

HERE'S WHAT YOU MADE POSSIBLE!

Impact Report 2025



Message from our Associate & Campaigns Director

YOU HELPED ACHIEVE SO MUCH IN 2025.

Even amid big challenges, from trade wars to pipeline proposals, we still made positive strides for forests, biodiversity and the climate. Thank you for your support, we couldn't have done it without you!

With many hurdles and possibilities 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 worked hard to combat industry misinformation and hold the B.C. government accountable to their promises around old-growth and biodiversity. Thanks to your support, we released two hard-hitting old-growth reports, got the latest forest research and maps into the hands of decision makers, called out the B.C. government for their continuous delay in enacting a law to protect biodiversity and ecosystems across the province, made headlines for forests with over 350 media hits mentioning Sierra Club BC this year, and hosted massive webinars all about old growth and biodiversity with over 2,000 registrants joining the conversation.

This year, the north coast made headlines as Alberta's Premier Danielle Smith pushed hard to resurrect a northern pipeline and demolish the north coast tanker ban. With your support, we stepped up to join Coastal First Nations and others in defending the hard-won tanker ban legislation by running ads targeting legislative members on Parliament Hill, getting more eyes on the issue through media coverage, activating thousands of people to send letters to Liberal MPs, getting two municipalities to go on record calling for the tanker ban to remain in place, going viral on social media where our tanker

ban videos have gotten over 200,000 views, hosting a webinar that busted the business case of a North Coast oil pipeline, and raising this issue so high that BC NDP members voted to keep the oil tanker ban in place at their recent convention.

With your support, we're making climate issues more accessible, collaborating with new allies including health care providers and faith groups, getting the Union of BC Municipalities to endorse a climate resolution that would help communities mitigate climate disasters, and co-hosting a water ceremony with Tsleil-Waututh Sacred Trust Initiative to renew our commitment to care for the Inlet.

It was a big year. Now we're gearing up for another round of working alongside passionate communities to nurture thriving ecosystems and a stable climate. From mobilizing change-makers across diverse sectors to running huge public awareness campaigns, 2026 will be our biggest year yet. And given these tumultuous times, nature needs our help more than ever.

We are so grateful you're on this journey with us. None of this would have been possible without our amazing network of local leaders, activists, partners, and Sierra Club BC members. Thank you. We can't wait to continue this journey with you in 2026.

In solidarity,



A handwritten signature in black ink, appearing to read 'Shelley Luce'.

Shelley Luce
Associate & Campaigns
Director

You helped protect old-growth forests & biodiversity

Our two hard-hitting old-growth reports made major waves

In April, we helped release 'The Economic Value of Old Growth Forests in B.C.' This report found that protecting at-risk old-growth forests in just two large Timber Supply Areas (TSAs) could deliver \$10.9 billion CAD in economic benefits over the next century compared to business-as-usual logging. And in November, we released 'Closer to the Brink', which filled in huge gaps in public knowledge as to how much old growth is left, what has been clearcut and what is protected in B.C. These reports gave decision-makers clear evidence that (1) B.C. is not on track to meet their commitment of transitioning forestry to a more sustainable model that incorporates ecological values and (2) that protecting what remains of old growth is not only the right choice for the environment, but also for long-term economic sustainability.

Getting the latest forest research and maps into the hands of decision-makers

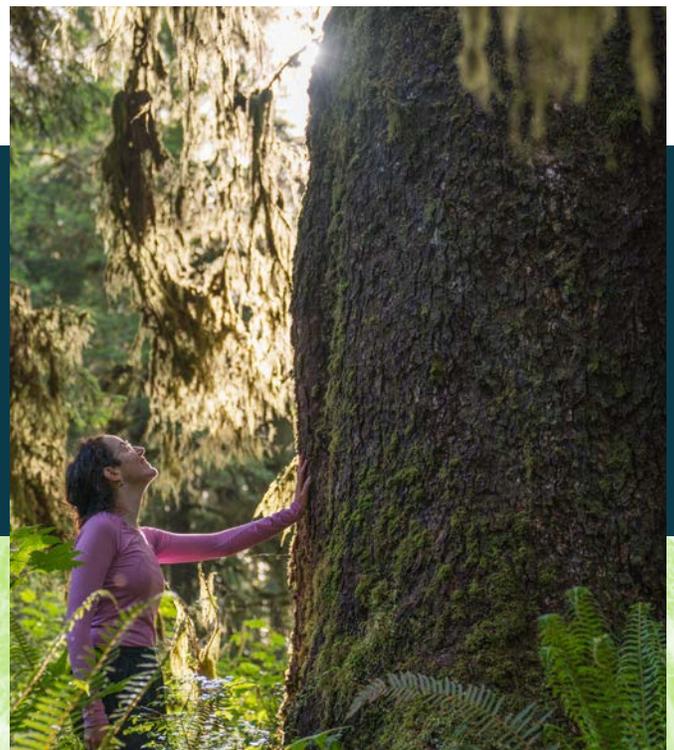
Our campaigners hand-delivered and emailed copies of our two forest reports to Ministers and MLAs across the province, including those most accountable for progressing the province's forest commitments: Premier Eby, Forests Minister Ravi Parmar, and Water, Land, and Resource Stewardship Minister Randene Neill. We also ran geo-targeted ads for B.C. government officials about the importance of protecting old-growth with a link to the 'Closer to the Brink' report. These ads were seen over 50,000 times! To make these topics more accessible to the public, we hosted webinars with over 2,000 registrants and made popular social media videos that were viewed over 376,000 times.

