

HERE'S WHAT YOU MADE POSSIBLE!

# Impact Report 2024





# Message from our Campaigns Director

## YOU HELPED ACHIEVE SO MUCH IN 2024.

This year was filled with highs and lows, and you stood alongside us through it all. Thank you for your support, we couldn't have done it without you!

With many challenges still ahead, we want to take a moment to celebrate the incredible things you've helped us achieve this year. Here are some highlights.

We continued to push for urgent action to protect forests and endangered ecosystems, despite the disappointing old-growth update the B.C. government released earlier this year and the delay of the Biodiversity and Ecosystem Health (BEH) Framework. Your support helped increase public attention on this crisis through social media campaigns reaching tens of thousands of people, mainstream media stories, legal challenges, popular webinars, and film tours that are bringing old-growth conversations to kitchen tables across B.C. We won't stop working until these life-sustaining forests are taken care of and biodiversity is protected.

You and the Sierra Club BC community made sure your voices were heard by sending over 41,000 letters to decision makers in the B.C. government. Sometimes, it can feel like an uphill battle, but these letters make a difference, and your support keeps us going. We are so grateful you're on this journey with us.

After another season of wildfires and a string of destructive atmospheric rivers, we joined over 500 diverse organizations — including Indigenous leaders, faith groups, doctors, teachers and more — calling for a phase out of fossil fuels by the federal

government. And we connected with community leaders, helping folks talk to their networks about climate change and inspire local action.

Of course, we are still holding the B.C. government accountable by reporting back on the latest emissions data and trends. We will continue to share policy breakdowns and updates on social media and email to connect the dots between extreme weather, forestry practices and climate action.

You told us that you want to better connect with others to work towards positive change. So, this year we held 30 events online and in-person, and have been hosting grassroots activations like climate communication workshops and programs like the Mother Tree Local Leader Program, designed to build networks of informed and active leaders pushing for bold changes in B.C. Since 2020, we have supported over 350 local leaders creating tangible and positive change in their communities and stepping into healthier relationships with the lands and waters.

As we head into 2025, the work we do together is more important than ever.

In hope,



A handwritten signature in white ink, reading "Shelley Luce".

**Shelley Luce**  
Associate & Campaigns  
Director

# Our impact at a glance

# 300K

**hectares of new Indigenous-led conservation areas** were announced in 2024, thanks to Indigenous leadership, public pressure and support from the B.C. government



# 41K

**letters were delivered** to B.C. government officials calling for old-growth protection, biodiversity legislation and climate action

# 5K

**registrants for our webinars** with topics including old-growth policy, Indigenous solidarity and nature-based art lessons

# 7K

**learners reached** through our outdoor education programs

# 200K

**views** on our old growth explainer video series



# 1

**federal court case won** in protecting migratory bird habitat.



# 500

**organizations** across diverse sectors wrote in **support of a federal phase out of fossil fuels**

# 650

**news items** mentioned SCBC

# 448K+

**people reached** through social media ads

# 63.5K

**followers** of our email list and social media

# 350

**local leaders supported** by Sierra Club BC to create tangible change in their communities since 2020



# You protected the people & places we love.

## Thousands spoke up for a provincial law prioritizing biodiversity and ecosystem health

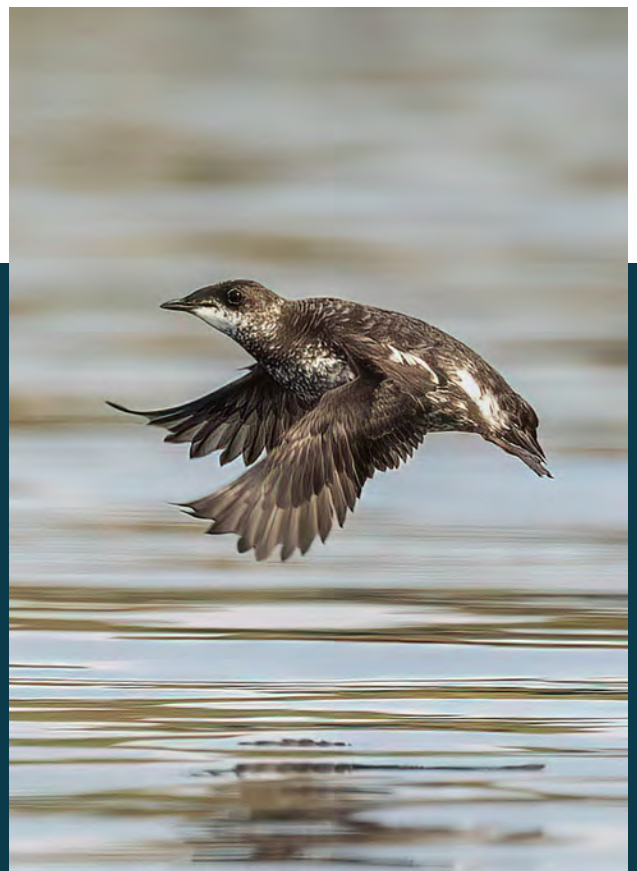
We know how much people like you care about endangered species and ecosystems like orcas, caribou and old-growth forests. That's why we developed a tool that allowed thousands of concerned British Columbians to easily provide input and commentary on the province's Biodiversity and Ecosystem Health framework. If implemented correctly, this draft could lead to a law co-developed with Indigenous Nations that prioritizes biodiversity and ecosystem health over industrial extraction. Thanks to public feedback and ongoing pressure from organizations like Sierra Club BC, B.C. is on track to make this law a reality.

