

RUNNING TOWARDS 2026



Founded by a small and driven group of trail runners, For Wild Places empowers passionate outdoor enthusiasts to embrace sports activism as a way to celebrate and protect wild places.

This strategic intent document outlines the areas of maximum impact in our work to protect wild places. For Wild Places governance and management teams will use the strategic intent to shape future programs, campaigns and events for our community.

This document will guide our subsequent four year strategic plan and be used to consult with key stakeholders to refine our strategy going forward.

We look forward to delivering on this intention through our actions and support for outdoor enthusiasts.

Together, we will turn passionate outdoor people into wild place advocates.

Board of Directors

Tim Siegenbeek van Heukelom

Hilary McAllister

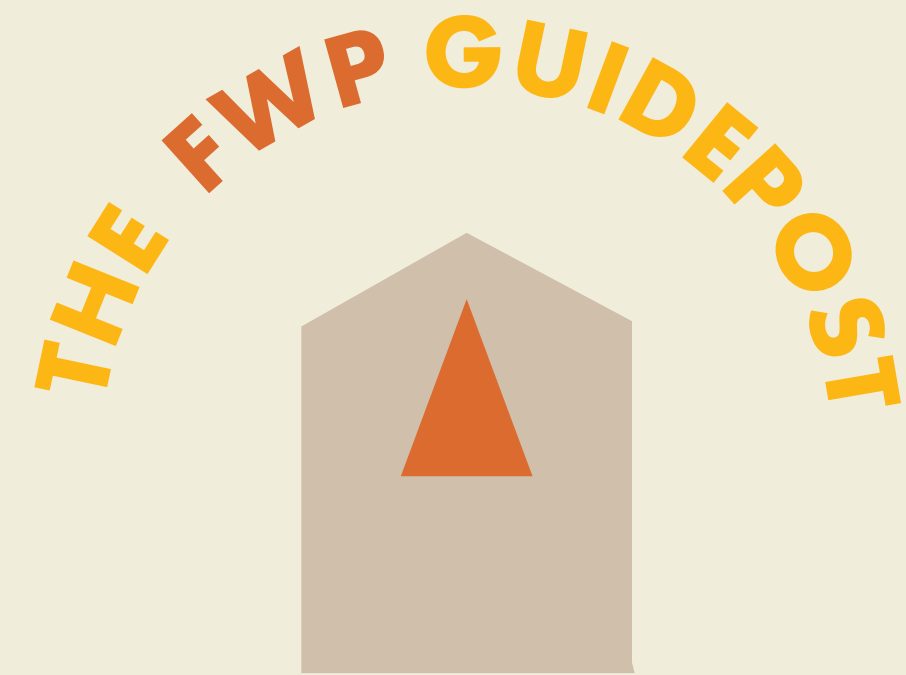
Freddie Henttonen

Simon Harris

Stacee Kingston

Lauren Beels

Liz Mackevicius



For Wild Places exists to make trail running a meaningful expression of environmental activism, so that together, each of us can help our wild places survive and thrive.

WE DO THIS BY

HOSTING EVENTS

We create unique events and Opportunities for our communities to experience and celebrate the trails and wild places we set out to protect.

RAISING AWARENESS

We engage, empower and activate our communities in the ongoing effective protection of our trails.

CREATING A RESPONSIBLE ORGANISATION

A sustainable and responsible organisation will protect wild places into the future.

STRATEGIES

For 2022/23, we will focus on the following strategies



Raise funds for campaigns that support wild places under threat

We work with partners to put on events which directly raise funds for campaigns to protect wild places under threat.

We do this in a way which ensures FWP ongoing sustainability.



Build a sustainable business

For 2022/23, our focus is on ensuring FWP ongoing financial sustainability, so we can keep contributing to protecting and celebrating wild places.



Increase awareness of wild places under threat

We share information about wild places under threat, to further mobilise our community to fight for their protection, and to broaden/extend the community that appreciates wild places.



Create an empowered community

We provide tools, resources and information to enable our community to stand up for wild places.

We broaden our community by creating safe and accessible entry to the trail running community

THEORY OF CHANGE.



OUR GUIDEPOST: We exist to make trail running a meaningful expression of environmental activism, so that together, each of us can help our wild places survive and thrive.

SITUATION

/// The outdoor sports folk often lack the opportunity to learn and be part of a community that practices and builds strong environmental ambassadors and leaders of the future.

