

2011 Annual Report



SIERRA
CLUB
BC

Photo: Andrew S. Wright

Celebrating your support in 2011

Dear Friends,

2011 was an exciting and eventful year for Sierra Club BC. We renewed our determination to stand up, speak out and fight back on your behalf, and on behalf of the wildlife and wild lands of B.C. We continued to work closely with other groups, showing leadership by making the science behind issues – like the proposed mine at Fish Lake – clear and compelling for British Columbians and for the media.

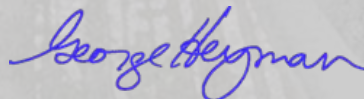
This past year, we sent out the 100th edition of our popular e-newsletter SierraLife, and launched a new website that features the stunning pictures so many talented photographers have donated in support of our work.

We successfully opposed a development threat to Juan de Fuca provincial park, celebrated new legislation banning energy and mining development from the Flathead River Valley and made progress in protecting the Great Bear Rainforest, working to put another 400,000 hectares off-limits to logging. We worked closely with labour organizations to develop a “Green Jobs” strategy for B.C. and a responsible energy strategy for Canada that can help us do our part to combat global climate change.

We stepped up our awareness campaigns about

the multiple threats posed by oil pipelines and tankers – to the irreplaceable Great Bear Rainforest, First Nations communities that depend on healthy ecosystems and the 45,000 coastal jobs that would be jeopardized by an oil spill.

I want to thank our many donors, volunteers and our active local groups for making conservation and environmental awareness tangible realities in our communities. As I write this in 2012, it is clear that we have much work to do to protect environmental laws that safeguard our air, water and communities. The choice is not a healthy economy or a healthy environment – the two are inseparable in the long term.



George Heyman
Executive Director
Sierra Club BC



Photo: Rob Lovett



Photo: Joe Riis/iLCP



Photo: Joe Riis/iLCP

We celebrated in November, when a legislated ban on mining and energy development in the Flathead River Valley received royal assent. The permanent ban is the first of three steps needed to protect the Flathead, a vital link in North America's longest remaining wildlife corridor. Now we're working toward the next steps: a national park in the southeast one-third of the Flathead, to fill in the missing piece of the adjacent Waterton-Glacier International Peace Park, and a Wildlife Management Area for the rest of this spectacular valley.

In October, we brought National Geographic explorer and author Doug Chadwick to the coast in support of our Flathead campaign. Chadwick kept audiences spellbound with his tales of close encounters with the elusive, fierce, and at-risk wolverine. Wolverines are one of 16 carnivore species found in the Flathead, which is also home to a dazzling array of plants – 40 per cent of all B.C. plant species.



Photo: Ocean Adventures

These Spirit Bear cubs are eating mussels less than a mile from the proposed oil supertanker route through the inlets of the Great Bear Rainforest. In 2011, we worked with First Nations and other groups to draw public and media attention to the hazards posed by the proposed Northern Gateway pipeline and oil tanker traffic.



Photo: Garth Lenz
with aerial support from LightHawk

In 2011, we released aerial photos of large clear-cuts in the southern part of the Great Bear Rainforest. As a result, TimberWest agreed to support the historic Great Bear Rainforest agreements in full, and to work with other logging companies to expand conservation.



Photo: Caitlyn Vernon

In May 2011, a gathering of the Coastal Guardian Watchmen

Network brought people together from eight First Nations. Coastal Guardian Watchmen are the “eyes and ears” of their traditional territories, monitoring resource use and the health of grizzly bears, whales and other species.



Photo: Thomas P. Peschak/iLCP



Photo: Tofino Photography

We organized a tour of photos taken by world-renowned conservation photographers during the 2010 Great Bear RAVE (Rapid Assessment Visual Expedition). It was a powerful reminder of all that British Columbia stands to lose if the proposed Enbridge pipeline and tankers project goes forward – including the 45,000 coastal jobs that depend on this unspoiled natural bounty.

Almost two decades ago, massive protests led to the protection of large tracts of Clayoquot Sound's stunning temperate rainforests and its designation as a UNESCO World Biosphere Reserve. In 2011, some of Clayoquot's last remaining unprotected intact rainforest valleys were once again threatened by logging. Sierra Club BC and our partners in the Clayoquot Sound Conservation Alliance worked with First Nations on lasting conservation solutions for the remaining intact valleys.

Our January report, *Restoring the Balance for Climate and Species*, showed that logging practices in B.C.'s coastal rainforests are a significant source of uncounted greenhouse gas emissions.



