



SIERRA  
CLUB BC



# 2020 IMPACT REPORT





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Thank you to our donors, funders, partners and supporters

# MESSAGE FROM OUR EXECUTIVE DIRECTOR

Throughout this last year, nature has been a place of solace, reflection and inspiration. As many of you probably did, I too sought refuge from the many intersecting crises we are faced with among the trees, birds, water, gardens and shady paths.

For me, the beautiful green oasis that I turn to is the place currently known as Stanley Park. But like many of the “natural” places that we’ve learned to love, its history is more complex than many know. In fact, for over 3,000 years the area housed a Squamish village called Xwáyxway, whose occupants were forcibly evicted in the 1880s by the City of Vancouver and relocated to the Khatsalano reserve to facilitate the creation of the park.

It’s an important reminder that access to restorative green spaces is something that not everyone enjoys. In some cases, this is because people have been forcibly removed from their territories for parks creation, and in other cases, it may be due to destruction or degradation caused by industrial logging or large-scale projects like the Site C dam or the Trans Mountain pipeline.

And while this pandemic has brought a moment of pause for many of us, the extraction, logging and degradation have not stopped. We know that human health, the health of the beings that we share this planet with, and the health of ecosystems are intricately linked. We must take care of the systems that sustain and support us and our non-human relations if we are to thrive.

It is also clear that the ecological challenges we are facing are inextricably bound up with various forms of social inequality. This means that for us to transition to a just future, those who have been most impacted by the ecological crisis must be centred. Through their lived experiences, they have invaluable insights into fixing this broken system that they did not create.

It is from this understanding that we launched our new strategic plan. Moving forward we’re placing a strong focus on equity, inclusion and reciprocity as we support people working to steward abundant ecosystems and a stable climate. And we recognize that an attitude of humility in seeking out and incorporating diverse perspectives into our practice is required to build a better world for all.

As you read through Sierra Club BC’s journey from the past year, you’ll see these commitments and learnings put into action. While we still have far to go, we are making meaningful strides to better live in balance together.

In hope and solidarity,

Sincerely,



**Hannah Askew**  
Executive Director





# OUR STATEMENT OF ACCOUNTABILITY

Sierra Club BC is committed to building respectful relationships with Indigenous peoples and upholding their territorial governance in the lands where we live and work together.

We acknowledge that Sierra Club BC has perpetuated harm against Indigenous peoples and communities through advocating for conservation of land by colonial governments without the free, prior, informed consent of the Indigenous Nations who have lived on and stewarded these lands for thousands of years. We acknowledge that Sierra Club BC's history of advocacy for the creation of parks and protected areas has been informed by colonial ideology. When settler governments designated some areas as parks or protected areas for enjoyment, and later for conservation, they unjustly removed Indigenous peoples from their land, interrupted their cultural practices, and left ecosystems cut off from the beneficial Indigenous management practices that had shaped and nurtured them over millennia.

We commit to forging relationships based on respect with Indigenous peoples and we recognize that this ongoing process includes education, engaging in critical reflection, seeking and acting on feedback, and changing policies and practices.

Today, Sierra Club BC staff, Board members, volunteers and members are an increasingly diverse group of people, including settlers, recent immigrants and Indigenous peoples. We have different lived experiences and different perspectives, but we all come from a place of respect for the natural world. We understand that humans are not separate from this world but are a part of a greater family that connects all living beings.

The conversations we are currently having about our role in perpetuating colonialism can be painful. We acknowledge our responsibility to create as much cultural safety as possible, within the organization and across all our initiatives, as we do this work. Our history is complex, and there are many things we are proud of—as well as some things we are not. As we move forward, we are striving to create a balance of old and new. This balance needs to honour Indigenous teachings and strength while not discarding the goodness nor all of the structure in the current Western system that is struggling to overcome a possession-based worldview. We look forward to continuing on this transformational process so that we can learn to journey well together and build a better future for all.

