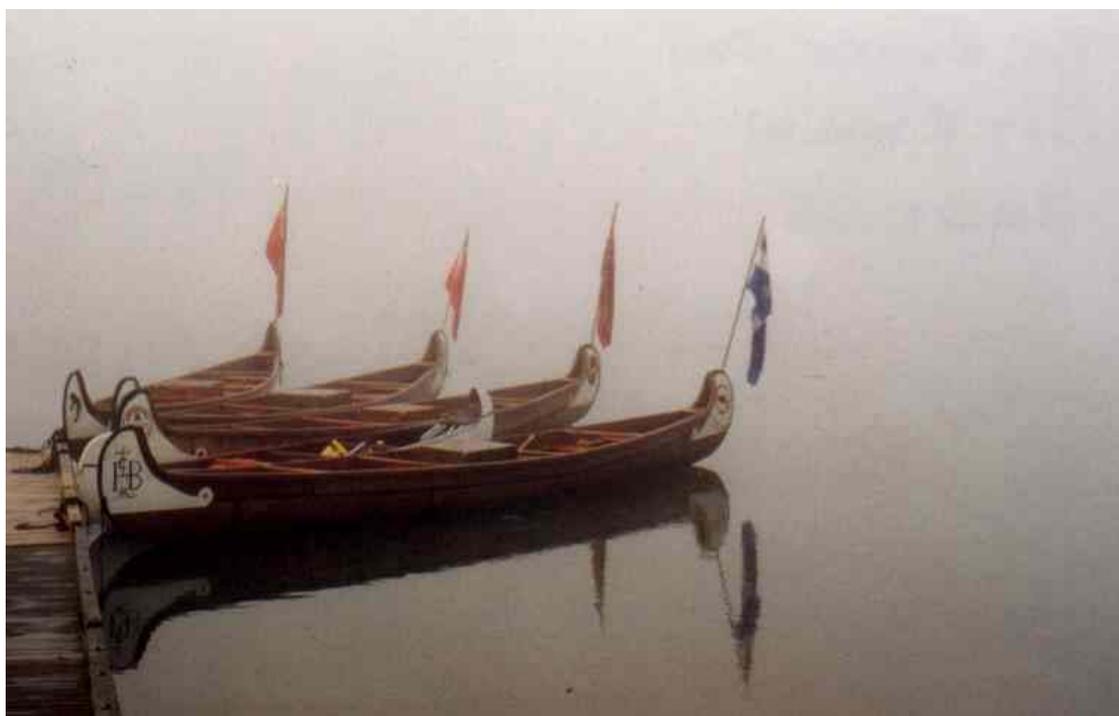


2001 Annual Report



J. Ritchlin

www.rivershed.com



Our Vision: Nature, society and *economy* in balance within healthy riversheds.

The RSBC prepares people to live sustainably within healthy riversheds. Through public education and leadership programs, community initiatives, communications and outreach and our Healthy Riversheds Fund we encourage people to live within the ecological limits of riversheds.

2001/02 Board of Directors



L to R (Back Row): Liam Donnelly, Naomi Tabata, Greg Smith and Fin Donnelly.
L to R (Front Row): Lorraine Savage, Gwen Chute, Lynda Ryan and Janis Olsen [missing: James Clack]

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Finbarr Donnelly, Executive Director
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Cameron Lipp, Program Facilitator
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Message from the Chair

Building on the successes of 2000, including our millennium event Fraser 2000 Spirit of the Salmon Swim, this past year has been an exciting one for the Rivershed Society of British Columbia.

We continue to focus on our mission and vision, raising awareness about rivershed sustainability in the communities we serve.

We made great strides over the past year, with many highlights including,

- A successful Riversheds of the Fraser Forum (March 2001) building on Fraser 2000, the forum strengthened community relations and provided a framework for future initiatives. The forum has now evolved into an annual event allowing partners from around the Fraser Rivershed to come together to discuss common issues and share ideas, facilitating community stewardship.
- Improving our long range strategic planning, facilitated by a Strategic Directions Retreat (July 2001).
- The establishment of four working committees that report to the board: Personnel and Policy, Communications and Development, Board Development, and Special Events.
- Our Paddle Leadership Program (September 2001).
- Our Spirit of the Salmon Feast (October 2001), and finally,
- The creation of a database of our funders, members, supporters and various other contacts (November 2001).

