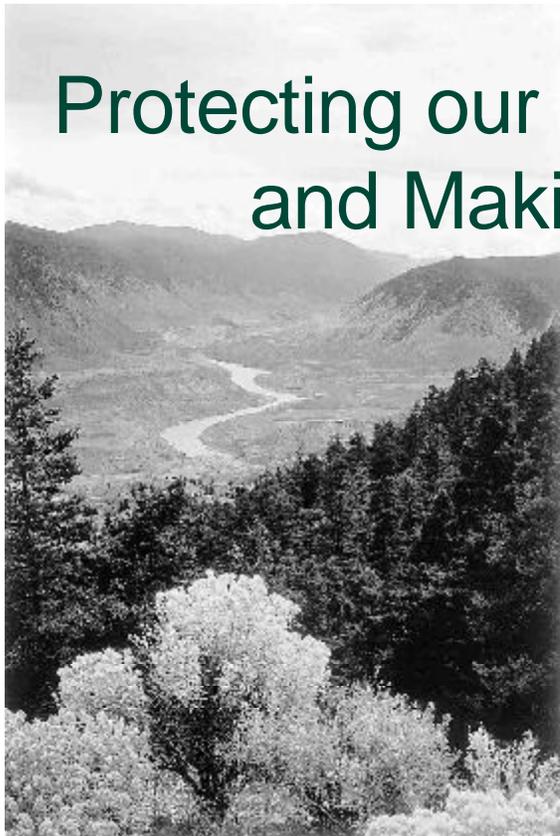


LANDmark

THE NEWSLETTER OF TLC THE LAND CONSERVANCY OF BRITISH COLUMBIA

Protecting our Heritage... and Making an Impact



TLC File Photo

Building an organization like The Land Conservancy is an intricate and involved process. It involves fundraising and public relations; science and stewardship; good management and solid administration; education and effective communications. It requires strategic thinking, detailed planning and maybe a bit of good luck. And it takes a lot of plain hard work. But as Bill Turner said at our Annual General Meeting, for many of us who are involved with TLC, we don't really think of it as "work." We enjoy what we do and we receive such immense satisfaction from our successes that it seems more like play than work.

That is a true measure of success for TLC. With such a diverse array of activities, we measure success in many ways. Some, such as how

much money we raise, how many hectares of habitat we have protected, and how many members we have, are of critical importance, but they don't tell the whole story. There are other, more intangible ways of measuring our success which help us to understand the real impact of our work. Such things as:

- Are people in our communities gaining a greater understanding of the need to protect our natural and cultural heritage?
- What kind of response do we get to our appeals for support?
- Are we able to connect effectively with young people, to provide them with an opportunity to participate in caring for the world around them?
- When they want to become directly involved in conservation work, do people think of contacting TLC?

There have been two recent activities which give a good indication that we are having a positive impact in all these areas. It's a tremendous feeling when we can see that we are truly making a difference.

Thetis Lake to Mount Work Trail Connector

As part of the Ours Forever Campaign, and working with our partners in the Capital Regional District, TLC committed to purchase a

FALL 2003

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strategically significant property in the Victoria area, which would enable the completion of a trail network linking two regional parks, part of the Sea to Sea Greenbelt project.

However, when the opportunity to purchase this property came up, there were other major fundraising campaigns underway in the Capital Region. *TLC* decided not to compete with those campaigns but, rather, to attempt to raise the necessary funds (\$350,000) through quiet, behind-the-scenes fundraising with a number of potential major donors. Unfortunately, this approach was not successful.

As a result, with less than three weeks to go before the fundraising deadline, we decided we had to launch a public appeal. Our media partners in the Capital Region, particularly the *Times-Colonist*, contributed significant publicity, and the campaign started to gain momentum. Spurred along by a couple of extremely generous donations, we raised approximately half of the necessary funds, with still a little more than a week to go.

Then the Victoria running community got involved. Recognizing how well used this trail would be by runners, they put their money where their feet are. They developed a “fitness challenge” and a silent auction to help support our fundraising efforts and helped create a tremendous amount of momentum for the campaign. But there was still a long way to go.

On the last day before the deadline, our partners at CFAX Radio offered to host a “telethon fundraiser” for an hour of their afternoon show. We still needed to raise \$90,000. As the telethon got underway, the response from the public was so tremendous, that CFAX abandoned the rest of their programming and dedicated the entire three-hour show to the telethon. The local TV stations, CH and the New VI, carried the story on their evening news,



Mt Work - Heath Moffatt Photo

asking people to support the telethon. And people responded. The last donation was received one minute prior to the show ending and allowed *TLC* to successfully complete this important acquisition. The way our media partners, some community leaders and an informed public rallied together is a true example of a community recognizing what is important to it, and being willing to do something about it.

Houdini Story Writing Contest

TLC has taken on the challenge of raising the funds to purchase the Eagle Bluff property in the Okanagan. This property is the location of the South Okanagan Rehabilitation Centre for Owls (SORCO), which would have to close if the property is sold.

