



Sierra Club Canada Foundation

2013
Annual Report

Sierra Club Canada Foundation would like to thank all of our volunteers, members, partners, and donors for their continued support of and lasting commitment to our efforts in conservation.

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Message from the President



I want to thank everyone--members, volunteers, directors and staff--for the way you all have contributed to one of the toughest years we have ever experienced.

It was a year of great change and restructuring made necessary by legal and financial necessity. I'm pleased to report we came out of it a better organization with new bonds between us and a commitment to insure Sierra Club traditions will continue well into the future.

There were many long, long telephone calls and meetings as we worked through a rationalization of our resources and financial management. Not always the topics we wanted to talk about.

I want to especially thank the Sierra Club Canada Foundation Board members for stepping up and taking responsibility when they were needed.

The changes we worked out together have created a stronger and more sustainable organization better able to take on the job of empowering communities and protecting the environment.

Sincerely,

Michael Bernard
President, Sierra Club Canada Foundation

Message from the National Program Director



We started out 2013 talking about civil disobedience and its place in the arsenal of environmental activists. It came about when our U.S. cousins decided to participate in a White House protest against the Keystone XL pipeline. It certainly sparked a great deal of debate in Sierra Club circles and in the public. More than 1000 members and supporters shared their thoughts with us. In the end, we decided that we would decide should we ever be faced with a situation that warranted it.

It was a great way to start a year full of discussions and new developments because we were undergoing fundamental reorganization. We needed to design ourselves to fit the reality of our situation and makes us better able to manage our resources without limiting our scope.

The threats to the environment are growing in Canada. Everywhere there is a plan to exploit a resource, be it in the fragile waters of the Gulf of St. Lawrence or Beaufort Sea, through the Great Bear Rainforest or the St. Claire River. It seemed every day we learned of a new challenge.

We resolved to ensure our restructuring would enable us to remain the most nimble grassroots organization in Canada able to identify and respond to ecological threats wherever and whenever they appear.

We succeeded.

I'm proud to say Sierra Club Canada Foundation headed into 2014 prepared to take on all challenges.

Sincerely,

John Bennett
National Program Director, Sierra Club Canada Foundation

Atlantic Chapter



Fracking Campaign

The focus of this campaign is to educate and inform the public about the dangers of fracking and raise enough awareness to take action against those who are proposing the creation of multiple fracking sites in each of the Atlantic Provinces.



Sierra Club Atlantic (SCA) has been very active in their efforts to raise awareness and take action against fracking throughout the course of the year.

In Nova Scotia, SCA launched a petition banning the import of fracking waste into Nova Scotia from other provinces and gathered thousands of “hard copy” signatures which led up to the successful adoption of a law banning the import of fracking waste into the province. SCA sits on the steering committee for the fracking coalition in Nova Scotia and ensured fracking was an election issue in the September 2013 election by getting responses from each party on the issue, hosting a media conference, and commissioning a poll on public attitudes toward fracking. SCA succeeded with the help of hundreds of citizens & local groups in stopping the dumping of fracking waste water into the municipal sewer system for Colchester Country.

In New Brunswick, SCA formally supported demonstrations against shale gas in New Brunswick through news/press releases and solidarity actions by joining protestors on site.

In addition to these actions, SCA also developed a presentation and videos on the myths and facts of fracking, created an activist training workshop for volunteers in the region and hosted training sessions in each of the Atlantic Provinces.

Gulf Campaign

SCA’s Gulf Campaign aims to stop all oil and gas development in the Gulf of St. Lawrence.

SCA launched the Gulf Garland campaign (www.gulfgarland.org) to collect stories about the importance of the Gulf of St. Lawrence as a vital, shared ecosystem and landmark. The Gulf Garland focused on involving concerned members of the public and eliciting their participation in the Gulf campaign by submitting videos and inviting them to attend public panels and sign up to help petition against gas and oil development.

SCA volunteers in the region have also collected signatures on a federal petition which they presented to their elected leaders to enter on the record in the House of Commons and organized various public events to educate others on the significance of the Gulf as a unique Canadian ecosystem.



Gretchen Fitzgerald, Director of SCA (right), with the late Farley Mowat, dedicated contributor to SCA, and Mary Gorman, Gulf of St. Lawrence Activist, holding a flag that represents the Gulf.

Environmental Education Program



SCA's education programs aim to connect youth and children with the natural world, teach them about environmental issues, and encourage them to become leaders and mentors in their communities.

