

2011 ANNUAL REPORT



OUR VISION:

Salmon flourishing in our rivers. People flourishing in our communities.

OUR MISSION:

Inspiring communities to care for and care about riversheds.

MESSAGE FROM THE CHAIR

2011 was another challenging year. We worked hard to raise funds and to get our operations back on track. Despite these challenges, we did manage to have a successful year.

We continued to focus on our flagship initiative the Sustainable Living Leadership Program, which remains at the heart of our operations, inspiring, informing and engaging people in BC's rivershed communities.

BC salmon and rivershed ecosystems continue to struggle, threatened by habitat destruction, pollution, resource use and a changing climate.

Our communities require new ideas with bold leadership willing to tackle these difficult environmental problems. The RSBC is committed to providing leadership, with a vision of people flourishing in communities and salmon flourishing in rivers.

Here are some of the year's highlights:

In June, we combined three events into one weekend. We held our 11th annual Riversheds Forum at the Fraser River Discover Centre in New Westminster. Saturday evening we held the 1st annual Fraser River Paddlewheeler sunset dinner cruise. It was a great fundraiser, where everyone had a good time on the river. On Sunday we held our AGM at the Discovery Centre where we elected another solid Board of Directors. It was a great weekend of sharing, learning and strategizing.

In August, we ran a successful Sustainable Living Leadership Program, which included eight young leaders, two facilitators, two rafting guides, and about twenty community resource presenters (who joined us at different stops along the river). The trip started in Mount Robson Provincial Park and finished twenty-five days later in Vancouver, near the river's mouth. The crew visited an ancient forest, the Culp's farm, a First Nation Heritage center and numerous significant sites along the river; they hiked Kinney Lake, the Goat River trail, the Cathedrals; and engaged in discussions about sustainable living, stewardship, salmon and riversheds.

Participants were challenged to keep their ecological footprint as low as possible and to develop a plan for their sustainability projects to be implemented in their communities upon their return home. It was another incredible trip. Special thanks to our funders, volunteers and partners.

Thanks to all our volunteers, donors and supporters who contributed to our organization this year.

Thanks to our staff and Board members, especially out-going Board members Stephen Muir, Richelle Giberson and Jane Thomsing, for your

guidance and expertise. Our board worked hard over the past year, to keep us going in the face of limited resources. However, we are well poised for future successes.

Sincerely,

Fin Donnelly
Chair
Rivershed Society of BC
Member of Parliament, New Westminster-Coquitlam & Port Moody

COMMITTEE REPORTS

Communications and Research Committee Report by Siobhan Ashe

Mandate

To develop, monitor, organize and assist with the implementation of external and internal communications and external special events for the organization; and to evaluate and assist with the development of the organization's research tools, methodologies, monitoring and evaluation strategies.

2011 Outcomes

- Committee met monthly, with consistent reporting to the Board
- Initiated Social Marketing plan
- SLLP marketing materials updated for 2012 and distributed
- Parameters for social media position determined
- Outreach materials to RSBC membership
- Explored articulation of "Call to Leadership and Action" with website
- Collaboration with Fundraising Committee
- Quickbase selected as database system
- Website audit performed
- Events calendar created
- Twitter account created and maintained

2012 Recommendations

- Complete Social Marketing plan
- Continue to build and strengthen online presence
- Implement procedures to ensure website consistency, design, and content
- Publish and distribute RSBC e-newsletter
- Secure Board budget approval for social media contract
- Proceed with recommendations established by website audit
- Hire social media employee/contractor
- Explore co-op placement opportunities with post-secondary institutions

- Incorporate Call for Leadership and Action into website
- Continue to collaborate with Fundraising Committee to maximize resource mobilization

- Confirm leadership roles within this committee
- Incorporate Call for Leadership and Action into SLLP curriculum
- Board and committee members should be more active on social media (Twitter and Facebook), promoting RSBC and Fraser River-related issues