Photo: Daryl Spencer



Photo: Ana Simeon

Sierra Club BC teamed up with the Seagrass Conservation Working Group to offer three habitat mapping and restoration work parties in the spring of 2011, focusing on the extraordinary potential of marine habitats to moderate global warming as part of our Blue Carbon initiative.



Photo: Travis McLachlan

B.C.'s total carbon emissions would top 241 million tonnes — more than three times the official number — if we included uncounted sources of emissions originating in B.C. We called for full reporting of all B.C. carbon emissions, and for a government plan to reduce emissions from fossil fuel exports and forest lands.



Photo: Lee-Anne Stack, www.oceans-and-above.com

We spoke out against a revised proposal for a gold and copper mine at Fish Lake, once featured on a B.C. tourism brochure. We continue to support the Tsilhqot'in National Government in its opposition to this controversial mining project that threatens a lake and wildlife sacred to their culture.

There were questions galore in 2011 about the proposed Site C dam, and Sierra Club BC continued to raise them. The dam would flood more than 100 kilometres of valley bottoms, wash away huge tracts of prime agricultural land, destroy family farms and choke off North America's longest wildlife corridor at its narrowest point.



Photo: Larry Peterson



Photo: Garion88 via Flickr

We called for reform of B.C.'s 150-year-old Mineral Tenure Act, which allows on-line staking claims to be made within city limits, on private land and on land of ecological and First Nations importance.



Photo: Al Harvey/Slidefarm

Sierra Malaspina keeps an eye on Myrtle Creek and its salmon run. Last fall, the group raised money for large boulders and new gravel and worked with Sea Cadets and the local energy company to restore the creek bed and install concrete pillars to prevent vehicles from damaging the creek.



Photo: Coalwatch Comox Valley

Sierra Comox Valley took part in public hearings on the proposed Raven coal mine near Fanny Bay, and drew attention to the threat Raven would pose to watersheds and the famous Fanny Bay oyster beds, along with the jobs that come with the region's thriving shellfish industry.



Photo: Michel Manas
via Wikimedia Commons

Sierra Lower Mainland worked with Zero Waste Vancouver to get milk cartons upgraded to "container" status so people have an incentive to take empty milk cartons back to stores for a refund, as is already the case for cans and bottles.



Photo: Daryl Spencer

During the 100th anniversary of the B.C. parks system, we drew public and media attention to the devastating impact of a decade of cuts to our parks. B.C. now has only one regular full-time park ranger for every 1.3 million hectares of parks and protected areas.



Photo: Ralph Keller

Sierra Quadra came a giant step closer to completing the Quadra Island parks system after a 16-year effort. Following a campaign that peaked in early 2012, the B.C. government made a conditional purchase offer for land connecting two popular provincial parks, Small Inlet and Octopus Islands.



Photo: Nori Sinclair

Sierra Victoria mobilised residents to protect Juan de Fuca provincial park, threatened by a proposal to build a sprawling resort. Many groups collaborated to protect the world-renowned trail, and won in September 2011.



Photo: France Langlois

From weaving recycled wool to creating human sculptures made from reusable materials, students in our Environmental Education program learned how to connect their actions and the environment.



Photo: Sierra Club BC

They cut down on trash, cleaned up streams and organized conferences. During the 2010-2011 school year, Sierra Club BC educators supported the Sustainable High Schools program and students who are leading the way by initiating zero-waste and other exciting green action programs in Greater Victoria schools.



Photo: Paula Steele

Our Education Team travelled to the west coast of Vancouver Island to deliver our *Going Wild* program for the first time at schools near Tofino. This in-class program aims to reconnect youth in coastal communities with local environments and cultures, and revitalize local economic development in sustainable and culturally-appropriate ways.



Photo: Norman de Leenheer, www.oceans-and-above.com

In December 2010, Sierra Club BC and other conservation groups won a landmark federal court decision aimed at protecting endangered orca whales. In April 2011, the Federal Court of Canada ordered the Department of Fisheries and Oceans to pay \$80,000 in court costs incurred by Ecojustice, which represented Sierra Club BC and others.

In July, Sierra Club BC and our partners in the SeaChoice coalition welcomed Canada Safeway's commitment to ocean-friendly seafood. The company dropped a number of seafood products listed "red" on SeaChoice's Sustainable Seafood Guide, and agreed to source only sustainable and traceable seafood by 2015.



Sierra Club BC and our partners in the SeaChoice coalition celebrated World Oceans Day in June by launching a new resource for educators and parents — the Sustainable Seafood Educator's Guide.



Photo: SeaChoice



Photo: Theresa Martin

Sierra Lower Mainland members enjoyed the first thick snow on Dog Mountain during a winter expedition. Sierra Victoria also ran a popular Outings program.