# 2020 BY THE NUMBERS

1.3M

people as represented in a collection of groups (including Sierra Club BC) called for the federal gas bailout to go to workers, not companies

\$1.3M

raised since 2019 for Indigenous Nations' legal case against Trans Mountain through our Pull Together campaign with RAVEN

400K+

people reached with climate and old-growth action messaging through social media ads

990K

people reached via mainstream media coverage of Sierra Club BC's work

28K

followers across social media channels

70K

Greater Victoria Acting Together members officially opposed to old-growth logging with the help of Sierra Club BC

23K

people subscribed to our email list

23K+

letters sent calling for climate and old-growth action

4.2K

people accessed our online educational resources

3.3K

students reached through our education programs

529

news stories featured our work across outlets like Global News, CTV, CBC, The Guardian, The Narwhal and more

120+

teachers participated in our professional development events

6

Just Recovery Principles put forward by the coalition to Build Back Better

20

field assessments conducted to assess the ecological and cultural health of old-growth forests

1

seven week creative writing program was hosted for youth

2

music festivals co-hosted to foster relationships with artists and build support for community-based climate action

# A YEAR IN REVIEW

## JANUARY



Launched our new strategic plan.

## MARCH

Ran community support phone calls to check in with our members as the pandemic lockdown started.

Launched our online classroom to help youth and teachers connect with nature.



## APRIL



Started our *Resiliency in Times of Change* webinar series to hold environmental conversations with communities across B.C.



Raised the alarm that B.C. emissions increased.



## MAY

Began our popular *Learn to Draw* webinar series where we taught learners of all ages about different coastal beings through art.



Independent scientists released a pivotal report on the state of old-growth in B.C. In response, Sierra Club BC launched a new letter-writing tool and a massive ad campaign targeted at government officials.



## JUNE

Launched the Just Recovery Principles with a coalition of groups. Through our action taking tool, thousands of people wrote in support of a Just Recovery to their local representatives.



## FEBRUARY

Supported members in filling out a provincial government survey as part of the old-growth review process.



Called for anti-racist allies to stand in solidarity with the Wet'suwet'en and helped fund legal observer training on the territory.



## JULY

Co-hosted the *Folk That Pipeline* music festival to fundraise for Indigenous Nations' legal challenges against the Trans Mountain pipeline and tankers expansion project.



Held a seven week intergenerational writing program to help youth share nature-based stories in their communities.

Held a day of action for forests on social media.



Created a new phone call tool to make it easier for supporters to talk to their MLAs about old-growth protection.



## AUGUST

## SEPTEMBER

The B.C. government released the long-awaited Old Growth Strategic Review which calls for a paradigm shift in forestry. Sierra Club BC and supporters provided feedback in this review process.



Joined the province-wide march for old-growth with ForestMarchBC.



## OCTOBER

Launched a series of pre- and post-election actions to hold the government accountable in building a healthy and life-sustaining future for all.



Thanks to public pressure, climate and old-growth action were major issues in the provincial election.



## NOVEMBER

Welcomed Tłálitá'las~Karissa Glendale, 'Mákwala~Dakota Smith and Robin Strong to our growing forest team. These talented folks are helping us reimagine our relationships with forests and better connect with rural and underserved communities.



Helped host *Build Back Better Fest* to connect artists and community leaders in creating a healthier world for all beings.



## DECEMBER

With the upswelling of public outcry, the B.C. government committed to implementing and fully funding all the recommendations from the Old Growth Strategic Review.





# OUR 2020-2023 STRATEGIC PLAN LAUNCH

2020 began with a major moment of change for the organization. In January, we were thrilled to launch our new strategic plan. With this plan, we seek to transform by way of growing and introducing elements that will bring our work more fully into balance. Specifically, this organizational shift reflects our goals of centring environmental justice and better recognizing, understanding and upholding Indigenous law and jurisdiction.

We've put forward two main goals. Within the context of respecting Indigenous jurisdiction, we will work to:

- **Support and enable leadership for climate action and resilience, with an emphasis on communities that are most impacted by the ecological crisis.** Specifically, we aim to enable 1000 local leaders to build local capacity for climate action by 2030.
- **Protect ecosystems and nurture their abundance to ensure a viable future for all.** We aim to help protect 30% of B.C. as some form of protected or connectivity areas by 2030. We will also contribute to a culture of respect with all ecosystems, including the ways that residents of B.C. know and interact with nature.

