



SIERRA  
CLUB  
BC

# Annual Report 2010





**Sierra Club BC** is a non-profit environmental organization whose mission is to protect and conserve British Columbia's wilderness, species and ecosystems, within the urgent context of global warming.

**We advocate the responsible use of B.C.'s natural resources while promoting a modern, equitable economy that sustains our planet in every way.**

# Celebrating a Year of Sierra Club BC's Environmental Accomplishments

Dear Friends,

**A**t Sierra Club BC we have a tradition of celebrating successes and birthdays at our Tuesday afternoon staff meetings. For a brief time, we leave behind our computers and telephones to share baked goodies and make a lively toast. This past year--brimming with major accomplishments, hard-fought battles and amazing partnerships--offered memorable occasions to make merry.

In February, our Flathead River Valley campaign achieved a landmark success when the provincial government banned mining and oil and gas development in this wildlife nursery in southeastern B.C., putting an end to plans for mountain top removal coal mining. In March, a report we co-published drew attention to Great Bear Rainforest species, including the rare white "Spirit" bear, which remain at great risk as the B.C. government lags on commitments to map critical habitat. In December, our partner Ecojustice won an important court decision on our behalf, aimed at protecting endangered orca whales.

Behind every great environmental organization stands a posse of supporters. The successes of 2010 were only made possible with your steadfast help and generosity.

With your assistance, in 2010 our award-winning education program reached more than 8,000 school children around the province, helping to cultivate the next generation of environmental stewards. Our six Sierra Club local groups continued to take action on urgent environmental issues in their communities, with the Victoria group launching a fabulously interactive outings program. As Sierra Club founder John Muir famously wrote: "Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul alike."

Please join us in 2011 as we tackle environmental issues from one corner of our province to another. B.C.'s environment needs our help more than ever before. You can watch our website for daily updates on our efforts to protect B.C.'s wilderness and wildlife, a mission ever more pressing given the latest information about the alarming impacts of global warming. Feel free to share this report with others whom you think may be interested in our work. And do stay in touch with us – through our website, Facebook, Twitter, You Tube, our online blog Wild, or by attending Sierra Club BC events in your community.

With thanks,



George Heyman  
Executive Director





*Flathead River Valley*  
Photo: © Garth Lenz/iLCP

# Working to Permanently Protect B.C.'s Lush Southeastern Corner



Flathead Valley - Cougar  
Photo: © Matthias Breiter/LCP

**S**ierra Club BC played a major role in stopping a coal strip mine slated for the Flathead River Valley, successfully pressuring the B.C. government to announce a ban on mining and energy development in the Flathead.

### World Heritage Committee petition

The February 2010 ban came after Sierra Club BC and other groups petitioned the World Heritage Committee asking that Waterton-Glacier International Peace Park, adjacent to the Flathead, be declared a World Heritage Site in Danger due to mining and other threats. In July 2010, the World Heritage Committee issued a report calling for increased protection for the Flathead, including a transboundary wildlife conservation area.

### Flathead still under threat

In the absence of permanent protection, the Flathead remains under threat from industrial logging, quarrying, trophy hunting of grizzlies and other animals, and new road access. Sierra Club BC continues to press for a national park in the southeastern one-third of the Flathead, as an expansion of Waterton-Glacier, and a Wildlife

Management Area in the rest of the valley and adjoining habitat.

### Friends of the Flathead milestone

In October 2010, our group Friends of the Flathead reached a milestone of 10,000 members. We also partnered with Denman Island Chocolate to produce two special-edition Flathead Wild chocolate bars, with one wrapper featuring a Flathead grizzly and the other a Flathead mountain goat.



Photo: Caitlyn Vernon

**W**e hiked up to the continental divide and looked down at the Flathead River Valley, a green nursery for wildlife. Behind us stretched Waterton-Glacier International Peace Park, a World Heritage Site and UNESCO Biosphere Reserve. B.C.'s Flathead is part of the same ecosystem as Waterton-Glacier, and Sierra Club BC is working hard to make sure it has the same level of protection.

— Sarah Cox,  
*Communications Director  
and Flathead Campaign Manager*





*Great Bear Rainforest - Wolf pup*  
*Photo: © Marven Robinson/iLCP*

# Ensuring Protection for the Largest Intact Rainforest in B.C.



Sunset in the Great Bear  
Photo: © Jack DykingaliLCP

## Report highlights anniversary

Sierra Club BC co-authored the report, *Slipping Through the Cracks? The Fate of Focal Species in the Great Bear Rainforest*, to mark the one-year anniversary of the 2009 Great Bear Agreements endorsed by environmental organizations, First Nations, the B.C. government and industry. The report pointed out that grizzly bears, mountain goats, northern goshawks and other key species remain at risk in the Great Bear Rainforest.

