



TLC **The Land Conservancy**
Special Places. Forever, for Everyone.

**“Be the change
that you want
to see in the
world.”**

- Mahatma Gandhi

ANNUAL REPORT 2011

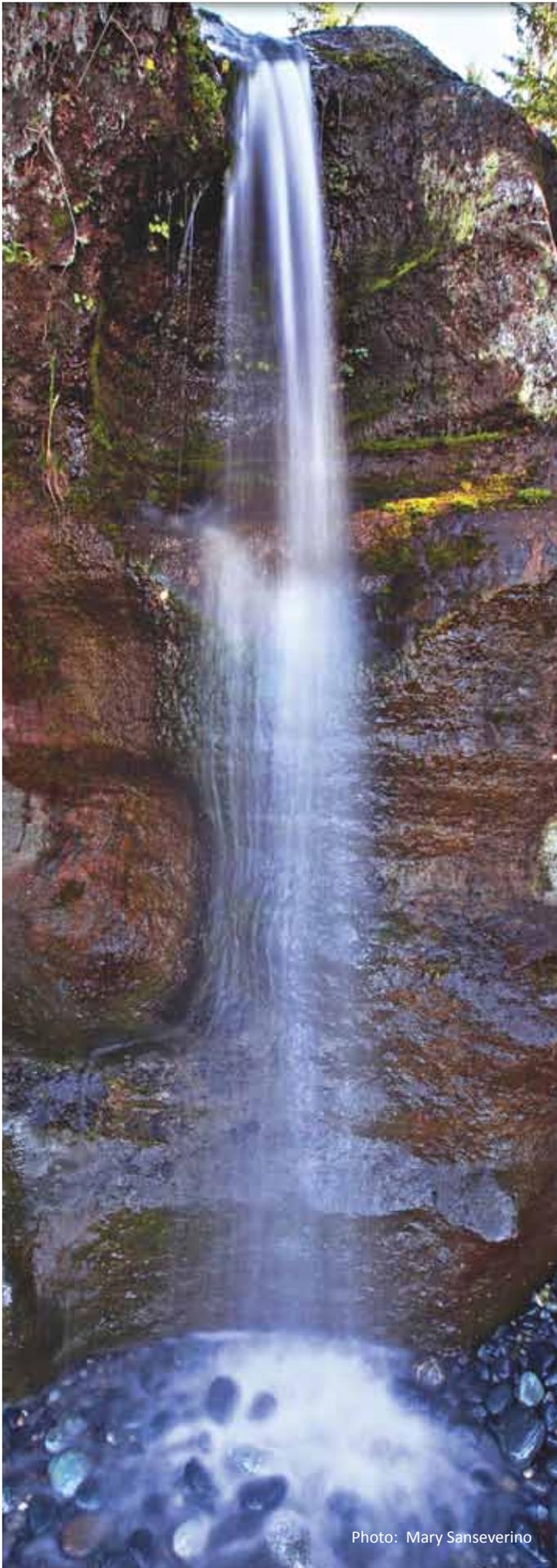


Photo: Mary Sanseverino

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Contact Information

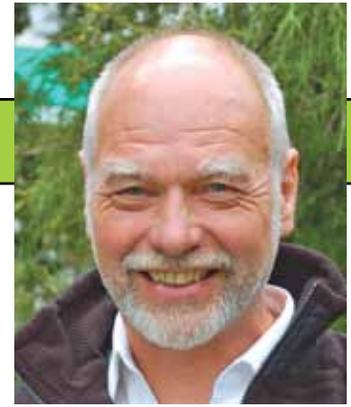
TLC HEAD OFFICE: 301-1195 Esquimalt Road, Victoria, BC V9A 3N6
Phone: (250) 479-8053 Toll free: 1-877-4TLC-4BC (485-2422)
Email: admin@conservancy.bc.ca
Website: www.conservancy.bc.ca

Cover Photos

Front: Jill Patterson - Sandcut Beach

Back: Jason Hollinger - Wells Gray Provincial Park

Message from the Chair of the Board



Alastair Craighead, Chair, TLC

When I took on the role as the Chair of TLC's Board of Directors, two years ago, I set out three over-riding goals that I wanted the Board and our Management Team to work towards:

- First: building on the existing fundamental strengths of our operations to make sure that we maximize our efficiencies, our effectiveness and our responsiveness and to be as open and accountable to our members and supporters as we are able to be.
- Second: to take the steps necessary to get TLC on to a stable and sustainable foundation. This has meant some reorganization and reduction of staff, but also investment in building our membership and outreach to raise the profile of our mission in the wider community.
- Third: to stay focused on carrying out our mandate of protecting Special Places. Forever, for Everyone. In these difficult economic times there are daily challenges which we have to cope with, but we will not let this divert us from our mission. TLC does not exist to raise money and run a good organization; we raise money and run a good organization so that we can exist and succeed in our mission.

I'm pleased to say that despite the ongoing fiscal challenges we are making steady progress in all these areas, as this Annual Report will show. In particular, our "Be the Change" campaign is raising the profile of our mission in the wider community and, as it builds, it is creating the foundation for TLC's future.

Like many others, I have been inspired by Gandhi's words, as he calls on each and every one of us to "Be the change that (we) want to see in the world." That simple call to action recognizes that it is only when we step forward and make a personal commitment that we begin to see true success.

Over the past 14 years, thousands of people have made that commitment and have joined with TLC to help protect the special places that mean so much to them, and in so doing to help create the kind of world they want to see. Our campaign hopes to inspire thousands more to join with us, to help ensure a strong and vibrant organization that will reach even greater success in protecting BC's Special Places. Forever, for Everyone.

Thank you for your ongoing support.

A handwritten signature in black ink, appearing to read "A. Craighead". The signature is stylized and written in a cursive-like font.

Alastair Craighead
Chair, Board of Directors

"I'm pleased to be able to say that, despite ongoing fiscal challenges, we are making steady progress in all these areas, as this Annual Report will show."

Who's Who at TLC...