SCA reached over 3000 youth in the Halifax area with the nature immersion program, Wild Child. Another of SCA's Environmental Education Programs, Sierra Buddies Eco-Mentors, performed youth mentorship and education programs on PEI. Sierra Buddies is a joint high school-elementary eco-mentorship program. Working together, high school students learn leadership, teamwork and public speaking skills while preparing to deliver two fun, interactive presentations to grade six classes on ecological footprints and sustainability.

HRM Diverse



HRM Diverse is a nature literacy program geared towards engaging members of the public with any degree of experience with nature. The program is all about connecting people with the beauty and diversity of life they can find all around them every

day.

SCA hosted monthly walks in the Halifax Regional Municipality (HRM) led by local experts & naturalists. Volunteers also took samples of various sites in the HRM to record biodiversity of plants, birds, and amphibians.



Foraging bees in Halifax Public Gardens.

Mining and Communities

SCA is working to improve decision-making processes regarding mines and quarries to ensure adequate community engagement, improved environmental assessment, stronger regulations and monitoring, and the creation of a long-term development plan for the mine and quarry industry.

SCA prepared a research document titled, *On Solid Ground*, on the environmental and policy issues communities encounter when mines and quarry projects occur in their neighbourhoods. This document continues to be used as an outreach tool for presentations and working with civil servants and leaders and community groups to assist them in strategizing to deal with the impacts of mines and quarries. It was also a springboard for future work with communities and government to decrease the environmental and social impacts of mines and quarries.

SCA also participated in the environmental assessment for the Donkin coal mine in Cape Breton, a project with the potential to cause provincial GHG emissions to balloon and damage the local marine environment, fishing, and tourism.

Sierra Club Atlantic Chapter Events

Earth Day Celebration, PEI

Tony Reddin and other volunteers hosted a successful Earth Day Expo in Charlottetown, PEI, which was attended by hundreds of participants and raised the profile of local green initiatives and businesses, and raised funds for Sierra Club Canada Foundation.

PEI Needs Clean Water – Come Join the Movement to Protect It!

As part of an annual gathering, SCA hosted a public panel on water in Charlottetown, PEI on Sept. 7. The event attracted a wide audience and generated a very lively discussion. Expert speakers included: Don Mazer of Winter River-Tracadie Bay Watershed Association, Andrew Lush of Don't Frack PEI, and Irene Novaczek of Save Our Seas and Shores-PEI.

Russell Lake Takes Root

The Russell Lake Takes Root tree planting event was a huge success, drawing over 400 volunteers, the Mayor and two councillors, and all of the provincial candidates in the NS election for the riding, to plant 1200 trees in a new urban park.



Strengthening Our Voice Talks and Workshops

Heidi Verheul hosted numerous talks on the myths and facts of fracking and provided activist training workshops throughout our region. The series was aimed at increasing awareness of fracking and volunteer skills to deal with environmental issues like fracking.

Quebec Chapter



Action H2O Campaign

Action H2O is a national campaign aiming to reduce Canadians' water consumption. By mobilizing grassroots groups working on water issues across the country, Sierra Club Québec (SCQ) promotes new conservation and efficiency-based approaches to water management that are adopted by local governments.

In Montreal, SCQ worked to facilitate a dialogue between municipalities and citizens, share best practices, keep a finger on the pulse on execution of municipal policies and raise awareness about water conservation among the general public. SCQ aims to carry out an independent study of actions taken by boroughs and cities to meet the objectives of the City of Montreal's Sustainable Development Plan 2010-2015.

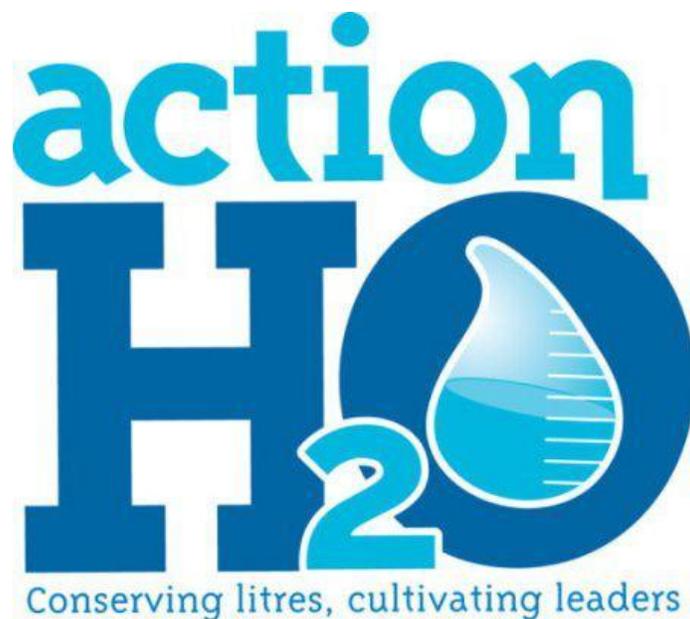
In 2013, in keeping with the Action H2O's mandate, SCQ took part in a press conference about the implementation of municipal water policies in hopes of triggering discussion on positive water management practices.

