



Photo: Jens Wieting

# 2012 Annual Report

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SIERRA  
CLUB  
BC

# 2012 - A Memorable Year

Dear Friends,

2012 was a year of unprecedented challenges for the environmental cause in Canada. The federal government gutted the environmental review process, stripped protections from waterways and habitat, and made it extremely difficult for Canadians to have a meaningful say in decisions on important resource projects such as pipelines and mines. Yet despite the turbulence, Sierra Club BC celebrated many fine successes.

We tackled the oil tanker challenge head-on when we teamed up with four other conservation groups and Ecojustice to take the federal government to court over its failure to protect four endangered species along the proposed Northern Gateway pipeline and tanker shipping route.

In the summer, we deployed a team of artists and scientists to the Flathead River Valley to document the area's beauty and biodiversity in a 10-day BioBlitz and artist workshop. The research expedition culminated on August 20, when more than 80 people gathered in the Flathead to share a symbolic meal across the Canada-U.S. border.

Sierra Club BC spoke out against the B.C. government's intentions to revisit land use plans in B.C.'s interior, plans that could have seen logging in forests set aside to protect old-growth, wildlife habitat and riparian areas. Along with our partners, we inspired more than 10,000 people to call on Premier Christy Clark to complete the Great Bear Rainforest Agreements.

We continued to support coastal First Nations in voicing their strong opposition to the Enbridge pipeline and oil tankers project. And we spoke out against Kinder Morgan's plans to build a new pipeline from Alberta's tar sands and bring more than 400 oil tankers each year to B.C.'s south coast. Our dynamic local groups across the province were a strong voice for conservation in their communities. And, we invested in future environmental leaders through our curriculum-linked education program, which reached thousands of students across 13 B.C. school districts, cultivating the next generation of environmental stewards.

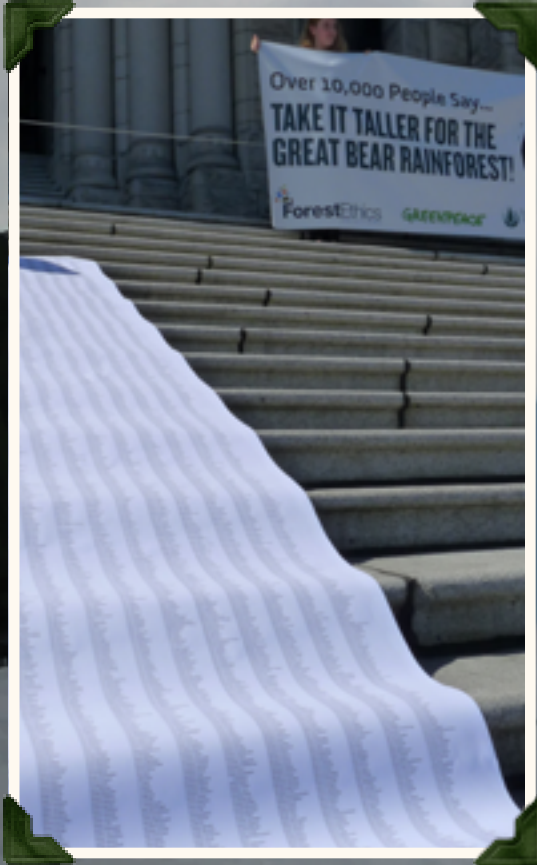
I am deeply grateful to you for all your support in 2012. 2013 will be a critical year for our work, and I hope we can count on your continued support. Several of our key campaigns are poised to see success in the near future. With your help, we can permanently protect the natural treasures of B.C.'s Great Bear Rainforest and Flathead River Valley, and stop increased oil tanker traffic off our coast.

Sincerely,



Sarah Cox  
Interim Executive Director,  
Sierra Club BC





More than 10,000 people called on Premier Christy Clark to finish the job B.C. started a decade ago and complete the historic Great Bear Rainforest Agreements. In July, Sierra Club BC and our partners presented a 5-metre-long list of names to the B.C. government, marking a major milestone in public support to safeguard the Great Bear Rainforest.



Photo: Andrew S. Wright

Rainforest scientists from around the world sent a letter to B.C. Premier Christy Clark, calling on her government to uphold its promise to protect the home of the rare white spirit bear, or Kermode bear.