Your Board of Directors



Top row, left to right:
Alastair Craighead (Chair); Briony Penn (Vice-Chair);
Frances Pugh (Secretary); Gary Holman (Treasurer)
Middle row, left to right:
Ken Millard; David Merner; Todd Wong; Nitya Harris
Bottom row, left to right
Mary Sanseverino; Mel Lehan; Fred Newhouse

Patrons

Honorary Patron: Lt. Governor, Steven Point
Patrons: Robert & Birgit Bateman
Dr. Nancy Turner

Your Management Team



Left to Right:
Bill Turner (Executive Director)
Ian Fawcett (Deputy Exec. Dir.)
Nichola Walkden (Deputy Exec. Dir.)

Left to right
Kathleen Sheppard (Dir., Operations)
John Keller (Dir. of Development)
Lorelle Posten (Chief Financial Officer)

Your Staff Team

as of April 2011

Divisional Managers: Tamsin Baker; Barry Booth; Shawn Empey; Deborah Hudson; Wendy Innes; Dennis Kangasniemi; Nick Morley; Alyson Skinner (Maternity); Heather Skydt; Christina Waddle

Professional & Site Staff:

Jessica Abel; Irene Ambeault; Jessica Atchison; Genevieve Bedard; Tori Bedingfield; Nathalie Chambers; Jessica Clutchey; Sharon Curtis; Jeff de Jong; Paula de la Vega (Maternity); Dave Dittrich; Lori Fisher; Nicole Haddad; Scott Harris; Jennifer Hobson; Agnes Kruitbos; Andrew MacKinnon; Maureen Moore; Emily Nilsen; Angie Pass; Jill Patterson; Connie Pedersen; Shahriar Pedram; Kai Petoom; Laura Ralph; Jay Rastogi; Naomi Rocca; Sam Rolfe; Bianka Sawicz; Carmen Smith; Alison Spriggs; Dianna Stenberg; Manon Tremblay; Jade Vovers; Valerie Jane Watkins

Remembering Merv Wilkinson

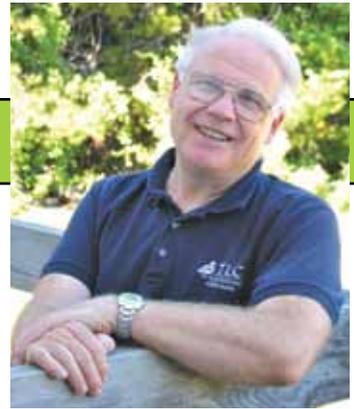


TLC and the whole conservation movement have lost a true friend. To us, Merv has always been a shining star - a visionary, a teacher, an inspiration and a great friend. We will miss him tremendously. Merv was well-loved by so many and we appreciate the strength that gave him to live such a long and full life.

The Land Conservancy first became associated with Merv in 1998 when he and his wife Anne approached us to take care of their Wildwood property and continue to use it as a showcase for Merv's pioneering work in ecoforestry. While we will certainly miss his engaging personality and his direct involvement in the site, we will continue to honour his memory and build his legacy by protecting Wildwood as an Eco-forestry site that engages and educates the public about his life and his work.

There are many who will always remember the opportunities we had to sit and talk with Merv, to listen to his stories and to share in his determination to make things better. A man like Merv comes around very rarely and we are honoured to have known him.

Message from the Executive Director



Bill Turner, Executive Director, TLC

Keeping a dynamic organization like TLC focused and on-track is a bit like riding on a roller-coaster. There are times when you soar to the heights, but there are also the troughs in between. To be sure, there's the odd time that you might want to close your eyes and scream, but most of the time, it's exciting and exhilarating, and a lot of fun. This past year has certainly been a long ride.

Starting last summer, we've had some tremendous successes, as we've been able to complete a couple of major securement projects, and have moved several other important sites closer to permanent protection. We've built strong relationships with several new partners, and some of our programs - like the Sooke Potholes campground and our cottage rentals - have had their best year ever. Our "Be the Change" campaign has inspired and invigorated us, and we continue to attract new members and new supporters every week.

But, at the same time, other programs have not done so well, and with the economy continuing to sputter along it has been another very difficult year for fundraising. This means, of course, that the funds available to us for our operations have been in very short supply all year and we've had to adjust accordingly by making significant cutbacks, both in staffing and in the scope of our work.

This obviously has not been easy on anyone involved. But, as often happens in adversity, it has also brought out the best in so many people. Our Board of

Directors has been a tower of strength, facing challenging times with good judgment and good humour (and not a small amount of bravery). Our staff have, once again, risen to the occasion. They have regrouped, taken all of the cuts in stride and have pulled together more effectively than ever, showing a passion and a dedication for their work that is truly inspiring.

Our "Be the Change" campaign has inspired and invigorated us, and we continue to attract new members and new supporters every week.

I also must mention the ongoing support that comes from so many of our members, volunteers, and donors. Even in the face of tough times and increasing demands on their time and resources, they continue to give as much as they can. We have benefited from many examples of incredible generosity over the years, and this past year has had its share as well.

As always, it is this generosity and this dedication which, at the end of the day, triumphs. Despite the many challenges, we have also enjoyed some remarkable achievements and taken some great steps forward. We are continuing to

deliver significant conservation benefits for the public. We are continuing to build the capabilities of our organization. And we are continuing to inspire more and more people to believe - as we do - that when we work together we really can change the world!

We have a lot to celebrate, and we need to make sure that our current financial challenges (important as they are) do not divert us from our mission.

This Annual Report will lay out many of the details of the success we've had and the challenges we've dealt with. It will take some new approaches this year, as we begin a transition toward a "triple bottom line" accounting methodology, focusing on measuring what kind of an impact our work is having in our communities, on the environment, and on our sustainability as an organization.

Thank you, once again, for your ongoing support, and for helping to make TLC all that it can be.

A handwritten signature in blue ink that reads "Bill Turner". The signature is written in a cursive, flowing style.

Bill Turner
Executive Director

Be the change...

that you want to see in the world!



Photo: Mary Sanseverino

This vista, looking across Shields Lake and the Sooke Hills will be protected for all time because of the work of TLC and its partners. Protecting these lands as part of a grand vision of a Sea to Sea Greenbelt in the Capital Region began with a few brave people who stepped forward with a belief that they could change the world. And they did!

