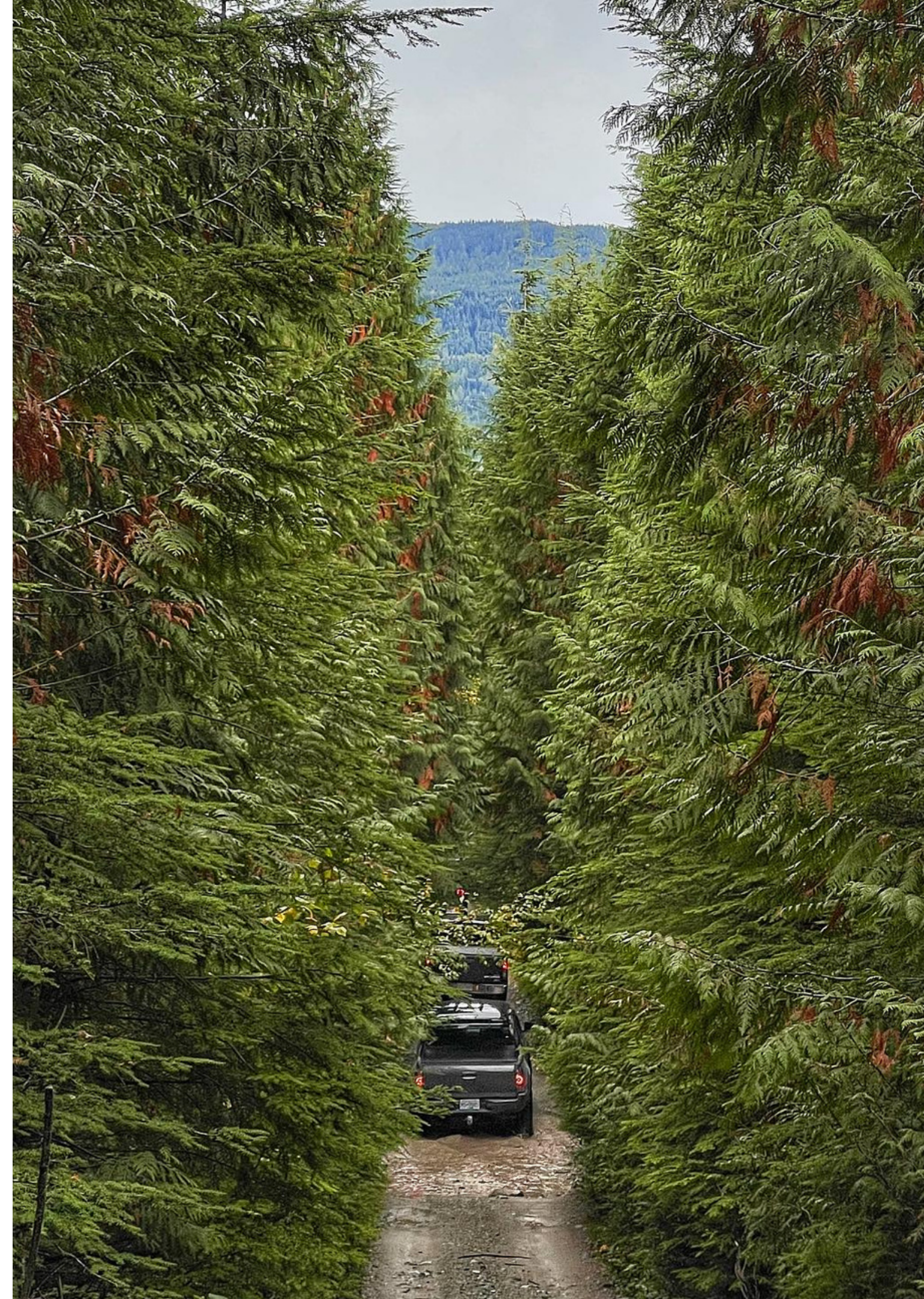
Considering that story, we KNOW that there was great value for everyone who attended that day. It cannot be measured in dollars though. I have difficulty in finding the metrics of how to measure that value but I know that it is great. I know that that day lives on in the memory of every person who attended because it is so far outside the normal everyday activity that is forgotten. Everyone could see the value in the faces and smiles of the children and their parents. Frankly, it was also evident in the faces and smiles of all of the volunteers who drove all of these folks to Hale and back.