It called on the B.C. government to implement new species conservation measures identified as a priority by all parties in 2009, and to put on hold on new logging approvals and road permits until crucial habitat is set aside for focal species. Sierra BC continued to work with our partners in the Rainforest Solutions Project to fully implement the Great Bear Rainforest conservation model and promote similar solutions, protecting species and carbon storage in other parts of the province.

## Photographing the rainforest

In September, Sierra Club BC was a partner in the Great Bear RAVE (Rapid

Assessment Visual Expedition), a project of the International League of Conservation Photographers. World-renowned photographers fanned out in the Great Bear, on land and sea, to capture images of the stunning beauty of the world's largest intact coastal temperate rainforest. The images will be used by conservation groups to draw international attention to proposed oil tanker traffic through Great Bear, which would put the region at risk of an oil spill like the Exxon Valdez disaster.



Photo: Kirsten Zickfeld

Working on the implementation of the Great Bear Rainforest Agreements with government and industry is a lot of hard work! But looking through the RAVE photos really brings home how much is at stake here if oil tanker traffic is allowed to criss-cross the Great Bear. B.C. is lucky enough to house the world's largest intact coastal temperate rainforest, and we need to protect it.

— Jens Wieting,  
Coastal Forests Campaigner





*Fishing for halibut during the Great Bear RAVE  
Photo: Todd McGowan*



# Supporting the Traditional Guardians of B.C. Lands and Water

## Keeping watch on the coast

In March, Sierra Club BC co-organized an “Ecosystem-Based Management Learning Forum” in Wuikinuxv Village (Rivers Inlet), on B.C.’s central coast. First Nations participants from the central coast, north coast and Haida Gwaii shared stories and experiences about their work to ensure the 2009 Great Bear Rainforest Agreements are implemented — from monitoring new forestry regulations aimed at conserving ancient cedar trees to tracking grizzly bear populations.

Sierra Club BC also played a key role in developing a regional monitoring strategy for Coastal First Nations that will enhance and standardize monitoring efforts up and down the coast. In May we co-hosted the annual gathering of the Coastal Guardian Watchmen Network, bringing together First Nation practitioners who monitor the health of ecosystems, watch over important cultural sites and keep an eye on resource use in their territories.



Photo: Doug Neasloss

## The next generation of stewards

In the summer of 2010, we provided support to the Koeye Science and Culture Camp for Heiltsuk youth, in the heart of the Great Bear.

Throughout 2010, we worked with coastal First Nations to draw attention to the catastrophic loss of livelihoods and traditional ways of life that could result from an oil spill should tankers, carrying crude piped from the Alberta tar sands, be allowed to traverse the Great Bear’s perilous coastal waters.



Photo: Frances Litman

First Nations have always been the eyes and ears of their territories. We believe it is important to support First Nation Guardian Watchmen so they can be out on the land and water keeping track of grizzly populations and doing other important monitoring work, especially during this era of severe government cutbacks.

— Caitlyn Vernon,  
Coastal Programs Campaigner



*Photo: Norman De Leenheer*



# Standing Up for Strong Species Protection – in Court and in Law

### Orca court decision

In December, Sierra Club BC and other conservation groups won a landmark federal court decision aimed at protecting endangered orca whales.

Represented by Ecojustice, we successfully argued that the federal government must legally protect important aspects of critical habitat for southern and northern resident orcas, including their food supply.

As we went to press with our annual report, the federal government was seeking to overturn the court decision. With the support of Ecojustice, Sierra Club BC will continue to press for adequate legal protection for endangered orcas and their habitat.

### Endangered species law

B.C. is home to more at-risk species than anywhere else in Canada, yet we are one of only two provinces without a stand-alone endangered species law.

In 2010, Sierra Club BC worked with mayors and councillors around the province to gain municipal support for a strong law to protect species and ecosystems.

We continue to urge the B.C. government to pass a science-based species and ecosystem protection law that will protect habitat needed for the survival and recovery of more than 2,000 at-risk species in our province, from the grizzly bear and badger to mountain caribou and marbled murrelets.