When confronting large and seemingly overwhelming issues like the conservation of our province's natural and cultural heritage, there are times that even the most dedicated among us ask ourselves the question: "What possible impact could just one person have against such huge challenges?"

The answer is actually simple and straightforward: one person can make a world of difference! In fact, each and every one of us can change the world we live in every day - we can make personal decisions and take actions daily to make our world a better place.

The options are almost limitless, but underlying every action comes the first necessary step: acknowledging that we each have a personal responsibility for the choices we make. By taking that small first step, by accepting our own responsibility, we are immediately empowered with the ability to accomplish great things.

This is the principle that lies behind our new "BE THE CHANGE" campaign. Inspired by the words of Mahatma Gandhi, in which he implores people to "Be the change that you want to see in the world," this campaign is reaching out to British Columbians as never before, to encourage them to get directly involved in protecting the special places that make our province so remarkable.

Together, we are working to raise the necessary funds - \$10 million over the next 18 months - to ensure that we can continue to build a legacy for future generations. The funds will be used:

- To invest in a strong and stable infrastructure for TLC. This includes strategies to build our membership to 30,000 over the next three years. That will provide long-term sustainability for our organization. This will require an investment of \$1.5 million, over the next 3 years for our membership growth and an additional \$0.5 million for the remaining strategies.
- To set up working capital funds to assist in the day to day operations of TLC, including the reduction of existing liabilities and the continued stewardship of the many sites already under our care. This will require investment of \$3 million.
- To provide the funds to complete several key conservation projects around the province, including Sansum Point, the Clearwater Wetlands and Wildlife Corridor, the final phase of the Gowlland Point project and the Wild Hills and Beaches campaign. This will amount to a total of \$5 million.

In the first phase of this campaign, TLC is making innovative use of social media by asking supporters to step forward and make a video in which they

talk about the kind of world that they want to see, and why they are stepping up to “be the change”. Through these videos they are asking others to join with them in raising funds and taking action to make a better world.

The campaign is growing daily - and has just passed the million dollar mark - and in the coming weeks even more prominent British Columbians, community leaders, and TLC supporters will be making their videos, making their commitments and their contributions.

We are also calling on each and every one of our members and supporters to join this campaign now. TLC cannot keep on simply living from hand to mouth, if we want to continue achieving success in our mission. This is the time to make a change. This is the time for each and every one of us to step forward and make a personal commitment that we will be a part of the change that we want to see in the world, and that we will help make TLC the strong and effective agent for change that we all want it to be.

To view the videos, and to find out how you can participate, please see our website at: www.bethechangebc.ca

TLC Member and grandmother Lili Soleil-Garbutt steps up to be the change with her grandchildren at TLC’s Sooke Potholes picnic.



Who’s Stepping Up to Be the Change?

Many community leaders, including some celebrities, along with many TLC members are stepping forward to declare that they want to “Be the Change”. There are more than 60 videos posted on TLC’s website, most of which have also been circulated through various social media sites, spreading the word far and wide. Among those who are leading the way are:



Nelly Furtado
International Recording Star
“Growing up in B.C., surrounded by beautiful mountains, forests and the ocean right at my doorstep, gave me an immense

love of nature that I carry with me everywhere I go. It doesn’t take much to disturb this fragile environment and that’s why I need your help before it’s too late. Please join me in protecting the places that make this province such a beautiful place to live.”

Arthur Vickers
Artist

“As a resident in the Cowichan Valley I’m fortunate to live in an area where the fresh water meets the saltwater and the mountains are in my backyard.

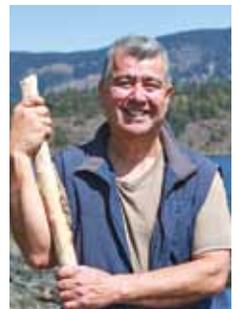


Photo: Paul Manly

Everyday, I see how incredibly fragile our environment is and that’s why I want you to help me support TLC in protecting the places that make this province such an amazing place to live.”

Emmy Chahal

Pearson College Student

“Growing up in B.C., some of my best memories have been hiking or skiing up mountains, climbing trees in the forest,

continued...

Who's Stepping Up to Be the Change?

...continued

or swimming in the ocean. I want to make sure that future generations have these opportunities too, so it's important that we protect our natural areas before it's too late. I'm creating the B.C. I want by supporting TLC's mandate and I'm asking you to step up as well."

Arthur Black

Author & former CBC radio host



"I live on Saltspring and we are standing right now at Cusheon Creek, which is a salmon creek. There's not a lot of salmon in it right now, but there wouldn't be any salmon at all if it wasn't for The Land Conservancy. This area was slated for development not too many years ago. The Land Conservancy stepped in and bought it and it's basically the way you see it now. It's been like this for thousands and thousands of years and because of The Land Conservancy it will always be like this."

Dave Calder

Olympic Rower and Silver Medallist



Photo: David Ingram Chedwick

"When we arrived in Beijing in 2008 for the Olympics, we couldn't see more than 100 meters off the back of our boat because of the smog. I started to think about what that would do to my ability to perform to win a medal, to win the medal that I wanted to win. But then my daughter arrived in town to cheer me on. I started to think about what the

smog was going to do to her four-year-old body. When I got home, I started to look around and I realized that we really do have to step up to make a difference, to preserve the beautiful spaces that we have all around us. We are blessed to be here in B.C. with the lakes, the forests, the mountains, the oceans. We need to protect what we have. Join me in being the change."

Ross Bay Villians

Volunteer restoration team extraordinaire

"Historic properties like Ross Bay Villa provide an important link to our past and have many stories to tell. They are an integral part of the fabric of our communities and deserve to be protected for future generations to learn from and enjoy. It is easy to believe that these rare survivors will be here forever but the truth is, many historically significant sites are still being demolished. It is up to each of us to ensure they are preserved and authentically restored. That's why we need your help, before it's too late. Please join us in protecting the historical wealth of our province."