Our Sierra Social cocktail party in October brought together friends, food, music and Ben Parfitt, our dynamic guest speaker, making for a truly memorable Sierra gathering. We raised \$30,000 in just one evening with the launch of our year-end fundraising campaign.



Photo: Rob Lovett



Photo: Nori Sinclair

In early June, Sierra Club BC staff and board welcomed our amazing supporters at the Abkhazi Garden in Victoria. Good food, good conversations, good music — and lots of encouragement for the good work we do together to protect the environment.



Photo: Nori Sinclair

Sierra Club BC was proud to present *Nowhere Else on Earth*, coastal campaigner Caitlyn Vernon's book about B.C.'s Great Bear Rainforest for young readers ages 9 and up.

Sierra Club BC Staff

George Heyman, Executive Director
Galen Armstrong, Educator
Meg Banavage, School Programs Coordinator
Rebecca Blumenshine, Manager of Individual Giving
Colin Campbell, Science Advisor and Marine Campaign Coordinator
Moira Chaudhry, Development Director (on maternity leave)
Sarah Cox, Communications Director and Flathead Campaign
Trudy Crawford, Contractor - Supporter Services
Leila Darwish, Outreach Coordinator
Kieran Dowling, Educator
Sheila Giesbrecht, Grants Administrator
Aude Ray Houle, Elementary and Middle School Educator
Susan Howatt, Managing Director
Kim Kotanko, Finance Director
Nadine Lefort, Education Program Manager
Dave Leversee, Contractor - GIS Mapper
Julia Morlacci, First Nations Outreach Educator
Erich Nahser-Ringer, Sustainable High Schools Coordinator
Ana Simeon, Grassroots Coordinator
Nori Sinclair, Multimedia Communications Specialist
Zuzanna Szkudlarek, Individual Giving Steward
Caitlyn Vernon, Coastal Programs Campaigner
Jens Wieting, Coastal Forest Campaigner
Maureen Yao, Bookkeeper

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Robert Mitchell, Member at Large
Karen Palmer, Member at Large
Gail Riddell, Member at Large
Tim Thielmann, Member at Large
Stan Tomandl, Member at Large
George Heyman, Executive Director, Staff

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Quadra Island Group: Judy Leicester,
Conservation Chair
Malaspina Group: Betty Zaikow
Comox Valley Group: Mike Bell, Chair
Lower Mainland Group: Theresa Martin

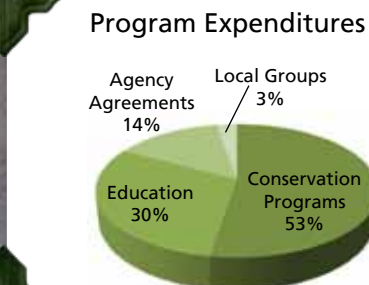
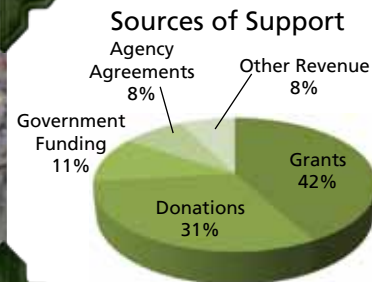
Statement of Operations

For the 12-month period ending December 2011

	2011	2010
Revenue:		
Grants	\$455,131	\$541,078
Donations	332,972	294,277
Government Funding	118,985	47,154
Bequests	2,612	27,482
Other Revenue	80,595	105,151
Activities carried out under Agency Agreements	89,459	54,141
Total Revenue	1,079,754	1,069,283
Expenditures:		
Operations	151,001	126,766
Development & Supporter Engagement*	282,181	361,620
Conservation Programs*	329,899	336,718
Education*	188,756	152,921
Local Groups*	17,283	16,731
Activities carried out under Agency Agreements	89,459	54,141
Total Expenses	1,056,580	1,048,897
Excess (deficiency) of revenue over expenses	\$23,174	\$20,387

*includes Communications

The vast majority of Sierra Club BC's funding comes from Canadian sources, including foundations, community businesses, and many, many people like you.



Thank you to our 2011 funders!



Photo: Daryl Spencer

Thank you to the thousands of people who have generously supported our work through donations, especially those who make a monthly gift.

We'd like to honour the memories of Mary Martin and Frederick Bevis who supported our work in 2011 with bequests.

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The Brainerd Foundation
Canadian Environmental Assessment Agency
CKNW Orphans' Fund
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Hamber Foundation

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McLean Foundation
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