The social media community was abuzz on March 20, when Great Bear Rainforest advocates used Facebook and Twitter accounts to help protect one of the last intact temperate coastal rainforests in the world.



In August, there were more than grizzly bears and mountain goats roaming the Flathead River Valley. Artists and scientists gathered in the Flathead to document the area's beauty and biodiversity in a 10-day BioBlitz and artist workshop. The expedition culminated on August 20, when more than 80 people gathered in the Flathead to share a symbolic meal across the Canada-U.S. border. In November, to our dismay, we discovered that a federally-owned coal block in the Flathead headwaters is not included in the 2011 B.C. ban on energy and mining development. With the Flathead also slated for intensive logging and road-building, we are redoubling our efforts to seek permanent protection in the form of a National Park in the southeastern one-third of the Flathead and a Wildlife Management Area in the rest of the valley and adjoining habitat.



Photo: Jaime Rojo



Photo: Joe Riis, iLCP





Photo: SeaChoice



Photo: Caitlyn Vernon

Known as forage fish, herring, capelin, shrimp, and krill are key links in the marine food chain. When we eat forage fish we compete for food with numerous fish species, including salmon. Working with our SeaChoice partners, in the fall of 2012 we submitted a proposal to the Department of Fisheries and Oceans to extend its *Policy on New Fisheries for Forage Species* to the existing forage fisheries, and to align that policy with emerging international standards.

SeaChoice partner Canada Safeway announced in March that its canned tuna will be sourced responsibly, using sustainable fishing gear that avoids by-catch. The introduction of responsibly caught tuna marks the latest milestone in Safeway's journey toward its commitment to source only sustainable and traceable seafood by 2015. Since partnering with Sierra Club BC and SeaChoice in 2011, Safeway has expanded the supply of ocean-friendly seafood while eliminating red-listed items such as orange roughy, Chilean seabass and Atlantic halibut.



Photo: Kelly Michals

As part of our ongoing effort to reform B.C.'s antiquated mining laws, we supported concerned Kamloops residents fighting the proposed Ajax open-pit copper and gold mine. The Ajax mine would be located within city limits, six kilometres downwind of twelve schools, four seniors' residences, a hospital and a university – not to mention hundreds of homes. It's a perfect example of why B.C.'s 150-year-old mining laws need to change – to put an end to the special treatment the current B.C. law grants mining interests above all others.

Along with our work building awareness about the proposed \$8 billion Site C mega dam in the Peace River Valley, we also raised science-based concerns about hydraulic fracturing, or fracking. Fracking's unacceptable impacts on groundwater and its proposed massive expansion to produce liquefied natural gas (LNG) for foreign markets prompted us to call for a moratorium until its environmental and health impacts have been studied thoroughly. In fact, Site C and fracking go together in an unfortunate way; 100 per cent of the power from Site C could be used to fuel a possible LNG boom. This would constitute a very expensive new subsidy to highly profitable energy companies, paid for by the people of British Columbia.

Sierra Club BC once again spoke out in opposition to Taseko Mines Ltd's proposal for a gold and copper mine near Williams Lake, which would cause irreparable damage to First Nations rights, as well as to fish stocks and at-risk grizzly populations. While the mine was rejected by the federal cabinet in November 2010 (following a scathing environmental assessment), the proposal is back for another costly environmental review.