SCQ's work on Action H2O will continue into 2014 by bringing the discussion surrounding municipal water policies and water conservation to Longueuil.

Land Stewardship

Sierra Club Québec is actively participating with different citizen groups such as, Les Amis du Parc Meadowbrook, to save the last green spaces on the island of Montreal. Sierra Club Québec's contribution to Montreal's consultation on the city's development plan has resulted in a series of ambitious recommendations.

A digital interactive map visualizing the threatened green spaces in the greater Montréal region is being developed in collaboration with Les Amis du Parc Meadowbrook.



Urban BioBlitz



The purpose of Sierra Club Québec's BioBlitz events is to explore and take inventory of Montreal's urban biodiversity with the help of interested members of the public. The goal of these events is to reach out to interested members of the public, youth and families, and engage them to take an interest in learning about what makes a healthy urban ecosystem. The Urban BioBlitz events invite members of the public to come out and learn why urban biodiversity is important; how to identify and catalogue plants in urban areas; how the plants keep the air clean and how to protect against invasive species.

From June to October, in collaboration with a few other environmental groups, SCQ held four Urban BioBlitz events.

On May 7, an interactive online tool for mapping Montreal biodiversity has been launched. The tool is available on www.Montrealbioblitz.com.

SCQ is continuing to plan Urban BioBlitz events into 2014.



Energy Campaign

This campaign focuses on promoting a transition towards sustainable energy provision and educating the general public about sources of renewable energy and the dangers of the two tar sands pipeline projects proposed to run through Quebec. SCQ works in close collaboration with Équiterre, AQLPA, Greenpeace, Coalition Vigilance Oléoducs, as well as other environmental groups, to oppose pipelines transporting tar sands through Quebec.



As part of their work on the Energy Campaign throughout 2013, SCQ participated in a press conference about the challenges Quebec is currently facing regarding their renewable and non-renewable energy sources. In collaboration with Ciel et Terre Longueil, SCQ also submitted a policy brief opposing the reversal of the flow of oil in Line 9B.

Ontario Chapter



Challenge to Urban Sprawl/ Growing the Greenbelt Campaign

Sierra Club Ontario's (SCO) Challenge to Urban Sprawl Campaign is currently focused on growing the Greenbelt. Building on support from the Friends of the Greenbelt Foundation (the Foundation), Sierra Club Ontario has been making advances in protecting threatened ecosystems in Peel, Durham, and Mississauga regions. At more than 1.8 million acres, Ontario's Greenbelt is the world's largest permanently protected greenbelt, keeping our farmlands, forests, and wetlands safe and sustainable.



Sierra Club Ontario's work to expand and increase public awareness and support for the Ontario Greenbelt made significant gains in 2013. The focus of the campaign for the past year has been to expand the Greenbelt to Mississauga Region.

Kristina Jackson, SCO's Chapter Coordinator, and Dan McDermott, Director of SCO, have met regularly with Mississauga Councilors and attended and deputized to the City's Environmental Advisory Committee (EAC). In January 2014 SCO expects an EAC resolution that will be sent to the Mississauga Council to approve the addition of the publicly-owned lands of the Credit River to the Greenbelt. Our primary collaborator on the Mississauga Council believes that the Greenbelt resolution's passage is assured. Other governmental actions are necessary before this process is complete, but the course will be set for Mississauga, Ontario's second largest municipality, to become part of the Greenbelt in 2014, with SCO's work as the catalyst.

A new focus to SCO's Greenbelt campaign work is to expand the Greenbelt to Niagara Region. Leading to the scheduled 2015 Greenbelt provincial review, SCO was requested by the Foundation on an emergency basis to participate in Niagara Region's public engagement process last winter. Fortunately, this occurred just as our Niagara Region Group was coming together. Dr. John Bacher, who has been active in preserving Niagara agricultural lands since the '70's, joined the Niagara Region Group and was immediately active in regional Greenbelt advocacy and became a key component of our newly funded Greenbelt Foundation program. Dr. Bacher's most recent contribution is the uncovering of substantial interest within the Thorold Council for expanding the Greenbelt within the township. The Greenbelt Foundation is pleased and excited by this growth possibility in the heart of what had been assumed to be a Greenbelt-unfriendly region.