*Northern Goshawk  
Photo: Steve Garvie*



*Photo: Dave Duprey*

We know that British Columbians treasure the outdoors and the range of wildlife in this province. B.C. needs to follow the lead of other provinces and pass a strong law to protect our endangered species and their habitats.

— Susan Howatt,  
Campaigns Director



10-10-10 work party in eelgrass habitat  
Photo: Sierra Club BC

*Eelgrass*  
Photo: James Mack



# Exploring Blue Carbon Sinks and Promoting Healthy Oceans



Oystercatcher  
Photo: Jens Wieting

## Blue carbon

How surprising would it be if you suddenly discovered there were gardens so fertile they could fix carbon from the atmosphere 50 times more efficiently than the lushest tropical rainforest? Would it seem like good news? It does to us.

New research in 2010 by Sierra Club BC revealed the tremendous potential of marine vegetation — like eelgrass meadows and salt marshes — to moderate global warming. Our report, *Blue Carbon*, by Sierra Club BC's science advisor Colin Campbell, laid out the case for urgent protection of these valuable habitats.

## Sierra Submarine takes the ocean's pulse

In February, Sierra Club proudly presented our first animation, *Code Blue*. Designed in the popular manga style, a Sierra submarine is dispatched on a medical mission — to take the ocean's pulse. Voyaging from wind-swept Triangle Island to the depth of B.C.'s

great coastal sea, the submarine assesses the ocean's health amidst the changing climate.

## Ocean-friendly seafood

In April, as we made the final preparations for the Get Out Migration with wild salmon champion Alexandra Morton, there was welcome news from the retail sector. The Overwaitea Food Group announced it will feature farmed salmon raised in closed containment, away from the ocean — showcasing a solution called for by salmon activists across the province.

As part of the Seachoice coalition, Sierra Club BC worked with large retailers such as Overwaitea, as well as consumers, to offer a variety of ocean-friendly seafood choices.



Photo: Sierra Club BC

Eelgrass beds and salt marshes effectively bury carbon for thousands of years. This is probably the most efficient carbon removal mechanism on Earth.

— Colin Campbell,  
Science Advisor and  
Marine Campaign



difference

- Math poster
- Math weekly folder
- Clean desk

Nov. 15<sup>th</sup> 2010

- Home Task
1. Fill out y
  2. Clean everything except your water bottle.
  3. Stack chairs
  4. Clean off the floor.
  5. Clean off any flat surfaces (tables, shelves etc.)
  6. Get your backpack
  7. Clean up cubby (one bag, school supplies NEATLY stacked inside shelf)

Sierra Club BC's Education Team  
Photo: Karin Able



# Learning From Our Students Through Hands-On Programs

### Meeting B.C.'s educational needs

Each school year, our educators get to see first-hand the seeds of environmental stewardship planted in B.C.'s classrooms. In the 2010-2011 school year, Sierra Club BC worked with more than 4,500 students across British Columbia through in-class presentations and action projects. Our delivery capacity is never able to meet our registration demand, making it clear that schools want more environmental education in the curriculum. Because demand is so high, we have continued to provide environmental education resources for the classrooms we are unable to visit in person.

### Translation in progress

Educators Aude Ray Houle and Meg Banavage translated our Elementary/Middle School programs into French, completing the entire Temperate Rainforest Ecosystem Education (TREE) Program, called "Pluviale et l'intendance environnementale" (PLUIE). They delivered TREE, PLUIE and Climate Change programs in Victoria and Vancouver, reaching more than 1,000 students.

For the first time, we hired an educator to deliver our Going Wild! program to classes outside of the Great Bear Rainforest. Educator Julia Morlacci prepared the Non-Timber Forest Products program for 2011 delivery in the Capital Regional District.

Educator Erich Nahser-Ringer translated our Sustainable High Schools classroom presentations, and made them available to both French and English classrooms

in Victoria and Vancouver, reaching 475 students.

Our Youth Steering Committee, made up of students from across the Capital Regional District, worked on various projects, including a garden at Vic High which will be used by the school's cafeteria and food-preparation course.

### Teaching the teachers

Sierra Club BC facilitated Professional Development workshops for teachers and school administrators on such topics as Non-Timber Forest Products, Sustainable Happiness, and "How to Green Your School."



Photo: Nadine Lefort

Watching kids make connections between the world around them and the decisions they make in their everyday lives is the best part of our programs. I love hearing their stories and seeing the enthusiasm they bring to learning about B.C.'s ecosystems.