SORCO has a mascot, Houdini, a great-horned owl that was permanently injured shortly after birth and now lives at SORCO. An opportunity was presented to us when Raincoast Books (the Canadian publisher of the Harry Potter books) provided us with tickets for J.K. Rowling’s launch of her latest Harry Potter book at Albert Hall in London. We quickly took advantage of the opportunity and put together a contest for children to write a short story about Houdini the Owl – with the prize being a trip to London to attend the launch of the Harry Potter book. Through our partnership with the National Trust, we were also able to

arrange a side trip to Lacock Abbey, a NT property where the Harry Potter movies were filmed.

With the further help of CBC Radio, we were able to gain tremendous publicity for the contest and for our fundraising efforts. Several hundred entries from children came forward in less than two weeks, and a group of volunteer editors from the Professional Editors Association of Vancouver Island and the Editors’ Association of Canada, along with staff from Raincoast Books, helped us choose the winner (and nine runners-up who won book prizes donated by Raincoast).

Congratulations to Max Edwards, a nine-year-old from Nanoose Bay who, along with his mother and thirteen-year-old sister Lauren, were able to enjoy the trip of their lives.

Funds donated along with entries have helped toward saving SORCO, but more importantly the project (as well as *TLC*’s work in general) received a huge boost from the publicity and will enable us to build on this success with further fundraising activities.

TLC still needs to raise considerable funds for the Eagle Bluff/SORCO project. But one of the wonderful side benefits of this contest was that many of the children who sent in stories also asked us what they could do to help. With this dedication, understanding and enthusiasm from so many young people we are convinced this will be another successful campaign.

Ian Fawcett
Deputy Executive Director



Houdini
Sherri Klein Photo

President's Report

It is, once again, my pleasure to be able to report that The Land Conservancy has had a successful year. The past twelve months have been an exciting and rewarding time for TLC and have seen us be able to protect several very important properties that may otherwise have been lost. It has not been easy, and we can all be extremely proud of the work we have accomplished.

While this has been a particularly difficult year for fundraising, we have nevertheless been able to secure a significant section of parkland in the Capital Region, begin work on the restoration of the shoreline along the Gorge waterway in Victoria, and help secure both a donation and purchase of property on Hornby Island. We have also finalized the donations of a wetland area in Surrey, a property on Nimpo Lake in the Cariboo, and a property near Osoyoos containing a magnificent stand of Western larches. We have established conservation covenants on several new properties and have protected others with long-term lease arrangements.

One of the most intensive areas of work this past year has been the expansion and development of our cultural heritage activities. We have taken on management responsibility for three extremely significant heritage properties – Craigflower Manor and Schoolhouse, both National Historic Sites in the Victoria area, and Eagles Estate, a historic house and garden in Burnaby. We are also continuing with the

restoration of Ross Bay Villa and have undertaken considerable safety upgrades at Abkhazi Garden. In addition to our properties, we have agreed to help establish a Heritage Legacy Trust Fund, in partnership with the Heritage Society of BC and the Province.

As our legacy in protecting our natural and cultural heritage continues to grow, so does our responsibility to ensure that those properties entrusted to us are properly cared for. We have spent a lot of time and energy this past year working to build our organizational capacity to make sure that TLC will remain strong, healthy and viable for many years to come.

We have received donations from over 9000 different donors in our first six years of operation, almost 4000 of them this past year alone.

A substantial part of this work lies in continuing to build strong relationships with our partners in government, business and the non-profit sector. I am proud to say that we have earned considerable respect among our

partners, and it certainly goes a long way to helping us achieve our objectives. The support we receive from our partners – whether it's financial support, in-kind support or just moral support – is great, and it's much appreciated. Collectively we can accomplish so much more than working in isolation.

As mentioned earlier, this has been an extremely challenging year for fundraising. Governments continue to cut back. The ongoing weakness in the stock markets has had a severe negative impact on foundations and corporate giving and has curbed the ability of many of our major donors to be as generous as they have in the past. Just as with many other charities across North America, we have been struggling to make ends meet.

But in the face of this, and with some careful managing, we have been able to meet our commitments – and we have achieved some success along the way.

Although our major financial support has been down, TLC continues to benefit from the generosity of thousands of individual donors. We have received donations from over 9000 different donors in our first six years of operation, almost 4000 of them this past year alone. This depth of support certainly has helped to sustain us during these difficult times.

But TLC's greatest asset remains the dedication and support we receive from our members and volunteers. Without this support we simply could not exist. Our membership is now about 2000, and we continue to work with about 500 active volunteers.

I would like to take this opportunity to publicly thank all of our members, our volunteers and donors for helping to make TLC the successful organization it is. It is a wonderful and dynamic group of people who have come together in a common cause to make our world a better place.

*Bill Turner
President & Executive Director*

Treasurer's Report

**Kate Stewart,
Treasurer**

Serving as Treasurer for The Land Conservancy is certainly an interesting challenge. The pace of growth, the ups and downs of fundraising, the dynamic and (necessarily) opportunistic nature of our work all conspire to demand considerable flexibility and, therefore, considerable diligence in our financial management.

We have been fortunate, over the years, to have capable and dedicated staff who have done an excellent job in maintaining our financial records and ensuring that our accounts are in good shape. This has been a tough year for our finances, and I would like to thank our staff for their tremendous efforts in managing so well in difficult circumstances.

As always, our accounts have been audited and financial statements compiled by our auditors. The financial statements will be available on our website, or may be requested from head office.