Members:

Siobhan Ashe, Fin Donnelly, Richelle Giberson, Patti Graham, Jasmine Mason, Dave Palidwor, Olga Schwartzkopf

Fundraising Committee

by Stephen Muir, Chair

The Fundraising Committee spent the first half of 2011 planning the Sunset Cruise event, held on June 11, 2011 immediately following the Rivershed Forum. This event featured a meal and cruise aboard a paddlewheeler which embarked on a three hour cruise from New Westminster harbor up and down the mouth of the Fraser River. Approximately 60 people attended. The event was supplemented by a silent auction of several donated items. Although the event did not meet the goal of \$10,000, it was deemed a success by the people who attended, and we are planning on doing it again in 2012.

One new fundraising scheme involved placing clear plastic donation boxes in several BCLCB liquor stores for a month in the spring. This project involved obtaining permission from the BCLCB, distributing the boxes, collecting the change, and then collecting the boxes. Many thanks are due to Jane Thomsing for taking on this job. While the money raised paid for the boxes, as a fundraiser it was not an effective strategy. However, the boxes are available for further fundraising projects, and could be made available to SLLP grads if they need them or their fundraising efforts.

In the fall, the focus of the Fundraising Committee changed to enhancing our capacity to obtain foundation grants. Our administrator, Patti Graham, filed a successful appeal to the BC Gaming in order to secure a grant of \$25,000. We also hired a grant writer, Alissa Horji, who has been responsible for submitting new proposals to both current and prospective foundations. We anticipate that the results of her efforts will begin to bear fruit in the next few months.

The primary fundraising strategy of the Committee has been to develop a strong base of individual monthly donors. While this is still our goal, it had been a very slow process. However, with an updated database of prospective donors, and better coordination with the Communications Committee, we are hopeful that we can move more effectively in this direction in 2012. In particular, we are hoping this years' Paddlewheeler

fundraising dinner, currently scheduled for June 9, 2012, will provide an excellent opportunity to launch this initiative.

Programs Committee Report for 2011

by Bette McLennan, Chair

Members:

Bette McLennan (Chair), Kim North, Leigh Taylor-Gibbs, Sharolise Baker, Glenda Newsted, Sharman Learie, Jasmine Mason, Fin Donnelly (Board Chair)

Mandate

To monitor, evaluate and assist with development and implementation of educational programming and outreach strategies.

2011 Outcomes

- Developed Forum agenda and prepared logistics for Forum at New Westminster Discovery Centre
- Improved SLLP marketing program
- Assisted with SLLP planning

2012 Recommendations

- Complete 2012 Forum planning for June.
- Continue plans for more SLLP alumni participation
- Help plan, coordinate logistics for SLLP program
- Expand SLLP marketing plan

Becoming a Committee Member

This committee is the heart of the RSBC. It develops, plans and helps implement the programs that define the RSBC. We need members to help keep the programs current and meaningful.

Contact: Bette McLennan (Program Chair) 250 392 6423 or bettemcl@gmail.com

Call for Leadership and Action

by Dave Palidwor

The Fraser is the greatest salmon producing river system in the world and 80% of BC's economy is generated in the region. In addition, two thirds of British Columbians live in the Fraser Basin.

The health and resilience of the Fraser River water and fishery resources is central to sustainability in the Fraser Basin. While much work is being done by many people, the trend for many sustainability indicators tracked by the Fraser Basin Council is worsening, with salmon stocks being of particular concern.

The purpose of the Fraser Initiative was to convene 55 NGO stewardship groups that are working on sustainability of the Fraser River Basin in order to get their perspectives on the issues/threats to the Fraser and to identify key remedial actions. The complete listing is found in Attachment 1 of the final report and Summary Tables are provided below.

A summary of the top 10 issues of concern is listed in Table 1 in no particular order.

