

Sierra Club of Canada, BC Chapter Annual Report 2006



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Our Mission

- To explore, enjoy and protect the wild places of the earth;
- To practice and promote the responsible use of the earth's ecosystems and resources;
- To educate and enlist humanity to protect and restore the quality of the natural and human environment; and
- To use all lawful means to carry out these objectives.

Sierra Club BC represents the regions of BC and the Yukon on behalf of the Sierra Club of Canada. The Executive Committee acts as the Board of Sierra Club BC and is composed of elected B.C. members as well as representatives of local groups. Sierra Club of BC Foundation is a separate organisation, with an independent board. Its primary responsibility is to raise charitable funds for the education and research work of Sierra Club BC.



Goat River, B.C. Photo by www.jeremywilliams.ca

Message from Kathryn Molloy

Executive Director

Photo by Peter Campbell



2006 was a year of many triumphs. For the first time, we saw provincial and federal governments awaken to the reality of global warming. The response to the Sierra Club's climate change maps, postcards and public outreach was massive – loud enough to register at the B.C. government level and help influence new provincial initiatives

aimed at slashing greenhouse gas emissions.

Throughout 2006 we strove to be a strong voice on behalf of our supporters and donors, calling for policy and legislative changes to protect B.C.'s environment. We ramped up our endangered species campaign, which calls for stand-alone provincial legislation to protect endangered species like the Mountain Caribou and Spotted Owl, and we drew attention to lesser-known environmental impacts of the

mountain pine beetle infestation. Our media profile heightened considerably, and we made inroads in our government relations while maintaining our position as an environmental watchdog. With the government's new direction on climate change, however tentative the first steps, we feel hopeful but not complacent. The provincial commitment to reduce greenhouse gas emissions 33 percent by 2020 gives us a tangible benchmark, and we will hold the government accountable to its promises.

The Great Bear Rainforest agreement was another triumph that we celebrated with our many supporters who made victory possible. The outright protection of two million hectares and lighter-touch forestry in the rest of the region are no less than this B.C. jewel deserves. Now it's our responsibility to ensure that commitments made by government and industry are translated into real change on the ground.

Partway through the year, we redefined our oceans and marine campaign and had a very successful launch of our new Seafood Choices card in another great collaborative opportunity with our peer groups. Our Enviro 911 program continued to be a major success, there was tremendous demand for new Sierra Club local groups across the province, and our membership and supporter base increased by more than 1,000. Expanded support allowed us to diversify our revenue, hone our ability to respond to the needs of British Columbians and increase leverage from foundation and business funders.

In the coming year, we will continue to play a leading role in promoting solutions around climate change. Your support is key to advancing our conservation work, and your generosity has been truly inspiring. On behalf of everyone at Sierra Club BC, I invite you to help us realize even greater achievements in 2007 and beyond.

Message from Martin Golder

Chair of the Executive Committee



As the incoming Chair of the Sierra Club BC Executive Committee, my first weeks in office coincided with the 2007 Speech from the Throne which ushered in a major environmental policy change in B.C. This shift was preceded by a groundswell of public opinion and awareness of the present and future impacts of climate change.

Building this awareness was a major focus of our work throughout 2006. Our flood maps of Greater Vancouver and the Capital Regional District brought climate change home to British Columbians in a tangible way. Our outreach activities, and the inspiring work of Sierra Club local groups throughout the province, helped anchor this awareness and build momentum for change.

In 2006, after a decade-long campaign by the Sierra Club and other groups, the long-awaited Great Bear Rainforest agreement was signed, to international acclaim. The final commitment of \$120 million is now in place to carry the agreement forward. I offer congratulations to all the dedicated Sierra Club staff and volunteers who helped secure this incredible achievement.

In 2006, Sierra Club BC made a decision to view all of our programs through the lens of global warming, the biggest challenge facing humanity today. The Sierra Club's greatest strength has always been our ability to mobilize concerned people in constructive action to protect wild spaces and promote the responsible use of natural resources. We are ideally positioned as a true grassroots organization with the capability and credibility to tackle effectively what needs to be done. It is at the grassroots that meaningful action to combat climate change will take place. It is at the grassroots that new patterns and a new way of life will be designed. This change in consciousness will ultimately lead the way for

profound lifestyle shifts that will allow us to live joyful lives in harmony with the ecosystem of which we are a part.



