

Rivershed Society *of* British Columbia

ANNUAL REPORT 2003



Rivershed Society *of* BC

201-1190 Pipeline Road, Coquitlam, BC, V3B 7T9

Phone: 604.941.5937 / Fax: 604.464.4122

www.rivershed.com

About the RSBC

Our Vision

People making sustainable lifestyle choices in the Fraser River Basin.

Our Mission

To facilitate the dialogue through which individuals create the conditions necessary for them to make sustainable lifestyle choices.

Board of Directors 2003-4



standing left to right: Alex Vera, Jim Mattson, Sandra Bicego, Naomi Mark, Dave Palidwor, Greg Smith, Dianne Ramage, Ted Kuntz

front row, left to right: Fin Donnelly (Executive Director), Robbie Pattee, Alex Nataros

not in photo: Lorraine Savage, Janis Olsen



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Our History

The Rivershed Society of British Columbia (RSBC), a non-profit charitable organization, was formed in the wake of an unusual feat of endurance: Fin Donnelly's 1,400 km 'Swim for Life' down B.C.'s mightiest river, the Fraser.

Taking almost a month to complete, the swim was a gesture in recognition of BC's natural heritage. It created a demand for speaking engagements, evolving into the Rivershed Education Program, and eventually the Society, in 1996.

The RSBC now works with dozens of organizations throughout the Fraser River Basin and British Columbia. We facilitate the dialogue through which individuals create the conditions necessary for them to make sustainable lifestyle choices. We believe respect for riversheds begins with individual awareness. In 2001, we launched our Healthy Riversheds Strategy – A values-based approach to conservation, stewardship & sustainability in the Fraser River Basin; a ten-year plan aiming to protect and conserve the Fraser River Basin, the greatest salmon system on Earth.

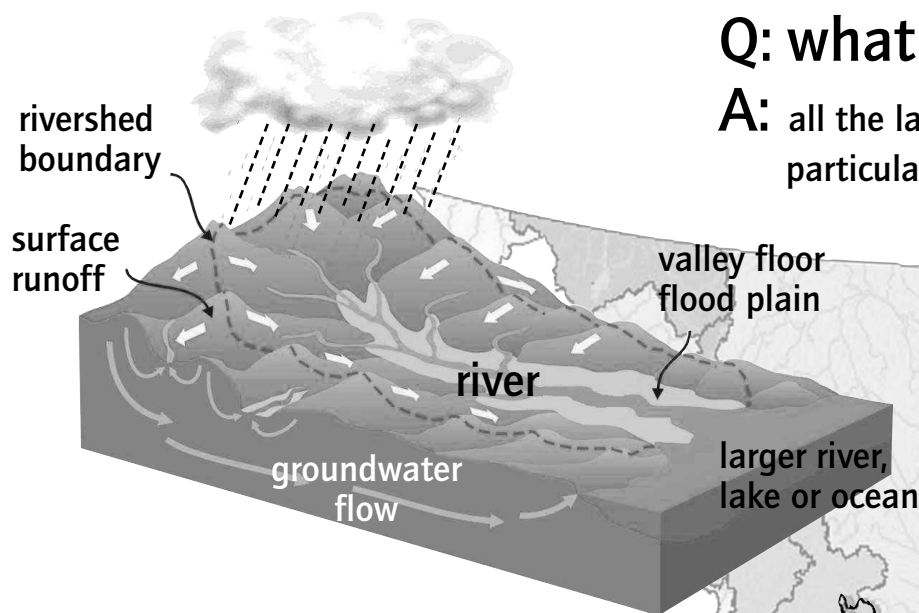
We work with stewardship groups, schools, First Nations, local and senior government agencies, delivering quality public education & leadership programs, innovative community initiatives, building stewardship capacity within the Fraser River Basin.



the Sustainable Living Leadership Program

Our programs urge people to live within the ecological carrying capacity of riversheds, evoking critical thought, encouraging change and prompting individual and community-based solutions.