Mandy Farmer

President & CEO, Accent Inns

"I'm a developer and I'm in business and I love to see new sustainable developments going up in our beautiful province. But there are certain special spots that need protecting from development like the Sooke Potholes, Madrona Farm, and Jordan River; so that we can all enjoy them, not just a select few. That's why I need your help before it's too late."



Sean Brennan

Chef & Co-owner, Brasserie L'ecole

"We've always supported local farms and in turn that supports our local community. Last year, a really amazing thing happened, Madrona Farm reached it's fundraising goal and is now protected

forever by TLC. I and a group of chefs took part in the Chef Survival Challenge. Our efforts paid off and Madrona Farm will stay part of the community on Vancouver Island. Please help me support TLC in protecting local agriculture."



Nolan Tashe

Eight-year-old environmentalist

"I'm stepping up to be the change that I want to see in the world. I love the mountains because there are so many

you can climb. I love the rivers because of the fresh water. Join me before it's too late. Donate to The Land Conservancy."

Melissa Anderson

TLC volunteer & donor

"As an adult I've lived and worked on four continents, but the beauty of B.C. has always drawn me home. Much has changed since my childhood but beautiful, amazing, natural, agricultural and heritage sites are being saved. This is the work that The Land Conservancy of British Columbia does and that's why I support TLC in every way that I can."

Dean Fortin

Mayor of Victoria



"It's an honour to be the Mayor in the city of Victoria. It's a fantastic and wonderful region, full of natural landscapes, and stunning and wild places; from Madrona Farm to the Sooke Potholes, to right here in our own backyard, the Abkhazi Garden. These are all special places that need to be, that deserve to be protected, especially for future generations. I want my girls to have that same opportunity to connect with the land, that I got. Please help support TLC."

Who's Stepping Up to Be the Change?

Chip Wilson

Founder of Lululemon



Photo: Paul Manly

"I have had the advantage since I was very young to travel the world and over the last 30 years I have seen the world change in a way that isn't really perfect. But what I do know, that every time I fly back into British Columbia, I know this is the jewel of the world and I want to do everything I can to keep it the way it is. So join me in protecting the places that make B.C. such an incredible place to live. Donate to The Land Conservancy of British Columbia today".

Jan Hazlett

Kwantlen Polytechnic University student

"I'm passionate about the built environment and I hope to continue the trend in architecture and design by incorporating green building practices, by using local and renewable resources, and recycled materials. One of the greenest buildings is the one that has already been built and it is for this reason that I love the work TLC is doing to restore heritage buildings, not only to preserve

the environment but also to preserve B.C.'s rich history and heritage."

Andrew Weaver

Nobel Laureate, UVIC School of Earth & Ocean Sciences

"I'm sitting here today at Abkhazi Garden, just around the corner from the elementary school I went to many years ago. For me, growing up in Victoria, I have come to realize that nothing beats British Columbia. But it doesn't take much to disturb this fragile environment and that's why I need your help before it's too late. Join me in protecting the places that make this province such an incredible place to live."

Meribeth Burton

Television personality and news reporter

"As a mother of two incredible daughters I can't help but think of the legacy we are leaving future generations. I want all of our kids and grandchildren to enjoy the great outdoors. It's not too late to keep our pristine places that way indefinitely. That's why I'm hoping you will join The Land Conservancy and keep B.C. naturally beautiful."

Bruce McLeod

Resident of Horsefly, B.C.

"I'm speaking to you from Horsefly, home of one of the largest sockeye runs in Canada. The Land Conservancy purchased land along the Horsefly

River, simply to let it return to nature and provide those conditions that exist naturally, in an effort to help our local fish stocks. And they wish to purchase more. The Land Conservancy is made up of people like me, low on finances but high on hope. I am asking you to step up and help us with a donation."

Maele Ricker

Olympic Gold Medal Snowboarder

"Growing up in the Sea to Sky corridor made me realize just how beautiful British Columbia is. It doesn't take much to disturb this beautiful environment and that's why we need to help right now."



Dean Murdock

Saanich Councilor

"You know, we live in a pretty special place with a beautiful natural environment, vibrant and diverse ecosystems, and a community that is prepared to step up and fight for what it believes in. And that's what TLC is all about; ensuring that this beautiful place we call home is here in perpetuity for our children and our children's children, to ensure that they can grow up in such a beautiful place - a place we call home."



Just a few years ago, South Winchelsea Island was inundated with invasive plants such as Scotch Broom and Himalayan Blackberry. Our staff and volunteers have always had a vision that it would be cleared of the invasives. Persistence is paying off!

Photo: Andrew MacKinnon

Reporting on our Successes & our Challenges

When it comes to assessing (and reporting on) the level of success and the achievements of an organization like The Land Conservancy, we need to ask what are the most important things to focus on, and what is most effective way of providing that information? What do we really need to know to determine if our work is having the kind of impact in the world and in our communities that we all want?

Each year since our inception in 1997, we have reported diligently to our members on our financial circumstances - we spend tens of thousands of dollars every year on an annual audit that ensures our financial management and accounting procedures are as good as they can be. While our financial circumstances are of critical importance to enable us to continue our work - and we will, of course, continue with the same level of

scrutiny - they are not, in themselves, the primary measure of our success. They are simply a means to an end. If we have an organization that is financially sound, but achieves little of substance, is that really successful?

While we have, over the years, amassed a long and impressive list of accomplishments and organizational growth, that information and our reporting on it has tended to be more anecdotal than strategic. We have not systematically and proactively assessed its effectiveness in meeting our organizational goals. Is our work, for example, engaging people to the extent and in a way that is building a culture of conservation in our communities? Is it having an impact on the protection of species at risk? Is it improving how cultural heritage is valued in our society? Is it helping build our capacity for local agricultural production?

These (and many others) are the questions we should be asking ourselves consistently. Of course, the answers to such questions are much more difficult than simply counting money. They will take some time and some ingenuity to implement properly.

Over the next couple of years, TLC will make the transition to a “triple bottom line” accounting system that will ask three primary questions:

- are we having the kind of environmental impact we would reasonably expect from our work?
- are we engaging people to the extent and in a way that is effective?
- are we managing our organization in a manner that will ensure long-term sustainability and effective delivery of our programs?