Forests, Lands and Communities

Great Bear Rainforest Protected!

We began 2006 with an historic victory: on February 7, the B.C. government, First Nations, the forest industry, environmental groups (including the Sierra Club BC) and other stakeholders signed a land use agreement protecting more than two million hectares of the Great Bear Rainforest from logging.

Ten years in the making, through the ups and downs of markets campaigns and a complex land use planning process, this was truly a conservation achievement of global significance, a milestone of which we were all proud.



"The B.C. government, First Nations, environmental organizations and other stakeholders publicly announced the Great Bear Rainforest agreement."

Making it Happen: Implementation, Training, Education

"Victories, however exciting, need a lot of follow-up to translate them into real change on the ground," noted Campaigns Director Lisa Matthaus, who led the Sierra Club's involvement in the Great Bear Rainforest campaign. In 2006, Sierra Club BC and our partners focused on the big task of ensuring the agreement's success. With our allies, we began to work with the B.C. government, First Nations and industry to establish the ground rules and timeline for achieving full implementation of Ecosystem-Based Management by 2009.

Great Bear Rainforest Agreement Highlights

- Two million hectares protected from logging.
- Lighter touch logging, called Ecosystem-Based Management, to be implemented outside of protected areas by 2009.
- Support for building a conservation-based economy in coastal communities.
- Greater First Nations involvement in decision-making within their traditional territories in the region.

Sierra Club BC also worked with coastal First Nations communities to increase local capacity to manage and protect the land. **Guardian/Watchmen programs**, delivered in partnership with Northwest Community College, trained community members to be “eyes and ears on the land and water”, monitoring activities on their territories. A similar program, the emerging **Ecosystem-Based Management Learning Forum**, focused specifically on building coastal communities’ capacity to implement new forest practices that are part of the Great Bear Rainforest land use agreements.

Species at Risk – A Fragile Treasure

British Columbia has more plant and animal species than any other province or territory in Canada. It also has the highest number of endangered species, a sad consequence of urban sprawl, unsustainable logging practices, and a lack of effective laws and regulations to protect species and their habitat. Sierra Club BC worked with allies to engage and empower citizens to advocate for robust endangered species legislation, primarily through our work

on Mountain Caribou and Spotted Owl. Our new endangered species toolkit, to be released in 2007, will serve as a focus for citizens’ groups to engage the government on this important issue.

Mountain Pine Beetle – Crisis and Opportunity

The mountain pine beetle infestation, a consequence of climate change, is the largest recorded forest health crisis in North America. The problem was exacerbated by the government’s response – to dramatically increase logging rates and relax forestry regulations in infested areas. However, the crisis caused by the beetle also offered the opportunity to promote strong policies that support our forests’ natural resilience. Sierra Club BC worked towards building and focusing the collective public voice that is demanding forest management be based on sound ecological principles and not just timber management, a model that only sets us up for more crises as our forests face a warmer world.

Koeye Science and Culture Camp in the heart of Heiltsuk territory. Sierra Club BC staffers Claire Hutton and Hana Hermanek ran programs and led games that focused on forest ecology and a sense of place. As part of the **Coastal Education Outreach Project**, Sierra Club staff visited over 20 classes in the Great Bear Rainforest region and delivered teacher training workshops.



Energy and Climate Change

In response to growing public concern, early in 2007 the B.C. government radically changed its view on the action needed to curb climate change. Sierra Club BC played a pivotal role in raising that public awareness during 2006. It will be our role in 2007 to ensure government commitments are translated into support for renewable energy and urban transportation plans that minimize our dependency on cars.

“Unchecked climate change could cause a sea level rise of six metres or more. Sierra Club’s GIS maps demonstrate the potential impact of rising seas on the Lower Mainland and Capital Regional District.”

media campaign and range of user-friendly climate change materials with lifestyle and action tips, these maps helped position climate change as an urgent issue in the public mind.