Riversheds – a key to sustainability



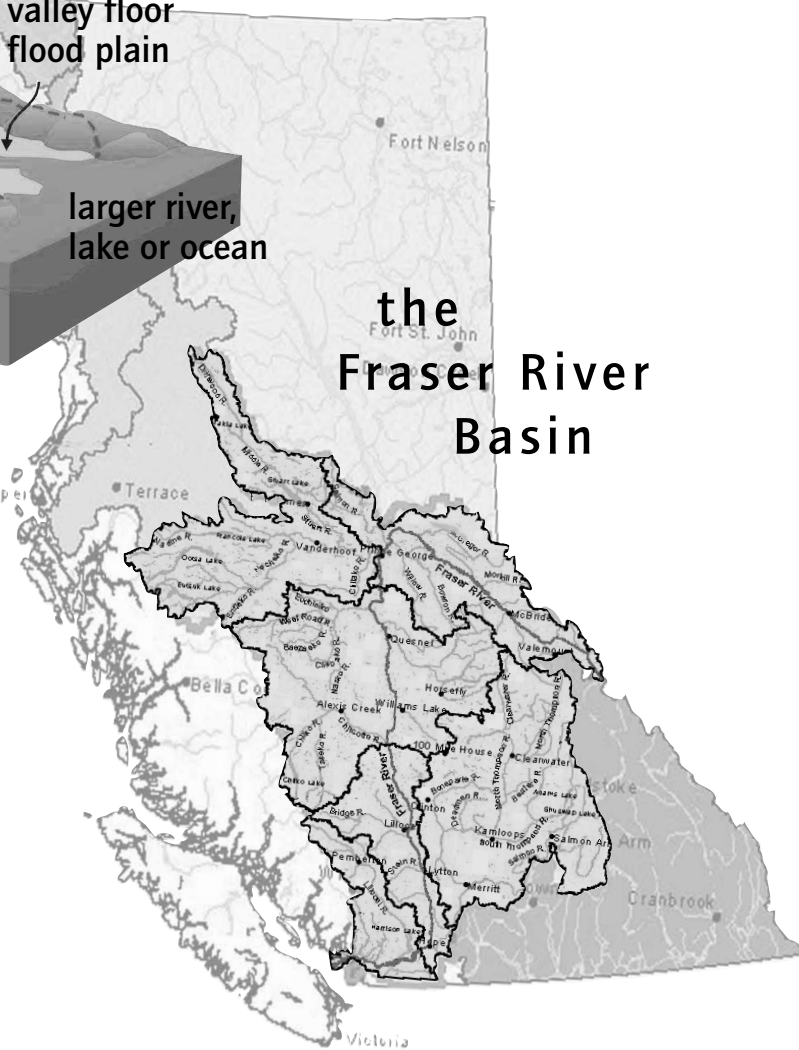
Q: what is a rivershed?

A: all the land area drained by a particular river system.

A rivershed is a distinct land area whose border is geographically defined by high points of elevation. Groundwater and surface runoff within a rivershed flow toward a common destination through a system of streams, lakes, bogs and other watercourses.

Riversheds are commonly viewed as ecosystems. As such, they contain a range of interdependent plant and animal species whose diversity is determined by climate, soils, moisture and other biophysical features and functions. Protecting rivershed ecology is essential to sustaining life within them – including human communities.

The term *rivershed* is gaining currency as one of the basic concepts of a sustainable society. Although synonymous with *watershed*, the term is more place-specific. It steers attention to a river in a particular geographical location (e.g. the Fraser River, the Lil'wat River) and all activities and phenomena related to that area. When a sense of place is organized around a river



rather than a town or city, it encourages a mental shift from human settlement to the larger interconnected natural environment.

Being aware of connections – between humans and nature, and among all things animate and inanimate -- is a prerequisite to conceiving of a harmonious relationship with the earth.

Message from the Chair

It is my pleasure to present the 2003 Rivershed Society of British Columbia (RSBC) Annual Report. Within its pages you will find information about the activities and accomplishments of the RSBC, as well as a 2003 Financial Report.



In 2003 the RSBC chose to re-examine our governance structure and strategic direction, in order to facilitate the growth of the organization.