350

news items mentioned
Sierra Club BC in 2025

440K+

people reached through
social media ads



Calling out the B.C. government for their continuous delay in enacting a law to protect biodiversity and ecosystems

In 2024, the province was supposed to roll out the final Biodiversity and Ecosystem Health framework that would include a path to a biodiversity law co-developed with Indigenous Nations. But instead there's been barely a peep about the status of this framework. We couldn't let this important commitment fade away, so we worked to remind the provincial government that voters care about this issue. We joined with 88 groups from diverse sectors in an open letter to the B.C. government calling for transparency. Our staff helped get a Biodiversity and Ecosystem Health law resolution passed at the recent BC NDP convention. This win sends a strong message to Premier Eby that the promise to protect biodiversity is a major priority for the BC NDP base.

8,000+

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



Mobilizing across diverse sectors

We supported members across diverse sectors, from faith groups to tourism operators to farmers, in speaking up for forests and biodiversity. After all, if we're to make the large-scale changes needed to protect the last old-growth forests and endangered species, we need more than just environmentalists speaking up. Through our organizing programs like the Mother Tree Local Leaders Program, we supported these local leaders to mobilize their networks, including by writing letters and setting up meetings with their MLAs.



Re-connecting thousands of youth with nature

This year our team organized 322 outdoor education workshops, reaching almost 7,000 students across B.C.! Our educators also hosted five Professional Development workshops that connected 165 teachers with fresh tools and ideas for bringing nature into the classroom. We released more free, downloadable resources for youth, including 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.

“We are incredibly grateful that our students had the opportunity to engage with Sierra Club BC’s educational programming, made possible through generous public support and grant funding. It was a joyful, memorable experience that helped foster a lasting connection to the natural world. Thank you for making this learning possible!”

“My students loved being outside and learning from an expert! Especially in grades 1 and 2, students really appreciate getting to move out in nature. Many of my students found newfound respect for the environment around them and how to better engage with it in a respectful manner.”

7,000

students reached with our environmental education workshops



You helped stabilize the climate

Protecting the north coast and our economy

This year, the north coast made headlines as Alberta's Premier Danielle Smith pushed hard to resurrect a northern pipeline and demolish the north coast tanker ban, which First Nations and British Columbians worked for decades to achieve. The tanker ban protects the ecologically and culturally important Great Bear Sea, and the thriving tourism and fishery industries in this area, from oil spills. Now, Coastal First Nations and the B.C. government have renewed their commitment to uphold it.

Protecting our coast isn't just about saying no to pipelines and maintaining the tanker ban. It's about saying yes to a different future. A future with clean, renewable energy that creates jobs and economic opportunities without putting our beautiful coastline at risk of devastating oil spills.

That's why we stepped up to join Coastal First Nations and others in defending the hard-won tanker ban legislation of 2019. With your support, we:

- Ran ads targeting legislative members on Parliament Hill to ensure they get the message loud and clear: B.C. supports the tanker ban. These ads were viewed over 100,000 times!
- Got more eyes on the issue through media coverage, including publishing an op-ed and attention-grabbing ads in the Ottawa Citizen and Vancouver Sun.
- Activated thousands of people to send letters to Liberal MPs.
- Got two municipalities to go on record calling for the tanker ban to remain in place thanks to strong advocacy from our Move The Dial at City Council Program.
- Went viral: Our social media videos about why the tanker ban needs to stay in place have gotten over 200,000 views.
- Hosted a webinar that busted the business case of a North Coast oil pipeline. Over 900 people registered!
- Raised this issue so high that BC NDP members voted to keep the oil tanker ban in place at their recent convention, and Premier Eby reiterated his support in his speech to party members. B.C. voters want the tanker ban to stay.