Over the course of the year, we worked to breathe life into this new vision by investing time and resources into emphasizing diversity, equity and inclusion in our recruitment, engagement and partnership building.

## A SHIFT IN CULTURE

As we work to make our vision a reality, we have committed to new tactics over the next three years.

Striving for humility, we'll widen our circle by listening to—and learning from—different points of view and centring the voices of those most impacted by the climate crisis. Wherever possible and invited, we'll work with Indigenous peoples, rural communities, networked groups and marginalized communities.

We'll deepen our engagement with communities through relational organizing, meaningful storytelling, and nurturing leadership for climate action and community resilience. Finding common ground in the climate crisis is essential and we'll strive for this in our communications.

While continuing to connect children with nature through environmental education, we'll increase our support of youth to become effective climate advocates and nurture a culture of respect for the interdependence of all living beings.

We'll maintain a focus on protecting ecosystems and old-growth forests, strong climate policy, leaving fossil fuels in the ground and advocating for a just transition to a sustainable, resilient economy. We'll increase our emphasis on supporting Indigenous-led conservation and areas key for food and fresh water. While continuing to base our place-based and policy campaigns strongly in science, we commit to balancing this with other ways of knowing.

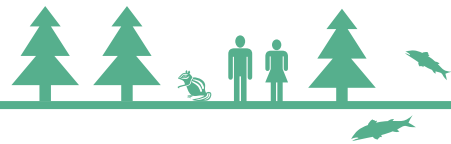
Lastly, we'll continue to strengthen our ability to do this work through commitments to financial sustainability, a culture of learning, accountability and adaptive planning.

While you explore our Annual Report, you'll see these tactics put into action.





# OLD-GROWTH FORESTS



The pandemic has shone a spotlight on how human and ecosystem health are intricately linked. By protecting and fostering a more reciprocal relationship with old-growth forests and the medicines they hold, we are inherently protecting the health and wellbeing of our communities.

These ancient ecosystems which sustain us desperately need our help. In the spring of 2020, independent experts released a shocking report on the current state of old-growth. They found that only 3% of old-growth forests with very big, old trees remain in B.C. and most are on the chopping block. As a science-minded organization, we sprang into action to amplify and promote this important report.

To get more people involved in standing up for these interconnected ecosystems, we launched social media and online ad campaigns that reached tens of thousands across the province. We created an online letter-writing tool and a one-click call tool that connected supporters directly to their MLA. Thousands of people called on the B.C. government to keep its promise and work with Indigenous governments to protect the last remaining old-growth forests.

This building of public outcry worked. In the fall, the provincial government's independent panel released the Old Growth Strategic Review, which after a year of consultations with British Columbians across the province, laid out a blueprint for how to protect the last remaining old-growth forests in just three years. These promising recommendations also included a call for an immediate moratorium for endangered old-growth logging. Over the course of the year, we supported our members in submitting feedback through meetings and online questionnaires as part of this review process to make sure their voices were heard. Sierra Club BC campaigners also met with the independent old-growth panel and submitted extensive arguments and written recommendations.

In the fall provincial election, forests became a keystone issue which shows the major upswelling of support for our old-growth neighbours. And with the mounting public pressure, the newly formed B.C. government committed to fully implementing all recommendations from the Old Growth Strategic Review.

This promise of a paradigm shift in how forests are managed was a major win in the old-growth movement. Now, Sierra Club BC—in tight collaboration with other organizations, Indigenous Nations and job sectors—is continuing to keep the pressure up to ensure the B.C. government walks the talk and protects these vital forest ecosystems for future generations.

## FIELD ASSESSMENTS

Deepening relationships with the Nuchatlaht Nation, Kwakiutl First Nation and Ma'amtagila First Nation led to a series of over 20 field assessments to document the state of old-growth forests in their respective territories. These collaborative and interdisciplinary projects with forestry professionals, archeologists and scientists grew from trust built with each community. They aimed to report back on a variety of factors outlined by the Nations, from ecosystem integrity to investigating proposed cutblock sites.

The results of these assessments were always returned to the community and provided a foundation for emerging Indigenous-led conservation and revitalization efforts in the region. For example, our fieldwork has led to strengthening the Nuchatlaht Nation's title claim for their ancestral homelands of Nootka Island.