As in past years, our executive director, Finbarr Donnelly, has been remarkable in his unending passion and his ability to achieve the impossible.

Project Coordinator, Cameron Lipp, was also exceptional in his efforts to promote the mission of the RSBC. The success of the society can be attributed to their continued dedication.

I would like to extend our thanks to outgoing board members Gwen Chute, James Clack and Lynda Ryan. Your advice and enthusiasm were appreciated and valued. We will miss your input around the table, but look forward to your continued support and working with you on future projects.

Thanks also to all continuing board members whose dedication has created a team that is both productive and enjoyable to work with.

Thanks is due as well to all our volunteers, including a special thank you to Melinda Yong, who spent countless hours data entering information from hundreds of Fraser 2000 Rivershed Resolutions into our database.

Looking ahead, I know we can expect great things from the Rivershed Society of British Columbia.

In a time when the need for sustainability is increasingly important in order to protect our businesses, our families, and our riversheds, the demand for our work increases.

Naomi Tabata
Chair
Rivershed Society of British Columbia



A 'New Era' in the New Millennium

Having moved into a new millennium, we now find ourselves in a 'New Era'.

With the election of a new provincial government, a new Republican US government and the September 11th terrorist attacks, our world has been turned upside down.

This has not been good for the environment. With security issues on the minds of many, cuts to government service, deregulation and the move to privatize here in BC, people are overwhelmed with all this change. Focusing on a healthy environment has taken a back seat.

Corporate interests continue to dominate globally, with governments almost seamlessly catering to their agenda.

Of course, it's not all doom and gloom. Sweden has boldly declared they will become a "sustainable country" within one generation, less than 25 years from now!

Some of BC's top environmentalists met this past October on Cortes Island, to discuss how to move forward on a united front. It was an amazing weekend of cooperation and inspiration, and in the end, there was agreement on the development of a new sustainability agenda.

While we continue to convert the Earth's natural capital faster than it can be renewed there are hints that even this might change.

The United Nations predicts that global population will peak, before starting to decrease by the end of the century.

One market analyst predicts a major, decades-long downturn in North American consumerism, based on demographics and aging baby boomer spending habits (n.b. however corporate interests are ready to take advantage of potential new global markets in places like China and Russia).

Environmental literacy is on the rise; more people than ever are aware of global issues, although they are still are not willing to change their habits – yet.

Will we change before it's too late? Or will we head straight into a global ecosystem crash?

I continue to be optimistic. However, if we are to avert disaster, it is going to take incredible energy, courage, conviction and creativity from activists who care enough to make positive change their mandate.

We need to work smarter, embracing new and innovative techniques in public education and community-based social marketing.

We need to create a clear new vision of how to shift from a large consumption-oriented economy to a small, more diverse conservation-based economy.

As Paul Hawken says, we must create an economy that makes "conservation profitable, productive and possible."

The challenge for groups like ours is to prepare enough people for this transition.

We must educate people about how to live in a way that respects nature's limits.

With this in mind, the RSBC will continue with the implementation our ten-year Healthy Riversheds Strategy.

Our focus will remain on the protection and conservation of the Fraser Rivershed, BC's largest and most ecologically significant rivershed.

Please join us in this worthwhile effort.

Finbarr Donnelly (*Iyim Yewyews*)
Executive Director
Rivershed Society of BC



Rivershed Society of British Columbia

A Year In Review ...

2001, year two of our ten-year Healthy Riversheds Strategy, was a year of fine-tuning. After a huge initiative in 2000, we re-grouped, and focused on carving out a niche for ourselves as facilitators of Fraser Rivershed community stewardship.

Education and Leadership Programs - *Understanding Sustainability*

- *Environmental Career Options (ECO) Workshop Program* – was launched and well-received by teachers and students. 50 workshops were given to more than 1,500 participants at 32 schools in 19 BC communities.
- *Paddle Leadership Program* – was a huge success! The highlight event of the year. Lots of careful planning and a brilliant sunny day paid off, with over 60 paddlers, from students to politicians, pulling together on the Fraser River on BC Rivers Day.
- *Rivershed Education Program* – 50 presentations were made to 3,380 people, with the highlight being to group of Fraser North & Interior Stewardship Coordinators.

Community Initiatives - *Caring for Riversheds*

- 1st Annual ‘Riversheds of the Fraser’ Forum – Almost 30 Fraser Rivershed stewards gathered at 108 Mile House to share rivershed stories, learn about issues and strategize regional initiatives.

