



agriculture



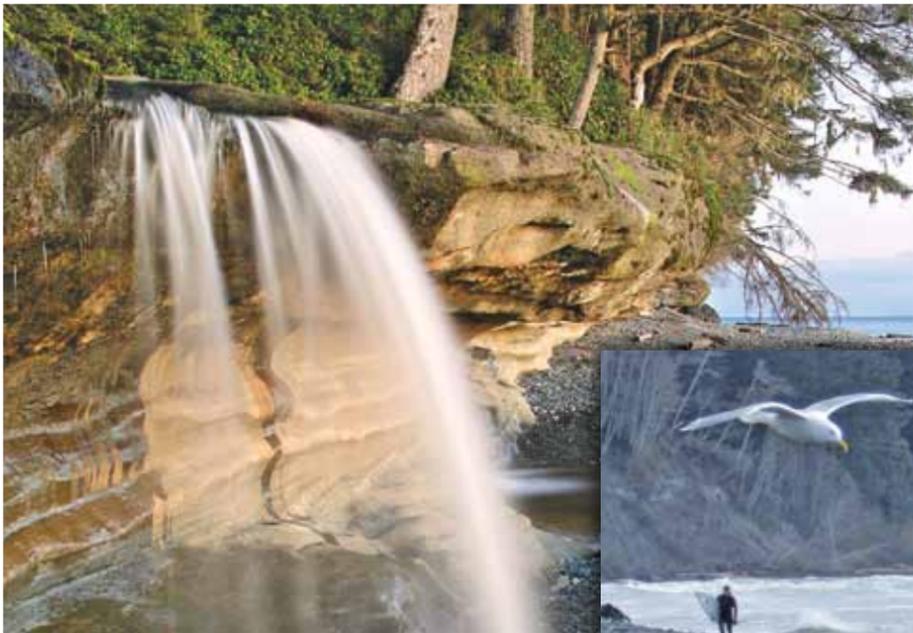
heritage



nature

Members Provide the Foundation for Wild Hills and Beaches Campaign

by Victoria Haynes, Communications and Outreach Officer



Sandcut Beach, Jordan River, and the Sooke Hills are the definition of West Coast paradise. Protection of these incredible areas is critical to ensure they are enjoyed for generations to come. You can help make this parkland a reality. Donate today!

Photo Sylvan Mably; inset Heather Skydt

Jordan River, Sandcut Beach, and the Sooke Hills occupy a very public place in the Vancouver Island community, despite being privately owned. All three areas bustle with activity, surfers flock to Jordan

River, outdoor enthusiasts of all kinds find refuge from city life at Sandcut Beach and in the Sooke Hills. In the words of Dr. Nancy Turner, an Environmental Studies professor at the University of Victoria, these areas are truly some of "British Columbia's 'Special Places' with amazing beauty and infinite educational value." Thus, TLC was deeply concerned when news broke that the Western Forest Product properties were in danger of being sold on the public market. Thanks to the support of TLC Members, TLC and the Capital Regional District (CRD) are in a position to take advantage of the opportunity to protect 5,800 acres.

Working together for over a decade, TLC and the CRD have protected over 7,400 acres of spectacular parkland including Matthews Point in Active Pass, Bourgoyne Bay and Southwest Salt Spring Island, and the Thetis Lake to Mount Work Trail Corridor. We have made such spectacular progress thanks, in part, to the Regional Parks' Land Acquisition Fund. Contributions to the fund are split between the CRD (66%) and TLC and partners (34%).

The fund grows from the CRD's park levy household contributions and individual donations to TLC, like that from Alex Campbell, co-founder of Thrifty Foods. His \$250,000 gift launched the Wild Hills and Beaches Campaign.