How do you measure improvements in mental health, happiness, health, problem solving, belonging, friendship, awe, spirituality, and kindness, or a decrease in anxiety, depression, and loneliness? This is really where the value of volunteering is! It is building a community of like-minded people who through selfless altruism improve the lives of others without consideration of personal benefit. It is building connections with other people while also building connections with the land and nature. It is the freedom to have fun while doing those things that ultimately result in doing good works for others whom you will likely never meet.

Who knew that so much value could be created by a small membership fee?

I hope you enjoy this Impact Report and know that the Board of this Association appreciates everything our members and volunteers accomplish. Please know how much of a difference and positive impact you make to our world!

Sincerely,
Kim Reeves,
President, 4WDABC



Our Mission

TO PROMOTE THE RESPONSIBLE USE OF FOUR-WHEEL DRIVE AND OFF-ROAD VEHICLES FOR ENJOYING THE GREAT OUTDOORS WHILE ADVOCATING FOR PUBLIC ACCESS TO PUBLIC LANDS

Our Vision

TO BE THE LEADING ADVOCATE FOR FOUR-WHEEL DRIVE FACILITATED RECREATION BY PROMOTING SHARED USE OF ROADS AND TRAILS THROUGH COLLABORATIVE INTERACTION WITH OTHER BACKCOUNTRY RECREATION ORGANIZATIONS, REGULATORY BODIES, AND OTHERS HAVING INTEREST IN PUBLIC LAND USE.



Advocacy

4WDABC REPRESENTATIVES ATTENDED DOZENS OF MEETINGS WITH OUTSIDE ORGANIZATIONS IN 2023 ON BEHALF OF THE ASSOCIATION, INCLUDING

- Outdoor Recreation Council of BC
 - ORCBC Reconciliation Committee
 - ORCBC Outdoor Recreation Fund
- Lillooet Regional Invasive Species Society
- Members of the BC Legislative Assembly
- Wilderness Watch Salmon Society (Gill Bar)
- Recreation Sites and Trails BC
- BC Wildlife Federation
- Lumby Trail Society
- Shuswap Trail Alliance
- TreadLightly!
- BC Powersports Coalition
- Cascade Skyline Gondola project
- Chilliwack Recreation Advisory Group

Education and Information

4WDABC IN THE MEDIA

-GLOBAL NEWS

-CBC DAYBREAK NORTH

-THE STORY TIL NOW (YOUTUBE)

-CBC RADIO ONE

JOYTV: FRASER FOCUS

ASHCROFT-CACHE CREEK JOURNAL

COLUMBIA MOUNTAINS INSTITUTE OF APPLIED ECOLOGY

RESPONSIBLE RECREATION: PATHWAYS, PRACTICES & RESPONSIBILITIES CONFERENCE

Panel Presentation: Responsible Recreation Education Efforts

- best practices for changing behaviours

OUTDOOR RECREATION COUNCIL OF BC

WEBINAR - STEWARDSHIP INSPIRATION GUIDE

WEBINAR -INTRODUCTION TO TREADLIGHTLY!

TREADLIGHTLY!

6 NEW TREAD TRAINERS ADDED TO TRAINING TEAM

BC OVERLAND RALLY

WORKSHOP - INTRODUCTION TO TREADLIGHTLY!