Table 1 is a summary of the financial statements, which provides a "snapshot" of our financial health, as of April 30, 2003. Caution should be exercised in reading these statements. Due to the nature of our work, a single grant or a single donation of property can skew the figures dramatically from year to year.

As can be seen from the financial statements, our total income this year was about \$3.5 million, a drop of \$1.4 million from the previous year. Slightly more than half of this reduction was due to fewer donations of property this year. The remainder, however, was due to a downturn in financial donations (primarily in major gifts). This loss of revenue, of course, has a major impact on our available cash resources, that have been extremely tight all year.

On a positive note, however, our membership revenues continue to increase, as they have every year since we started. They were up by 13% over last year.

While we worked hard to control our expenditures over the year, cutting back in areas where we have discretionary control, our total expenditures were up slightly from the previous year. Much of the increase was due to increased transfer of properties to Regional Districts for dedication as parks. Also, our cost controls were offset by a need to spend considerably more in fundraising during the year, due to a change in tactics (we instituted a more

Table 1 - Financial Statements
as at April 30, 2003

CONSOLIDATED BALANCE SHEET		
	2003	2002
	(000's)	(000's)
ASSETS		
Current Assets	488	209
Investments	20	20
Capital assets	13,836	14,626
TOTAL ASSETS	14,343	14,856
LIABILITIES		
Current & other liabilities	1,938	1,896
Long-term debt	3,665	4,987
TOTAL LIABILITIES	5,604	6,883
FUND BALANCES (equity)	8,740	7,972
	14,343	14,856
CONSOLIDATED STATEMENT OF OPERATIONS		
	2003	2002
	(000's)	(000's)
REVENUE		
Memberships	56	50
Total Donations	1,596	3,375
Grants	1,699	1,407
Other income	235	105
TOTAL REVENUE	3,586	4,936
EXPENSES		
Operations	1,805	1,841
Debt Repayment	391	388
Property Transfers	496	315
Fundraising	125	27
TOTAL EXPENSES	2,818	2,572
Revenue less expenses	767	2,365
Fund balances, start of year	7,972	5,608
Fund balances, end of year	8,740	7,972

TLC has now raised \$18 million to protect over 36,000 hectares of land, covering more than 100 properties.

Table 2 - Mortgages Paid in 2002/3

Property	Mtg. Amount	Paid in 02/03	Remaining
Abkhazi Garden 1	\$1,000,000	\$117,500	\$682,500
Abkhazi Garden 2	\$80,000	\$3,200	\$72,800
Abkhazi Garden 3	\$75,000	\$1,079	\$67,999
Ayum Creek	\$182,250	\$2,035	\$101,206
Cowichan River	\$33,332	\$16,666	\$0
Nanaimo River 1 ⁽¹⁾	\$125,000	\$41,666	\$41,667
Nanaimo River 2 ⁽¹⁾	\$10,000	\$3,334	\$3,333
Qualicum Bat House	\$45,000	\$698	\$37,218
Ross Bay Villa	\$225,000	\$4,202	\$177,969
Salt Spring Island ⁽³⁾	\$1,000,000	\$200,000	\$600,000
Similkameen R. Pines	\$200,000	\$100,000	\$0
Sooke Hills ⁽²⁾	\$2,400,000	\$600,000	\$1,200,000
South Winchelsea Island	\$445,000	\$95,000	\$0
Wildwood 1	\$600,000	\$42,000	\$337,000
Wildwood 2	\$90,000	\$10,000	\$70,000

⁽¹⁾ Secured by \$50,000 contribution from the Regional District of Nanaimo (It has now been paid off).

⁽²⁾ Secured by \$600,000 annual contribution from the Capital Regional District.

⁽³⁾ Secured by \$200,000 annual contribution from the Capital Regional District.

vigorous direct mail plan than we had previously used).

Our total assets are now approximately \$14.3 million, of which \$13.7 million is the value of our properties and covenants. While this is down marginally from last year, our equity has grown by over \$800,000 to almost \$8.9 million. At the same time, our total liabilities have been reduced by almost \$1.3 million, to just over \$5.6 million.

Most of these liabilities are in the form of mortgages relating to the acquisition of important properties (several of which are secured through arrangements with Regional Districts). Even though it was a difficult year financially, we were able to meet every commitment with respect to our mortgages and were able to pay

them down by more than \$1.2 million. Table 2 lists the mortgages that were paid this year.

It's important to remember that mortgage costs do not necessarily reflect the cost of acquisition of the property, nor does the balance of the mortgage necessarily reflect the status of fundraising for that property. It is always significantly more difficult to raise funds after a property has been "saved" (e.g., mortgaged), and the pace of fundraising often does not keep up with the mortgage payment schedule, requiring us to transfer general funds, temporarily, into that account.

TLC has always been careful to try and diversify our fundraising activities, so that we are not dependent upon only

one or two sources. Chart 1 provides a breakdown of our revenue sources. The downturn in donations this year and a couple of additional grants have combined to show that grants make up almost half of our revenue base and donations a little more than a quarter. This is not our usual situation, as our donation base traditionally amounts to about half of our revenue.