— Nadine Lefort,  
Education Program Manager



*Fish Lake*  
*Photo: Lee-Anne Stack*



# Strengthening the Environmental Assessment Process in B.C.

### Antiquated Mineral Tenure Act

In June, we learned that a Vancouver mineral exploration company planned to drill for zinc in endangered mountain caribou habitat in the Caribou region, turning a popular hiking trail into a road for heavy equipment.

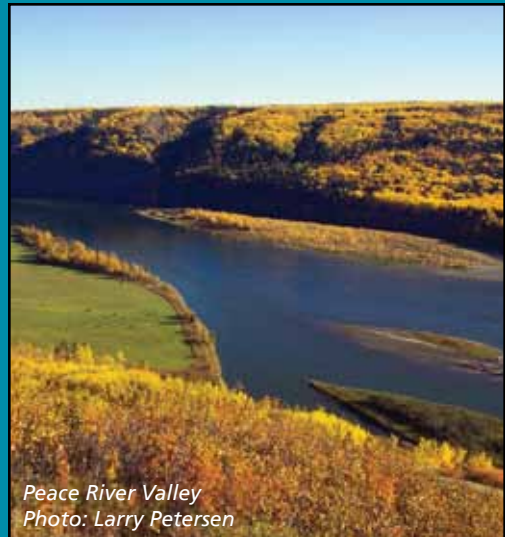
Sierra Club BC continued to urge the B.C. government to follow the example of other provinces and modernize our antiquated Mineral Tenure Act so that environmental and First Nations concerns are taken into account before mining claims can be made. Right now, mining claims – made on-line with the click of a mouse and a Mastercard – create legal entitlement that supersedes other potential land uses.

### Fish Lake saved by public outcry

Our supporters sprang into action to help save Fish Lake from being destroyed by the proposed “Prosperity” gold and copper mine. Almost 2,000 Sierra BC followers wrote letters to the federal government, urging Ottawa to heed the findings of its own environmental assessment panel and prevent Fish Lake, upper Fish Creek and Little Fish Lake from being converted into a waste rock dump and tailings ponds.

The campaign, led by the Xeni Gwet’in First Nation, a member of the Tsilhqot’in National Government, met with success in early November when Ottawa overrode a decision by the B.C. government to approve destruction of Fish Lake, 125 kilometers southwest of Williams Lake. Sierra Club BC

continued working to close the loophole in federal law that allows Canadian lakes to be “reclassified” as toxic tailings ponds for mines, and to improve B.C.’s environmental assessment standards.



*Peace River Valley  
Photo: Larry Petersen*

In April, Sierra Club BC Executive Director George Heyman spoke out against the massive Site C dam that the B.C. government plans to build on the traditional territories of the Treaty 8 First Nations, flooding more than 5,000 kilometers of land in the Peace Valley region. Heyman called Site C an “ill-advised” mega-project that fails to meet minimum international standards for large dam construction and could substantially increase B.C.’s carbon emissions.



*Great Horned Owl babies, Victoria*  
*Photo: Caspar Davis*



# Hard at Work Across the Province

## Herons save the day

In June, Sierra Club members in Powell River halted logging in a beautiful city park that was slated to become a running track. Local group members spotted two herons' nests and raised the alarm, preventing the logging. Letters to the editor and city council poured in. As a result, the Powell River City Council decided to change the running track location. They also agreed to consider a by-law prohibiting tree-cutting within city limits during nesting season. Two of the four fledglings survived to leave the nest!

## All hands on deck on Quadra Island

In April, Quadra Islanders turned out en masse for the beach cleanup organised by Sierra Quadra. Families, businesses and individuals collected garbage from beaches throughout April, and the whole community gathered for a clean-up finale to fill the trucks and celebrate.

## Hometown Heroes

Sierra Comox Valley continued its important work to protect the Courtenay River estuary. "We are working to make the Courtenay River Estuary a true eco-neighbourhood where humans, and other species and life-forms, all sharing a common sense of place, live together in harmony," said co-chair Mike Bell.

In recognition of his work to protect the estuary, Mike Bell was named one of Canada's top ten Hometown Heroes — the only one from B.C. — by the national charitable group Earth Day Canada.