BC WILDLIFE FEDERATION

WOMEN OUTDOORS PROGRAM

Introduction to Off-Road Driving

WE WERE PART OF MORE THAN 20 EVENTS IN 2023

-COMMUNITY EVENTS SUCH AS OUTHOUSE RACES

**-OUTDOOR SHOWS IN THE LOWER MAINLAND,
INTERIOR, ISLAND, AND SOUTH PEACE REGIONS**

-TOY DRIVES

-SHOW AND SHINE

-MEET AND GREETs

Community Engagement



**Where should we be in
2024? email
events@4wdabc.ca if
there's an event near you
that we should attend!**





**JOINT MAINTENANCE AGREEMENT
WITH LOGAN LAKE ATV CLUB ON
GREENSTONE MOUNTAIN FIRE TOWER**



**SPONSORSHIP OF THE
NORTHWEST MUD RACING
ASSOCIATION**



**SPONSORSHIP OF THE
CANTOY DIVAS TEAM AT THE
2023 REBELLE RALLY,
WINNERS OF THE
INTERNATIONAL CUP**



**MEMORANDUM OF
UNDERSTANDING WITH ATVBC**

Public Relations and Strategic Partnerships



**\$10 MILLION OUTDOOR RECREATION
FUND CREATION WITH ORCBC
(KIM REEVES, 4WDABC PRESIDENT IS
A DIRECTOR FOR THE ORCBC)**






Train the Trainer 2023
 September 11-15
The Wheeling Wisely Training Team has increased to 31 members after the successful completion of the 2023 Train the Trainer event at Apex Mountain! Watch for added course dates and locations to come in 2024

Thanks to the entire Wheeling Wisely Training team, who contributed well over 2,700 hours of volunteer time in 2023 to make the program a success!



Over 125 people attended Wheeling Wisely courses all across the province in 2023

Environmental Stewardship



REC SITE
MAINTENANCE
BACKCOUNTRY
CLEANUPS
TRAIL
MAINTENANCE



Looking for a way to get involved? Email volunteers@4wdabc.ca to get your name on the list for upcoming projects in your area



Report any maintenance related concerns to maintenance@4wdabc.ca and we will get to work!