## GROWING THE FOREST TEAM

To better engage with diverse communities across B.C.—including Indigenous and rural, forestry dependent communities—we welcomed three new forest team members in the fall.

We were thrilled for 'Makwala, Dakota Smith of the Kwakwaka'wakw and Tłalit'las, Karris Glendale who is Haida and Da'naxda'xw of the Kwakwaka'wakw to join the team as Forest Relations Coordinators. They help bring grounded Indigenous worldviews to this work through highlighting interconnected cultural and ecological ties to old-growth, and help us better foster connections with communities and forests across the province. We also welcomed Robin Strong, a forester based in the Interior, as our Forest Community Liaison. Robin works to support and strengthen networks of community groups who are concerned about the impacts of current forest management on community health and resiliency. Our growing team has greatly helped with our work to empower local leaders and re-envision our relationship with forests.

*Photos: The Sierra Club BC team, Nuchatlaht community members and partners conducting field assessments on Nuchatlaht territory. We are grateful to work with the Nuchatlaht Nation to document the state of old-growth forests in their territory. This includes the blending of both cultural and ecological viewpoints, such as the importance of protecting cedar harvesting sites (as featured on the leftmost image) to bear den sites (Photos by Troy Moth).*





# CLIMATE JUSTICE



An important aspect of our organizational transformation is the recognition that we must engage with communities that are most impacted by the ecological and climate challenges we face. Those that have contributed the least to the climate emergency—including Indigenous, racialized and low-income communities, and communities in the Global South—are disproportionately facing the worst of the impacts.

And with the turbulence created from COVID-19, we stand a very real risk of going back to the same problematic 'normal' as before, or even worse. The accelerating breakdown of ecosystems, unequal economic systems and exploitative race relations show us that we can absolutely no longer settle for the old normal. We need real climate action combined with a strong social safety net to ensure that no one is left behind.

That's why Sierra Club BC actively campaigned for a Just Recovery—a more hopeful and equitable vision for the future. This movement paves the way to build back better by giving priority to health and wellbeing, resilient communities, ecosystem protection, economic equality and justice for Indigenous peoples.

Sierra Club BC climate justice campaigner Anjali Appadurai worked with hundreds of civil society groups across Canada to outline Six Principles for a Just Recovery which lay out the most important priorities for rebuilding the economy:

- Put our health and wellbeing first, with no exceptions.
- Strengthen the social security net and ensure relief flows directly to people.
- Prioritize workers and communities—that means no corporate bailouts.

- Tackle the climate crisis and build resilience against future crises.
- Build equity across communities, generations and borders.
- Uphold Indigenous rights and work in partnership with Indigenous peoples.

Sierra Club BC's involvement with this coalition helped bring an environmental lens to the work, which is imperative as building a better future for all beings means taking care of the home we share.

With 52 other organizations, we called on Premier Horgan to incorporate these principles into B.C.'s economic response. But we weren't the only ones who were getting to work. Big Oil, forestry corporations and interest groups were intensely lobbying and pressuring the B.C. government to keep the status quo and even use the moment to invest further in dirty energy. So, we created an online tool to help Sierra Club BC supporters advocate to Build Back Better by calling on Premier Horgan and the B.C. government to make the principles a core part of the province's economic recovery. Through this tool, thousands of people wrote in support of the Just Recovery to their local representatives.

As we undergo our organizational shift to become more intersectional, it's imperative that we bring our supporters along on the journey. Too often in the past, environmental and social issues have been treated as separate entities, when the reality is that they are intricately linked. To help people connect the dots between social, racial and environmental justice, we ran a series of webinars diving into what climate justice really means. These webinars were attended by 500 people and led to many calling on the B.C. government to enact the Just Recovery Principles.



## ANTI-RACISM AND ENVIRONMENTALISM

While our work as an organization is focused on addressing the climate and ecological crises which are a threat to millions of species and the web of life that sustains us all, we understand that the burden of ecosystem collapse and climate change is not distributed equally. Ecological degradation is intrinsically linked with racial injustice and colonial oppression, and this historical and ongoing oppression is what causes racialized communities to feel the hardest impacts of the climate crisis.