Chart 2 indicates how we spend our money. We work very hard to keep our overhead expenses as low as possible, to concentrate our efforts on property acquisition and program delivery. Our staffing costs are one of our major expenditures, almost \$1 million per year. In this chart they are allocated functionally according to the proportion of work that each staff person does on property acquisition, program delivery or administration.

As has been mentioned often, The Land Conservancy has been on a steep growth curve since our inception six years ago. The following series of charts show graphically how various aspects of our organization have grown rapidly. While we have all been challenged by this growth, we all know that it has been necessary. The threats to sensitive and critical habitat and to our remaining wilderness areas continue to mount. The threats to our historic and cultural landmarks are greater every day. If we are to have an impact, we have to act now.

And that means we have to work as quickly as possible to build the

Chart 1

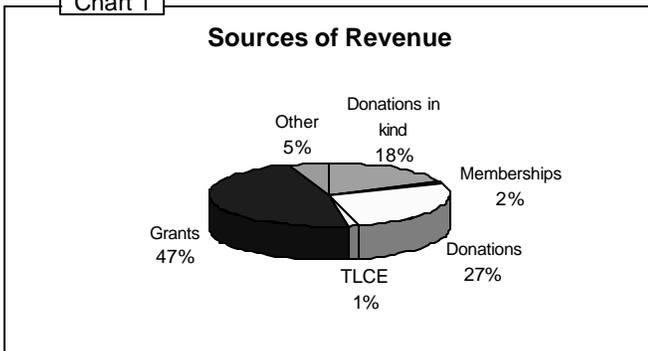


Chart 2

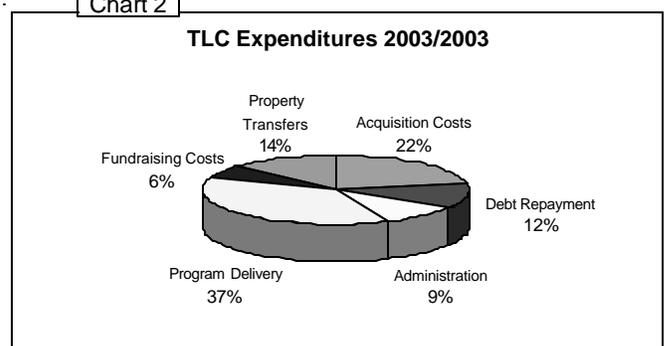
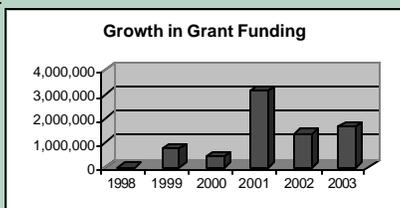
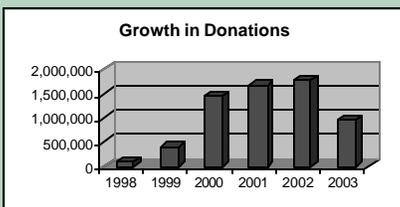
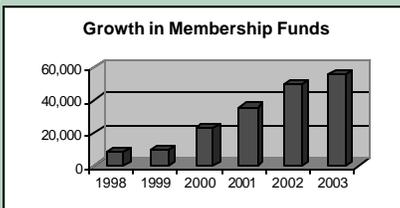
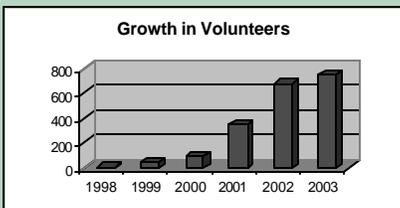
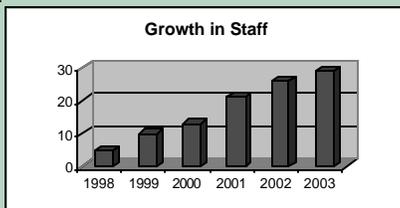
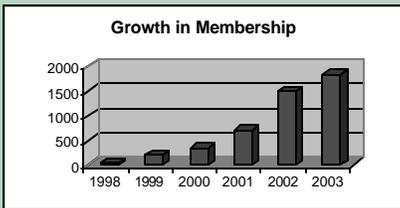


Chart 3



continued from page five

infrastructure in our organization, the capacity in our staff and volunteers and the understanding in our members and supporters to enable us to respond to the pressing challenges.

Such a rapid growth strategy is not without its risks. We are often pressed for cash resources, as the demands of the “next project” come faster than we can raise the funds to cover them. We often have to go right down to the last minute to raise the funds for an acquisition project (and sometimes we even have to ask for extensions). The rapid pace of growth makes it hard to plan, and we have to rely on the skills of our managers to keep everything on track. And, as we continue to grow, this task gets increasingly difficult.

Over the next year, we will be concentrating more effort on our organizational infrastructure. *TLC* has never been “well financed” in terms of working capital funds. We started with \$500 donated by our five founding members, and we have spent virtually everything we have raised since then on our projects and programs. It’s now time to invest in *TLC*’s future as well. We will be seeking some working capital to invest in our fundraising, marketing and operational infrastructure to enable us to manage and sustain considerably higher levels of activity. This investment will ensure *TLC*’s continued ability to “get the job done” with the same level of integrity and the same level of success as we have achieved until now.