**Nearly 3,500 volunteer hours recorded
in 2023 for RSTBC related projects**

Recreation Site Management

**28 REC SITES IN TOTAL,
INCLUDING 4 FIRE TOWERS**

**GOVERNMENT
LAKE**



OMINECA REGION

7 New Rec Sites Added in 2023

**THREE SISTERS
THOMPSON-
NICOLA REGION**



SIDE BAY

GOODING COVE

O'CONNELL LAKE

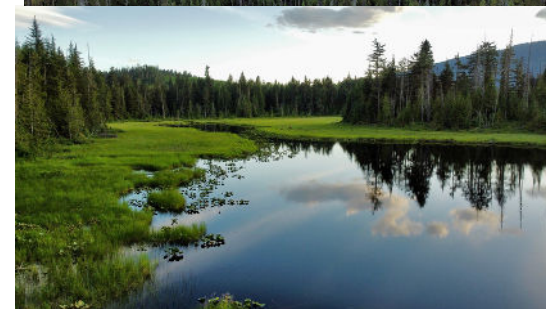
VANCOUVER ISLAND

GRASSY LAKE

ELBOW LAKE

OKANAGAN

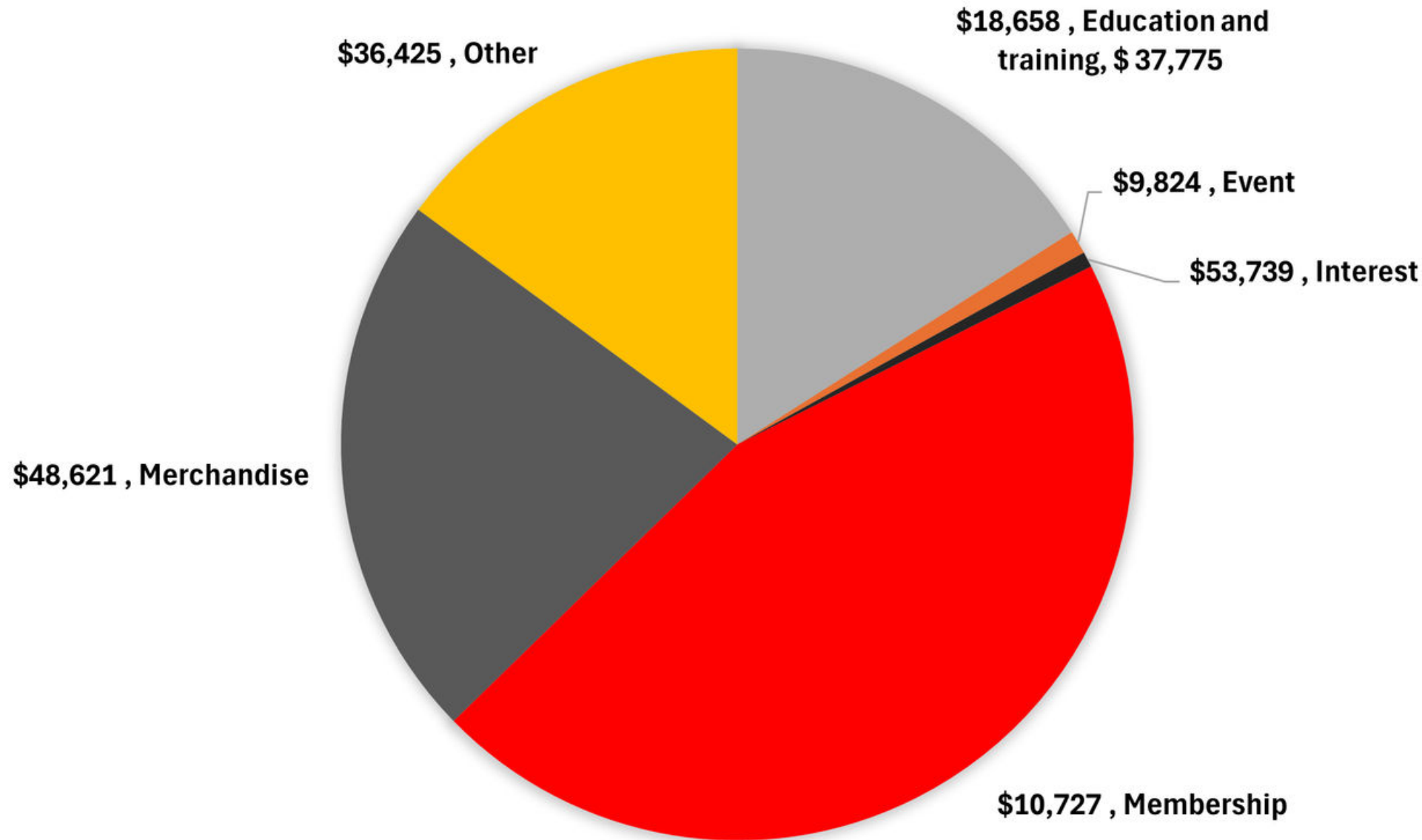
REGION



Thank you to our team of regional representatives, volunteers, and partners at RSTBC, the Logan Lake ATV Club, BC Parks, and others for all your hard work keeping these sites open and available for everyone to visit and enjoy!

