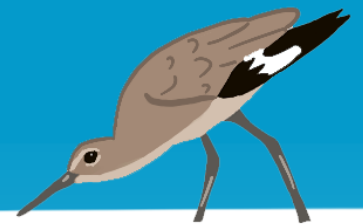


Beaverhill Bird Observatory

Strategic Plan 2022-2027





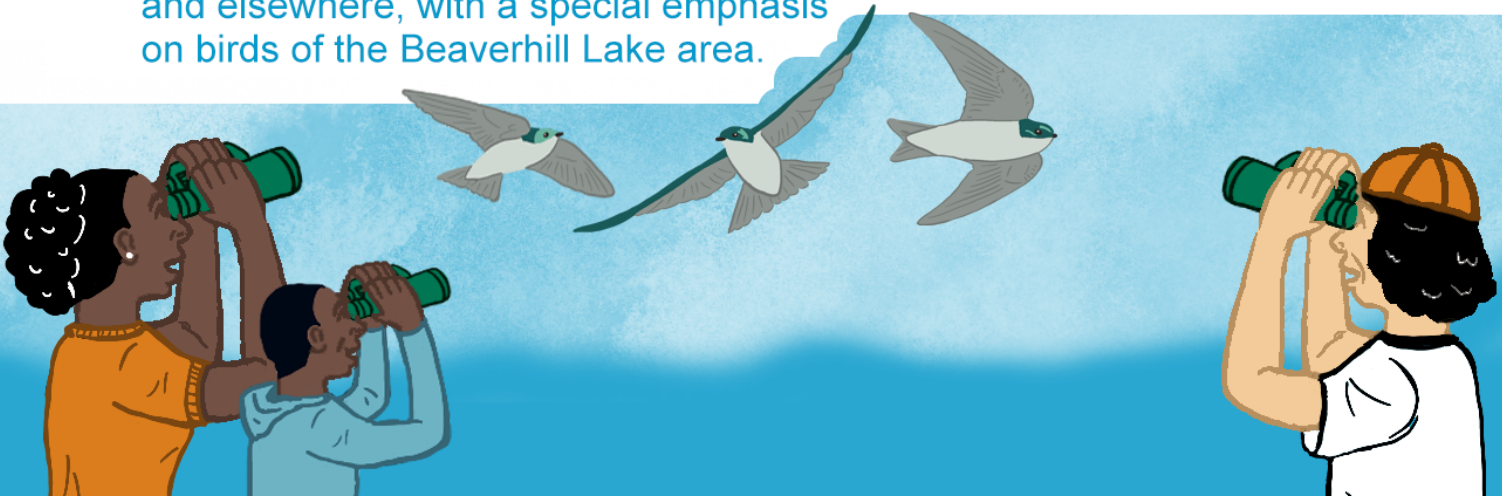
Vision

Inspire **appreciation** and **conservation** of birds and biodiversity in Alberta and elsewhere.



Mission

Our mission is to **promote the conservation of our natural heritage** through engagement in education, research, and community activities that **foster knowledge and appreciation of natural history** in Alberta and elsewhere, with a special emphasis on birds of the Beaverhill Lake area.



Core Values

1. Contribute to knowledge of the natural world: The BBO acknowledges that we have a responsibility to learn more about the characteristics of the natural world, for the sake of gathering knowledge and for the sake of long-term conservation.

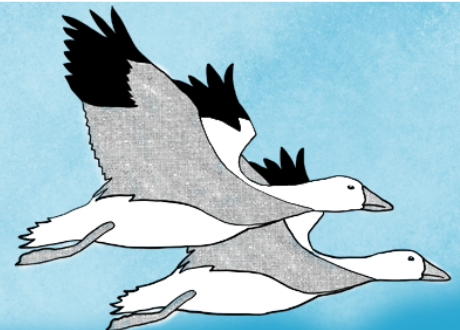


2. Intrinsic value of birds: We recognize that birds and other wildlife have intrinsic value, in addition to value for thriving, functioning ecosystems and human well-being.



3. Collaboration and community engagement: The BBO is committed to cultivating a network of mutual support, both nearby and farther away, by strengthening existing partnerships and developing new partnerships to achieve conservation goals together.