“While we might not see these sea levels in our lifetimes, decisions we make in the next 10 years will determine whether we are setting the planet on a track that will radically impact our communities, our health, our food production and our way of life,” noted Dr. Colin Campbell, Sierra Club BC Science Advisor.

Sierra Club BC was one of the first and most vocal opponents of two proposed coal-fired power plants in Princeton and Tumbler Ridge, which would have been B.C.’s first to feed into the public grid. Together, these plants would have released greenhouse gases equivalent to putting 300,000 more cars on B.C.’s roads and driving them for 40 years. British Columbians were quick to join the shouts of disapproval, generating thousands of petitions, letters and postcards, as well as significant media coverage. Our collective efforts were rewarded in February 2007 when the government announced that no coal-fired plants would be built without full carbon sequestration, a technology not yet commercially viable, thus effectively cancelling the projects.





Carbon-Neutral Commitment: Vancity credit union, a proud funder of Sierra Club BC

Setting a precedent for B.C.'s financial institutions, Vancity has pledged to become carbon-neutral by 2010. The credit union is aggressively reducing greenhouse gas emissions from its operations, targeting four major sources: energy and paper use, employee commuting and business travel.

Vancity has a long history of environmental commitment. From heating system improvements to the construction of a new branch to LEED specifications (*Leadership in Energy and Environmental Design*), the credit union has reduced energy use per employee by 50 percent since 1992, preventing 1,700 tonnes of greenhouse gases from entering the atmosphere.

"By focusing not just on our financial bottom line, but also on our environmental and social bottom lines, we delight our members, build healthy communities and strengthen our organization," said Ellen Pেকেles, Vice President, Community Leadership.

Vancity also provides innovative financing options to help individuals and businesses achieve a lighter footprint, from its Clean Air Auto Loan and Climate Change Mortgage to its socially responsible investments.

Climate Change Intern: Line Folke

A graduate student in political science at the University of Copenhagen, Denmark, Line was eager to gain an insider perspective on how civil society works in the real world. Line tracked the coverage of climate change in the media and did research on climate change for Sierra Club BC.

"It was fascinating to watch how climate change suddenly burst onto the political scene and became a mainstream issue. It gave me hope that we can make real, long-term changes," said Line.



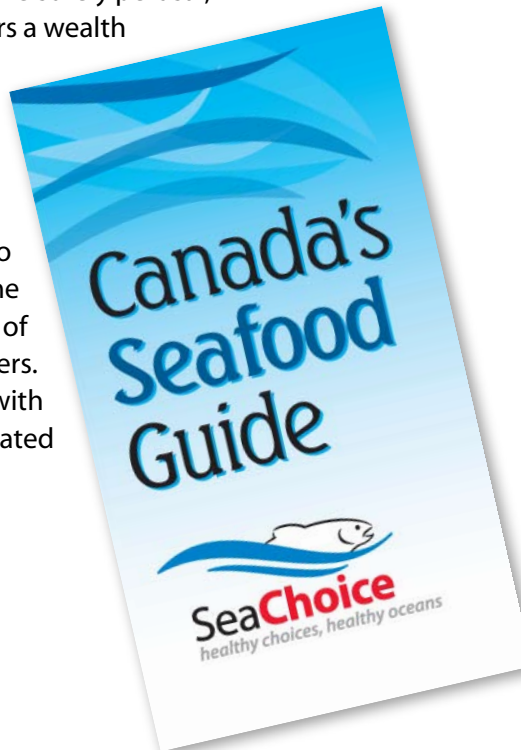
Our Fragile Oceans

SeaChoice: Engaging the Marketplace

To reverse the decline in fisheries and build a sustainable seafood industry, it is crucial to raise a critical mass of aware and informed consumers. SeaChoice, a national program of Sierra Club BC in collaboration with our allies in the environmental movement, provided a simple and constructive way for everyone – consumers, chefs, retailers and fishermen – to help steward our precious marine resources by choosing sustainable seafood.