## Proposed Raven coal mine

Sierra local groups are working with Coal Watch Comox Valley to stop the proposed Raven coal mine near Fanny Bay. The underground mine would remove 44 million tonnes of coal over 20 years, which would be trucked to Port Alberni and shipped to Asia. Sierra Club BC is concerned about the impacts of harmful coal dust, noise from the 24-hour a day operation, loss of salmon habitat, the threat to the shellfish industry in nearby Baynes Sound, and potential contamination of aquifers that supply drinking water. We continue to keep tabs on Raven's progression through the B.C. environmental assessment process.



Courtesy: Jacques Morin

It has been heartening to see community after community join together in solidarity to protect our coast and livelihoods.

— Jacques Morin,  
Sierra Haida Gwaii

Sierra Haida Gwaii, along with other island groups, was instrumental in persuading Haida Gwaii local councils to join their First Nations neighbours in a "No Tankers" declaration.

## OUR SUPPORTERS

# Thank You to Our 2010 Funders!



*Photo: Nori Sinclair*

### Foundations

Barthel Foundation  
BC Government and Service Employees' Union  
BC Hydro  
BC Social Venture Partners Foundation  
BMO - GGOF  
Board of Education of School District No. 61 (Greater Victoria)  
Brainerd Foundation  
Canadian Boreal Initiative  
Capital Regional District  
Chris Spencer Foundation  
City of Victoria Special Projects Grants Fund  
Columbia Institute  
Conservation Alliance  
Considine & Company  
CUPE B.C.  
DBA CNC Repair & Sales  
EcoAction Community Funding Program  
Employment and Labour Market Services Division  
Federation of Post-Secondary Educators of BC  
Hamber Foundation  
Health Sciences Association of British Columbia  
Laura L. Tiberti Charitable Foundation  
Ministry of Advanced Education and Labour

Natural Sciences and Engineering Research Council of Canada  
North Growth Foundation  
Ontario Ministry of Environment  
Provincial Employees Community Services Fund  
S. and A. Inspiration Foundation  
Science World Society  
Somerset Foundation  
SpencerCreo Foundation  
Telus Community Engagement (Victoria)  
The Nature Conservancy (TNC)  
Tides Canada Foundation  
Vancity  
Vancouver Foundation  
Wilburforce Foundation  
Willow Grove Foundation  
WorkSource Targeted Wage Subsidy  
Yellowstone to Yukon Conservation Initiative  
YMCA Vancouver

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Mackenzie Investments  
Maple Leaf Adventures  
SPUD  
Vertical Response

**And a special thank you to all of our individual and monthly donors!**



# Sierra Club of British Columbia Foundation Board of Directors 2010

## Executive

Jamie Biggar, *Chair*  
 Doug McArthur, *Vice-Chair*  
 Shirley Franklin, *Treasurer*  
 Rahman Saleem, *Secretary*  
 Brian Pinch, *Past Chair*  
 George Heyman, *Executive Director, Staff*  
 Patricia Lane, *Member at Large*  
 Tria Donaldson, *Member at Large*  
 Stan Tomandl, *Member at Large*  
 Martin Golder, *Member at Large*  
 Karen Palmer, *Member at Large*

## Local Group Representatives

*Victoria Group*  
 Patricia Molchan  
*Quadra Island Group*  
 Judy Leicester, *Conservation Chair*  
*Haida Gwaii Group*  
 Jacques Morin, *Chair*  
*Lower Mainland Group*  
 Paul Richard, *Interim Chair*  
*Malaspina Group*  
 Betty Zaikow  
*Comox Valley Group*  
 Mike Bell, *Chair*

# Sierra Club BC Staff 2010

George Heyman, *Executive Director*

Meg Banavage, *Elementary and Middle School Educator*

Rebecca Blumenshine, *Manager of Individual Giving*

Colin Campbell, *Science Advisor and Marine Campaign*

Moir Chaudhry, *Major and Corporate Giving Steward*

Sarah Cox, *Communications Director and Flathead Campaign*

Sheila Giesbrecht, *Office Manager*

Luna Hallam, *Youth Engagement Coordinator*

Jennifer Hoffman, *Development Director*

Aude Ray Houle, *Elementary and Middle School Educator*

Susan Howatt, *Campaigns Director*

Kim Kotanko, *Finance Director*

Nadine Lefort, *Education Program Manager*

Dave Leversee, *Contractor - GIS Mapper*

Helena Mahoney, *Sustainable High Schools Coordinator*

Julia Morlacci, *First Nations Outreach Educator*

Erich Nahser-Ringer, *Sustainable High Schools Coordinator*

Ana Simeon, *Communications Coordinator*

Nori Sinclair, *Communications Assistant*

Caitlyn Vernon, *Coastal Programs Campaigner*

Jens Wieting, *Coastal Forest Campaigner*

Maureen Yao, *Bookkeeper*



Photo: Jens Wieting

## FINANCIALS

# Statement of Operations

For the 12-month period ending December 2010

### Revenue:

Grants	\$541,078
Donations	294,277
Government Funding	47,154
Bequests	27,482
Other Revenue	105,151
Activities carried out under Agency Agreements	54,141