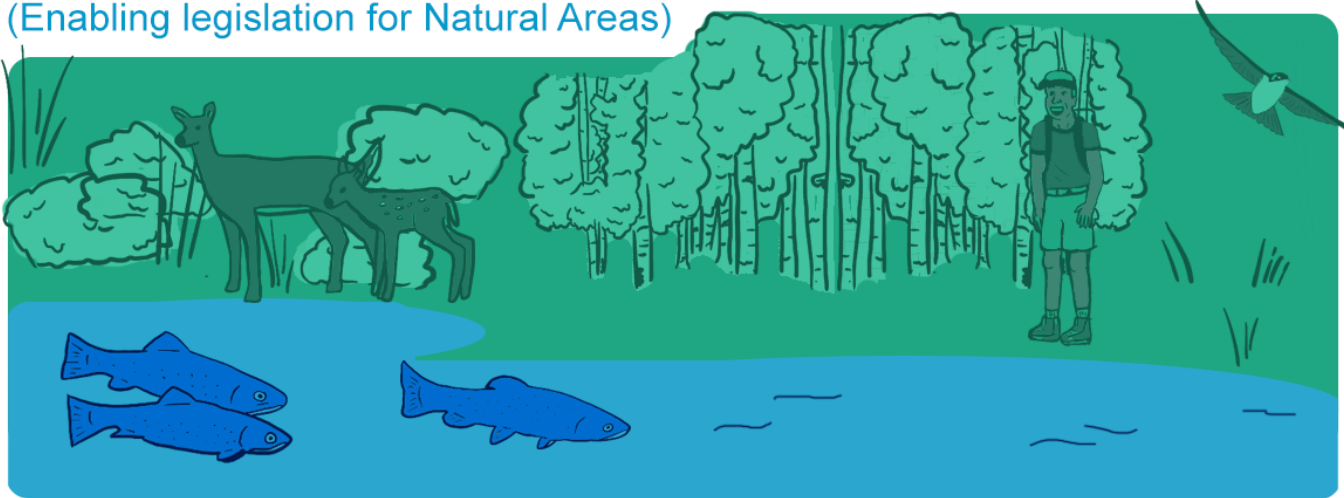
*Snow Goose
Festival*



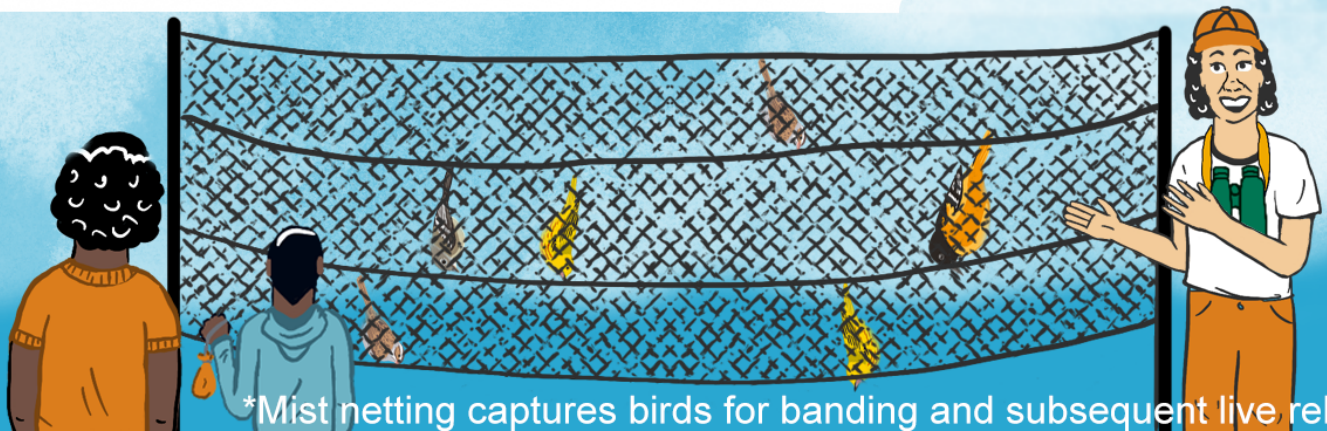
Core Values

4. Integrity of the Beaverhill Natural Area and Beaverhill Lake watershed:

As stewards of ecological integrity in the Beaverhill Natural Area, the BBO is charged with maintaining the area “in a natural state for use by the public for conservation, nature appreciation, low intensity outdoor recreation or education.” (Enabling legislation for Natural Areas)



5. Connecting people with nature: The BBO seeks to educate and inspire a wide variety of people about the value of nature and conservation, incorporating principles of equity, diversity, and inclusion. These efforts include reaching various communities onsite at the BBO and offsite through outreach and new technologies.



*Mist netting captures birds for banding and subsequent live release.



Objectives



Educate and inspire: To promote community interest in birds and the natural world through participation in outdoor activities related to wildlife.



Conserve nature: To promote the preservation and conservation of Canada's natural heritage with specific emphasis on the Beaverhill Lake area.



Study nature: To conduct studies of migrant and resident birds and other aspects of natural history, at Beaverhill Lake, in the province of Alberta and elsewhere, and to publish the results of such studies.



Support research: To assist the work of amateur and professional biologists and students who are carrying out compatible observations and research work.



Collaborate: To cooperate with organizations with similar objectives.



Organizational efficiency: To develop and maintain operational efficiency to ensure long-term financial sustainability and organizational viability.