This handy wallet-sized card helps Canadians quickly make seafood choices at a supermarket or restaurant. For a more leisurely perusal, a searchable database on www.seachoice.org offers a wealth of information about each fishery. This is the first time that information has been compiled for Canadians for domestic fisheries and imported seafood.

In addition to promoting SeaChoice materials to the general public at events such as the BC Home and Garden Show, we expanded our network of retail, restaurant and fishing-industry partners. We continued to engage in conversations with government to affect fisheries policy and related issues, such as seafood labelling.



Marine Use Planning

The Sierra Club BC was an active partner in the Marine Planning Caucus, which is formulating strategies for stakeholder participation in the implementation of Canada's Oceans Act in the Pacific North Coast area adjacent to the Great Bear Rainforest. Our key functions were to maintain links with the Great Bear Ecosystem-Based Management initiative, to maintain informal though close relationships with coastal First Nations involved in resource planning processes, and to produce and bring digests to marine planning stakeholders which update climate change issues as they relate to the oceans and marine planning.



Educating for a Better Future

In 2006 the Sierra Club BC's Education Program focused on four main areas of engagement:

- Our *School Programs* which were delivered to students across B.C. in classrooms ranging from Kindergarten to Grade 12.
- Our *Action Challenge Program* involved students, teachers and parents in measurable, environmental action projects and activities.
- *Building Our Community Network* through teacher training, e-base learning and on-line resources.
- *The National Youth Engagement Program* engaged youth across Canada through meaningful stewardship action projects and internships programs.

Active In the Classroom... Our School Programs

In 2006, nearly 8,000 students participated in our two-visit classroom programs. Structured to meet the varied needs of students and teachers in classrooms across B.C., we worked with students from all ages and backgrounds — from home school groups to Grade 12 Law classes.

Each year we rigorously evaluate our programs. Our program delivery staff were greeted by excited students and teachers who selected our programs because of the close curriculum links and the importance of the topics we present. With eleven different programs from which to choose and a support network ranging from pre- and post-program packages to our monthly Education E-newsletter, our record of high quality educational programming was reflected in requests for future visits from almost every class we visited.

Even though school lets up during the summer, we were still kept busy responding to requests from day camps, community centres and other youth organizations wanting to participate in our special summer programs. From children's festivals to presentations in our provincial parks, we were kept hopping throughout the summer of 2006.

"As a teacher I could recognize great planning and yet I knew the children saw 'fun' and engaging activities."

- Teacher, Northridge Elementary School, Surrey, Grade 2.



New Program! Fostering Stewardship in High Schools

2006 also saw the development of our pilot **Sustainable High Schools** program which introduced high school classrooms to the larger concept of sustainability. Whether it was through investigating the use of chemical cleaners in schools or the potential for on-site composting, more than 830 students and teachers were involved in assessing and bettering their school's sustainability.

Take Action!... Our Action Challenge Program

The *Action Challenge Program*, first implemented in 2005, continued to grow. In 2006, the *Action Challenge Program* engaged more than 4,200 students in environmental action projects designed to reduce individual and classroom footprints. From waste-free lunches and walking and biking programs to garbage art challenges, students' immediate greenhouse gas emissions decreased by 3,600 kilograms as a direct result of their participation.

Building Our Community Network

Each year we strive to increase the long-term effectiveness of our programming. Crucial to that endeavour is reaching out to and engaging grassroots environmental educators and teachers. Our monthly Education E-newsletter, resource-rich website, teacher training opportunities and presence at professional conferences and forums continued to consolidate our Education Program as a nexus for environmental education in B.C.



The Green Street Youth National Youth Engagement Program

For the third season in a row, Sierra Club BC was invited to manage the National Youth Engagement Program (YEP) for Green Street, a Canada-wide organization mandated to deliver quality environmental education and youth engagement initiatives. In addition to a bilingual newsletter and website, in 2006 the YEP program offered summer internships ranging from wetland surveys to high school sustainability programs, as well as summer grants for youth engagement projects.