This harm was brought to the surface in 2020 with the rise of anti-Indigenous, Asian and Black racism. This was further compounded by many in these communities experiencing higher rates of COVID-19 transmission, while also bearing the brunt of environmental costs through proximity to extractive industries and work camps.

To be anti-racist allies with these communities, Sierra Club BC used our platforms to share anti-racism resources and call on our networks to stand in solidarity. To help educate our supporters and ourselves, we shared educational resources to connect the dots between environmental and social justice, as well as opened dialogue around facing our own histories amid the context of the harms committed through colonialism. We partnered with several organizations to run an anti-racism teach-in and hosted climate justice webinars to encourage a deeper discussion. These sessions were attended by over 2,000 people.

We also leveraged our media connections to amplify Indigenous communities' calls for support, including the Wet'suwet'en Nation whose members continue to stand against the Coastal GasLink pipeline. Amidst an increase in police violence, we helped fund legal observer training on Wet'suwet'en territory to support the witnessing of RCMP raids on the Yintah. It is through having eyes and allies on the ground that helps keep Indigenous community members safe from police violence. And when work camps reopened, exposing Indigenous and rural communities to an increased risk of COVID-19, we sent out an open letter with partner organizations calling on Provincial Health Officer Bonnie Henry to put community wellbeing over profit.

We recognize that the work of being an anti-racist ally is ongoing. As an organization we must have open conversations about our role in perpetuating colonialism. We will continue building stronger, more respectful and reciprocal relationships with Indigenous, Black and other racialized communities as we strive to listen and learn from diverse perspectives.

*Illustration: Art has the power to drive change. As the principles for a Just Recovery were released, artists were encouraged to use their creative gifts to help envision what a healthy, life-sustaining future could look like (artwork by Mya Van Woudenberg).*

*Photo: Indigenous youth and allies standing in solidarity with the Wet'suwet'en at the B.C. Legislature (Photo by Mya Van Woudenberg).*





## RINGING THE ALARM ON INCREASING EMISSIONS

True to our history as a science-minded organization, we continued our work on ensuring the province's climate plan and actions reflect the science of the climate crisis. When the B.C. government blew past key climate deadlines and were found to be majorly off track to meet promised climate targets, we released hard-hitting media releases and opinion pieces to get these stories in the public eye. Through using our platform and media connections, these stories around the need to transition away from fossil fuels and reduce emissions were covered by various news outlets including CBC, CTV, The Vancouver Sun, The Guardian, The Narwhal, The Tyee and more. This work allowed these narratives to reach over 990,000 people.

## PULL TOGETHER TO STOP THE TRANS MOUNTAIN PIPELINE

Since the launch of Pull Together 3.0 in 2019, in partnership with RAVEN, we've raised more than a million dollars in support of the Squamish, Tsleil-Waututh and Coldwater Nations' legal challenges against the Trans Mountain pipeline expansion project.

To keep the momentum rolling, Pull Together hosted a webinar series to raise awareness and held the *Folk That Pipeline* music festival to fundraise. In solidarity, people across the province organized film nights, dance parties, pancake breakfasts, yoga fundraisers, kayak paddles, clothing swaps and more to raise money for the Nations. Dozens of businesses also took part, donating proceeds.

On July 2, 2020, our community watched in dismay as the Nations' legal challenges were pushed aside; Nations pressing for their Section 35 rights were denied leave to appeal by the Supreme Court of Canada. While the legal challenges were not successful, our Pull Together initiative provided financial support so that the Indigenous Nations could pay their legal fees without having to divert as much funding from other important community services. Pull Together also helped educate and mobilize people across B.C. and beyond to understand the risks posed by the pipeline to wild salmon ecosystems, endangered orcas, Indigenous cultures and all communities that depend on a healthy coast and climate.

We will continue to follow the Nations lead and support them until justice is realized and their rights are respected.

## BUILDING COMMUNITY POWER THROUGH RELATIONAL ORGANIZING

To help enable local leaders for climate action, part of our strategic plan is to meaningfully form new relationships of collaboration and mutual support. That's why a large focus in 2020 was to begin working to engage with and learn from communities outside of our traditional networks.