Although we reduced our program offerings in order to better facilitate organizational development, our staff, board and committees were as active as ever. Several major accomplishments can be highlighted from throughout the year including:

- Worked closely with Fraser River Basin stewards via the annual Riversheds of the Fraser Forum and the B.C. Rivers Day Music Festival.
- Developed a new organizational governance structure envisioned for the future.
- Evaluated existing governance policies and development of new policies.
- Created a multi-year vision for the coordinated activities and events of the RSBC.
- Embarked on the development phase of Project Rivershed - our newest program that we hope will become the flagship of our Society.

As in previous years, the work of the RSBC has been progressive and meaningful, thanks to the board of directors, volunteers, supporters and an exceptional staff.

Thanks to you all for your energy and commitment to the vision of the RSBC.

I am confident that by building on the work completed this year, the RSBC will be more effective than ever in our efforts to facilitate the dialogue through which individuals make sustainable lifestyle choices.

Naomi Mark, Chair
Rivershed Society of British Columbia

Executive Director Report



2003 was a restructuring year for the RSBC. We certainly felt the impact of not having Cameron Lipp with us. It meant a number of our education programs were put on hold, while we reconfigured our operation.

Although the Environmental Career Options (ECO) Workshops Program, Paddle Leadership Program, Spirit of the Salmon Feast and Healthy Riversheds Fund were temporarily halted, it did provide us an opportunity to move ahead with the development of a key strategic initiative; one that I believe will play a key role in defining who we are on the sustainability scene in British Columbia. It will also allow us to move systematically into all 34 riversheds and six regions of the Fraser River Basin over the next six years and beyond.

Project Rivershed is a five-step community process aimed at helping Fraser River Basin residents, students, First Nations, workers and other community members make sustainable lifestyle choices, including reducing their eco-logical footprint to sustainable levels.

Last year, Mike McPhee, Lance Lilley and Frederick Hyde of the Galiano Institute for Environmental and Social Research were hired to develop Project Rivershed. They were tasked with further defining the project's direction, producing a series of Fraser River Basin and rivershed maps, developing a Fraser River Basin Information Profile and a Rivershed Profile Framework, as well as two sample Rivershed Profiles. I'd like to thank Mike, Lance and Frederick for bringing their expertise and passion to our project.

Over the coming years we aim to hire rivershed coordinators to deliver this process in Fraser River Basin communities. Rivershed profiles highlighting environmental, social and economic features will be developed and publicized through various media. Eco-footprint calculators and other sustainability tools will be used to measure ecosystem health and encourage sustainable

living at the local level. Project Rivershed will also encourage communities to develop rivershed action, communication and monitoring plans.

The shift to a sustainable society will be one of the most interesting and rewarding challenges of our time. There is much to be done to prepare us for that transition. Project Rivershed is an ambitious initiative and if successful will see us enter a new operational level.

To make this jump we need a solid Board of Directors with the vision and courage to lead us to that next stage. Last year, our Board doubled in size; six Board committees were formed, as well as a Structure Task Force. Committee work has been encouraging and much has been accomplished over the past year (please see the attached Board Committee Reports).

Late last year, Daphne Lipp joined the RSBC as our new Administrative Assistant. We welcome Daphne, as her assistance was very needed! She has been working on developing our database, as well providing invaluable assistance with programming administration.

To help us move to that next level, we need a set of communication products and media tools that succinctly conveys our history, present situation and future direction. Both Peter Bromley and Jeremy Williams have been contracted to develop creative print and video communication products that will ensure our message is heard.

The next two years, will be a critical time for us. In 2005, we aim to 'go public' in a major way, including implementing Project Rivershed and Fraser 2005, a large basin-wide initiative similar to Fraser 2000 and the 1995 Swim For Life. While I won't be swimming the length of the Fraser, you can be certain it will be a highly visible event in B.C.

Finally, we could not be the organization we are without support from people like you. Over the past year, we have gained new members and many 'friends' – individual and organizational donors. With your support we will continue to play a vital and visionary role in the process of addressing personal and social values, promoting community dialogue, and fostering cooperative solutions to ensure sustainable living within healthy riversheds.

Sincerely,



Fin Donnelly
Executive Director
Rivershed Society of British Columbia

Looking Back...

2003 Programs



Riversheds of the Fraser Forum

- 28 Fraser River Basin stewards gathered for the 3rd Annual Riversheds of the Fraser River Forum in 108 Mile Ranch.

