



Équiterre

CELEBRATES 30 YEARS!

The Possibilities Campaign

Join the Accelerators Community!

# 2023 - 2026 Campaign.

## 30 years of environmental activism

The Possibilities Campaign seeks to raise \$10 million over 3 years to reinforce Équiterre's influence and impact in our main action areas: sustainable food and agriculture, transportation and mobility, production and consumption, and climate and energy.

**The Possibilities Campaign** seeks to raise the necessary funds to enable Équiterre to help accelerate the necessary ecological transition.

By joining Équiterre's Accelerators Community, you will be helping us to:

- Remove barriers to a more sustainable society;
- Rally people around environmental action;
- Raise awareness about the growing inequalities generated by climate inaction.

Your commitment to donate over one, two or three years will enable Équiterre to continue working toward changing social norms.

# For what purpose?

**More and more people are calling on businesses to take responsibility for environmental issues and are expressing their desire to work for organizations that espouse environmental values.**

Why should your company support the Possibilities Campaign?

- To demonstrate your commitment to addressing climate change;
- To help your team discover new environmental perspectives;
- To show your employees that environmental issues are important to your company.

With a donation of over \$5,000, Équiterre can host a special conference at your workplace, to engage in thought-provoking discussions with your team on environmental issues and solutions.

# The Accelerators Community.

Benefits	\$ 50 000/year* and over	\$ 25 000/year and over	\$ 10 000/year and over	\$ 5 000/year and over
Speaking opportunity at our event "Équiterre's Philanthropists Meeting"	✓			
Logo or mention in the Possibilities Campaign brochure	✓	✓	mention	mention
Mention of your involvement in our community of supporters in a campaign press release	✓	✓		
Logo/mention on the virtual recognition wall on our website during the campaign	✓	✓	mention	
Invitation to the event "Équiterre's Philanthropists Meeting"	✓	✓	✓	✓
Mention in Équiterre annual report	✓	✓	✓	✓
Workshop on Équiterre's priority themes at your workplace or via webinar	✓	✓	✓	✓

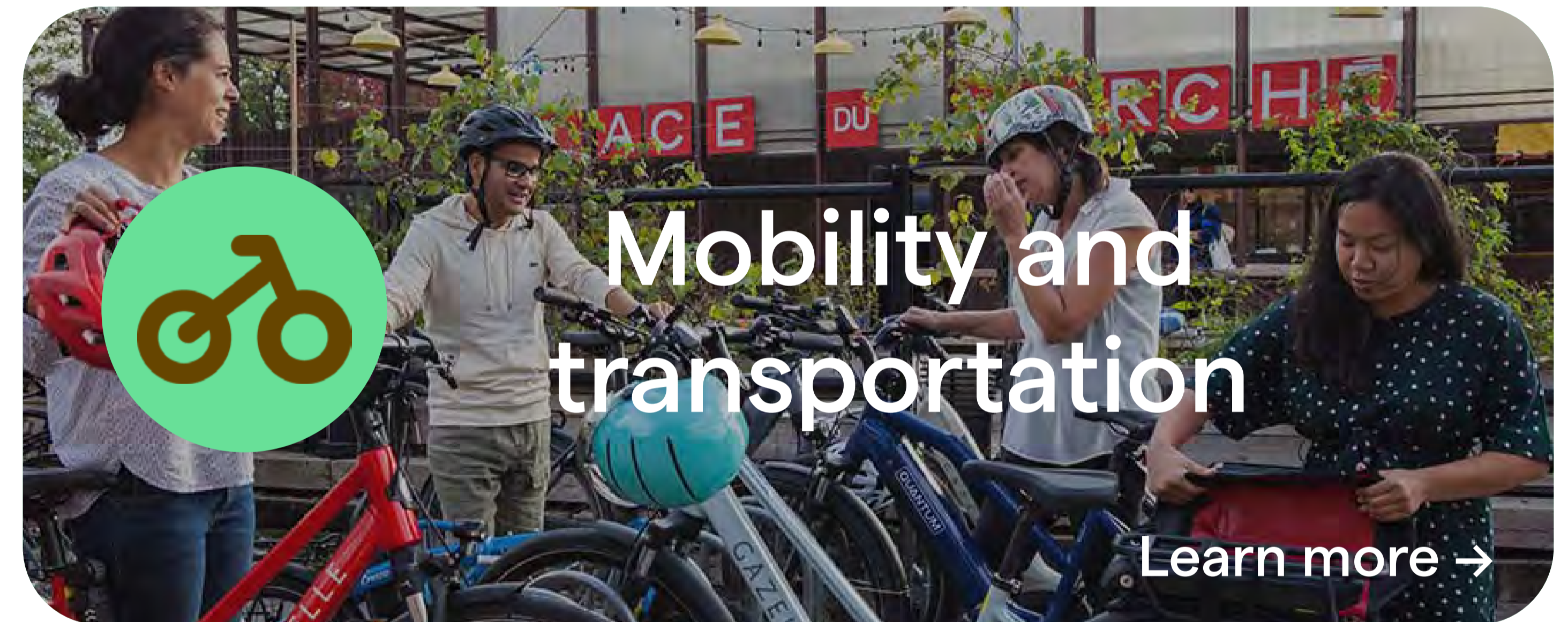
\*The donor organization (\$50,000+) volunteering to host the "Équiterre's Philanthropists Meeting" event in its office will be designated as the «partner» for the occasion. This exclusive annual event will bring together several dozen donors from the campaign's groups..

A tax receipt, excluding the value of the benefit, will be issued for each tax year.

# Our Work.

MAKING SOCIETY MORE RESILIENT TO THE ENVIRONMENTAL CRISIS.

For 30 years now, Équiterre has been working to make the transition to a just and ecological society more tangible, accessible and inspiring. Bringing together experts in education, mobilization and public policy, our organization is working to propel individuals, organizations and governments towards necessary transition.



# 30 years of environmental activism .

## 30 years of progress



A just and sustainable societal transformation can occur when three optimal conditions come together: the emergence of solutions on the ground; the adoption of sound public policies; and the development of a new social norm.

Through research, support, education, mobilization and awareness building initiatives, Équiterre has been working for 30 years to create favourable conditions in which systemic change is possible.

The pace of the transition is still too slow, but we've come a long way and we've made considerable progress in the past three decades. Quebecers are very aware and mobilized on environmental issues.

**With your help, we have the power to keep moving things forward.**



# Équiterre<sup>o</sup> in numbers



+22 000 Members

+164 000 Subscribers

+1 112 000 Views on our website

+4 200 Media appearances

+300 Interviews conducted

82 Employees

# Thanks to the partner organizations for their support :

\$ 50 000 and over

**beneva**

\$ 25 000 and over

**YUL**<sup>MC</sup>  
Aéroport  
International  
Montréal-Trudeau

**BOMBARDIER**

 **Desjardins**  
Caisse d'économie solidaire

 **Keurig  
DrPepper**  
Canada

**metro**

**WSP**

\$ 10 000 and over

**Cogeco**

**Stingray**

\$ 5 000 and over

Fondaction

Mouvement  
Desjardins

National

Nortera

Learn more about our campaign!

Contact:

**Karim Chaieb**

Assistant Director of Philanthropic Development

[kchaieb@equiterre.org](mailto:kchaieb@equiterre.org)

[www.equiterre.org](http://www.equiterre.org)

Charitable registration number : 89405 7132 RR0001

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Équiterre a 30 ans! 