This report will begin that transition.

Sansum Point (foreground) will become a Cowichan Valley Regional Park because many people in the area stepped forward to help. We are still raising funds for this magnificent site, so please help complete the vision.



Photo: Dennis Kangasniemi

ENVIRONMENTAL IMPACTS

Working to Protect Special Places & Special Values

Since the beginning of the 2010-2011 fiscal year TLC has helped to bring another 4,086 acres of land with high ecological values under permanent protection.

Concentrating on areas containing rare or threatened ecosystems and habitat for species at risk, or areas that build on the protected status of adjacent sites, TLC's conservation securement program is helping to protect a wide range of environmental values around the province.

HIGHLIGHTS FROM THE PAST YEAR:

Our work included the public campaign to purchase Western Forest Products Lands (**Wild Hills and Beaches Campaign**) on southern Vancouver Island. The first phase of this campaign was completed in August of 2010, with the second phase being completed in August of 2011. This acquisition, in partnership with the Capital Regional District (CRD), is bringing important West Coast beachfront areas - Sandcut Beach and Jordan River Beach - into the Regional Park System, and is further protecting thousands of acres in the Sooke Hills, helping to bring the Sea to Sea Greenbelt vision closer to completion.

The second major public campaign of the year was the successful acquisition of Sansum Point, in partnership with the Cowichan Valley Regional District, the Cowichan Land Trust and

continued...

PROPERTY SECUREMENT HIGHLIGHTS SINCE MAY 1, 2010

PROPERTY	SIZE (Acres)	LOCATION
<u>Purchased Properties</u>		
Madrona Farm	21	Saanich
<u>Assisted Purchases (with Covenant)</u>		
Sansum Point	128	Duncan
Sooke Hills/Harrison Trail Phase 1	2579.93	Sooke
Jordan River/Sandcut Beach Phase 1	90.25	Sooke
Jordan River/Sandcut Beach Phase 2	221.76	Sooke
Gowlland Point Addition	4.4	Pender Island
<u>Assisted Purchases</u>		
Malamute	24	Squamish
<u>Donated Properties</u>		
Todd Road	6.4	Kamloops
<u>Covenanted Properties</u>		
McRae, Van and Homer Property	24.1	Sooke
Elkington Forest	864.9	Shawnigan Lk
Stebbing's Covenant	26.3	Shawnigan Lk
Glen Lake Covenant	3.69	Langford
Caravan Farm	1	Armstrong
Gardom Lake	1	Armstrong
Daam/Previant Covenant	135.2	Dunster
<u>Mortgage Elimination</u>		
Wildwood	70	Cedar
<u>Securement Progress</u>		
Clearwater Wetlands & Wildlife Corridor		
Horsefly River Expansion		

- More than 350 individual sites, covering more than 125,000 acres have been protected through our work.
- We retain ownership and management of 50 of these sites.
- 250 sites are covenanted properties that we monitor on a regular basis.

Environmental Impacts



Photo: Mary Sanseverino



Photo: Jade Vovers



Photo: Kathleen Sheppard

...continued

others. This spectacular point of land protects threatened coastal Douglas Fir habitat, as well as coastal bluffs and Garry Oak habitat. It will now become a regional park, and TLC will retain a conservation covenant on the property. While we still need to raise funds for this acquisition, our partnership with the CVRD has enabled us to meet the purchase deadline and ensure we will have the time to complete the project.

A third, more focused campaign on South Pender Island, undertaken in partnership with the CRD and the Pender Islands Conservancy, has resulted in the acquisition of the final piece of the Gowlland Point/Brooks Point peninsula, which is to be added to the Regional Park.

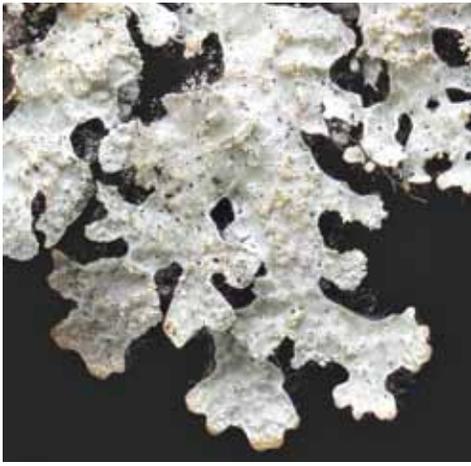
Two other campaigns - the expansion of the Horsefly River protected area and the Clearwater Wetlands and Wildlife Corridor - continued to progress, throughout the year. To help promote and raise funds for the Clearwater project, noted lichenologist Trevor Goward has donated the naming rights for a new species of lichen he has discovered on the property. The naming rights have been put up for auction.

In addition to our public campaigns, much of TLC's conservation work goes on behind the scenes, such as the work we do with landowners to develop and establish conservation covenants on their properties. During the past year, we were involved with eight

Top: Garter Snake at home on Grasse Lake water lilies.

Middle: A grand Arbutus spreads across the height of land at Sansum Point.

Bottom: Gowlland Point - a park for all time.



You can name this lichen...

The naming rights have been donated to TLC to auction and raise funds for the acquisition of the lichen's habitat in Clearwater.

new covenants, each of them unique and each of them of great significance to the landowners and surrounding communities. Beyond the development work, we also continue to monitor the many existing covenants that we hold, to ensure the ongoing protection of the lands and environmental values.

We also work in a supportive role with many partners to help achieve additional conservation objectives. By providing technical expertise, negotiating skills, fundraising support, etc., we can help make other projects more successful. This past year, working with the Province of BC and the District of Squamish, and supported by Mountain Equipment Co-op and many local climbing groups, we were able to successfully negotiate and set up the acquisition of the Malamute as an addition to the Provincial Park system. This unique and spectacular geological feature near Squamish is also a world renowned climbing area and a tremendous new conservation asset for the people of B.C.