Rivershed Education Program

- 15 presentations were made to 2,660 people in 10 B.C. communities (bringing the running total to 523 presentations to 42,374 people). Presentations of note included, presenting to the Wells Gray Tour at the Inn at the Quay in New Westminster; presenting in the GeoSpeakers Series at SFU in Burnaby, and presenting as part of a sustainability panel with Prof. Bill Rees and Jeff Gibbs at the DFO Education Coordinator's Conference in Duncan.

B.C. Rivers Day Music Festival

- Approx. 3,000 people attended the 3rd Annual B.C. Rivers Day Music Festival in Prince George, listening to Duane Steele, David Gogo and Marcel Gagnon on the banks of the Fraser & Nechako Rivers.

Project Rivershed – Development Phase

- The Galiano Institute was contracted to develop Project Rivershed, in preparation for implementation in the near future. The Project Team met with Community Mapping Network and Fraser Basin Council representatives to discuss partnership opportunities.

Sustainable Living Leadership Program

- Met with Dr. Kurt Grimm, a professor at U.B.C. in Earth & Ocean Sciences, about the possibility of linking the SLLP with his Sustainability Course.

The Healthy Riversheds Fund (HRF), the Paddle Leadership Program (PLP), the Environmental Career Options (ECO) Workshops Program and the Spirit of the Salmon Feast were all put on hold this year while we restructure our program delivery.

Governance

- At our last Annual General Meeting (AGM) our Board of Directors doubled in size and formed six Board Committees and one Task Force.
- The Board held four meetings and two Retreats over the course of the year.

Administration

- Daphne Lipp was hired as our Administrative Assistant – her main role is to develop & maintain our database, as well as assisting a multitude of other administrative tasks.
- Mandy Henderson and Dave Radies were hired on a contract basis to develop and coordinate the B.C. Rivers Day Music Festival.
- Peter Bromley was contracted to produce three communication products.
- Jeremy Williams was contracted to produce four promotional videos.
- Another funding appeal was sent out this year to over 500 people.
- I met with Mauro Vescera of the Vancouver Foundation to discuss the merits of Project Rivershed.



Other

- We signed partnership agreements with the B.C. Water & Waste Association and the Como Watershed Group.
- We participated in the Green Millennium Fashion Show, which we were the beneficiary of.
- Brian Murphy from the Ministry of Water, Land & Air Protection met with our Board of Directors to discuss strategic policy directions related to sustainability.
- Fred Schiller of Fred Schiller Boom Gear met with our Board of Directors to discuss their Log Bundling Strand Recycling Program.

Board Development Committee

by Dave Palidwor

Members: Dave Palidwor (Chair), Sandra Bicego, Fin Donnelly (Ex Officio) & Greg Smith

Mandate: Improve the effective functioning of the Board, Committees and Executive Director through recruitment, education/development programs, Board policies and procedures and administrative procedures.

2003/04 Priorities: Terms of Reference, Board Recruitment, Board Education & Learning Program, Honourary Board and Board Evaluation.

Number of Meetings: 4 (October, December 2003, February, April 2004)

Summary of Activities

- 1 Terms of Reference – The draft terms of reference were reviewed and adopted.
- 2 Board Recruitment – 2nd Annual Pre-AGM Wine & Gourmet Food Event. This event is the main focus in the Board member recruitment process and was deemed a success once again.
- 3 Board Education & Learning Program - The Learning Plan continues to evolve. The focus is on leading companies demonstrating sustainability in the Fraser River Basin. Guest speakers included: Fred Schiller, President of Fred Schiller Boom

Gear, a wire rope recycling company, and Kim Stephens from the B.C. Water & Waste Association - Water Sustainability Committee.

- 4 Honourary Board – This item was not discussed.
- 5 Board Evaluation - We completed the Board Self Evaluation form and administered the results. It was seen as a beneficial exercise that provided some important insight into our Board operations.
- 6 Enhanced orientation package for new members - In an effort to continually improve information resources for new members, a number of new initiatives will be introduced this year.