B.C.'s Grassroots Hub

Sierra Club Local Groups

The poet and environmentalist Gary Snyder recommended that we should find a place we love enough to commit to it and protect it. This love of place is certainly what motivates and empowers our local groups. Sierra Club BC local groups work on a variety of issues, from highway expansion and sewage treatment to endangered species. All groups also have very active outings programs.

Victoria

- Organized public forums to discuss environmentally sound sewage treatment options for the Capital Regional District.
- Published a regular newsletter about important environmental issues in the Greater Victoria area.

Lower Mainland

- Produced a GIS map of large tree stumps at the University of B.C. that were logged to make way for development.
- Challenged the Gateway Project which will twin the Port Mann Bridge and widen Highway 1 (a project also opposed by the Greater Vancouver Regional District).

Malaspina

- Protected a local heron rookery.
- Worked to keep Powell River's fertile land in the agricultural reserve.

Quadra

- Organized events and presentations on offshore oil and gas as well as toxics in the home.
- Gave input to the government committee on aquaculture reform.

BC Chapter Local Groups



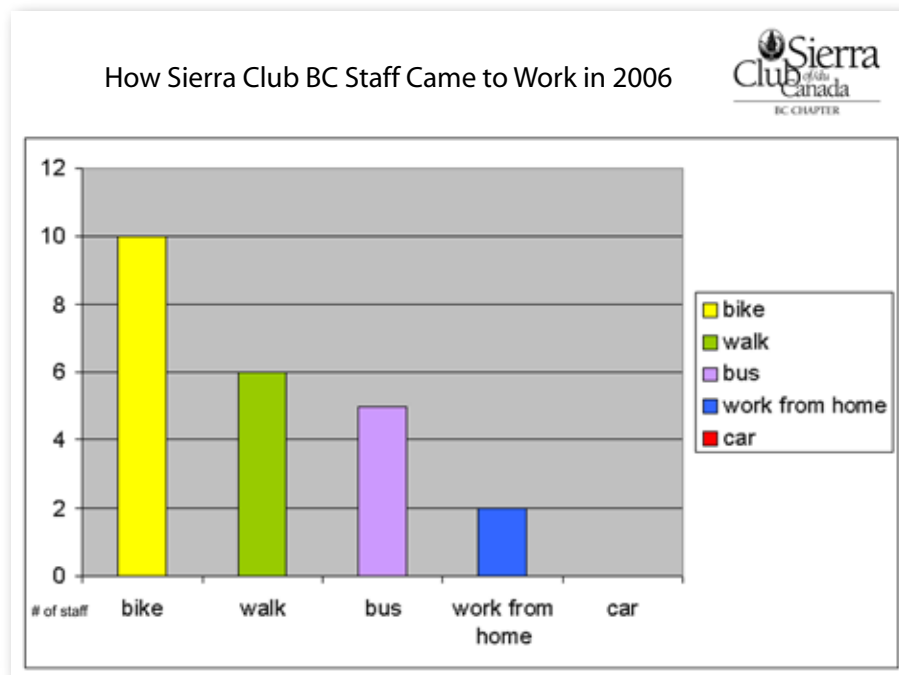
Haida Gwaii

- Challenged a proposed forest development plan on behalf of the endangered local population of the northern goshawk.
- Worked with community and local businesses to improve recycling on the island.

Sierra Club BC is very proud of our Enviro 911 program. It is a volunteer-powered initiative which responds to calls from citizens with local environmental concerns who don't have the resources to take action. In 2006 we responded to more than 100 calls on a variety of issues ranging from bottled water to the spraying of pesticides on the E&N rail line. By providing information and a connecting point for engaged citizens, we help weave together a strong, inter-connected network throughout the province.



Moving further in the direction indicated by our 2005 sustainability assessment, staff and leaders of Sierra Club BC avoided flying whenever possible in 2006 and cut down on business travel. Virtually all our staff walked, bussed or biked to work. Our Executive Committee leaders were also very dedicated to reducing their impact and could be seen riding their bicycles, taking transit or driving their hybrid vehicles. Our office composting operation supplied us with plenty of soil for local food production right on our own patio. We used recycled toilet paper, washable hand towels and environmentally-sound cleaning products. We strove to reduce our office paper consumption, allowing us to save trees, water and money. Our printer paper was certified by the Forest Stewardship Council (FSC), which promotes responsible management of the world's forests.