And finally, our agricultural programs continued to progress throughout the past year, following the successful acquisition of Madrona Farm. Our Conservation Partners program

GENEROUS DONORS STEP UP TO BE THE CHANGE THAT THEY WANT TO SEE IN THE WORLD

Wildwood:

In 2003, Lorraine Bell participated in one of TLC's Conservation Holidays at Wildwood. She fell in love with the place, as many do. Earlier this year, continuing to be inspired by the work that TLC does, Lorraine decided to step forward and make a donation to retire the remainder of the debt on Wildwood, to fully complete the acquisition process, and ensure that this remarkable ecoforestry site would be forever protected and would be able to continue Merv Wilkinson's vision.

Todd Road, Kamloops:

In late 2010, TLC received a donation of a parcel of land on the eastern edge of the City of Kamloops. This property represents one of B.C.'s most threatened habitats: low elevation grasslands. The donation was made by Kyla and Murray Weeres, through the federal Ecological Gifts Program. Having grown up in small towns and on acreages on the prairies, the Weeres appreciate natural open spaces and the importance of the connection to nature.



Photo: Barry Booth

Todd Road donation (Kamloops) - the Landowners' vision to protect their land has been fulfilled through a partnership with TLC.

continued to progress with the addition of ALM organic farm in Sooke. Also, recognizing the potentially devastating impact of the decline in bee populations across North America, we started up a new program - the "Native Pollinator Enhancement Project" - aimed at raising awareness and promoting the protection of habitat for the many native species of bees and other pollinators.

All in all, another year of activities that resulted in a significantly positive impact on our environment.

Native bees on a flower at Madrona Farm. These pollinators play a huge role in a healthy environment.



Photo: Nathalie Chambers

Creating a Culture of Conservation

As much as anything, TLC is about people. If we are to be successful in protecting Special Places, then we must involve as many people as possible in doing so. We must provide the opportunities for people to become engaged directly in protecting what they believe has value; we must continue to educate and build awareness about the values and benefits inherent in the work we do; and we must continue to inspire people to take action - to believe that, by working together, we can truly make a difference.

TLC's work results in the protection of special places, but it is also instrumental, in building social capital in our communities. By focusing on education and participation, we help to build understanding and strengthen the connections between people. This, in turn, improves the capacity within our communities for dealing with complex and overwhelming issues such as climate change and social change, and leads to the creation of a "culture of conservation" in our society.

MEMBERSHIP RECRUITMENT AND DEVELOPMENT

Our primary means of engagement is our membership program. We have done a lot of work over the past two years to develop recruitment techniques to reach out better to the public and expand our membership levels. These strategies, which included canvassing and event outreach, proved very successful, increasing our membership levels by almost 30% and demonstrating that our goal of increasing our membership to 30,000 is certainly achievable.

Our membership team also works hard to stay in touch with our members and to ensure that they can remain up to date on programs and activities. With our quarterly newsletter, the LandMark, and monthly electronic newsletters, as well as our website, facebook site, and regular twitter feeds, we try to keep everyone up to speed as well as providing the opportunity for feedback.

During the year we also organize several events for our members - such as the Picnic at the Potholes and our Christmas Parties - so that we can all share our experiences and find the time to celebrate.

PROVIDING OPPORTUNITIES FOR VOLUNTEER INVOLVEMENT

People volunteer for many reasons, but whatever the reason may be for any individual, we want to help make sure that the experience is rewarding and leaves that person wanting to do more. TLC offers a wide range of volunteer opportunities, as well as some specific programs to enable as many people as possible to participate directly in something they believe in.

Over the space of a year, about 700 people volunteered their time, energy, and expertise to help TLC get its work done. From the restoration crew at Ross Bay Villa, and the gardeners at Abkhazi Garden and Eagles Estate, to our office volunteers, our librarian, our Board of Directors, and the many people who help out with special events, our volunteers are contributing at least 10,000 hours of vital support every year. It is quite clear that we simply could not survive without them.

A Successful Record of Connection, Involvement, and Engagement

In just fourteen years, TLC has built a remarkable record of success. We have grown into one of the most dynamic and most respected land trusts in Canada, with a reputation for getting things done. Much of this success can be attributed to the level of public involvement we have been able to achieve:

- Our membership reached 8,700 and is continuing to grow every month.
- More than 25,000 people have made a financial contribution to our work.
- Every year over 120,000 people visit the sites we have protected.
- 700 volunteers are currently active. Over the years, we estimate that more than 5,500 people have volunteered their time and energy to our cause.
- We have directly raised more than \$80 million for our conservation work and have leveraged an estimated \$120 million more from our partners and from government.

Despite its ongoing importance, TLC's volunteer program has faced some operational challenges over the past year, as we have been without the services of a dedicated Volunteer Coordinator. Nevertheless, other staff have stepped forward to help keep the program functional and to make sure the experiences of our volunteers are as good as ever.

Our conservation holiday program for example, has had another successful year. This program allows people to put in several days of focused volunteer

Social Impacts



work while enjoying a holiday at one of our sites. During the past year we have held several holidays, as usual, as well as many work parties at sites such as South Winchelsea Island, the Cowichan River, Eagles Estate, Wildwood, the Horsefly River, Clearwater, and Monks Point in Tofino.

As part of our volunteer program, each year TLC hosts several volunteers from the Itochu Corporation in Japan, who spend several months working with us in exchange for the opportunity to improve their language skills and broaden their experience. This program has continued successfully under the stewardship of TLC Enterprises staff.

PROGRAMS FOR PUBLIC ENGAGEMENT

TLC invites public participation in many different ways, but the most effective is to ensure that our sites remain accessible to visitors, wherever appropriate. Nothing underlines the importance of the work we are doing better than the sites themselves.

In addition, we also organize a number of special events, workshops, and other interpretive activities at some of our sites to encourage greater participation. Events such as “Jazzi Abkhazi”, mushroom identification at Wildwood, the “Chef Survival” Challenge at Madrona Farm, and the Annual Open Houses at Ross Bay Villa and B.C. Binning Residence were all popular and

drew additional visitors to these sites. Visitation at Abkhazi Garden picked up significantly over the past year, from a low in the 2009 season, and 2011 is promising to be better still.