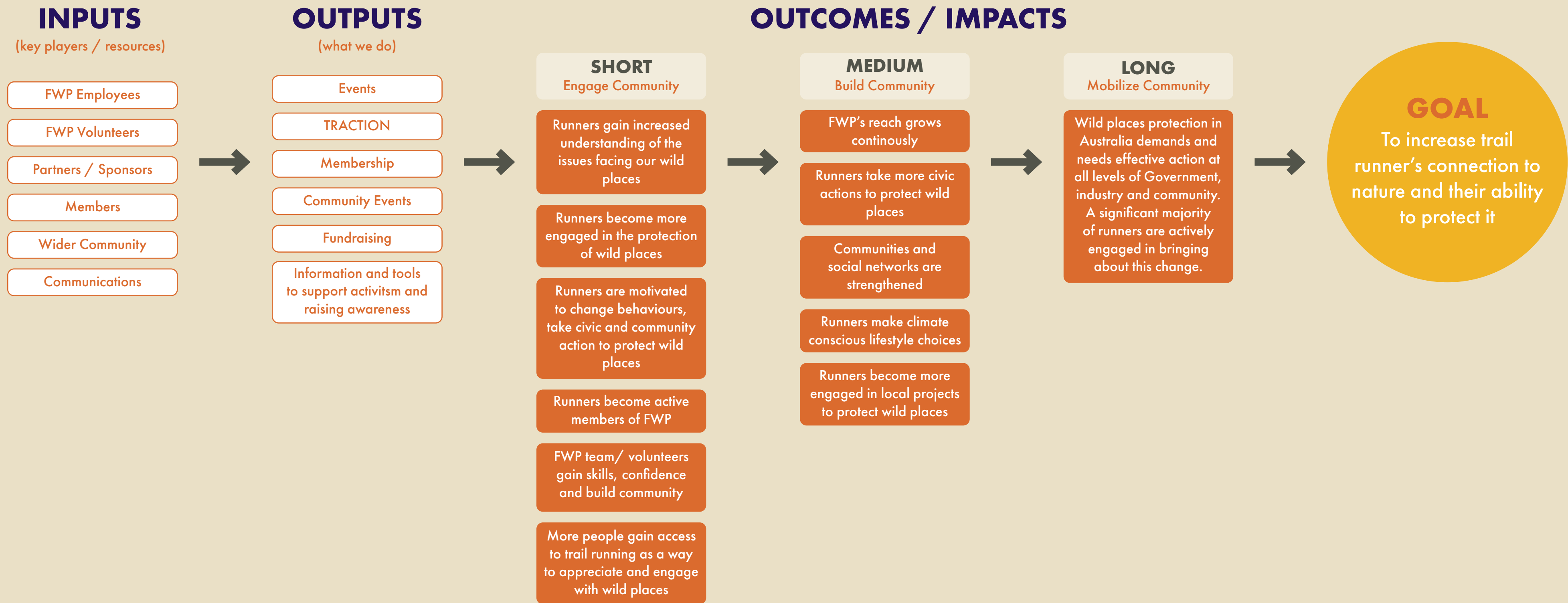
We are currently facing a climate catastrophe, but the current social climate in Australia does not demand or support effective action on protecting wild places. ///

ASSUMPTIONS

- The more spent in nature, the more people will do to protect it. Creating a community will enable this work to happen.
- Beliefs about personal power to change 'climate change' is low - needs to be confirmed before program starts.
- Nature brings out the best in people so we need to bring people out in nature, before it's too late.

EXTERNAL FACTORS

- Competition for philanthropic dollar
- People's perceived lack of time
- Many other running events
- People's window of tolerance is small and shrinking
- People's pre-existing feelings around protecting the environment



OUR GUIDING PRINCIPLES

THE POWER OF MOVEMENT
Running has the power to connect people in a lifelong love of the outdoors

THE POWER OF KNOWLEDGE
We believe people protect what they love and understand!

STRONG COMMUNITIES
Our work is motivated by a desire to support localism, build inclusion and enhance social connection.

EMPOWERMENT
Our unique programs create meaningful opportunities for runners to gain new skills and develop their capacity to act.

THE POWER OF COLLECTIVE STRENGTH
By working collaboratively, we increase the overall impact of the programs we serve

VALUES

We lead with integrity, deliver on commitments, strive for excellence, and look for better ways of doing things.

STUBBORN OPTIMISM

An unrelenting belief that things can and will be better.

MOVEMENT IS ENERGY

Harness the power of movement to direct action.

SEEK OUR NATURAL BEST

Gently push our capabilities physically, mentally, spiritually and emotionally.

EMBRACING AWKWARDNESS

Encouraging vulnerability and growth through open, honest conversation.