“The environment is the social justice issue of our time.” - Patricia Lane-Maclure, Donor and Board member.

Patricia Lane-Maclure is a strong believer in engaging people where they live and work, as well as politically. “Sierra Club BC has a strong focus on engaging people on all three levels, and that gives it a critical mass for leveraging change,” says Patricia, a Victoria lawyer and mediator.

Patricia has cut her law practice in half to make room for using her community engagement skills for the Sierra Club. After the successful take-off of Sierra Small Parties, which bring the climate change message into people’s living rooms, Patricia recently initiated the first Sierra CERCle, which is a Carbon Emissions Reductions Circle. Sierra CERCles are groups of friends who support each other in making measurable reductions in their carbon emissions over a period of time.

“We want to model the ability to live joyfully in a carbon-constrained world,” says Patricia.



The Lane-Maclure family is proud of their new solar panel, which heats their water from March through November. Other retrofits, when combined with local food choices and biking, have brought the family emissions down to just about one tonne per person per year. Says Patricia, “Ordinary people, doing ordinary things, can make it happen!”



Sierra Club BC’s youngest volunteer, Liam Maclure, demonstrating the burden of the climate change inheritance with which his generation will have to deal.

The Sierra Club BC Team

Executive Committee 2006:

Kate Blomfield
Lindsay Cole (Chair)
Yuill Herbert
Patricia Lane (Treasurer)
Eric Lorenz
Marcia McKenzie
Karen Mahon
Jaques Morin
Jane Worton



A few members of the Executive Committee 2006, Clockwise from left: Patricia Lane, Eric Lorenz, Kate Blomfield and Jaques Morin.

Staff 2006

Kathryn Molloy, Executive Director
Lindsay Hill, Finance Manager
Micki Stirling, Operations Manager
J Scott, Director of Development

Sarah Cox, Communications Director
Ana Simeon, Communications Coordinator
Michelle Atkins, Graphics and Communications

Paul Senez, Executive Committee Support
Rob Martineau, Reception and Volunteers Coordinator
Mehri Shahmiri, Bookkeeper (on maternity leave)

Lisa Matthaus, Coast Campaigns Coordinator
Claire Hutton, First Nations and Community Outreach
Rob Duncan, Forest Specialist

Colin Campbell, Marine Campaign Coordinator

continued next page

Staff 2006 *cont'd*

Jenn Hoffman, Education Program Coordinator
Kerri Lanaway, Education Program Staff
Pharis Patenaude, Education Special Programs Coordinator
Emily Menzies, Green Street and High School Programs
Pascal Giguère, School Program Delivery Staff
Matthew Kemshaw, School Program Delivery Staff
Crystal Lawrence, School Program Delivery Staff
Michael Silzer, School Program Delivery Staff
Erin Desautels, School Program Delivery Staff
Ali Donelly, School Program Delivery Staff
Hana Hermanek, School Program Delivery Staff
Elizabeth Mathews, School Program Delivery Staff

Jill Thompson, Grassroots Coordinator (on maternity leave)
Gagan Leekha, Grassroots and Development

Dave Leversee, Contractor – GIS Mapper
Brian Rivas, Network Administrator



Sierra Club BC staff and volunteers 2006, left to right: *back row*: Michelle Atkins, Ana Simeon, Bob McDonald (visitor), Don Kattler, Dave Leversee, Hana Hermanek, Kerri Lanaway, Micki Stirling, Pharis Patenaude, Paul Senez, Gagan Leekha, Kathryn Molloy, Colin Campbell, J Scott, Tom Hackney, Sarah Cox, *front row*: Brian Rivas, Jenn Hoffman, Rob Duncan, Matthew Kemshaw, Lisa Matthaus, Elizabeth Matthews, Claire Hutton.