Similarly, our cottage rental program and the Sooke Potholes Campground, operated through TLC Enterprises, continued to improve year over year. 2010 was the best year ever, and 2011 is likely to surpass that.

Restoration work continues at Craigflower, to repair the damage from the fire in early 2009. At Hardy Mountain Doukhobor Village, restoration was in full swing through 2010, but slowed this year due to a shortage of resources. Plans are in the works for restoration work at Kogawa House and B.C. Binning Residence, and some preliminary work was done last year at Keating Estate. The ongoing restoration work at Ross Bay Villa has, however, progressed far enough that we have now been able to open the house to two new tenants - the Old Cemeteries Society and the Hallmark Society. Work on all of these sites is progressing, but somewhat more slowly than we would like due to a scarcity of financial resources for this kind of work.

In addition to the programs we develop ourselves, TLC has also been the beneficiary of some creative work on behalf of many of our partners. Events sponsored by Spinnakers Brew Pub, Godfrey Brownell Wineries, Accent Inns, Gardenworks and many others

helped tremendously in bringing broader public attention to TLC’s work, as well as helping to raise funds along the way.

A BROADER PUBLIC ROLE

TLC continues to work in partnership with other Land Trusts, Conservation Organizations, Heritage Organizations and Agricultural Groups, as well as with all levels of government, to meet broader conservation objectives and help enhance public policy and improve public awareness.

Much of our focus over the past year has been on the international front, working with the International National Trusts Organization, of which TLC is a founder and Bill Turner serves as Vice-Chairman. As a run-up to the 14th International Conference of National Trusts, which TLC will be hosting in Victoria in October, along with the Heritage Canada Foundation, we were honoured to attend a gathering at Clarence House in London, to meet with H.R.H. Prince Charles (Patron of the UK National Trust) to discuss the progress of conservation and heritage protection programs around the world.

In summary, we can confidently say that we have had a positive impact on building toward a culture of conservation in B.C., but significantly more can be achieved once we address the issue of a scarcity of resources.

The Financial Picture...

TLC's fiscal year runs from May 1 to April 30. Following the close of each fiscal year, our accounts are audited by an independent professional accounting firm. For the past several years the firm of Grant Thornton LLP have been appointed (by a resolution of the Members at the Annual General Meeting) as TLC's auditors. The following financial statements are an excerpt from this year's Audited Financial Statements, showing our financial activity for the 2010-2011 fiscal year, that ended April 30, 2011. The full version of the Audited Financial Statements may be downloaded from our website at www.conservancy.bc.ca or may be requested from our Head Office at 250-479-8053.

TLC Consolidated Statement of Operations

For year ended April 30, 2011

	2011	2010
	Total (000's)	Total (000's)
Revenue		
Donations	3,371	3,242
Grants	446	432
Memberships	453	372
Other income	266	208
Donations in kind	529	6,159
Rental income	<u>243</u>	<u>229</u>
	<u>5,308</u>	<u>10,642</u>
Expenses		
Advertising and promotion	43	62
Amortization	127	144
Conferences and seminars	10	10
Consulting	154	267
Fundraising	27	52
Interest and bank charges	55	33
Interest on long-term debt	274	255
Insurance	79	91
Licenses, dues and fees	2	3
Memberships	1	4
Office Supplies, printing, postage	78	78
Professional fees	108	56
Other expenses	167	85
Property taxes	74	78
Rent and utilities	163	175
Repairs and maintenance	141	178
Salaries, wages and benefits	2,304	1,785
Telephone	80	65
Transfers to other agencies	270	1,645
Travel	<u>48</u>	<u>68</u>
	<u>4,205</u>	<u>5,136</u>
Excess of revenue over expenses	<u>1,103</u>	<u>5,506</u>

TLC Consolidated Statement of Financial Position

For year ended April 30, 2011

	2011	2010
	Total (000's)	Total (000's)
Assets		
Current		
Cash and cash equivalents	37	261
Receivables	275	201
Prepays	42	39
Inventory	19	52
Deposits on land	<u>59</u>	<u>261</u>
	432	813
Investments	534	135
Capital Assets	<u>46,708</u>	<u>44,124</u>
	<u>47,674</u>	<u>45,072</u>
Liabilities		
Current		
Line of Credit	448	0
Payables and accruals	782	439
Refundable deposits	0	0
Deferred rental revenue	70	0
Deferred membership revenue	44	55
Endowment Liability	0	0
Due to (from) other Fund	0	0
Current portion long-term debt	<u>2,573</u>	<u>1,912</u>
	3,891	2,405
Deferred revenue	270	262
Long-term debt	<u>3,132</u>	<u>3,231</u>
	<u>7,319</u>	<u>5,898</u>
Fund Balances		
Invested in capital assets	42,392	40,652
Externally restricted	2,529	1,992
Unrestricted	<u>(4,566)</u>	<u>(3,471)</u>
	<u>40,355</u>	<u>39,174</u>
	<u>47,674</u>	<u>45,072</u>

Note: due to printing requirements, these figures were drawn from a near-final version of the financial statements, and should be checked against the signed statements for accuracy.



Please Note:
There is absolutely no financial symbolism to this picture - it's just cute.
Gary Holman, Treasurer

Photo: Jason Hollinger

...and the Financial Story

Following from the previous year's financial turmoil, it was hoped that the 2010-2011 fiscal year would bring a period of stability in our finances to allow us to get back on our feet and to begin to establish a firm foundation upon which we could plan for the future. However, the economic downturn continued to have severe repercussions throughout the entire year and resulted in another very difficult year for us financially.

Our overall cash resources were up marginally from the previous year, by about 6.6%. This was a result of improvements in all aspects of our fund generation, from donations and grants to earned income. Leading the way was our membership income, which jumped by over 22%.

However, due to our efforts to rebuild and stabilize the organization after 2009, our expenditures were also up during the fiscal year, by 13%. Most of this was attributable to increases in staffing, due to a number of re-hirings and the implementation of the membership canvass pilot program. In most other areas, where we can control our costs directly, expenditures were decreased from the previous year.