Photo: KAPA



Photo: Caitlyn Vernon

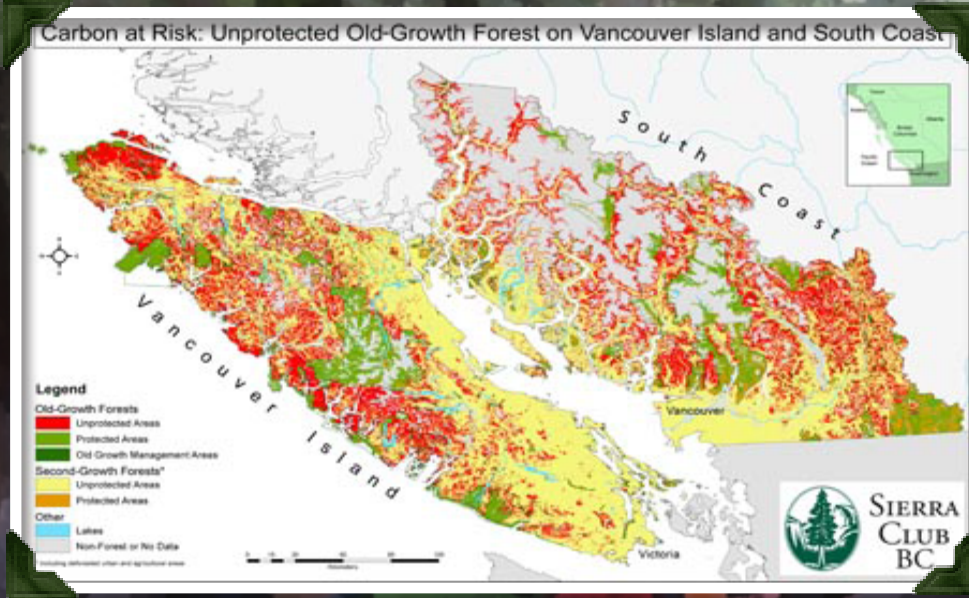
From Kitimat to Vancouver, British Columbians delivered a powerful message to the Enbridge Joint Review Panel; we don't want tar sands across Northern B.C., oil tankers in the Great Bear Rainforest, or climate-wrecking emissions from tar sands oil. Sierra Club BC supported speakers with resources and training and hosted Enbridge letter-writing parties in Victoria and the Lower Mainland. Sierra supporters rallied in Vancouver and Comox to protest the Enbridge pipeline and oil tankers proposal as well as Kinder Morgan's plans to build a new export pipeline along its Transmountain route, which would result in more than 400 oil tankers a year travelling past Victoria and the Gulf Islands carrying tar sands bitumen. Sierra Club BC also supported coastal First Nations who voiced opposition to the Enbridge project. Sierra Club BC's campaigner Caitlyn Vernon spoke at rallies in Bella Bella (hosted by the Heiltsuk Nation) and Prince Rupert (Gitga'at). We also organized a speaking tour for Haisla and Gitga'at representatives in Victoria, Salt Spring Island and the Lower Mainland.

In September, Sierra Club BC, in partnership with four other conservation groups, took the federal government to court over its failure to protect four endangered species along the proposed Northern Gateway pipeline and tanker shipping route. The lawsuit, launched by Ecojustice on our behalf, claims that the federal government's continued failure to implement the Species at Risk Act (SARA) threatens the endangered southern mountain caribou, Pacific humpback whale, Nechako sturgeon, and marbled murrelet on the proposed route.



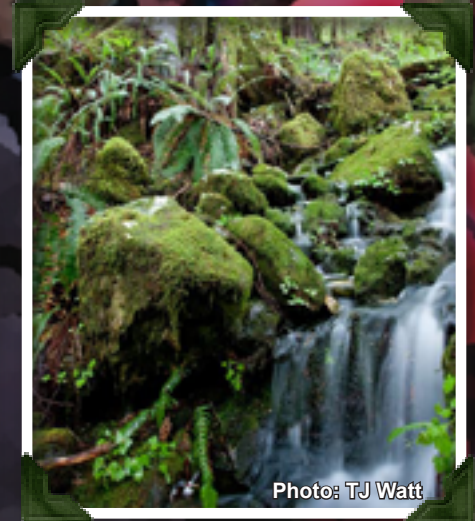
Photo: Daryl Spencer





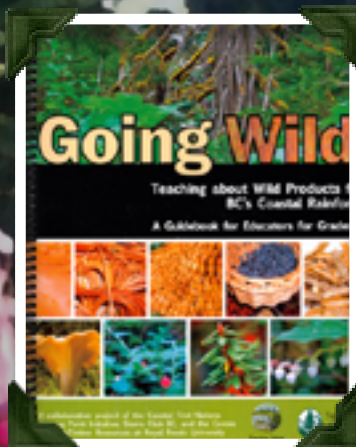
In July, we spoke out against the B.C. government's decision to revisit land use plans in B.C.'s interior with an eye to logging in forests set aside to protect old-growth, wildlife habitat and riparian areas. We advocated for increased conservation to maintain species habitat and carbon storage in light of global warming. Sierra Club BC and other environmental groups sent an open letter to the B.C. government, highlighting the dangers of moving precipitously to fill timber supply shortfalls at the expense of ecosystems.