We have always spoken proudly about our relationship with the National Trust in Britain. We modeled *TLC* after the National Trust because we both believe that truly caring for the environment in which we live means that we are concerned not only for the protection and conservation of our natural heritage, but our cultural and built heritage as well.

This is largely what sets *TLC* apart from other Land Trusts – the breadth and depth of our mandate and our more holistic approach to preserving our quality of life. This view is reflected in the work we do and the projects we take on. And it has made us uniquely positioned in British Columbia: we are the only organization in the province with both the mandate and the ability to take on this challenge – to build a “National Trust” for British Columbia.

In this context we have initiated discussions with both the Federal and Provincial Governments regarding their interest in establishing such a significant non-governmental organization. The “Historic Places Initiative” of the Federal Government refers to the creation of a national trust for Canada. We want to ensure that this concept evolves in an effective and appropriate way.

We have outlined a number of “fundamentals” on which this initiative should be based. Most importantly, it is critical that our national trust be “grown from the ground up” rather than imposed from above.

The response so far has been positive. We are convinced that the long-term protection of our natural and cultural heritage can best be accomplished through the establishment of a national trust, and *TLC* is prepared to step up and play its part.



VANCOUVER ISLAND/COAST regional report

The Vancouver Island/Coast region has been busy on several exciting campaigns and programs this past year. Through acquisitions and conservation covenants, this region's protected area has grown an additional 308 hectares to over 2090 hectares. These new protected areas consist of endangered Douglas fir and Garry oak ecosystems, intertidal mudflats and eelgrass beds, and spawning habitat for salmon. Regional Staff also now manage two of Canada's National Historic Sites, **Craigflower Manor and Schoolhouse**.

To date, 2003 has been an incredible year for *TLC*. Major projects that this region has been working on – some for close to two years – have come to fruition, becoming major campaigns.

- Linking the ocean to the height of land (sea to sky) the 174-hectare **Link-Parsons property** is the largest private undeveloped waterfront property on Hornby Island. Working in partnership with the owner, the Province, Conservancy Hornby Island, the Comox-Strathcona Regional District and the Islands Trust Fund, we've protected sensitive rocky outcrops and peregrine falcon nesting sites and provided a recreational haven for many residents and visitors.
- Continuing our work in protecting **Burgoyne Bay** on Salt Spring Island, *TLC* is committed to helping the community raise \$121,000 towards buying two parcels

totalling 40.35 hectares. The parcels connect Burgoyne Bay parkland with lands already purchased by CRD Parks and *TLC*.

- Through our participation in the Pacific Estuary Conservation Program, we are raising \$100,000 towards the purchase of additional land along the **Little Qualicum River Estuary** – one of three significant estuaries on the east coast of Vancouver Island.

Our west coast Working Holidays have been successful in raising awareness about our properties and in helping us manage those properties. Participants continue to help us battle blackberry and broom and clear trails as well as



Craigflower Manor - Don Benn Photo

help with minor construction tasks and in building a grey-water filtering system for our **Cowichan River** project. For 2004, we're planning on hosting some holidays with special themes. Watch our Web site for details.

We have also been working with Regional Districts to register conservation covenants on areas to be subdivided for housing development. Many districts and municipalities are now requiring covenants throughout a development in order to see that no further subdivision or habitat loss occurs – and they are calling on *TLC* to help establish those covenants. Working in partnership with local government and developers provides us with the opportunity to ensure the provision of appropriate greenspace in subdivided areas and also a chance to educate people on covenants.

As the Vancouver Island/Coast region continues to face increasing development and resource extraction pressures, *TLC* is working in partnerships and alliances in order to provide opportunities to conserve ecologically sensitive areas, working landscapes and our heritage sites.

Eileen Palmer
Regional Manager

Craigflower Manor and Schoolhouse were opened for public tours for the first time in many years in September. Our new Curator/Manager, Scott Mair and heritage consultant Stuart Stark have made many improvements to the interpretation of the site. We will have our formal GRAND OPENING in the Spring of 2004.



LOWER MAINLAND regional report

The last year has brought many changes for *TLC's* Lower Mainland Regional office. Most visible was our move to the **Eagles Estate Heritage Garden** on the shores of Deer Lake in Burnaby. The house and garden were the creation of Drs. Blythe and Violet Eagles in 1929. The garden, in particular, has been recognized as having significant heritage value. We have forged a partnership with the City of Burnaby who have leased the property to *TLC* at no cost to be used as our regional office, and in return we have taken on the challenge of restoring the heritage garden.

Since moving in June, we have held three work parties at the new site, and many new volunteers have come forward to help us uncover the beauty of the garden. In the coming year an interpretive centre and gift shop will be opened to the public.

Thwaytes Landing continues as one of our two main acquisition projects in the Region. This magnificent waterfront property along Indian Arm, in North Vancouver, has been secured for protection as a regional park, as a result of our partnership with the Greater Vancouver Regional District and the District of North Vancouver. We still need to raise the funds to complete this acquisition, and we have held a number of fundraising activities, including boat cruises and the Indian Arm Paddle-athon event. We have also pursued paying off the current vendor's mortgage with a (longer term) syndicated mortgage held by various investors. This arrangement was

completed in September 2003, and was facilitated by a major contribution from the vendor.

