

**Alberta Conservation Association
2024/25 Project Summary Report**

Project Name: WIN Card Reimbursements

Information, Education, and Communications Program Manager: Tara Holmwood

Project Leader: Rhonda Eidick

Primary ACA Staff on Project: Rhonda Eidick and Tara Holmwood

Partnerships

Alberta Hunter Education Instructors' Association

Hunting for Tomorrow

Key Findings

- The WIN Card Reimbursement program supports the recruitment of young people into hunting.
- Alberta Hunter Education Instructors' Association distributed 2,467 information packages (at the end of December 2024) to youths who had completed the hunter education course.
- Alberta Conservation Association processed a total of 381 reimbursements to youth.

Details

In partnership with Hunting for Tomorrow and Alberta Hunter Education Instructors' Association (AHEIA), the WIN Card Reimbursement project supports the recruitment of young people into hunting. The project gives Alberta Conservation Association (ACA) and our member groups a way to connect with new hunters when they purchase their first WIN card. In 2024/25, 2,467 information packages were sent to youths who completed the hunter education course. ACA processed a total of 381 reimbursements to youth. When filling out the reimbursement form, youth had the option to scan the provided QR code to be included on ACA's mailing list to receive ongoing information from ACA regarding hunting, fishing, trapping, and other conservation activities.

This program increases the number of youth (ages 12 to 17) who complete the AHEIA hunter education program, and introduces and connects young hunters to programs, information, and other groups to enhance their hunting experience.

Although the cost of reimbursing each youth for their first WIN card is relatively small, the impact of this project has been significant. ACA has been able to enhance young hunters' experience by introducing and connecting them to programs, information, and member group organizations. It is our hope that making these connections at a young age will result in long-term relationships being formed between these young stakeholders and the larger conservation community.