As these acquisitions have come together, they have slowly filled in the pieces of a comprehensive vision whereby a continuous network of protected parkland surrounds Victoria. Important additions to this vision include the Sooke Hills Campaign in 2001, an acquisition of 3,400 acres from a private development company. The 2004 Sooke Potholes Campaign added significantly to the vision, including 5 km of riverfront property. The Larry Talarico Memorial Campaign helped to protect 2,300 acres of parkland acquired from a forest company in 2007. This campaign, in memory of Larry Talarico, was part of a larger CRD acquisition of the Leech River watershed to protect Victoria's water supply.

Through these campaigns, TLC

"Wild campaign" continued page 2...

Madrona Farm Love Affair

by Jill Walker
Member Care Coordinator

David and Nathalie Chambers' love of farming, a community's delight of local food, and TLC's passion for saving agricultural land culminated into a happy ending when TLC announced the completion of the campaign to save Madrona Farm. Thanks to overwhelming public support and a number of significant contributors, TLC is pleased to add Madrona to its list of "special places" in B.C.

The 27-acre agricultural gem in the Blenkinsop Valley was resurrected

as a farm in 1999 and now produces 105 crops, throughout the year, for over 3,500 customers. The farm is also an ecological treasure with Douglas fir and Garry oak ecosystems, four natural ponds, and a wooded corridor of various native tree species. It is a property loved by those who farm it, those who visit, and those who taste its incredible produce.

Without a doubt, community support for this campaign went above and beyond what anyone imagined. Your love of fresh, locally grown produce was evident as donations came from all across Canada and the USA and as far away as England and Singapore. TLC would like to express sincere gratitude to each and every one of the almost 3,000 donors who supported this inspiring campaign. TLC would also like to give special recognition

to some significant contributors: a big hearted, last minute, anonymous donor, the overwhelming generosity of the Farmlands Trust Society, Victoria Foundation, local Victoria residents Ed Johnson, Mel McDonald, 101-year-old couple Helen and Glenn Sawyer, and the Chambers brothers.

The future for Madrona Farm is now very bright indeed. David and Nathalie Chambers will hold the first long-term lease to continue their great work supplying the public and local restaurants with fresh, organic produce. They will also continue to educate young farmers through volunteer programs and school co-op work terms. It is intended that a covenant will be placed on the property to provide further protection.

Saving vital agricultural lands is an important part of TLC's mandate and together we have achieved a remarkable conservation success. Thank you! ■



With the success of Madrona Farm, it is obvious that access to local food is an issue that people from across B.C. and around the world hold close to their hearts. Photo Heather Skydt

Annual General Meeting on Vancouver Island

Saturday, September 25, 2010
1 - 4 p.m.
St. Stephen's Hall
7921 St. Stephen's Lane, Saanichton, B.C.

We look forward to seeing you there!



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TLC MEMBERS: 25% of my commission goes to TLC!

Executive Director's Message

It has been a busy and exciting few months since I last had the opportunity to report to you on some of the recent initiatives at TLC.

Foremost among these is the now concluded campaign to save Madrona Farm. There are so many people to thank, from the dedicated school children that raised \$25 to the people who gave well into the thousands. We can all be proud of this accomplishment towards ensuring healthy and sustainable agricultural in our local area.

The next big challenge for TLC is the Wild Hills and Beaches Campaign. Together with the Capital Regional District in Victoria, TLC will play a key role in the protection of over 5,800 acres in the Jordan River, Sandcut Beach, and Sooke Hills area. Once complete, over 90% of the Sea to Sea Greenbelt will be preserved, and TLC has committed to raise \$3.5 million in the next three years towards this goal.

TLC's Picnic at the Potholes in mid May was a great success. A few hundred TLC Members enjoyed a beautiful day of food, entertainment, a dedication, and an all around celebration of the many people like

you that help make TLC tick. The campground has never looked better and I would encourage you to gather your family and friends together for a visit.

I'm also pleased to report that thanks to the hard work of our New Member Campaign teams in both Victoria and Vancouver, TLC's Membership has grown to over 7,500 and the number keeps climbing daily. Membership is vital to TLC's long-term sustainability as it gives us not only a stable and broad base of financial support, but also a stronger voice for conservation in B.C.