Communications and Outreach - *Strengthening the Network*

- We continued to get solid media coverage in community newspapers (e.g. Coquitlam Now, Tricity News and Williams Lake Tribune). We were also featured in Vancouver Magazine and the Ming Pao Daily.
- *Fraser 2000 Spirit of the Salmon Swim* Documentary Video – A big thank you to Cathie Douglas for volunteering to complete the F2K documentary.

Healthy Riversheds Fund - *Supporting Healthy Riversheds*

- An \$800 grant was awarded to ARC Arts Council to support the puppet show, “The Day Frog Laughed” (about water stewardship).
- 5th Annual *Spirit of the Salmon Feast* - held at Coquitlam’s Pinetree Community Centre – David Lane, Executive Director of the T. Buck Suzuki Environmental Foundation delivered the key-note presentation.

www.rivershed.com



Rivershed Society of British Columbia's

Major Accomplishments in 2001

Programs

- Held 1st Annual 'Riversheds of the Fraser' Forum.
- Held successful Paddle Leadership Program.
- Environment Career Options (ECO) Workshops Program launched and well-received.
- Held 5th Annual Spirit of the Salmon Feast.

Governance

- Hired Executive Director.
- Created four Board Committees: Board Development, Communications and Development, Special Events and Personnel and Policy.
- Improved long-range strategic planning.

Administration

- Secured major funding (Bullitt Foundation, Tides Foundation and Sprott Foundation).
- Created a new database.



Rivershed Society of British Columbia

What Lies Ahead ...

The RSBC is currently engaged in year three of our Healthy Riversheds Strategy. We continue to work with our partners encouraging them to live within the ecological limits of riversheds.

2002 Programs

Education and Leadership

- **Environmental Career Options (ECO) Workshops**
- **Paddle Leadership Program**
- **Rivershed Education Program**
- **Sustainable Living Leadership Program**

Community Initiatives

- **2nd Annual Riversheds of the Fraser Forum**

Communications & Outreach

- **Update and maintain www.rivershed.com**

Healthy Riversheds Fund

- **Award Community Grants**
- **6th Annual Spirit of the Salmon Feast**

Long Term Initiatives (2003 – 2010)

- **Rivershed Solutions Initiative**
- **Fraser River Corridor Strategy**
- **International Rivershed Exchange Program**
- **Rivershed Education Centre**





Fin talks to Bette McLennan at Williams Lake Event.



Fin talks Salmon Life Cycle to students along the Horsefly River.



Fin and Cameron welcome all to Spirit of the Salmon Paddle.



Enviro Minister Joyce Murray speaks to paddlers in Burnaby.



Peter Bromley at the helm.



BC Rivers Day Paddlers take a break on the Fraser River.



Cameron and Fin talk to David Cadman, SPEC and David MacKinnon, TWA on BC Rivers Day.



Jay Ritchlin, Reach For Unbleached talks to paddlers.

Rivershed Society of British Columbia

Friends & Supporters

Rivershed (\$10,000 +)

Bullitt Foundation
Fisheries Renewal BC
TD Friends of the Environment
Foundation

River (\$1,000 – \$9,999)

Tides Canada Foundation
Sprott Foundation
Fisheries & Oceans Canada
Van City Savings Credit Union
BC Gas
Endswell Foundation
Royal Bank Foundation
Hamber Foundation
Canada Lands Company
Dow Chemical Canada

Stream (\$100 – \$999)

Shell Environmental Fund
Greg Smith
City of Coquitlam
City of Port Coquitlam
City of Burnaby
City of New Westminster
Westminster Savings Credit Union
BC Hydro
Nordic Ski Wrecks
School District 43 – Aboriginal
Education
Cy & Val Donnelly
Richard Boeking
Paul van Peenen
Frances Gordon
Ted Kuntz
Arthur Docherty

Friends (\$10 - \$99)

Finbarr Donnelly
Lynda Ryan
Bill & Signe Radelet
Patricia Cooper
Michael Jennings
Felipa Ibarrola
Dennis Donnelly
Bruce Johnstone
Walter Moberely Elementary
Martina Miller
Janis Olsen
Liam Donnelly
Peter Bromley
Gwen Chute
George Rodger
Lorraine Savage
Naomi Tabata
Bela Sivak
Pamela Zevit
Society for Community Development
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