## Over 300K hectares of land protected in 2024

Great news! Thanks to Indigenous leadership, public pressure and support from the B.C. government, almost 300,000 hectares of new Indigenous-led conservation areas were announced in 2024. These are the largest conservancy additions B.C. has seen in years! This includes protection for endangered caribou habitat in Klinse-za Park on Saulteau and West Moberly territory. And on Vancouver Island, new conservancies were created protecting old-growth forests in Clayoquot Sound on Ahousaht and Tla-o-qui-aht territory. In 2025, we'll continue working with Indigenous Nations and community stakeholders to safeguard more of the places we love.

## A court win for migratory birds and old-growth forests

In 2024, Sierra Club BC and Ecojustice won a federal court case in protecting migratory bird habitat. The ruling could lead to the protection of more old-growth forests and other habitats important to migratory birds, and the many other species that rely on them.





## Our forest film tour was a huge success

We hit the road for 7 days across 7 towns on Vancouver Island to tour the award-winning B.C. documentary *Silvicola* — a film about B.C. forests and the people who depend on them. These screenings were followed by community town halls and forest walks. We engaged over 400 people and fostered rich conversations with community members about how we can work together to better care for these ecosystems while upholding Indigenous rights and supporting a thriving economy. CBC even came out to cover the Cumberland film screening and forest walk, publishing both a video and an article.



## Mobilizing communities for the climate

Climate change is hurting the people and places we love. Right here. Right now. That's why we've continued to mobilize folks, with thousands of letters sent to MLAs and MPs calling to invest in clean energy and stop fracked gas and oil expansion projects. We joined over 500 diverse organizations — including Indigenous leaders, faith groups, doctors, teachers and more — calling for a phase out of fossil fuels by the federal government. And we've connected with community leaders, helping folks talk to their networks about climate change to inspire local action.



## Getting to 'net zero' in Canada

We supported the release of a new report by the Canadian Centre for Policy Alternatives that outlined how, through phasing out fossil fuels and implementing bold policies and incentives now, we can stabilize the climate and have a livable future. The *Getting to Net-Zero in Canada* report was picked up by 61 media outlets, including the CBC, and sparked conversations across the country.

*Photo credits: (Left) photo by Deborah Freeman, (Centre) Los Muertos Crew. (Right) Mya Van Woudenberg.*



# You empowered thousands of local change makers.

## Over 350 local leaders supported since 2020

We recognize that many people are hungry to do more than sign another petition. That's why we've developed a suite of accessible resources and inspiring programs to help people go deeper. In 2024, we held hundreds of conversations with concerned community members — whether they're looking to protect a tree in their neighbourhood from being destroyed, struggling to get news coverage on a fossil fuel expansion project they're fighting, or wanting to use their art to create positive change. Our team lends an empathetic ear to listen and respond with avenues of support for how they can tackle their communities' issue head on.



## Growing our Mother Tree Local Leaders Program

This holistic program helps leaders to develop community-based solutions to the intersecting crises we are faced with — including climate change, old growth and biodiversity — that are grounded in their own traditions and wisdom.

Since launching in 2022 we've supported 40 participants representing youth and faith-based communities of over 6,500 people across the Lower Mainland. Here are a few examples of the amazing projects Mother Tree Local Leaders Program participants are working on:

- Creating sermons and workshops on climate action to engage and mobilize their faith communities
- Working to divest their personal and institutional savings from fossil fuel investments
- Creating pollinator gardens in their neighbourhoods and running workshops to help others join the movement
- Organizing an environmental art series to help foster a deeper relationship with the plants and animals in their neighbourhood
- Working with First Nations on watershed restoration



## Re-connecting thousands of youth with nature

In 2024 our education team organized 300 outdoor education workshops. We visited 18 communities across B.C. and reached almost 7,000 students! We continued our popular *Learn to Draw* series which taught over 200 classes more about cool species and how we can better care for the web of life. To help make environmental education more accessible for teachers and parents, we also published and shared nine new downloadable resources and activities on our website.

“We are SO thankful that Sierra Club BC exists for schools who also have minimal budgets. Connecting students with experts to learn on the land and in the community is hugely valuable.”

“While I make every effort to be knowledgeable and engaging, I struggle to help my learners connect with the land. This workshop gave us some shared understandings about the land and relationships that we will be able to come back to in future lessons. We have several students in our group who routinely do not engage, and you managed to engage them! This was wonderful and inspiring to see. Thank you!”



# Thanks for your support!

This work wouldn't be possible without you.

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To review our financial records,  
please visit  
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