Recommendations

- 1 Follow up on results of the Board Self Evaluation assessment.
- 2 Continue to seek out speakers for the Learning Plan.
- 3 Support efforts to move the RSBC Board to a true Board structure and function and move away from the hands on management style that we currently have used. This is seen as natural progression as the organization matures.
- 4 Continue to make recruitment a priority.

Communications and Development Committee

by Jim Mattson

Members: Jim Mattson (Co-Chair), Alex Nataros (Co-Chair), Peter Bromley, Hannah Diamond, Fin Donnelly (Ex Officio)

Mandate: Develop and monitor external and internal communications and fund-raising of the organization.

2003/04 Priorities: Review Terms of Reference, Re-design & update web site, Review Fund-raising Strategy, Create a communications strategy template and Review the Healthy Riversheds Fund.

Number of Meetings: 3 (November 2003, February, April 2004)

Summary of Activities

- 1 Terms of Reference – Draft Terms of Reference document handed out at first meeting - further review is needed.
- 2 Web Site – This was the main topic of our meetings. A survey was sent out to the membership requesting information as to what they considered essential content of the proposed web site. This survey was studied and the results were incorporated, wherever possible in the construction plans for the planned web site re-design. A contract was let to Peter Bromley to design and build a new web site for the society. As far as possible he would incorporate the wishes of the committee and survey in its construction. The re-designed web site is up and running.

- 3 Fund-raising
 - a) Review fund-raising strategy – We did not get to this item.
 - b) Assist with sending out the November appeal - This year it was decided to have the mail out for donations done by "Mailboxes etc."
- 4 Communications & Media Strategy
 - a) Consider new operating name (i.e. Riversheds B.C.) – The Committee recommended we keep our existing name.
 - b) Develop social marketing program (include media, Rivershed Resolutions, Rivershed Solutions, eco-footprint calculators, etc.) – A draft template for a Communications Strategy was produced by Greg Smith. This document needs to be reviewed and built upon.
- 5 Healthy Riversheds Fund (HRF)
 - a) Review HRF terms of reference – We did not get to this item.
 - b) Consider combining Feast & Rivershed Awards with Forum and or AGM – We suggest the Special Events Committee to tackle this item.

Recommendations

- 1 Review Terms of Reference and recommend any needed changes.
- 2 Review contents of new web site and suggest changes or additions.

Education Committee

by Fin Donnelly

Members: Fin Donnelly (Chair), Jim Mattson, Todd Ogryzlo, Janis Olsen, Dianne Ramage, Lynda Donnelly and Alex Vera.

Mandate: To monitor, evaluate and assist with the development of the organization's educational programming and outreach strategies.

2003/04 Priorities: Terms of Reference, Templeton Youth Forum & Riversheds Forum – programming, and Education Programs.

Number of Meetings: 2 (January, March 2003)

Summary of Activities

- 1 Terms of Reference – The draft terms of reference were reviewed and recommended for adoption.
- 2 Templeton Youth Sustainability Forum – Templeton staff postponed the Youth Sustainability Forum to May 2005. Riversheds Forum - The Riversheds Forum was our main focus in 2004. We recommended the date, location and theme of the forum: Stormy Weather: Affects of Global Warming on the Fraser River Basin. We also explored field trip options, and in the end recommended visiting the 100 Mile Marsh and a local rancher. We recommended Guy Dauncey as the Forum's keynote speaker (who was a huge hit, as it turns out!!)
- 3 Education Programs – We looked at the effectiveness of our educational programs

and concluded a measurement system was needed to determine program effectiveness. A measurement tool from a program called Investigating and Evaluating Environmental Issues & Actions will be sought after in the near future.

Recommendations

- 1 Continue to develop a measurement tool to determine the effectiveness of our programs.
- 2 It was a pleasure working with the Education Committee and I look forward to continuing our what we have started over the past few months.

Executive Committee

by Naomi Mark

Members: Naomi Mark (Chair), Ted Kuntz (Vice-chair), Greg Smith (Secretary), Lorraine Savage (Treasurer) and Fin Donnelly (Ex Officio).

Mandate: Manage and monitor the governance process and the relationship between the Board and the Executive Director.