In September, we released a report revealing that B.C.'s greenhouse gas emissions quadruple when emissions from fossil fuel exports and forests are counted. The report, *Emissions Impossible?*, warns that if current emissions remain unchecked and new fossil fuel infrastructure is built as planned, by 2020 British Columbia will increase its carbon footprint by 10 times the 2010 official figures.

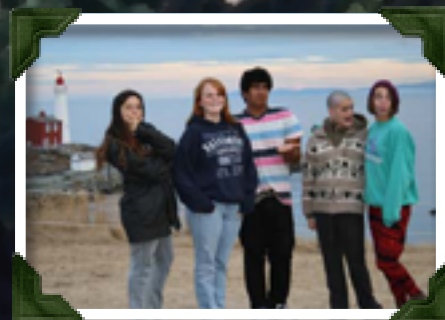




The 2011-2012 school year was a busy time for our education team, which reached over 2,700 students in 25 schools across 13 B.C. school districts. We were delighted to see some great sustainability projects submitted to our Take Action challenge - including a waste reduction rap by grade 5 students, an Earth-themed book, planting gardens, presentations on environmental impacts, recycling projects and even some haikus.



In November, we were honoured to be presenters at B.C.'s province-wide professional development day for teachers held by the First Nations Education Steering Committee (FNESC). We presented our Going Wild program to teachers attending the 20th anniversary FNESC event in Vancouver.



Led by a group of enthusiastic youth, our Sustainable High Schools participants went camping at Fort Rodd Hill in September. Held in partnership with YesBC and Parks Canada, the camp-out was one of several excursions for environmentally engaged youth. We were inspired by their passion for protecting our amazing province.





Photo: Coalwatch Comox Valley

Sierra Comox Valley continued to draw attention to the environmental and economic risks of the proposed Raven coal mine near Fanny Bay on Vancouver Island. The mine threatens Comox Valley drinking water, fish-bearing streams and the thriving Baynes Sound shellfish industry. Opponents include the B.C. Association of Shellfish Growers, which is concerned that potential contaminants from the mine will negatively impact the \$28-million per year Baynes Sound shellfish industry, along with one of the world's richest oyster beds and the 600 jobs created by the industry.

Sierra Malaspina was successful in persuading the Powell River mayor and city councillors to turn down a proposal to build an incinerator to burn waste shipped from the Lower Mainland. The incinerator could compromise air quality.

We were delighted with two new additions to the Sierra Club family – local groups in Nanaimo and the Okanagan Valley.



Photo: Carla Stein and Rachelle Stein-Wotten





Photo: Nori Sinclair

In September, Sierra Club BC and Sierra Quadra grieved the sudden and untimely loss of Judy Leicester, long-time leader of Sierra Quadra and dedicated environmental champion.

With many thanks to Judy Leicester for her leadership, Quadra Islanders working to save the heart of Quadra Parks celebrated the successful finale to a fundraising drive that raised \$200,000 towards the acquisition of 395 hectares of private land that connects two spectacular marine parks - Octopus Island and Small Inlet Provincial Parks. Many gifts were made in memory of Judy, who devoted 16 years of her life to making this dream a reality.



Photo: Mark Wunsch

It was an extra special Earth Day in April 2012, as Sierra Club BC and local groups were out and about. We participated in the first annual Creatively United for the Planet Festival in Victoria, a free community festival. Looking forward to future events!

For the first time, we added a Vancouver Sierra Social to our annual fundraising event in the fall. Guest speaker Gerald Amos from the Haisla First Nation travelled to Victoria, Vancouver and Salt Spring Island, sharing his moving experiences of coastal opposition to oil tankers off the Great Bear Rainforest.

Sierra Lower Mainland hosted a variety of outings appealing to all tastes – from gentle walks to see snowy owls on Boundary Bay and listening to songbirds at Maplewood Flats to snowshoeing treks up Dog Mountain.



Photo:Loreena Davis

Keen naturalists observed the social behaviour of migratory waterfowl during a Sierra Victoria outing to Esquimalt Lagoon, guided by ornithologist James Clowater.



Photo:Thomas P. Peschak, iLCP

Sierra Club BC has been a proud participant in two photo Rapid Assessment Visual Expeditions (RAVEs) with the International League of Conservation Photographers. In 2012, photo exhibits featuring the Great Bear Rainforest RAVEs were mounted in Victoria. The Great Bear exhibit wrapped up with a packed celebration at Victoria's Canoe Brewpub.