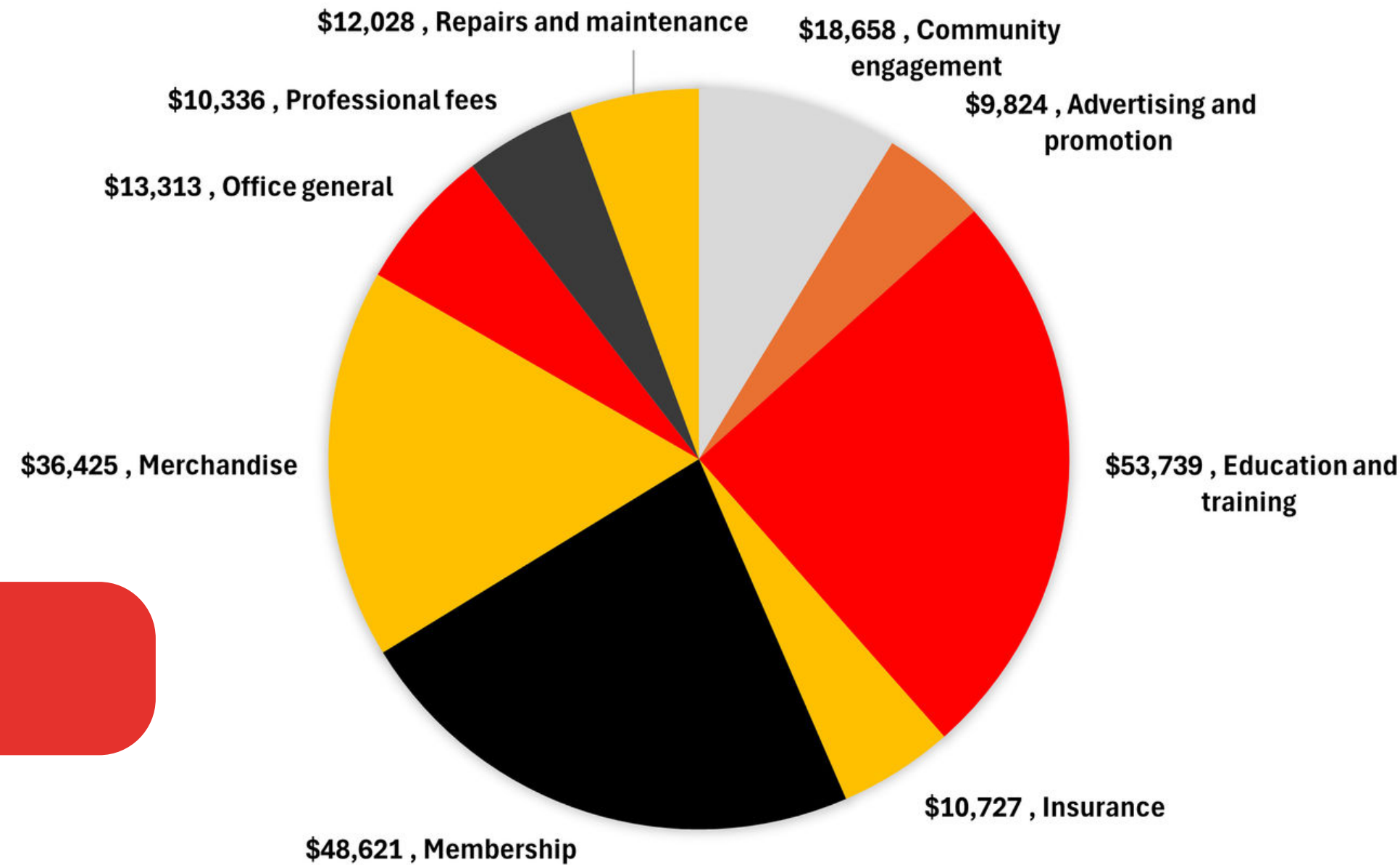


REVENUES - 2023



THANK YOU TO ALL OF OUR SPONSORS, DONORS, AND MEMBERS-BOTH INDIVIDUAL AND CORPORATE- WHOSE CONTRIBUTIONS MAKE IT POSSIBLE FOR US TO DO ALL THESE AMAZING THINGS

EXPENSES - 2023



Your Membership Fees at Work

Donations are always welcome! Email treasurer@4wdabc.ca or visit our website for more information on how to donate



The Power of Backcountry Connection



**VOLUNTEERS MAINTAIN REC SITES AND TRAILS.
MEMBERS BUILD COMMUNITY.
WORKING TOGETHER CREATES SYNERGIES.
GETTING INVOLVED CREATES CHANGE.**