INTERSECTIONALITY IS POWER

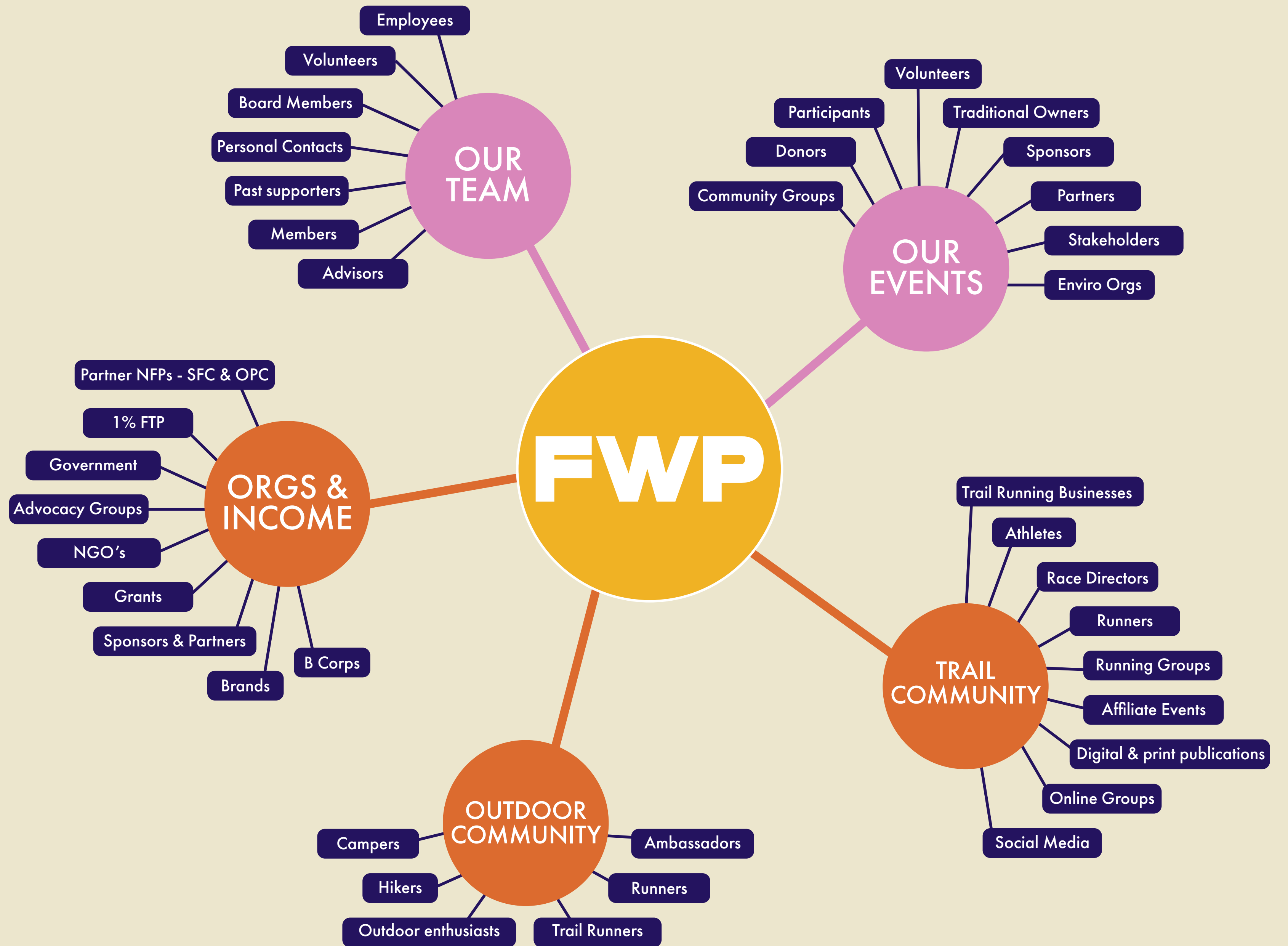
Recognize that without social justice, we cannot achieve environmental justice.

TREAD LIGHTLY

Minimize harm on planet earth through thoughtful, everyday intentions.

COMMUNITY

Our community is constantly growing and evolving, from individuals to organisations, brands, athletes and like-minded outdoor enthusiasts.



2021 / 22 IN REVIEW

The 2021-22 financial year was a big one for FWP - with COVID restrictions easing, we were able to host a range of events and raise funds and awareness for key campaigns. Here is an overview of what we achieved from July 2021 to June 2022.

\$102k
raised for wild places

 **52**
newsletters

 **1812**
seedlings planted

 **50**
members

 **748**
followers

 **1800**
followers

 **1168**
subscribers

Event Name	SPRING SUMMIT	IWD 2022	PILLIGA ULTRA	PROJECT: RUN FOREVER
Event Date	24-25 October 2021	8th March 2022	26th March 2022	8th - 9th April
Event Location	Virtual	Torquay, Victoria	Coonabarbran, NSW	Manly, NSW
Event Partner	n/a	Surfers for Climate	The Wilderness Society	Seabin Project
# of Participants	34 attendees	75 participants	76 runners	76 runners
Amount Raised	n/a	\$2,380	\$102,000	\$25,500
Benefactor	n/a	Koori Mail	The Wilderness Society	FWP & Seabin (50/50)
# of Donors	n/a	45 + event proceeds	1080	254
Event Link	Blog Post	n/a	Event Summary	Event Summary

CONTACT US



Please get in touch, we'd love to hear from you.

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ROLE FWP CEO

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For more information on For Wild Places, check out -

WEBSITE www.forwildplaces.com

INSTAGRAM [@forwildplaces](https://www.instagram.com/forwildplaces)

FACEBOOK [@forwildplaces](https://www.facebook.com/forwildplaces)

LINKED IN [For Wild Places](https://www.linkedin.com/company/for-wild-places)

SUBSCRIBE <https://bit.ly/3clXGg2>

YOU TUBE [For Wild Places](https://www.youtube.com/forwildplaces)