You can play an important role in helping us grow our membership by participating in our Member-Get-Member program. The quickest and most effective way for TLC to double its membership would be for every member to encourage a friend or family member to join. Furthermore, if you are an annual member, consider becoming a monthly one, and if you are already a monthly member, please also consider increasing your monthly gift. All these actions will greatly increase our ability to save more special places in your community and throughout our beautiful province for generations to come.



INTO Exchange Brings a New Face to TLC

by Victoria Haynes
Communications and Outreach Officer

TLC has been pleased to welcome Paul Watler, Environmental Programmes Manager Designate with the National Trust for the Cayman Islands. Paul arrived in Canada in April to commence a three month conservation exchange. The exchange is the most recent of many that TLC has arranged with our partners in the International National Trusts Organization (INTO). One of INTO's roles is to increase the capacity of trusts around the world by sharing knowledge and mentoring programs. These connections provide an opportunity for participants to gain knowledge about best practices and to learn about different conservation approaches.

With a growing membership base, the future is very bright. The possibilities of what we can accomplish together are endless. As we are all aware however, the recessionary times are still with us and this has impacted the amount of donations received by non-profit organizations across Canada. TLC is no exception and every contribution to TLC at this time, to help continue our work, is greatly appreciated. We will continue to make every dollar count to achieve real, measurable results.

I look forward to seeing many of you over the summer, and also at TLC's Annual General Meeting in September. TLC is your organization, and we work tirelessly on your behalf for conservation across B.C. ■

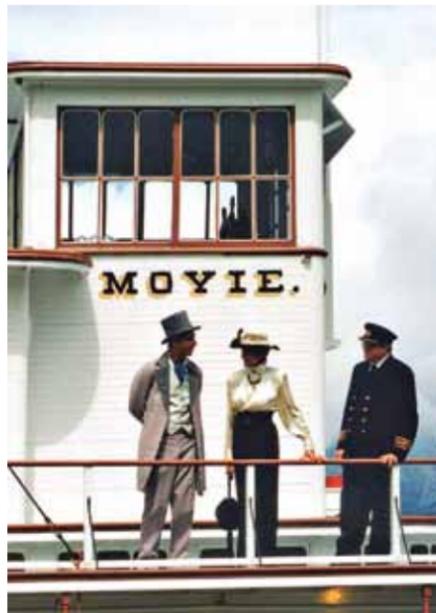
Ship's Cargo Brings History Alive

by Emily Nilsen
Terrestrial Stewardship Advisor

The SS Moyie rests alongside the picturesque town of Kaslo beneath the Selkirk and Purcell mountain ranges. It is the world's oldest intact passenger sternwheeler and has inhabited the waters of Kootenay Lake since 1898. The passenger tug ferried the public to and from neighbouring communities until 1958. Becoming an historical artifact after retirement, the SS Moyie now serves as a vessel of time, bringing the past into the present.

Visitors to the SS Moyie may notice TLC's flag waving overhead. In 2006, the SS Moyie became TLC's first conservation project under the Associated Site Program. The Associated Site Program is modelled after a system used by the National Trust of England, Wales, and Northern Ireland and is intended to support historic sites across the province. In essence, the Associated Site Program encourages symbiotic relationships between partner organizations with the intention of sharing marketing, resources, and guests amongst one another. Because of its historical significance, the SS Moyie was the perfect fit for TLC's mandate to save special heritage sites in B.C.

The Kootenay Lake Historical Society (KLHS) owns and operates the SS Moyie and, like TLC, it is a membership-based organization. For more information on the KLHS or



Get out and explore B.C.'s special places this summer. Don't forget your TLC Membership card for free entry to fascinating sites like the SS Moyie (Kaslo), Abkhazi Garden (Victoria) and Wildwood Ecoforest (Ladysmith).
Photo TLC files

the SS Moyie visit klhs.bc.ca.