An overarching issue in the Greenbelt expansion process is the previously mentioned 2015 Greenbelt Review. Friends of the Greenbelt Foundation's Executive Director, Burkhard Mausberg, has created the by-invitation-only 2015 Review Summit consisting of NGOs, community leaders, foundation heads and industry representatives. SCO's Dan McDermott will be participating in the Summit. The Summit Review group will work together to strategize and pave the way for a successful Greenbelt Review process.

The next step in expanding the Greenbelt in the Peel Region will be to the City of Brampton.

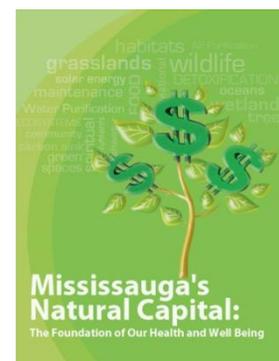
Natural Capital Project and Credit River Campaign

The Natural Capital and Credit River Campaign focuses on quantifying and communicating how much nature is worth, in the hopes to influence better policy and development decisions in the future. The core concept of NCP is to engage residents, and increase their knowledge of and appreciation for the natural areas that are integral to their local communities.

The Credit River remains the focal point of this project, coordinated by Kristina Jackson, as SCO seeks opportunities and funding to expand the program to other watersheds.

Jackson's leadership of the NCP has resulted in substantial support for this program from organizations such as, the Credit Valley Conservation. Her body of on-the-ground work, particularly in 2013, will establish relationships with residents in the area and build a network of communication that will be beneficial for future SCO work. SCO's challenge for 2014 will be to turn this earned success into funding support and to expand the NCP to areas such as, Ajax and Brampton.

Summer 2013 marked the first season of Sierra Club's Natural Capital outings. The guided nature walks, or "walk and talks," that took place between June and August, pulled in a combined 154 participants to the nine individual outings. The outings were made free to the public to provide an interactive means for community members to experience nature while learning about the history, management practices, and ecological services of natural areas. Local experts and professionals were featured guest speakers to provide their expertise. Informative booklets about local natural capital areas were also distributed at each walk. Overall, each event saw Sierra Club members, returning participants, and new community members who were thrilled with the idea of being outside and learning something new.



Volunteers working hard to plant as many trees as possible at Sierra Club Ontario's tree planting event at Erindale Park, Oct. 22, 2013.

Tree planting is part of our Natural Capital Project Campaign. Natural Capital refers to the stock of natural resources and environmental assets and how they contribute to building healthy communities. Planting trees reduces air pollution, improves soil, water and air quality, and provides habitats for wildlife. SCO joined Credit Valley Conservation for four tree planting events this year, which took place in Streetsville Memorial Park, Meadowvale Conservation Area, Birchwood Park and Erindale Park.

Over the course of four tree planting events, SCO planted a grand total of **925** trees in 2013!



Great Lakes Campaign

The Great Lakes Campaign started in 2010. The Great Lakes campaign is led by Great Lakes advocate Mary Muter and comprised of Sierra Club members with specific experience and focus on Great Lakes issues.

Current campaign work includes sponsoring wetlands research by McMaster University, advocating for restoration of healthy water levels in the Middle Great Lakes (Huron, Michigan & Georgian Bay), and protecting the ecosystem from human development, low water levels, and invasive exotic species. An interim progress report from McMaster University in November 2013 detailed the five projects students had designed to study the threats to coastal biodiversity due to the a 14-year reduction in water levels and increased temperatures in near-shore habitats. Three of the studies involve capturing several individuals of various aquatic species that live in the Georgian Bay area, like the Blanding's turtle, northern pike, and muskellunge, and tagging them with GPS and radio-tags.



Photo of Dan Weller, McGill University M.Sc candidate, holding one of the tagged muskies caught in Severn Sound during May 2013.

The tags were then used to track their movements, habit and nesting locations, and determine how lower water levels and potential invasive species are affecting these aquatic species' habitats and population. A fourth project is in the process of mapping the spread of an invasive species, *Phragmites australis* (the common reed) and how it might be influencing lower water levels and affecting native aquatic species' habitats. The fifth project is studying the impacts of diking, both human-made and beaver-made, on water levels and biodiversity compared to those of non-impounded areas. Further results will be available when the three-year Sierra Club Canada Foundation (SCCF) project with McMaster University will conclude in spring 2014.