Improving climate policies

The science is clear: to limit the extreme harms from climate pollution, we must phase out fossil fuels, protect nature and move to 100% clean energy. Yet, this year saw a huge push to go in the opposite direction by expanding fracked gas and oil infrastructure.

Sierra Club BC is fighting hard against this backsliding and is working to help B.C. transition to a sustainable clean energy economy that supports workers and the environment.

We provided feedback to improve CleanBC, B.C.'s plan to reduce climate-changing emissions. We collaborated with new allies from outside our traditional environmental movement to create change, including health care providers and faith groups. We supported these local leaders with getting media coverage on climate issues, writing to the B.C. government and meeting with their MLAs.

500K+

views of our environmental explainer videos on social media



Moving the dial at city councils across B.C.

We trained 65 local leaders on how to move the dial at their city councils on climate issues. To make action easier, we developed a comprehensive toolkit that outlines 13 practical ways municipalities can become more climate ready. Our Move the Dial program engaged 22 municipalities to take climate action in 2025! Through this program, we got the Union of BC Municipalities to endorse a climate resolution that would help communities mitigate climate disasters like heatwaves and floods by maintaining green space and tree canopy.



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Thanks for your support!

This work wouldn't be possible without you.

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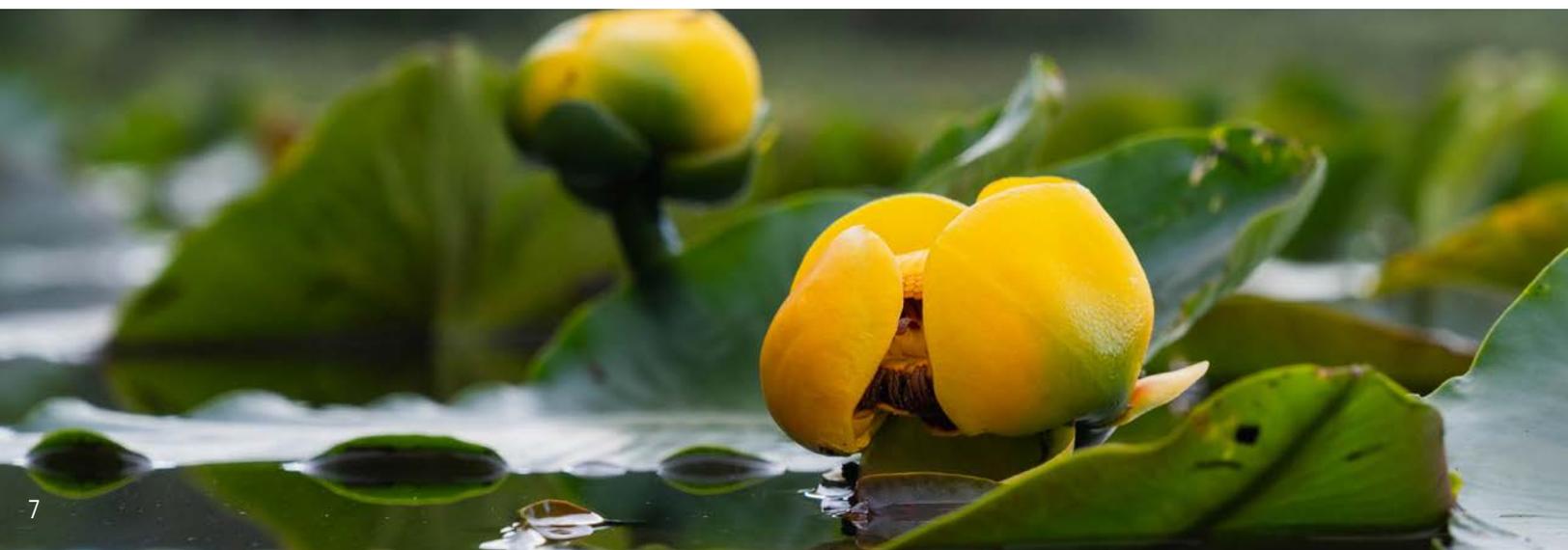
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Please note that we have done our best to acknowledge all supporters as they wish to be recognized when the Annual Report went to print. Our sincerest apologies if there are any errors. We encourage you to be in touch to confirm how you wish to be recognized in future publications.

LEGACY GIVING

Estate of Donald Malcolm
Estate of Christopher Heppner
Estate of Irene Alberta Bodner
Estate of Jo-Anne Thornthwaite
Estate of Mary Jane Phillips

These individuals contributed substantial legacy gifts to Sierra Club BC. We are so grateful to have been chosen to receive these gifts as we celebrate them in memory.

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