Our other major acquisition project is **Codd Island Wetlands**, located in Pitt Meadows. Negotiations to purchase this important property have now been successful and a purchase agreement has been completed. In the upcoming year, fundraising will be a priority to ensure that the funds are available to complete the purchase.

Over the past three years, *TLC*, in partnership with Canada Lands Corporation (CLC), the Department of Fisheries & Oceans and PKI Northmark Construction Ltd., have restored and protected the southern most degraded portion of **Centre Creek** in North Surrey. In the past year, over 8 hectares of greenspace, including 250 newly restored metres of Centre Creek, was



Volunteers at Centre Creek - Rob Kruyt Photo

donated to *TLC*. The property is protected by a conservation covenant held by CLC, and most of the property is being transferred through the Federal Eco-Gifts Program. Management of the site began with a springtime tree-planting event.

TLC has expanded its outreach to the community by launching our first Eco-Activity Booklet for kids in North Vancouver. Focused on threatened or endangered species found in coastal Douglas fir/Western hemlock forests, the booklet was distributed through many area schools, with the final contest and display of artwork at Lynn Valley Shopping Centre.

Our staff and volunteers also continue to give presentations to many groups, have displays at prominent events and run bottle drives. This year we played a prominent part in the VanDusen Flower & Garden show by having a showcase garden put together by Dagmar Hungerford. We have also made some changes to enable us to enhance our media and communication coverage. Tracy Keeling has taken on the role of communications officer and has been busy building relationships with media sources in the Lower Mainland to promote not only *TLC's* Lower Mainland projects but all *TLC's* projects.

Much of our work would not have been possible without the great support of our volunteers. Our volunteer program has been steadily building throughout the year, and new volunteers are always welcome to come out to our monthly Volunteer Information Nights, held the 2nd Tuesday of every month, at 7pm. *TLC's* Lower Mainland Regional committee has now grown to 10 committed individuals who support our activities and help to spread the word about *TLC* in the Lower Mainland.

Tamsin Baker
Regional Manager

NORTH regional report



Eggless mayo, carrots, celery, veggie meat and bacon, eggs, granola, juices, pie, ice tea, dip mix, beans, salsa, corn/peas, hot sauce, 950lb. breaking strength, class 1 galvanized 12.5 gauge barbed wire. This is written in my notebook beside the scratched notes of the Northern Region report. They're preparations for a working holiday, our chance each year to bring people out to some remarkable places to lend *TLC* a hand in being good stewards and maintaining our properties.

I started work as the new North Regional Manager in June and immediately became involved with our working holiday program. *TLC* ran three working holidays in the North Region this year, two at Talking Mountain Ranch and one at our Horsefly River property.

Our holiday on the Horsefly is a testimony to what *TLC* can do, thanks to

the commitment of volunteers, the generosity of friends and the ability of our staff to come together as an unstoppable team. Paula Hesje, our Vancouver Island warden, back from her time with National Trust's working holiday projects in England and Wales, joined this holiday to pass on her training expertise. Along with seven working holidayers, we pounded out nearly 300 meters of new fencing! None of this could have been possible without the help of several employees of the Department of Fisheries and Oceans (one of our main partners at the Horsefly River site) and a number of local volunteers.

The working holidays at Talking Mountain Ranch were focused on the installation of alternative energy systems at the ranch-house. With the installation of solar panels and new wiring, our site now has power for the first time.



Working Holiday Volunteers - Aaron Henderson Photo

In the past year, we have also been working in the Robson Valley, and, with the help of our Okanagan Region manager, Shawn Black, we've made several trips to the valley to meet with landowners and community groups. We look forward to our future work with a new acquisition pending, a memorial to a much-loved resident of the area and new covenants in the works. Fraser Headwaters Alliance should be recognized, too, for all of their support. It has been a true pleasure to work with the people who live in this valley, a special place indeed.

This year we also received a donation of a property on Nimpo Lake, from Winnie Bennie as a legacy of the Bennie family and the twenty years they shared in this beautiful place. The property contains a small fishing cottage, which has been converted into a *TLC* rental property. Because of the vast area covered by our North region, and the fact that we have only recently hired a regional manager, *TLC* depends tremendously upon the generous support provided to us by many individuals who live in the area.

Barry Booth
Regional Manager

Talking Mountain Ranch - Aaron Henderson Photo





KOOTENAY regional report

In the Kootenays, the last year was about partnership as *TLC* worked with 30 other local, provincial and federal organizations to build and strengthen the East Kootenay Conservation Program (EKCP). The EKCP is a locally driven effort that will bolster relationships and create new opportunities to conserve key areas of private land in the East Kootenay. *TLC* has been working hard to foster these efforts by participating on the Steering Committee, Securement Team and Stewardship Teams for the EKCP.

In other partnership efforts, *TLC* has been able to partner one-on-one with a number of local organizations through public workshops. These organizations have included the Columbia Valley Botanical Gardens, East Kootenay Environmental Society and the Wetlands Institute. Through these efforts, we have been able to spread the word about *TLC* while at the same time building important relationships.