## **Sierra Club BC Staff**

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Sarah Cox, Director of Strategy & Communications  
Susan Howatt, Director of Programs, Policy and Development  
Kim Kotanko, Finance Director  
Eli Baker, Education Program Manager  
Colin Campbell, Science Advisor and Marine Campaign Coordinator  
Caitlyn Vernon, Coastal Programs Campaigner  
Jens Wieting, Forest & Climate Campaigner  
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Moira Chaudhry, Development Advisor  
Kieran Dowling, Education Program Coordinator  
Meg Banavage, Education Program Coordinator  
Kristen Evers, Environmental Educator  
Lyndsay Fraser, Environmental Educator  
Nadine Lefort, Education Program Manager (on maternity leave)  
Dave Leverage, Contractor - GIS Mapper  
Maureen Yao, Bookkeeper  
Lynn Mathieson, Contractor - Chartered Accountant  
Laura Milne, Grants Administrator  
Nori Sinclair, Multimedia Communications Specialist  
Zuzanna Szkudlarek, Individual Giving Steward  
Trudy Crawford, Contractor - Supporter Services

## **Sierra Club of British Columbia Foundation Board of Directors**

### ***Executive***

Doug McArthur, Chair  
Robert Mitchell, Vice-Chair  
Shirley Franklin, Treasurer  
Rahman Saleem, Secretary  
Jackie Larkin, Member at Large  
Patricia Lane, 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

### ***Local Group Representatives***

Victoria Group: Caspar Davis  
Quadra Island Group: Judy Leicaster and Geraldine Kenny  
Malaspina Group: Betty Zaikow  
Comox Valley Group: Mike Bell  
Lower Mainland Group: Elaina Konoby-Sinclair  
Nanaimo Group: Carla Stein  
Okanagan Group: Brad Foster



# Statement of Operations

For the 12-month period ending December 2011

## Revenue:

	2012	2011
Grants	\$473,675	\$455,131
Donations	\$366,915	\$332,972
Government Funding	\$118,552	\$118,985
Bequests	\$195,348	\$2,612
Other Revenue	\$44,003	\$80,595
Activities carried out under Agency Agreements	\$66,963	89,459

**Total Revenue** **\$1,265,456** **1,079,754**

## Expenditures:

Operations	\$113,221	151,001
Development & Supporter Engagement*	\$311,948	282,181
Conservation Programs*	\$381,722	329,899
Education*	\$211,812	188,756
Local Groups*	\$21,489	17,283
Activities carried out under Agency Agreements	\$66,963	89,459

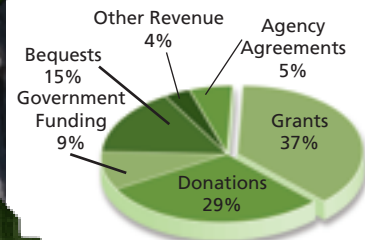
**Total Expenses** **\$1,107,155** **1,056,580**

**Excess (deficiency) of revenue over expenses** **\$158,301** **\$23,174**

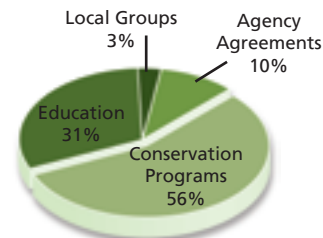
\*includes Communications

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

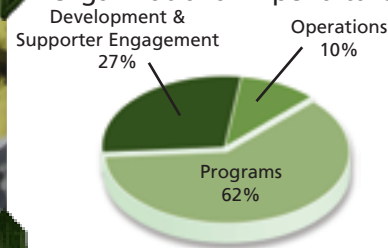
## Sources of Support



## Program Expenditures



## Organizational Expenditures



# Thank you to our 2012 funders!

Sierra Club BC would like to express special appreciation for the lasting commitment to conservation through the following bequests in 2012:

Herbert Buchanan

Harold De Vries

## **Corporate Sponsors**

Denman Island Chocolate

Accent Inns

Bill Hartley Insurance Services

Natures Fare Markets

Tech Soup

Fidelity Investments

Concert Properties

Landyachtz

A.S.T.C Science World Society

Barthel Foundation

BC Social Venture Partners  
Foundation

Brainerd Foundation, The

Bullitt Foundation, The

Canadian Boreal Initiative

Canadian Environmental Assessment  
Agency

CKNW Orphans' Fund

Conservation Alliance

David and Lucille Packard  
Foundation

Gaming – BC Ministry of Public  
Safety and Solicitor General

Gordon and Betty Moore  
Foundation

Greater St Louis Community  
Foundation

Hamber Foundation

Health Sciences Association of British  
Columbia

Natural Sciences and Engineering  
Research Council of Canada

New Venture Fund

North Growth Foundation

Patagonia Foundation

Real Estate Foundation of BC

S. and A. Inspiration Foundation

Service Canada

Sitka Foundation

TD Friends of the Environment  
Foundation

Tides Canada Foundation

Vancity

Vancouver Foundation

Wilburforce Foundation



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Page 2 - Jaime Rojo; Page 3 - Caitlyn Vernon; Page 4 - Andrew S. Wright; Page 5 - Paula Steele; Page 6 - Jens Wieting; Page 7 - Rikki MacCuish; Page 8 - Kieran Dowling; Page 9 - Kay Jasinski; Page 10 - Brad Foster; Page 11 - Shannon Arnold; Page 12 - Andrew Toft, iLCP; Page 13 - Nori Sinclair; Page 14 - Jaime Rojo; Page 14 - Andrew S. Wright.





Photo: Jens Wieting

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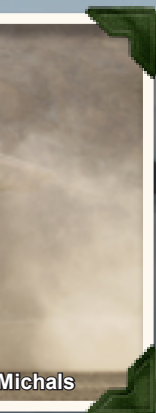


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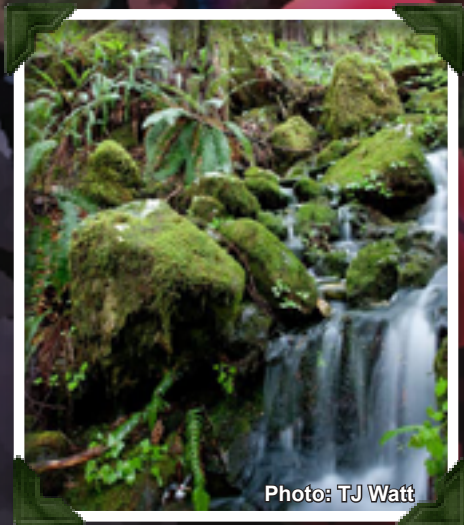


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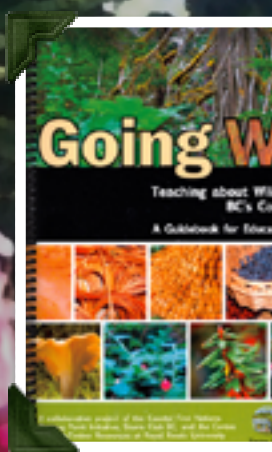
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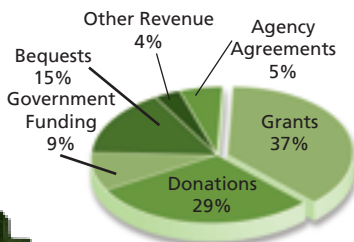
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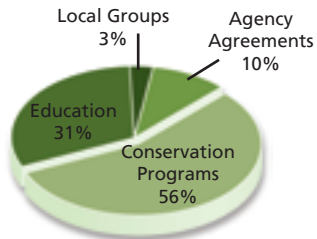
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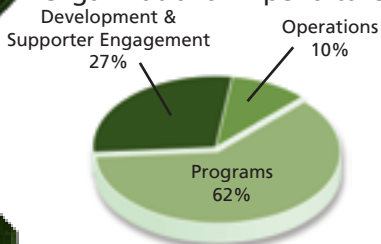
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Denman Island Chocolate

Accent Inns

Bill Hartley Insurance Services

Natures Fare Markets

Tech Soup

Fidelity Investments

Concert Properties

Landyachtz

A.S.T.C Science World Society

Barthel Foundation

BC Social Venture Partners  
Foundation

Brainerd Foundation, The

Bullitt Foundation, The

Canadian Boreal Initiative

Canadian Environmental Assessment  
Agency

CKNW Orphans' Fund

Conservation Alliance

David and Lucille Packard  
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Gaming – BC Ministry of Public  
Safety and Solicitor General

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