If you haven't yet visited the SS Moyie, summer offers a number of opportunities to swing by. Pair your visit with the Kaslo Jazz Festival (July 31 – August 2), or SS Moyie Family Fun Day (September 13). Become a TLC Member while visiting the SS Moyie and you will automatically become a member of KLHS. TLC Members may access this site for free. ■

Wild campaign cont'd

Members have set the foundation for TLC's next campaign to purchase 5,800 acres of critical habitat and magnificent parkland in the Sooke Hills, as well as 3.5 km of shoreline between Jordan River and Sandcut Beach. Once this acquisition is complete, over 90% of our region's Sea to Sea Greenbelt will be protected forever, for all to enjoy.

The Sooke Hills provides a vital wildlife corridor for plants and animals including the Roosevelt elk, black bear, cougar and wolves, connecting otherwise isolated fragments of habitat and ecosystems. Historically, Sandcut Beach was a stopover point for the Ditidaht and other West Coast First Peoples travelling south by canoe to trade with Salishan peoples around Victoria. Currently, Jordan River is known in local surfing circles as the best wave on the south island and, under the right conditions, perhaps even the nicest in Canada.

TLC requires \$3.25 million to save the cultural and natural heritage of Jordan River, Sandcut Beach, and the Sooke Hills area. To support this campaign, please visit conservancy.bc.ca or call 1-877-485-2422. ■

Editor's Note: Every acre of forested land that TLC protects acts as an important carbon sink. The Wild Hills and Beaches Campaign is TLC's first project that has factored carbon offsets as a partial funding mechanism. TLC is working with the Land Trust Alliance of B.C.'s Living Carbon venture to ensure offsets used are of the highest standard and transparency.



Although there were many exciting options for Paul, he and the committee organizing his exchange felt that TLC was the best fit considering his focus in management planning and interest in learning about covenants. Since his arrival, Paul has been travelling around B.C. visiting various TLC properties and researching management strategies. All this research helps Paul to formulate a management plan for a specific property in the Caymans that he intends on pitching to his organization when he returns home.

While the trip is proving to be beneficial to Paul, it is also enriching TLC as an organization by, in his words, "strengthening the bond between INTO delegates" and offering a fresh perspective on our operations. Paul also brings a friendly, open attitude to his experiences with TLC. In an interview, Paul chose South Winchelsea Island as his favourite TLC property because it reminds him of Little Cayman, an island just off the main island; both islands offer the same peaceful, relaxing atmosphere. We here at TLC are happy to have Paul with us and hope you get a chance to meet him at one of our events before the end of his term. ■

The Big Boardwalk Adventure

by Kristin McCabon
Conservation Holiday Participant

On April 23rd, I set off to Nanoose Bay to take part in the Conservation Holiday at South Winchelsea Island (SWI). When I discovered on TLC's website that I could register for a holiday at one of their properties to learn and participate in conservation initiatives, I was eager to give it a try. I chose the holiday at SWI to restore the boardwalk because of the property's history as TLC's first acquisition and its ecological significance; SWI is home to an array of rare and delicate wildflowers.

At sun-up on the first morning, the colony of sea lions living on a small island between North and South Winchelsea islands woke us with their barking. One of the staffers took us on a tour of the 29-acre island, pointing out the banks of camas and chocolate lilies, mimulus, arbutus, and Garry oaks that make up the South Winchelsea ecosystem.

The boardwalk project progressed smoothly and everyone was able to contribute regardless of skill level. We were given safety equipment and shown how to fit, space, and nail the cedar 2 x 6 runners to the stringers laid out the day before. We divided ourselves into three groups, two of which nailed boards while the third packed and carried supplies to and from each work area. The weather cooperated and by the end of the day we were nearly done.

On Sunday, a group of us set about doing "the corners"- calculating and fitting and attaching boards to areas where the boardwalk changed direction. Other members of the group hauled demolished sections of the old boardwalk to a collection site near the dock, a few chopped wood for the island's next visitors, and others had a go at pulling out some of the invasive Scotch broom and Himalayan blackberry.