Paul LeBlanc, PhD candidate (right), and Chris Biberhofer, M.Sc candidate, surgically insert a radio tag into a muskie in Severn Sound. Both students are part of the three-year Great Lakes project between Sierra Club Ontario and McGill University.

A copy of the interim progress report can be found on the SCCF website.
http://www.sierraclub.ca/sites/sierraclub.ca/files/2013_interim_report_for_sierra_club_report.pdf

SCO's Great Lakes work is currently supported by a \$30,000 two-year grant provided by The Salamander Foundation that began in December 2012. This project focuses on achieving nutrient reductions in the Lakes, with Lake Erie as the immediate priority, in the context of the Great Lakes Water Quality (GLWQA) Nutrient Annex.

Green Energy Campaign

This campaign aims to raise public awareness and promote greener sources of renewable energy.

Christine Elwell and Benny Cheng reenergized SCO's nuclear work in 2013. Elwell secured funding from the Canadian Nuclear Safety Commission (CNSC) to address the Pickering relicensing application. She also raised the issue of transboundary nuclear emissions in the context of the Great Lakes ecosystem and the need for the International Joint Commission (IJC) to address this growing threat.



The cumulative effort of SCO and other nuclear critics effectively communicated the post-Fukushima concerns of the public, media, and government. The reasons are many but, the result is that the Wynne Government has now indefinitely put off the decision to build two new reactors. Also this year, Elwell and Cheng introduced a Club focus to the

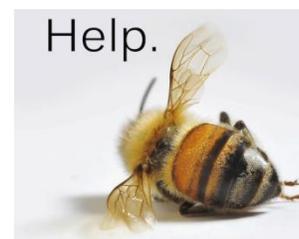
environmental and health issues related to uranium mining in Saskatchewan.

National Office



#SavetheBees Campaign

There is a buzz across Canada and around the world. It is the sound people becoming aware of a second Silent Spring. A class of systemic pesticides, known as neonicotinoids, is killing bees, other pollinators, birds and amphibians. Canadians had not heard much about neonicotinoids until Sierra Club Canada Foundation launched a national campaign in May 2013 but, a recent Ontario poll indicated more than 80% supported banning these pesticides.



“We saw that this issue was under most Canadians’ radar when not even an EU ban got any attention in Canada. We knew we had to do something about it,” said John Bennett, National Program Director.

#SavetheBees was launched on May 1st and by July, as the result of SCCF communications and an alliance with the Ontario Bee Keepers’ Association, Ontario Premier Kathleen Wynn announced the formation of a Bee Health Working Group.

In September Health Canada’s Pest Management Regulatory Agency asked the public for comment on its measure to minimize the impact on bees of planting corn and soybean seed coated with the neonicotinoid pesticides and by December 12th more than 10,000 Canadians had told the PMRA that stronger actions was needed and the Senate announced it would be holding hearings on bees.

“Our first goal is empower communities and we did it,” said Mr. Bennett.



Sierra Youth Coalition



The Campus Food Systems Project



The Campus Food Systems Project (CFSP) supports universities to be leaders in creating and supporting sustainable food system supply chains. In 2013, the Campus Food Systems Project continued to build the student food movement at 9 universities. Sierra Youth Coalition (SYC), in partnership with Meal Exchange, empowered students across the country to create sustainable food systems by becoming knowledge brokers, community builders and educators, policy developers and cultural change catalysts, all contributing more local, sustainable food on campus.

The Campus Food Systems Project is building the student food movement to create more just, sustainable, and healthy food systems on campuses and in their communities. The CFSP builds on SYC's work with students to collaborate with their professors, administrators, and community members to create a more sustainable environment. This project has built a new generation of food leaders.



SYC's Sarah Archibald (right), with Celia White (SYC's Campus Food Strategy Group Coordinator at Vancouver Island University) and Caitlin Colson (Meal Exchange Staff).

The CFSP works primarily with students and universities. However, many organizations have looked to the CFSP as a real leader in creating more sustainable food systems. Farm to Cafeteria Canada, the Canadian Association of Food Studies, Engineers Without Borders and Food Secure Canada have all included SYC in their networks to learn from our innovation in the sustainable food system space. The Campus Food Systems Project aims to benefit the planet, farmers, small-business owners, students, chefs, campuses and members of community organizations.