Top 10 Issues of Concern in the Fraser Basin	
1	Habitat: Loss of key habitat lands & gravel extraction in sensitive spawning and rearing grounds
2	Climate change: Impacts on water and land resources
3	Oil tanker traffic along the West Coast and the proposed Enbridge pipeline
4	Pollution: Risk of oil spills associated with Enbridge pipeline and tanker traffic in the ocean
5	Water: Widespread pollution & lack of legislation protecting groundwater
6	Funding and resources: Funding and staffing cuts to DFO and Ministry of Environment
7	Funding for stewardship: Lack of stable funding to support valuable stewardship initiatives
8	Monitoring effectiveness and enforcement actions are woefully inadequate
9	Governance: Top down structure not responsive to local watershed concerns
10	Fish farms: Threat of sea lice, viral infections during salmon migration

There are many more issues of concern, but these were highlighted because of their significant impacts and/or their chronic nature. However, merely listing issues is insufficient – practical and concrete actions need to be found. To this end, the Fraser Initiative identified a number of recommended actions that could be taken to put us on track towards sustainability in the Fraser Basin.

Call for Leadership and Action

What key actions are needed, where and by whom to address these 10 Issues of Concern?

Numerous actions and recommendations were identified in this process and are listed in Appendix 2 in the final report. From this list, 10 Key Actions were selected and are listed in Table 2. This Call for Leadership and Action is largely aimed at Governments because they are in a position to provide the leadership and to channel resources where they are needed most.

List of Key Actions and Leadership Roles

Key Actions	Leadership Roles (L= lead, S= support)					Issues addressed
	Federal	Provincial	Local	First Nations	Stewards	
1. Provide the requisite funding & staff resources that reflect the importance of wild salmon to our society, environment and economy including continuing the Fraser Salmon & Watersheds & Living Rivers programs.	L	L	L	S	S	1,6,7,8
2. Adopt an ecosystem-based management approach to land and water including updating the Fraser River Heritage River Mgt Plan.	S	L	L	L	S	1,2,4,5,6,7,8
3. Formally recognize the importance of the Heart of the Fraser Bio-region; initiate a moratorium on gravel extraction, and develop a Sustainability Plan for this area.	L	L	S	S	S	1,2,4,5,8,9
4. Develop a comprehensive Best Management Practices for Agriculture	S	L	S	S	S	1,4,5,8
5. Initiate and move to collaborative, watershed-based governance models.	L	L	L	L	S	9
6. Move to closed containment for fish farms within 5 years including immediate closure of farms along the Broughton during fish migration.	L	S	S	S	S	10
7. Oppose expansion of oil tanker traffic & the proposed Endbridge Pipeline	L	L	L	L	L	1,3,4
8. Implement the recommendations in Auditor General's report	L	S	S	S	S	1,4,8
9. Acquire key parcels of land in the Heart of the Fraser region to protect spawning and rearing habitat.	S	L	L	S	S	1,2
10. Develop a National Climate Change policy & limit the production of greenhouse gases	L	L	L	S	S	1,2,5

The Key Actions were chosen because they are seen as **levers for change**. These actions can provide a ‘domino’ effect that will stimulate fundamental and widespread change in the Basin. This coalition of NGO’s believes these Actions will increase the effectiveness of their volunteer efforts that will, in turn, energize even more volunteers.

SUSTAINABLE LIVING LEADERSHIP PROGRAM

2011 GRADUATES – COMMUNITY PROJECT SUMMARIES

Tori Lemire

During the 2011-12 school year I will facilitate a group of 15 students from University Hill High School in the creation, delivery and evaluation of three district closure day experiential education sessions to help students from University Hill Elementary School understand the importance of Cutthroat Creek. Through the school year I will work with the LEAP for Life (L4L) Youth Action Team to help them develop a personal connection to their environment. By sharing my own experience in the SLLP and through informative documentaries and discussions the youth will gain passion and understanding which they will then translate into three experiential education lesson plans aimed at the students of University Hill Elementary School. These three programs will take place on district closure days; one in each term of the school year. The programs will be located outside of the elementary school in Pacific Spirit Regional Park alongside Cutthroat Creek. Participants will have the opportunity to paint a wooden fish and the project will culminate in the unveiling of a Stream of Dreams art installation on the schoolyard fence.