Throughout our work and leisure time, we chatted, shared stories, and got to know one another a little better.



South Winchelsea Island is one of 19 islands that make up the Ballenas-Winchelsea Archipelago. It is recognized as having national and international significance for its biodiversity values and is the perfect place to get away from the everyday. Rent TLC's SWI cottage and enjoy the peace and quiet of this ecological reserve for as little as \$220 per night. Photos Erika Verlinden; boardwalk image Nicole Haddad

Each of us had a unique motivation for going on the holiday. But if our motives were different, the outcomes were largely the same - we had a good time meeting new friends and were satisfied with our contribution to the island and the ecosystem there. ■

If you would like to attend TLC's ecoforestry education conservation holiday at Wildwood near Ladysmith (July); nesting box installation and weed control on the Horsefly River near Williams Lake (August); or the South Winchelsea Island shoreline clean-up (September), please visit conservancy.bc.ca, email enterprises@conservancy.bc.ca or call 1-888-738-0533.



Youth Step Up to Help Environment and TLC in Penticton

by Paula Rodriguez de la Vega
Senior Stewardship Officer

There's no age limit when it comes to conservation, and a group of youth in the Okanagan are proving it. Justine Sawicz, a grade 11 student at Penticton High School, and nine of her classmates who are part of the Green Earth Movement (GEM) wanted to do their part for Planet Earth and thought what better place to start than at TLC's Penticton office!

GEM members started off by lending a hand with organizing data and maps. They were then able to get outside with TLC's stewardship staff to assist with night time Western Screech Owl surveys. From there, the group wanted to 'green' their school for Earth Day on April 22 and asked for TLC's help.

"We chose a xeriscape garden for our school because it would require native plants, be low maintenance, not consume a lot of water, and simply because it would be beautiful," says Sawicz. Xeriscaping is landscaping and gardening to reduce water usage through appropriate plant choice and minimizing evaporation and run-



Justine Sawicz, founder of the Green Earth Movement (GEM), plants a native bunchgrass at her high school. With a motto of "The Earth is our gem. Treasure it", GEM is leading by example. Photo Paula Rodriguez de la Vega

off. Since TLC manages the South Okanagan Similkameen Stewardship Program that assists private landowners with habitat restoration work, the regional staff were more than happy to jump onboard to make GEM's garden a reality. TLC provided the group with all the native plants.

"The environment is our home, and we need to take care of it. We hope

that through projects like planting a xeriscape garden and composting our classroom foods, we are slowly reducing our carbon footprint. We also hope to inspire and teach this stewardship to others in our age group," says Sawicz.



GEM students get to work on their new xeriscape garden. TLC is honoured to work with youth across the province who are powerful and inspiring agents of change. Photo Paula Rodriguez de la Vega

In the spirit of partnership, TLC is excited to announce GEM as their 50th partner in the South Okanagan Similkameen Conservation Program which involves non-governmental, government, and First Nations organizations all working together to conserve biodiversity.

"We feel like this relationship will open many doors for us in the conservation community as well as help create a greener future for youth," says Sawicz. "We would love to volunteer more with TLC." ■



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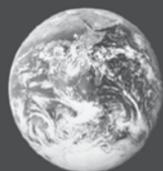
Accent Inn Renews Business Partnership with TLC

Last year, Accent Inns was a part of TLC's Business Advantage Program - a program that brings together local businesses with TLC in mutually beneficial partnerships. Now they have chosen to renew their support for another year, building on a relationship that began three years ago when Accent Inns started providing accommodations to TLC staff travelling throughout the province on work.