An Investment In the Future

The financial support received by the Sierra Club BC strengthens our ability to help preserve the earth's ecological wealth. Donations to the Sierra Club BC fund dozens of environmental projects.

Gifts create a solid financial base for the Sierra Club. Donors help support major research and educational initiatives, including:

- Protection of critical ancient forest and wilderness area, such as Clayoquot Sound and the Great Bear Rainforest
- Raising awareness and modelling solutions to mitigate climate change
- Environmental education programs in schools across the province
- Promoting sustainable lifestyle choices
- Satellite mapping projects
- Forestry practice reforms – forestry with a lighter touch
- Protection of endangered species such as mountain caribou and spotted owl

We wish to thank the following funders who supported us in 2006:

2006 Foundation and Corporate Supporters

Foundations

Brainerd Foundation
Canadian Teacher's Federation / Green Street Program
Endswell Foundation
Hamber Foundation
William and Flora Hewlett Foundation
JW McConnell Family Foundation
Luna Trust
Gordon and Betty Moore Foundation
Mountain Equipment Co-op
North Growth Foundation
Real Estate Foundation of B.C.
Richard Ivey Foundation
Sage Foundation
Sierra Club of B.C. Foundation
TD Friends of the Environment Foundation
Tides Canada Foundation
United Way
Van City Saving Credit Union
Vancouver Foundation
Victoria Foundation
Wilburforce Foundation
Youth Environmental Network

Corporate/ Business

BC Hydro
Brickyard Pizza
BuildGreen Developments Inc.
CNC Repair
CRMfusion Inc.
Denman Island Chocolates
Dockside Green
Finest At Sea Seafood
Google Canada
Grant Thornton
Green World Electric Vehicles
ITI Technologies
Lighthouse Brewery
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ONE/Northwest
Patagonia
Planet Organic Market
Salesforce.com
Soap Exchange
Sustainability Solutions Group
Small Potatoes Urban Delivery (SPUD)
Rainforest Adventure Sports Ltd.
Training Resources for the Environmental Community (TREC)

And a big thank-you to the many individual donors and members who support our work.

Government

BC Gaming Policy and Enforcement Branch
Government of Canada – EcoAction
Government of Canada – Human Resources and Social Development Canada – Job Creation Partnerships

Worksource Wage Subsidy
Health Sciences Association of BC
Resource Legacy Fund



Goat River, B.C. Photo by www.jeremywilliams.ca

Make a donation today.

Your donation to Sierra Club BC will help us continue to act as a strong advocate for B.C.'s environment. Even small donations make a big difference. You can donate on-line at: www.sierraclub.ca/bc/donate.

If you would prefer to donate by mail, you can send a cheque payable to:

"Sierra Club BC"

302-733 Johnson St., Victoria, BC, Canada, V8W 3C7
or call (250) 386-5255.

Please note that the Sierra Club BC is not a registered charity. To make a tax-deductible donation please visit the Sierra Club of BC Foundation website at www.sierraclubbc.org.

If you would prefer to donate by mail, you can send a cheque payable to:

"Sierra Club of BC Foundation"

304-733 Johnson St., Victoria, BC, Canada, V8W 3C7
or call (250) 386-0162.

Thank you for your support!



Sierra Club BC

Audited Statement of Operations

December 31, 2006

	2006	2005
Revenue		
Donations From Foundations	\$ 945,910	\$ 850,132
Individual & Public Donations	179,288	237,747
Other Revenue	200,824	319,035
Total	\$ 1,326,022	\$ 1,406,914
Expenditures		
Programs;		
Forests	\$ 322,698	\$ 187,505
Education	321,201	165,681
Marine	162,539	243,906
Climate Change	29,672	132,165
Communications	73,421	80,696
Community Outreach	71,607	79,059
Other Programs	61,792	160,410
Fundraising	108,031	118,735
Operations	178,041	195,682
Total	\$ 1,329,003	\$ 1,363,840
Excess (deficiency) of revenue over expenditure	\$ (2,981)	\$ 43,074