We launched relational organizing campaigns with people from all walks of life. We are working with Indigenous Nations, diverse and marginalized communities, faith groups, youth and rural communities to take action for ancient forests and the climate in ways that are grounded in their traditions and worldviews.

Some of these relational projects included hosting listening circles at inter-faith gatherings, joining community-based coalitions, running interactive surveys and wellness checks with our members, supporting organizers of the Indian Farmers protests by providing an environmental lens, and listening and providing logistical aid to Indigenous Nations looking to document logging on their territory.

We also started a push to engage artists, a new and untapped network for Sierra Club BC, who want to use their platforms for climate justice. This relationship building led to an online event for artists—from musicians to dancers to painters—and the *Build Back Better* music festival which helped connect B.C.-based artists with community leaders and activists. Through these sessions, fruitful conversations were held about what they imagine is possible as we heal and recover from the crises we're living through. And perhaps most importantly, how art can be a vehicle for change. We look forward to continuing growing these blooming relationships.



Photos: (Top) Community members sharing their stories at an inter-faith forest gathering organized by Sierra Club BC and partners (Photo by Mya Van Woudenberg/Sierra Club BC).

(Middle) A group of friends connect in the forest (Photo by Aaron Alvarado/Unsplash).

(Bottom) A volunteer leads a nature-based workshop at their local school (Photo by Mya Van Woudenberg/Sierra Club BC).





# EDUCATION



The relationship between our wellbeing and the places around us has never been more needed for learners than in the unexpected 2020 school year. The call for safe outdoor learning opportunities gained momentum across the province from parents, guardians, teachers and students alike—and we were thrilled to support learners in getting outside. After all, making connections to the land, waters and all beings helps build relationships and can inspire the next generation of leaders.

That’s why for years our education programs have focused on getting kids outside and offered an invitation to learn about our interconnections. And that’s why when COVID-19 arrived, we launched an online classroom with new curriculum to support parents and teachers in engaging kids in safe, land-based learning opportunities. These curriculums offered connections to everything from salmon life cycles, old-growth neighbourhoods, marine exploration to waste reduction. And learners of all ages sure did love them—over 4,200 people accessed our activities!

We also held our education workshops for learners from K-8 both outdoors and online. Over the course of the year, we reached 3,300 students through 165 education workshops. We were thrilled to welcome Tealia Palmer-Ruben and Ascher Goodman who helped lead programming and reach new schools in the Vancouver area.

We also ran a public awareness campaign calling on the B.C. government to make outdoor learning accessible for students everywhere. With an opinion piece published in the Vancouver Sun and the creation of a new letter-writing tool, hundreds of teachers, parents and youth wrote in support. This action was followed by the organization submitting policy recommendations to the B.C. government and offering briefings to elected representatives, focusing on how ensuring equitable access to outdoor learning across the province should be a key aspect of the pandemic response.

*Photos: Students taking part in our place-based marine and forest ecosystem workshops. Through these programs, youth are able to connect with nature in their community (Photos by Mya Van Woudenberg/Sierra Club BC).*





# ART FOR CHANGE

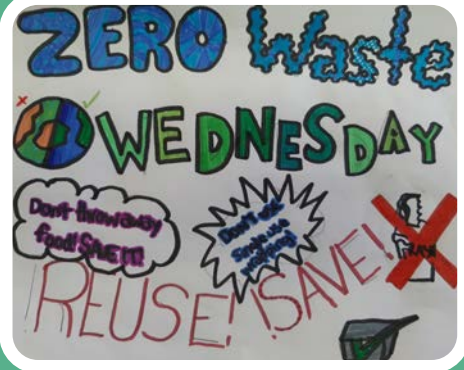
As part of our strategic commitment, our education program strives to foster stronger and more caring relationships with all beings with whom we share the land and waters. One way we've helped invite learners to this different way of understanding is through our very popular *Learn to Draw* series. Led by illustrator Julius Csotonyi, thousands of learners of all ages joined a series of art lessons focusing on different beings that call the west coast home—from spotted owls to marmots to orcas. By drawing these beings and learning more about their lives, homes and relationships, people are better able to connect to our non-human relatives.