In the West Kootenay, *TLC* partnered with the Kootenay Land Trust Society to host a public workshop on covenants. As well, *TLC* worked with the Kootenay Land Trust Society to co-hold a covenant adjacent to the Paradise Valley Covenant, which is also co-held by the two organizations. This new covenant, located north of Nelson, near Winlaw, covers 2 acres of Interior Cedar-Hemlock Forest and will provide a stable base for the Kutenai Growth Society, a Balinese healing and retreat centre that is located on the property. The covenant was signed in August 2003.

The East Kootenay Stewardship Program continues to gain momentum. In 2002, we visited more than 20 landowners and were able to expand the program to include stream and wetland habitats. Our stewardship program is able to produce positive results for landowners. One large ranch property, for example, was able to use our report as leverage to gain access to the funding necessary to provide off-site watering for livestock. In addition, other landowners use our information to manage noxious weeds, promote wildlife values and improve grazing systems.



Bunchgrass on Wycliffe - Kathryn Martell Photo

Five new phases have been added to *TLC*'s purchase of the Wycliffe Wildlife Corridor near Kimberley. This will bring the total area to be purchased to more than 890 hectares. The addition of these new phases to the purchase will protect additional habitat for rare badgers and necessary winter range for elk and deer.

Phase 3 of this important acquisition was completed in the fall of 2003. This phase adds 106 hectares to the Wycliffe purchase, bringing the total secured hectares to 332. Phase 3 provides an important link between the lands secured in Phase 2 and the original corridor held by the Ministry of Water, Land and Air Protection. As part of the lands included in Phase 3, there is an extra parcel that was donated by Teck-Cominco Metals Ltd. Phase 4 is set to close in April 2004 and as always, donations are needed!

As *TLC* continues to have an increased presence in the Kootenay region, we are able to partner with more organizations and offer more public workshops and stewardship visits. We are continuing to lay the groundwork that will define the Kootenays over the next 100 years.

Kathleen Sheppard
Regional Manager

OKANAGAN regional report



The Okanagan region is recognized as one of Canada's four most endangered ecosystems, with one of Canada's highest concentrations of species at risk, and *TLC* is doing its part to help protect it.

Over the last year, we have been active on a number of fronts, including organizational development and capacity building. At last year's AGM, Lee McFadyen joined the Board of Directors. Lee is the first *TLC* Director from the Okanagan Region. A dedicated volunteer, naturalist, semi-retired organic farmer and one of the founders of the organic farming movement in BC, Lee brings a wealth of knowledge and experience to *TLC*.



Similkameen River Pines Property - Carla Funk Photo

To help keep up with our growing workload, we added a Senior Project Officer - Kathy Holm - to our regional staff. She is now fully engaged in landowner contact activities and supporting *TLC*'s growth in the region. We were also fortunate to add a talented and dedicated volunteer to our Okanagan Region team. Doreen Olson, a respected member of our local business community and one of the

founders of the highly successful Meadowlark Nature Festival, joined *TLC* as a Development Officer. Over the last year, we saw an increase in the number of members and donors in the Okanagan, and, with Doreen's help, we hope that this trend will continue.

On the project and program front, we have been busy on two significant projects. The first is an arrangement that would see *TLC* purchase and protect the Eagle Bluff property that is home to SORCO - the South Okanagan Rehabilitation Centre for Owls. In February, *TLC* and SORCO launched a joint fundraising campaign in support of this project. Using SORCO's resident great-horned owl, Houdini, as a focal point, the fundraising campaign has helped boost *TLC*'s profile in the Okanagan and across BC. We are continuing our efforts to raise the funding needed to protect this important raptor rehabilitation and education centre.

Our second major project was a donation of land east of Osoyoos, which is expected to be one of the largest cash value land donations in the southern interior of BC. It is being done under the federal government's Ecological Gifts Program, under which the donor will receive enhanced tax benefits for the donation. This donation will ensure a unique 24-hectare forest with some of BC's largest old-growth Western larch trees will be protected. One of the Western larch trees found in this forest is over 600 years old, 170 feet tall, and approximately 5 metres in circumference. According to the BC Conservation Data Centre Large Trees

Registry, this is the second largest Western larch in all of BC. The title to this forest was transferred to *TLC* in July 2003 and final details are being worked through with the Eco-Gift Program.

TLC continues to play a key role in the South Okanagan Similkameen Conservation Program (SOSCP), with Bill Turner sitting as Chair of the Program's Steering Committee and *TLC* leading the Stewardship arm of the program. SOSCP is a partnership of 32 organizations and agencies working in cooperation to promote the conservation of species and habitats in the region.

Working in cooperation with the award-winning South Okanagan-Similkameen Landowner Contact Program (SOS Stewardship), *TLC* plays a key role in promoting private land stewardship and conservation. With six or more conservation covenants at various stages of discussion and negotiation, we also are actively working with landowners to implement agreements that will protect habitat on their property. As we get the word out, more and more landowners are expressing interest in covenants and donations to protect their property.

The 2003-2004 year promises to be even busier for *TLC* in the Okanagan. We will have a number of exciting events to promote and accomplishments to announce. As we grow our base of members, volunteers and donors, we will no doubt increase our profile and success.