2003/04 Priorities: Review Terms of Reference, Consider Organizational Name Change, Develop Guiding Principles, Review Governance Structure & Policies, Review Strategic Plan, Personnel Matters and Review Insurance Package.

Number of Meetings: 3 (October 2003, January & February 2004)

Summary of Activities

- 1 Terms of Reference - We reviewed, updated and recommended adoption of the Terms of Reference.
- 2 Organizational Name Change - We recommended the Communication & Development Committee deal with the organizational name change issue.
- 3 Guiding Principles - We recommended the Executive Director work with the Board to develop a set of Guiding Principles and then work to tie them into the development of the Strategic Plan.

- 4 Governance Structure - A Structure Task Force was struck to review our governance structure.
- 5 Governance Policies - We evaluated and updated the governance policies for the RSBC. We expect to finalize the governance package for presentation to the incoming board so that they can continue the role of guiding RSBC's strategic agenda.
- 6 Strategic Plan - Sandra, Greg and Fin developed a Strategic Plan framework.
- 7 Personnel - We implemented a formal evaluation of the Executive Director position.
- 8 Insurance - We reviewed the organization's insurance policies.
- 9 Other - We reviewed the board meeting schedule

Recommendations

1. Review 2003/04 priorities and set new priorities for 2004/05.
2. Continue refining the Governance Policies package.

Project Rivershed Committee

by Fin Donnelly

Members: Fin Donnelly (Chair), Siobhan Ashe, Sandra Bicego (Special Events Chair), Lance Lilley, Mike McPhee, Naomi Mark (Executive Chair), Jim Matson (Communications & Development Chair), Dave Palidwor (Board Development Chair), and Lisa Zosiak.

Mandate: To guide, develop and shape the direction of Project Rivershed.

2003/04 Priorities: Terms of Reference, Project Budget, Steps 1-5, Project Rivershed Tool Kit Contents, Riversheds Forum Presentation, Activity One, Activity Two, Activity Three, Activity Four, Activity Five.

Number of Meetings: 3 (November 2003, March, April 2004)

Summary of Activities

- 1 Priorities - At its first meeting the committee established 10 priorities that need to be addressed. They felt they would be able to tackle half of them this term and the other half next term.
- 2 Terms of Reference – The committee reviewed, modified and approved the terms of reference.
- 3 Project Budget – The committee agreed with the \$125,000 project budget.
- 4 Steps 1-5 – The committee had a good discussion regarding the order of five steps

of community development process. They recommend maintaining its current order, but suggest that if the community wishes to change the order that the process be flexible enough to adapt.

- 5 Tool Kit Contents – Suggested items for inclusion in the Tool Kit were presented to the committee. Mike McPhee presented the suggested outline for the User's Guide (the main component of the Tool Kit). The committee forwarded their suggestions and recommendations.
- 6 Riversheds Forum Presentation - The committee provided input and comment on the presentation outline for Fin's, Mike's and Brad Mason's presentation at the Forum.

Recommendations

- 1 Continue with action items 6-10 next term.

Special Events Committee

by Sandra Bicego

Members: Sandra Bicego (Chair), Carmelle Birtch, Finbarr Donnelly (Ex Officio), Damian Kettlewell, Naomi Mark, Janis Olsen, Lorraine Savage & Alex Vera.

Mandate: To effectively develop, organize and assist with the implementation of special events for the Society.

2003/04 Priorities: Terms of Reference, Develop an Events List, and Fraser 2005.

Number of Meetings: 3 (October & November 2003, March 2004)

Summary of Activities

- 1 Updated the terms of reference for the committee.
- 2 Identified and scheduled a set of special events that will be undertaken by the Rivershed Society (or in partnership with others) from 2004 to 2006. The main events include:
 - Riversheds Forum,
 - Feast, Rivershed Heroes Awards,
 - Paddle (Fund-raiser),
 - Pre-AGM and AGM,
 - B.C. Music Day Festival (in Prince George),
 - Christmas Social,
 - Summer Paddle (Members & Volunteers),
 - Fraser 2005.
- 3 Identified some possible Fundraisers: Swim-a-thon, Fraser River Cruise, Pub Night, Art Show, Raffle, Auction, Fraser

River race event, Fraser River Celebrity Paddle. The group was most in favour of the Celebrity Paddle event. More work is needed to confirm the fundraisers in our event schedule.