We also used art to help start important climate discussions in schools. To bridge our climate justice campaign with our education program, our campaigner

Anjali Appadurai co-hosted an art activism class at a Vancouver high school. Through conversations around the climate crisis, students created paintings to delve into the impacts of climate change on ecosystems and their communities. Their artwork was then shared at a local art exhibit to amplify the youth's voices.

Sierra Club BC also dove into the world of creative writing in 2020. Thanks to a collaboration with the International Centre of Art for Social Change, we were lucky to have a dedicated Artist-in-Residence, Alyssa Harms-Wiebe, over the summer. A specialist in creative writing and theatre arts, she created and led a new youth program, *Roots and Seeds*. Offered virtually due to COVID-19, the program engaged participants from across B.C. in seven weeks of nature-based creative writing. Youth were encouraged to connect with their loved ones and share stories about the beings and places that make their community home. You can explore these young leaders' stories at [sierraclub.bc.ca/roots-and-seeds](https://sierraclub.bc.ca/roots-and-seeds).

Artwork: Our education team has encouraged youth and learners of all ages to better connect with the beings just outside their front door through art. Featured here is a collection of artwork our supporters have created through our "Learn to Draw" webinars and school programs. The bottom right poster is an example of the artwork created in our new climate art workshop. This program encourages students' creativity and aids in processing the weight of the climate crisis. In this art piece, the student wanted to empower their fellow classmates and teachers to join them in making their lunches zero waste every Wednesday.



# SIERRA CLUB BC VOLUNTEER AWARDS

We are so grateful to our large community of volunteers who are helping build a healthy and life-sustaining future for all. We couldn't do this work without you. Every year, we honour three volunteers for their exceptional service with our Sierra Club BC Volunteer Awards. Thank you to all our award recipients, past and present!

## ROSEMARY FOX CONSERVATION ACHIEVEMENT AWARD

*Sierra Club BC developed an award in her name which recognizes individuals for significant achievement in protecting the lands, waters and beings who call them home.*

In 2020, this award was given to Paul Spong and Helena Symonds for their work at Orcalab which includes protecting the Schmidt Creek orca rubbing beaches from the impacts of logging.

### Past award recipients:

- 2019 Ric Careless
- 2018 Eagle Eyes and FightC
- 2017 Ken Farquharson
- 2016 Tom Lane
- 2015 No award recipient
- 2014 NorthWest Watch
- 2013 Geraldine Kenny and Sierra Quadra
- 2012 Douglas Channel Watch
- 2011 Patricia Molchan
- 2010 Andrew Wright
- 2009 Judy Leicester

## GERALDINE IRBY AWARD FOR VOLUNTEERISM

*The Geraldine Irby Award for volunteerism recognizes those who work behind the scenes and lay the groundwork for the organization's success.*

In 2020, this award was given to Gabe Davis and Rob Calder for their leadership in the 50<sup>th</sup> Anniversary Gala with Mother Mother.

### Past award recipients:

- 2019 Braedan Drouillard
- 2018 Lola Rabinovitch
- 2017 Karli Mann
- 2016 Morag Keegan-Henry
- 2015 No award recipient
- 2014 Dana Peng and Andre Holdrinet
- 2013 Carla Stein
- 2012 Meaghan Dinney
- 2011 Martin Golder
- 2010 Jamie Biggar
- 2009 Diane Pinch
- 2008 Gordon Hawkins
- 2007 Janet Brazier
- 2006 Judy Leicester

## JACK HEMPHILL EXCEPTIONAL VOLUNTEER SERVICE AWARD

*His memory is honoured with this award, which recognizes individuals for their valuable contributions and commitments as volunteers.*

In 2020, this award was given to Jane Welton for her leadership and involvement with the GVAT Climate ART.