Leif Douglass

I will host a 1 day event in late November as part of Buy Nothing Week to promote the boycott and eventual ban of the sale of disposable water bottles at Thompson Rivers University. This event will educate students and solicit commitment to no longer buy/consume disposable water bottles. It will be the starting point towards banning the sale of all plastic water bottles on campus and will have two portions. There will be the lead up to the event, which will involve tabling for promotions and a signing list in order to boycott bottled water. The second part will be a series of lectures on various aspects of the bottled water industry. This event will serve in conjunction with the boycott list to build support of the banning of the sale of disposable water bottles at TRU. The boycott list will also be important evidence to show support for this project.

Leanne Reich

Get involved with the Green Eco Club at my school (the club is currently only focused on making the campus more environmentally friendly) and expand their reach to the community. I will approach the topic cautiously and thoughtfully, collaborating ideas with the club council and members, and offering to facilitate the increased level of involvement. If the club is receptive to my idea, I will update the mission statement and mandate incorporating the expansion; advertise new changes (posters on bulletin boards, facebook, at club table on orientation day); make connections with community organizations and city programs (Earthcare – Lloyd Manchester, City of Kelowna Stewardship Programs); organize garbage

clean ups (in parks, trails, recreational areas, downtown); adopt a stream (make a sign indentifying the club as caretaker); invasive weed removal (native species planting); host events (city facilitated, club participants and volunteers); and host a yellow road/fish road program. Together the club will decide on the number and frequency of events/activities to have on campus and in the community. If the club wants to remain strictly on campus: I will not start an opposing club, to avoid creating animosity; I will get involved with an existing organization within the community such as Earthcare; Act as a liaison between the community and students; Inform students of community events and invite them (posters, facebook, verbally); and work from outside campus inward, as opposed to grouping students then taking them out into the community.

Amy Law

I will connect Quesnel residents to the Fraser River and raise awareness of bioregional issues. I will create a presentation based on my experience and what I learned on the Sustainable Living Leadership Program that I will relate to the concerns of those in Quesnel. I will hold a fundraising event to help cover costs for a future Quesnel resident to attend the SLLP.

Quesnel is located on the convergence of the Fraser and Quesnel Rivers. Quesnel has a clear connection to the rivers as evident by the Heritage Walk they maintain along the rivers' edges. I think Quesnel residents care deeply about our rivers and have worked to improve water quality in the past. Education of an approach to resource issues that uses watercourses as a practical tie between the 'headwaters and the estuary, the land and the water, the forests and the farmland and the cities' (Wallis) could really make sense to a city like Quesnel. Therefore, I will focus my slideshow presentation on connections through watersheds and the salmon can be a really great personable focus to such a discussion. Currently, the Baker Creek Enhancement Society is working to restore Dragon Creek to a viable salmon spawning stream so I will raise the profile of this project in my presentation. I will also help the Baker Creek Enhancement Society restore Bouchie Lake. The lake was heavily impacted by agricultural fertilizers and livestock as well as leakage from residential sewage. I will highlight the connection of Bouchie Lake to the Fraser through diagrams of local drainages and watershed maps. I hope to revitalize interest in restoring the lake through good lake stewardship and riparian zone maintenance as locals have lost interest since the big fish kill in 2008. During the presentation I will encourage Quesnel residents to get involved with the many projects to lessen Quesnel's impact on the environment. I will prepare the slideshow and presentation and show it to different school groups and environmental groups including a Rivers Day event at Correlieue Theatre for the larger community. The event will be a fundraiser so a Quesnel resident can participate in a future SLLP. I will talk to the Chamber of Commerce about establishing a grant to help with costs of the SLLP and supporting youth who are working on projects in the community.