Recommendations

- 1 Next steps include planning out the tasks and partnerships required to implement each of the events in 2004 to 2006.

On a personal note, the Special Events Committee was committed to identifying the key events that RSBC can work on over the next three years. 2003 was a year of consideration and looking strategically forward. The group was enthusiastic and the meetings were always enjoyable, with interesting meeting venues, food and laughter adding to the positive camaraderie of the discussions. Thank you for a great year of working together.

Structure Task Force

by Naomi Mark

Members: Naomi Mark (Chair), Sandra Bicego, Fin Donnelly (Ex Officio), Dave Palidwor, Dianne Ramage, Greg Smith and Alex Vera.

Mandate: Recommend a suitable organizational strategy for supporting the conceptual framework of Project Rivershed.

2003/04 Priorities: Develop and recommend an organizational structure to the Board. Use Project Rivershed as the main strategic focus.

Number of Meetings: 3 (August & October 2003, January 2004)

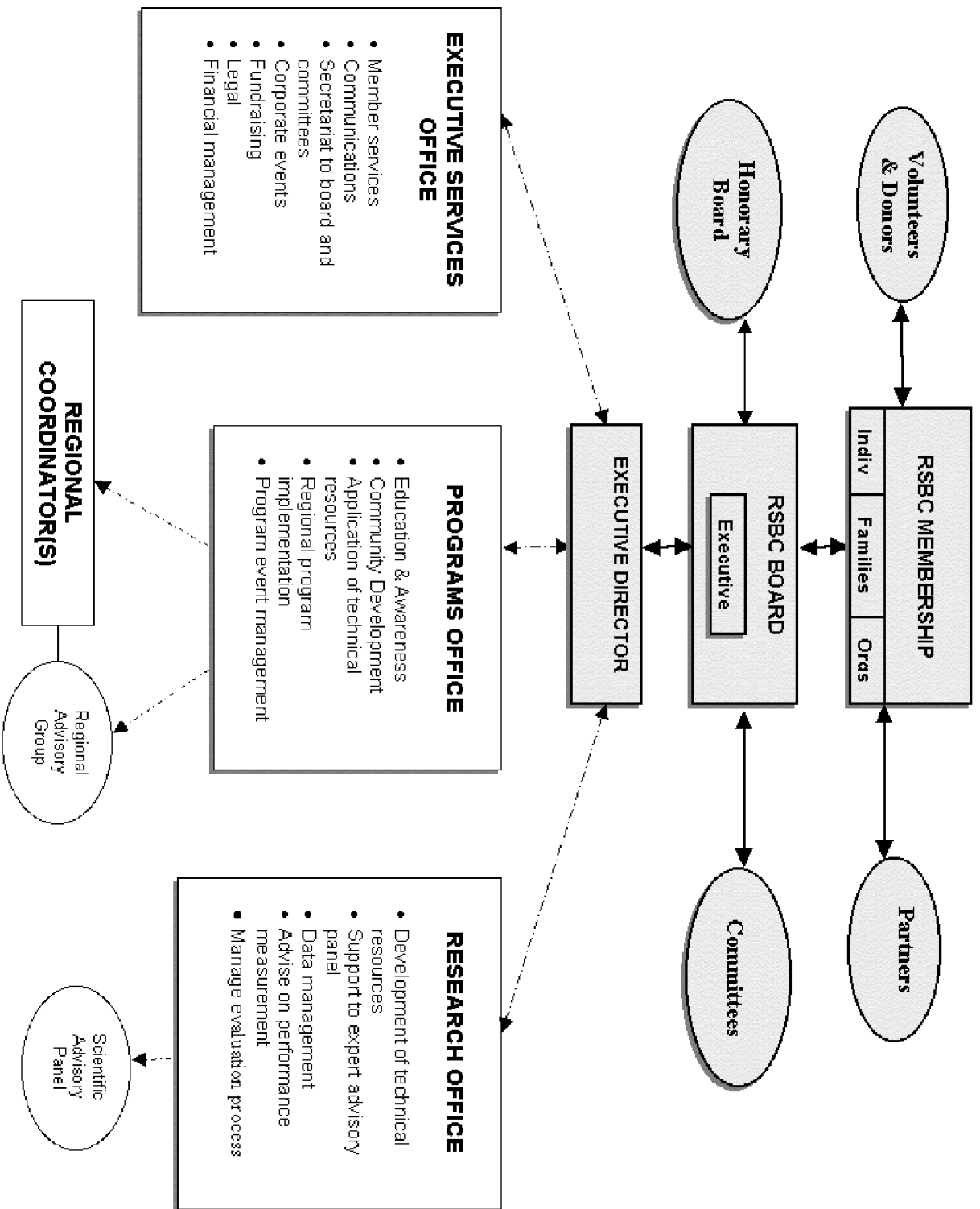
Summary of Activities

- 1 The focus of the task group was to evaluate the current governance structure of the RSBC, and if necessary to determine a new structure to incorporate Project Rivershed and better meet the goals of the Society.

- 2 The recommended structure consists of three divisions within the RSBC, the Programs, Research and Executive Services Divisions, all reporting to the Executive Director. (see attached Organization Chart)

Recommendations

- 1 Upon its final recommendation, the task force was dissolved. Thanks to all the Task Group members who made this a worthwhile and productive endeavour.



Looking Ahead

In 2004, we enter year four of our Healthy Riversheds Strategy – A values-based approach to conservation, stewardship & sustainability in the Fraser River Basin.

We offer the following programs & services and future initiatives:

CAPACITY BUILDING – Strengthening the Network

- Healthy Riversheds Fund