As part of the business partnership, Accent Inns through their InnAid Program will not only be donating \$5.00 from all TLC Member room rates back to the non-profit land trust, but Members will additionally receive a special discount rate to stay at any of their five hotels located in Victoria, Richmond, Burnaby, Kelowna, and Kamloops. Book your stay at accentinns.com ■



Celebrate Canada Day with TLC at Craigflower Schoolhouse in Victoria and B.C. Binning Residence in Vancouver. For more information on all the latest events visit conservancy.bc.ca



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Taste what Victoria has to Offer

Looking to indulge in the best of local cuisine and wine from top Vancouver Island chefs, farmers, cheesemakers, and B.C. vintners this summer? Attend Taste: Victoria's Festival of Food and Wine from July 15-18, 2010. This four-day festival uncorks with The Main Event Thursday, July 15 at Crystal Garden in downtown Victoria. Taste over 100 wines from 30 B.C. vineyards and an abundance of local cuisine from top Vancouver island chefs while enjoying live music from Greenlaw. More culinary and wine events will take place around Victoria throughout the weekend, including a long lunch at La Piola on Quadra Street on Saturday, July 17 at 1 p.m. Join Chef Cory Pelan for the best

of Italy on Vancouver Island with a three-course lunch featuring fine ingredients from Madrona Farm. Celebrate The Land Conservancy and Madrona Farm as you enjoy your La Piola lunch. For tickets and information visit VictoriaTaste.com. Partial proceeds from TASTE will benefit Madrona Farm. ■

Editor's Note: Mark your calendar for the third annual Chefs' Survival on Sunday, October 3, 2010.

Photo Top Rebecca Kirstein; bottom left Rebecca Kirstein; right Caroline West



TLC at a Door Near You

by John Nagle
New Member Campaign Coordinator

TLC is gathering momentum from the ground up. We save special places in B.C. by empowering people to take action to protect natural areas, agricultural land, and heritage sites. Your TLC membership is the driving force behind everything we do. To strengthen our voice in the conservation arena, TLC launched the New Member Campaign, seeking to expand our membership from 7,000 to 25,000 people in five years.

Armed with name badges, clipboards and a strong work ethic, TLC's team of Outreach Officers knock on doors and represent TLC at local farmers' markets, shopping malls, hockey games, universities, and green trade shows. Teams are set up in Victoria and the Lower Mainland.

"Going door-to-door gives us that rare connection to have a one-on-one dialogue with new and current TLC Members. There are many local gems in B.C., and we rely on members to communicate what's important in their community. It's those dynamic conversations that keep me loving what I do," says one Outreach Officer.

Since launching in December 2009,

the campaign has been producing some exciting results. The team has signed up over 500 new members and received countless donations. They have also generated hundreds of positive interactions with the public about important local conservation projects. The New Member Campaign is creating enthusiasm for conservation in the community. Our Outreach Officers work tirelessly to ensure that TLC is always growing.

"I remember going out in December one evening - it was cold, windy and raining sideways. I knocked on over 60 doors that night with no luck. Tough crowd, I thought. At my very last house, I met a remarkable person who invited me in his house and spoke with me for 20 minutes about the importance of saving Madrona Farm. That made it all worthwhile." ■



TLC Outreach Officers enjoy sharing their excitement for the role TLC Members play in saving special places. Keep an eye out for them in your neighbourhood or at a community event near you and be sure to say hello. *Photo Heather Skydt*

TLC is honoured to be the recipient of donations in memory of:

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Chad Bennington
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To remember your loved one with a special gift, call 1-877-485-2422 or visit conservancy.bc.ca

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\$35 \$50 \$100 \$ _____

With this gift, I would like to renew my TLC Membership.

My preferred method of payment is:

Visa MasterCard Cheque. *Please make payable to The Land Conservancy.*

Card # _____ Expiry Date _____

Name on Card _____ Signature _____

My contact details:

Name: _____ Member # (if known): _____

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Home Phone: (_____) _____

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Thank you!

Please return completed form to: TLC, 301-1195 Esquimalt Road, Victoria, BC V9A 3N6

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Printing

Nanaimo Daily News on 100% post-consumer recycled paper.

Cover banner photos left to right: Ian Barid, Gerard Laman, and Barry Booth



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Derek E. Ashurst

BA, LLB

1620 Cedar Hill X Rd.
Victoria, BC V8P 2P6

tel: (250) 477-4143

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