Keely Weget-Whitney

I will create a children's gardening camp within the Ucwalmicw Organic Community Garden (U.O.C.G.) that is fun and educational. I will contact Doreen Whitney, owner of the garden, and tell her my reasons for creating such a camp, to show by example that gardening is brilliant and exciting for the youth.

Kyle Rix

I will create a presentation that I will give to the public informing them of the importance of salmon, sustainable living, and my experience down the Fraser River. I will present my experience from this trip, the salmon story which is the life of the salmon population and the importance of the environment, the way salmon bring nutrients up the river to the forests and help sustain communities that live along the Fraser River. I will also talk about sustainable living and the need to reduce our carbon footprint, by biking more, driving less, using less electricity, and helping our community become more green.

Laurel Huget

I am going to set up an art corner in my apartment to begin painting. I intend to sell my artwork as a fundraiser for non-profit organizations.

Dustin Tiendl

Restoring Salmon to the Columbia River Basin: At one time, the Columbia River was the most productive salmon run in the Pacific Northwest. One hundred years later more than 80 dams have blocked the natural flow of one of the most influential rivers in the world. We have almost obliterated the traditional salmon stocks and habitat within the blink of ecological time. Having salmon come back to their native streams, rivers and tributaries bring nutrients that the salmon acquired during their time in the Pacific Ocean. The final gift these salmon give after their journey from ocean to land is their life. Their death supplements the forests nutrient cycling, feeds the people, bears, birds and ultimately their offspring. Logical, ecological and economic values demand that these salmon be returned back to their ancient cycles. These actions will renew our rivers, forests and provide a sustainable future for all the human inhabitants. The most prominent reason the Columbia River has been so heavily dammed is our demand for electricity. Hydroelectricity is a clean source of energy but it is at the expense of our forests, animals and human inhabitants. No one alternative sustainable energy source will replace the power output of a hydroelectric generating station. But a combination of wind, solar, wave tide, micro hydro, geothermal and reflective solar boilers will easily meet these demands. This shift to a sustainable energy power grid will provide countless jobs and business opportunities in technology, engineering, trades, labour and all aspects of tertiary business for years to come. This transition is the logical way forward but it will not be an easy path. That said it will have to be all aspects of different people that will be needed to step up to reform our unsustainable ways. From local community members to



First Nations to conservation groups to labour leaders this will be our time to stand and be heard. It is up to us to make the shift to protect and rehabilitate this damage so it in turn takes care of us. We must all bring our ideas forward and be heard to support an economy where we protect our environment. The start of this process is the realization that we have to return salmon back to the Columbia River Basin and change the way we sustain ourselves.

RSBC Statement of Operations For the Year Ended December 31, 2011

PLEASE REFER TO SEPARATE HANDOUT

DONORS AND MEMBERS

Donors

Rivershed (\$10,000+)

Direct Access
Sprott Foundation

River (\$1,000 - 9,999)

Gainey Foundation
Aaron Gordon Daykin
North, Rudolph
RBC Foundation
Tides Canada Foundation
Voyageur Adventures
Graham, Andrew

Creek (\$100 - 999)

McCoubrey, Ross
Choices Market
May, Elizabeth
Neal Nicholson
North, Kim
Westell, Kevin
Bauman, Clinton
Orris, Glen
Giberson, Richelle
Birch-Jones & Routley, Vivian & Ian

Members

Individual

Argue, Roy
Baker, Sharolise
Douglass, Leif
McLennan, Bette
Muir, Stephen
Nicholson, Neal
North, Kim
Palidwor, David
Pike, Janna
Robertson, Roc
Schwartzkopf, Olga
Thomsing, Jane
Wong, Kareen

Family

Ashe
Donnelly
Giberson
Learie