### Past award recipients:

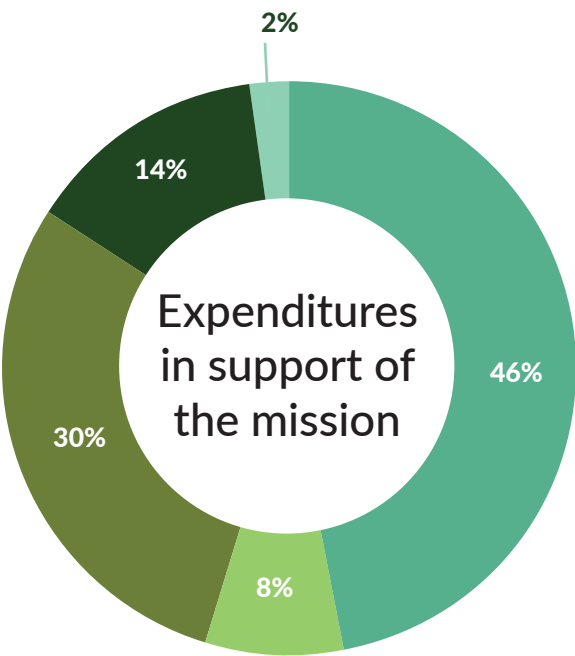
- 2019 Diane Pinch
- 2018 Finn Kreischer
- 2017 Rolling Justice Bus
- 2016 Terry Dance-Bennink
- 2015 No award recipient
- 2014 Caspar Davis
- 2013 Esther Dyck, Myrtle Creek Stewards and Sierra Malaspina
- 2012 Judy Leicester
- 2011 Ruth Zenger
- 2010 Betty Zaikow
- 2009 Brian Pinch
- 2008 Jack Hemphill



# FINANCIALS

Grant funding has always been vital to the organization and this year we saw a 10% increase from the prior year, making it the largest source of funding for the organization at 51% of total contributions. In order to navigate through the restrictions due to the COVID-19 pandemic, the organization positioned itself to promote continued growth through online webinars and other means of communication and publications.

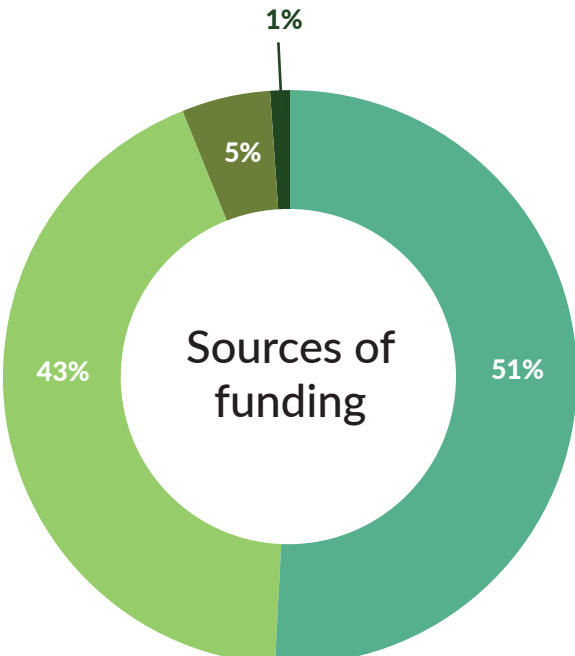
Total expenditures were \$1,938,896, a 11% increase over the prior year, of which 86% supported our core mission operations and program costs. The remaining 14% was used for development and supporter engagement activities. Engagement activities were proportionally smaller as a percent of total expenditures in 2020 compared to 2019 due to the constraints of the pandemic and our ability to hold major events.



- Environmental Advocacy & Awareness Programs
- Indigenous Knowledge
- Development & Supporter Engagement
- Core Mission Operations
- Education K-8 Programs

Strong financial oversight combined with the substantial increase in donations has helped us generate a \$617,906 unrestricted surplus for the year which increased the total unrestricted net assets to \$1,031,292 by year end.

In 2021 we will have a continuing emphasis on aligning our future events with our strategic priorities of growing into balance. Maintaining and growing our local connections with members, donors and the general public is at the forefront of our ongoing stewardship. Our goal is to provide a deep engagement for visitors and patrons to our organization and the important work we accomplish.



- Grants
- Government Grants
- Community Gaming Grant
- Donations

# THANK YOU!

We offer deep gratitude to our funders, partners, supporters and major donors for their significant contributions in helping steward the land and water. Thank you!

## MAJOR DONORS

- Leslie Alexander
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