Our staffing component had been cut back significantly during the 2009-10 fiscal year and that created considerable stress in the organization. As we began to rebuild, we re-engaged a number of positions (including the Chief Financial Officer position) to help us get back on our feet. In addition, we brought in two new canvass teams - one on Vancouver Island and one in the Lower Mainland - to begin the critical work of building our membership base to sustaining levels. While these steps were necessary at the outset of the year, because of the ongoing sluggish economy it became necessary to, once again, begin cutting

back strategically toward the end of the year and into the next (current) fiscal year.

While careful day-to-day management of our resources (primarily cash management) kept us functional throughout the year, the shortage of funds meant that our ability to keep up with all of our commitments was severely challenged. Some activities had to be delayed or rescheduled, and some postponed entirely. Most notably this included delaying the replacement of our financial and contact management database software. The current software is reaching the limitations of its capacity - replacement with a new system would dramatically increase efficiencies in many parts of our operations and will need to be rescheduled as soon as possible.

Our greatest operational challenge, continues to be cash flow management. Funds that are derived from donations and from grants can be irregular (even if they are significant), whereas most expenditure needs (such as rent and payroll) are on a tight schedule. This often means that money doesn't always come in when needed. Without a financial reserve to draw from, that means we often have to deal with cash shortages.

One of our strengths, however, is the diversity of our funding sources. Because each funding source tends to have its own unique annual cycle, this helps to spread our funding more equally throughout the entire year, giving us considerably greater flexibility than many other organizations.

Despite the many difficulties outlined above, TLC's total asset base continued to increase, by \$2.6 million, or almost 6%. Virtually all of this, of course, was in the form of land.

We also continued to work hard to maintain our long-term prospects in as good shape as possible. While a number of our mortgages and long-term debts were paid off entirely (as in the Wildwood mortgage) or were paid down on schedule, it became necessary to incur some additional debt (net just under \$600,000), about half of which is relatively short-term to allow the District of Saanich time to complete its commitments with respect to the Madrona Farm acquisition.

It has always been important to TLC's management and our Board of Directors that we operate as efficiently and as strategically as we can. We always want to ensure that as much of our revenue as possible is targeted for program delivery (which includes education and outreach, volunteer and membership programs, property management, maintenance and restoration) and property securement activities (acquisitions and covenants). While percentages fluctuate significantly from year to year, depending upon major acquisition projects, typically about 85-90% of our revenue is used for these purposes. We strive to keep our administrative and fundraising costs less than 15% (and ideally closer to 10%). In this regard, the 2010-11 fiscal year was typical.

In summary, it can be stated that, while our environmental and social objectives were overwhelmingly met in a positive manner during the past year, our fiscal objectives were not. There were certainly some positive aspects to our fiscal management, but the overall shortage of funds meant that we were unable to progress as we had planned. Our "Be the Change" initiative is designed to address this situation once and for all.

TLC and YOU!

We've said it many times, but it bears repeating: TLC could not survive without the generosity and involvement of its members, donors, and volunteers. This is your organization, and you make it work!



Photo: Bill Turner



Photo: Heather Skydt



Photo: Heather Skydt



Photo: Andrew MacKinnon



Photo: Tamsin Baker



Photo: Ian Fawc



Photo: Geri Turner



Photo: Deborah Hudson



Photo: Heather Skydt



Photo: Sharon Curtis



Photo: Jill Patterson



Photo: Lyle Stafford, Courtesy Times Colonist

THANK YOU!

- ...to our amazing Members & Volunteers
- ...to our generous Donors
- ...to our great Partners
- ...to our supportive Communities

TLC receives incredible support from so many individuals, businesses, and organizations that we cannot possibly list everyone who has made an important contribution. But we do want ***everyone who has helped in any way*** to know how much we appreciate your support. We also want you to know how much your involvement is contributing toward the protection of special places in our province, and how much it is helping to build stronger, healthier communities and a “culture of conservation” throughout our society.

PARTICIPATION - Something for Everyone

Here are just a few examples of people getting involved with TLC during the past year:

Far left column (top to bottom):

- Local chefs show their prowess at Madrona Farm’s “Chef Survival” event
- Joy Kogawa reading in the living room of her childhood home (now known as Historic Joy Kogawa House)
- Barry Booth and Bill Turner make a presentation to John and Edwina Kurta at “Wells Gray Day” in Clearwater
- Kenny Van and crew doing a great job cooking up the burgers at the Picnic at the Potholes

Second Column (top to bottom):

- Helping with the harvest and discovering great new things at Madrona Farm
- Angie and Tori cleaning artifacts at Craigflower Manor
- Volunteers at the Godfrey Brownell Winery event in support of Sansum Point

Third Column (top to bottom)

- Facepainting for the kids at the Picnic at the Potholes
- Planting former Christmas trees donated by Gardenworks as part of their “Giving Tree” program
- Sue Coleman’s sale of her “Sansum Point” prints was highly successful in raising funds for the acquisition project
- Local chefs show their real prowess at the Chef Survival event
- Jazz fans are treated to great music at the “Jazzi Abkhazi” evenings throughout the summer

Right column (top to bottom)

- H.R.H. Prince Charles learns all about TLC from Bill during an INTO event at Clarence House in London. H.R.H. was very supportive of our work!
- Beekeepers maintaining a hive at Eagles Estate
- The Zone FM’s Jeremy Baker and daughter making their Be the Change video
- Yoshi (from the Itochu exchange program) helps with Scotch Broom removal on South Winchelsea Island
- Signing up new members at Eagles Estate



Photo: Paul Burns



Photo: Laura Ralph



Photo: David Ingram Chadwick



Photo: Nicole Haddad



Photo: Heather Skydt



Find out more about TLC and our activities

Check out our website: conservancy.bc.ca

Join us on facebook: <http://www.facebook.com/pages/The-Land-Conservancy-of-British-Columbia/50839065407>

Follow us on twitter: [@TLC4BC](https://twitter.com/TLC4BC)

See our photos on flickr: <http://www.flickr.com/photos/landconservancy/>

Youtube: <http://www.youtube.com/user/TLCAdmin>



TLC The Land Conservancy
Special Places. Forever, for Everyone.