- Riversheds of the Fraser Forum, Feast & AGM
- Rivershed Heroes Awards (future initiative)
- Rivershed Network & eCafe (future initiative)

COMMUNICATION & OUTREACH – Getting the Word Out

- Community Events: B.C. Rivers Day Musical Festival (2004)
Fraser 2005 (2005)
Fraser 2010 (2010)
- Media Tools & Social Marketing Campaign

CONSERVATION, STEWARDSHIP & SUSTAINABILITY – Caring for Riversheds

- Project Rivershed
- Fraser River Corridor Protection Strategy (future initiative)

PUBLIC EDUCATION – Understanding Sustainability

- Rivershed Education Centre (future initiative)
- Rivershed Education Program
- Sustainable Living Leadership Program

2003 RSBC Donors & Members

Donors

Rivershed (\$5,000+)

Bullitt Foundation
Fisheries & Oceans Canada
VanCity Savings Credit Union
Sprott Foundation

River (\$1,000 – 4,999)

Carrier Sekani Tribal Council
Tides Canada (Endswell Fund)
Pacific Salmon Foundation
Nechako Recovery Initiative
Greg Smith
Green Millennium Foundation
Hewlett Packard

Stream (\$100 – 999)

Environment Canada
Brentwood Mall
Investor's Group
BC Hydro
Teresan
AMEC Consulting
Brink Forest Products
Mountain Equipment Coop
Van. Open Water Swim Assoc.
Spruce City Wildlife Assoc.
Ministry of Agriculture, Food & Fisheries
City of Prince George
Books & Company
Schmitz deGrace Accountants
Northern Hardware
Pulp & Paper Workers loc. 9
Kathy Glen
Richard Bocking

Friends

Melanie Korner
John Brett
Krista Bailey

Darlene Fletcher
Patricia Fushtey
Roy & Jill Howard
Gwen Chute
Bonnie & Steve
Ruth Foster
Peter Bromley
Yvonne Bell
John Cashore
Norma & Don Gillespie
Mary & Ian Brown

Members

Individuals

Dianne Ramage
Bill Walsh
Sandra Bicego
Robbie Pattee
Alex Nataros
Janis Olsen
Nicole Laurendeau
Phillip Blindenbach
Lorraine Savage
Dave Palidwor
Patrick Tepoorten
Ted Kuntz
Damian Kettlewell
Allan Carter
Peter Bromley
Jim Mattson
Alex Vera
Naomi Mark
Greg Smith

Organizations

Como Watershed Group
B.C. Federation Fly Fishers



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