The Campus Food Systems Project has brought the importance of local, sustainable food to universities across the country. Globally, agriculture uses 40% of the world's non-glacial land surface, 70% of the world's fresh water and contributes to 30% of our Greenhouse Gases (Foley, 2011). By supporting connected and local food systems, SYC is helping campuses shift procurement dollars to more sustainable food production and distribution methods. Moreover, by supporting local farmers, this work supports rural livelihoods. The Campus Food Systems Project also supports on-campus gardens, where students are learning about agro-ecological production methods and the value of healthy, local food. Finally the CFSP is supporting campuses to perform waste audits and sharing best practices of how campuses can reduce and compost organic waste, which has profoundly adverse effects on food security and overall sustainability.

SYC facilitated a relationship between Just Food and Carleton University. This connection helped to support the creation of a Food Hub with support from Carleton University to provide institutional procurement.

SYC is currently running 11 Campus Community Gardens, many of which are supporting food for people and pollinators.



Students planting vegetables at University of Ottawa's Community and Student Learning Garden



Students working in Prince George Public Interest Research Groups' (PGPIRG) Learning Garden at the University of Northern British Columbia; one of the 11 community gardens supported by SYC's Campus Food Systems Project.

STATEMENT OF FINANCIAL OPERATIONS

SIERRA CLUB OF CANADA FOUNDATION
STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2013

ASSETS	<u>2013</u>	<u>2012</u>
CURRENT		
Cash and cash equivalents	\$ 319,806	\$ 263,947
Accounts receivable	14,177	7,448
Prepaid Expenses	309	1,438
Current portion loans receivable – related party (note 4)	23,314	5,075
Due from related party (note 5)	<u>11,521</u>	<u>13,350</u>
	369,127	291,258
 LOANS RECEIVABLE – RELATED PARTY (note 4)	 <u>71,724</u>	 <u>-</u>
	 <u>\$ 440,851</u>	 <u>\$ 291,258</u>
 LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 34,721	\$ 15,280
Deferred revenue (note 5)	257,186	79,329
Due to related party (note 5)	<u>-</u>	<u>1,126</u>
	291,907	95,735
 NET ASSETS	 <u>\$ 148,944</u>	 <u>\$ 195,423</u>
	 <u>\$ 440,851</u>	 <u>\$ 291,258</u>

Sierra Club Canada Foundation Board of Directors



Michael Bernard – President (Ontario)



Gordon Mair – Secretary / Treasurer (Ontario)



Nick Bakish – Director (Québec)



Sean Petty – Director (Manitoba)



Paul Senez – Director (Québec)



Ralph Torrie – Director (Ontario)

Photo Credits

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Page 2, John Bennett Head Shot Photo: CBC News. Aug. 19, 2014. “Sierra Club blasts NEB’s Arctic oil drilling safety process.” <http://www.cbc.ca/news/canada/north/sierra-club-blasts-neb-s-arctic-oil-drilling-safety-process-1.2740790>

Page 3, Atlantic Chapter Cover Photo: © Courtney Stevenson Photography

Page 4, Gretchen Fitzgerald, Farley Mowat and Mary Gorman: Supplied by Gretchen Fitzgerald

Page 5, photo of Foraging Bees In Halifax Public Gardens Photo: Pam Williams, Halifax Goes Wild Photo Contest submission. Halifax Diverse Facebook page.

Page 6, Russell Takes Root Event photos: Supplied by Gretchen Fitzgerald

Page 7, Quebec Chapter Cover Photo: © Courtney Stevenson Photography

Page 11, Rattray Marsh Conservation Area: Sierra Club Ontario Facebook page

Page 12, Volunteers planting trees: Sierra Club Ontario Facebook page

Page 13, Green Reeds in Lake Banner Photo: © Courtney Stevenson Photography

Page 13, Dan Weller: Supplied by Mary Muter

Page 14, Paul Leblanc and Chris Beiberhofer: Supplied by Mary Muter

Page 15, National Office Cover Photo: © Courtney Stevenson Photography

Page 18, Sarah Archibald, Ceila White and Caitlin Colson: Supplied by Sarah Archibald

Page 19, Students at University of Ottawa Community and Student Learning Garden: Sierra Youth Coalition Facebook page

Page 19, Students at University of Northern British Columbia’s Learning Garden: Sierra Youth Coalition Facebook page

Back Cover Photo: © Courtney Stevenson Photography



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