



News Release

Alberta Fish and Game Association to Operate as the Alberta Wildlife Federation.

November 8, 2023

We are thrilled to announce a significant update that initiates an exciting phase of growth and innovation for the Alberta Fish and Game Association.

While the history and longstanding service of the Alberta Fish and Game Association will never be lost, we have registered a trade name to operate as the Alberta Wildlife Federation. The Association's legal name will remain unchanged.

"I am proud to be the president and represent the oldest and largest conservation organization in Alberta," says Alberta Fish and Game Association President, Faran Schaber. "If COVID-19 has taught us anything it is that change is not just a requirement, it is necessary."

Our new operating name will better align us with other affiliate members of the Canadian Wildlife Federation, improve our household name recognition across Alberta, and increase our fundraising opportunities.

As part of the board approved corporate re-branding exercise, we also reviewed the name of the Wildlife Trust Fund. Starting in 2024 the fund will be re-named the Alberta Habitat Fund. The purpose of the fund will remain unchanged.

Background:

The decision to register a trade name for operations of the Association followed a comprehensive consultation period that began in 2021 with the Membership Focus Priorities Programs (MFPP) report "Charting the Path Forward: Recognizing the Past with a Clear Focus on the future". In the summer of 2022, the Board held a strategic planning workshop, facilitated by Osborne Management, to further discuss the MFPP report. Following that report, the board tasked the CEO to contract a marketing and brand strategy organization to help us with the next steps.

The organization had a contract with Osborne Interim Management as consulting agency that provided an interim Executive Director for the AFGA in 2022 while we were restructuring. Upon transition between the Interim Executive Director and the new AFGA CEO, who started in October 2022, a recommendation was made that the organization proceed with a review of our corporate brand and establish a corporate brand strategy.

In 2023 Incite, an Edmonton-based strategy and marketing consulting firm that helps organizations drive growth, was engaged and provided with information from the Board to independently manage the

research process on behalf of AFGA over the spring/summer of 2023. This Fall, Incite provided recommendations for a revitalized corporate brand which included new logos and an operating name change to the Alberta Wildlife Federation. For the Wildlife Trust Fund they recommended it be renamed to the Alberta Habitat Fund.

In November 2023 we announced the new operating name and in February 2024 the new logos will be unveiled to kick off the AFGA Conservation Conference taking place between February 22-24 in Medicine Hat, Alberta. Following that release, all communication and branding will utilize the new corporate brand.

Rationale:

- In 2023 Incite made a recommendation to the board of directors to register the “Alberta Wildlife Federation” and operate under the trade name. By using an operating trade name there is no impact to grant agreements, legal agreements, or land titles of properties owned by the Alberta Fish and Game Association.
- The 2021 the MFPP report identified the need for change. One survey identified 70% of members who responded wanted to see the organization renamed.
- The office receives many phone calls from the public who think we are a government agency confusing us with Alberta Fish and Wildlife.
- It is important that the organization is best positioned for growth in our next 100 years.
- The organization needs to revitalize itself to attract new and younger members. There is a strong belief that our new operating name will be the unifying factor to increase memberships and support fundraising efforts through donations.
- The existing AFGA logo had limitations for use in letterhead and on promotional products due to design characteristics.

What’s Next:

The Association has registered the new trade name. We are currently in the process of completing trademarks on the new logos which will be released at the AFGA Conservation Conference taking place between February 23-24, 2024.

A new website will be revealed in 2024 that incorporates our new identity and values. We are making a conscious effort to make the new site easy to navigate and relevant to both the public and members.

New signage will be installed at the office in 2024 and signage for properties will be updated over the next 5 years.

Frequently Asked Questions:

Why did we need to rebrand?

We heard from members in the MFPP report that the organization needed to rebrand with a new name and establish a marketing plan that utilized a corporate brand strategy. The new brand strategy replaces the existing logo that had limitations in use for promotional purposes due to its design and will utilize key talking points for the organization to define itself in years to come.

Why did we need to rename the organization?

We need to attract new, younger, and more diverse members from across Alberta. There is a strong feeling that with the new corporate brand we will be well positioned to move this metric forward. We also needed to reduce public confusion between our organization and the government's Fish and Wildlife department.

Why did we need to create a new logo?

The new trade name will require a new visual identity.

Did we consider our members and affiliated clubs in this process?

Yes, we implemented this based off input that was received from the MFPP report. We made sure members, life members, affiliated club members, and affiliated clubs were consulted through this process which included web surveys and telephone interviews.

Do the Members need to approve this change?

No. This is a governance decision and falls within the roles and responsibilities of the Board of Directors.

Why is the name of the Wildlife Trust Fund changing to the Alberta Habitat Fund?

The new name will better reflect the intent of the fund in conserving critical land for fish and wildlife. It makes it clear to donors that funds are utilized to acquire and maintain critical habitat.