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### Total Revenue

**1,069,283**

### Expenditures:

Operations	126,766
Development, Supporter Outreach & Engagement*	361,620
Conservation Programs*	336,718
Education*	152,921
Local Groups*	16,731
Activities carried out under Agency Agreements	54,141

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### Total Expenses

**1,048,897**

### Excess (deficiency) of revenue over expenses

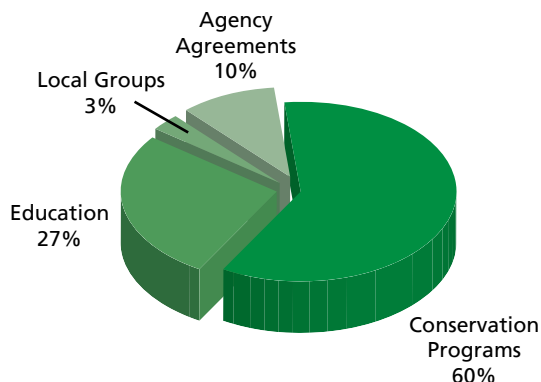
**\$20,387**

*\*includes Communications*

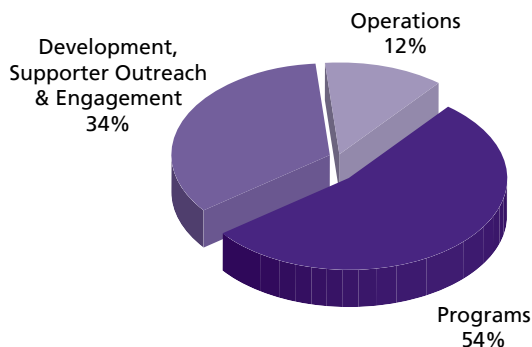
*Note: In 2009, Sierra Club BC Foundation operated its programs through the Sierra Club BC Chapter under Agency Agreements. Starting in 2010, administrative changes were made. Since that time most of the work formerly done by the Chapter (on behalf of the Foundation) is now done directly by the Foundation. The purpose of the change was to more effectively manage administration costs and to ensure continued transparency of operations with respect to Canada Revenue Agency policy respecting registered charitable organizations. Due to this significant change in operations we have not shown 2009 comparative figures. Please contact us to request this information or our complete audited financial statements.*



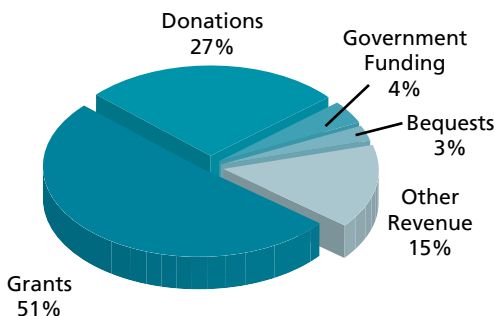
## Program Expenditures



## Organizational Expenditures



## Sources of Support



## Support Our Work

The support of generous individuals like you has enabled Sierra Club BC to protect B.C.'s wilderness and wildlife for more than 40 years. Your donation will help us continue to be a strong advocate for B.C.'s environment.

We invite you to join the Club by:

- Making a gift to support Sierra Club BC's overall work
- Directing a gift to a special Sierra Club BC project
- Joining our Sierra Sustainers Monthly Giving Program
- Making a donation of publicly-listed securities
- Leaving a legacy by remembering us in your will

Please contact us at 250-386-5255 (Option 1) for more information. Your gift can also be made online at [www.sierraclub.bc.ca](http://www.sierraclub.bc.ca) or by mail by sending a cheque to: Sierra Club of BC Foundation, 304-733 Johnson St, Victoria, BC, V8W 3C7.

Gifts made to the Sierra Club of BC Foundation will be used for our charitable work, such as research and environmental education, and are eligible for a tax receipt (Registered Charity: 11914 9797 RR0001).



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