Shawn Black
Regional Manager

AGRICULTURAL PROGRAMS REPORT

conservation partners program



Conservation Partners' Produce - TLC File Photo

Since 1997, TLC has been working with members of the agricultural community to promote agriculture as an environmentally compatible industry. Agricultural land has the potential to contribute enormously to the preservation of biodiversity. While agricultural development has itself encroached on natural systems, in many cases patches of undeveloped, privately owned land now represent the last vestige of habitat for many native species. Whether it be a stand of old-growth trees along the river, a patch of flourishing wetland or an uncultivated grassland slope – these areas may be critical for the survival of plants and animals native to British Columbia.

In many cases, agricultural landowners are committed to caring for natural areas on their properties. However, little business incentive exists to offset the potential financial and time constraints associated with protecting or restoring important wildlife and plant habitats.

TLC recognizes the value of conserving farmland for its environmental, historical and social benefits, as well as

ensuring a healthy and viable farming operation. We are working with many farmers, ranchers and other agriculturists to find the ways to help them achieve both objectives.

Conservation Partners Program

This program is now in its third year and continues to gather enthusiastic support - a vision of partnership and awareness becoming a reality! We can now say "Look in stores for products with the Conservation Partners label!" Apples, peaches, cherries, zucchini, squash, honey, spinach, basil: all coming from environmentally aware farms to your table.

The Conservation Partners Program aims to protect and enhance important habitat on privately owned agricultural lands by providing recognition, incentive and assistance to growers who are committed to conservation of natural habitat on their farm. As recognition for their active involvement in habitat conservation, participating producers are provided with a Conservation Partners Label to place on their produce boxes and products.

The label is supplemented with information about the program that TLC provides to distributors, retailers and consumers. We are continuing to build partnerships with retailers, such as Thrifty Foods, to promote the program

in their stores along with the produce from our partners' farms.

With the support of the province, we have been able to hire new staff for the program, and this is allowing us to expand our connection with retailers in the major urban centres of Vancouver and Victoria. It's also allowing us to take our program to farmers on Vancouver Island and in the Lower Mainland. We are pleased to be able to report that we have our first new Conservation Partner on Vancouver Island - Natural Pastures Farm in Comox. Their cheeses are magnificent and can be found in many stores across the province. They will soon be sporting the Conservation Partners label as well.

This program combines three interdependent aspects of conservation:

- our work with the producers to have a positive impact on the environment on their farms;
- building awareness and understanding of the importance of this work; and
- providing the recognition and thanks earned by the people who have endeavored to make special provisions to protect land.

So keep your eyes open in the produce aisles (and honey and wine too!) and please feel free to become a part of the project yourself. Please check out our new Web site for profiles of each of our growers.

Nichola Walkden
Deputy Executive Director

TLC ENTERPRISES REPORT

In an ongoing quest to broaden and stabilize TLC's financial base, a significant step was taken in 2000 with the creation of *TLC The Land Conservancy (Enterprises) Ltd.* A separate, *for-profit* entity, Enterprises is wholly owned by *TLC* and strives to support and promote the work of *TLC* through activities and services that generate income and increase public awareness.

Enterprises conducts a number of commercial activities including the Gift Shop and Tea Room at Abkhazi Garden, retail sales through our offices in Burnaby, Penticton and Kimberley, the Green Gifts catalogue, summer nature cruises and cottage rentals. All profit earned is passed directly back to *TLC* for its many projects. It's an example of how *TLC* works in a responsible way to maximize income and, where possible and appropriate, help to make our properties self-supporting.

Gift Shops – A noticeable change has taken place in the Abkhazi Garden Gift Shop in the past year. The store layout was reconfigured to maximize the space needed for a much larger selection of merchandise and to give it a more welcoming atmosphere. We stock an interesting array of books – historical biographical, and educational – relating to *TLC* projects, gardening, forestry and much more. *TLC* logo clothing is being updated to reflect trends in demand. Abkhazi Garden T-shirts with local artists' designs of paintings done at the garden are now available. Garden gifts and plants continue to sell well.

All in all, sales continue to increase at a steady pace. Our offices in Burnaby, Penticton and Kimberley are also noting increased sales and better promotion of items through their own special events.

We are excited about two new stores that we will be opening in the spring of 2004 at locations newly acquired by *TLC* – the Craigflower Manor in Victoria and Eagles Estate Heritage Garden in Burnaby. Merchandise will reflect the wonderful heritage of these locations. Also in the next year, emphasis will be placed on product development of quality items with the *TLC* logo, to promote awareness of *TLC*. We will be increasing the number of books and educational items for youth and children to help them understand the importance of our work and the significant role they can play in caring for the world around them.

Tea Room - The Abkhazi Garden Tea Room is flourishing! In the past year, the menu was simplified, and smiling volunteers are serving "made for Abkhazi" hot tea biscuits with jam and Devonshire cream and a delightful lemon loaf along with specially blended Abkhazi tea. Payment is by donation. As a result of our operational changes, the Tea Room income has increased significantly and is approximately double the previous year. Its reputation for quality food, excellent cheerful service and splendid view is spreading by word of mouth and encouraging repeat visits.

The Tea Room is also rented out for meetings, parties and special occasions



Specially blended tea - available in our Gift Shop

during off-hours, thus generating additional income.

To a great extent, the number of visitors to the Tea Room is tied to the numbers that visit the garden. Participating in "Be a tourist in your own home town" and in the Conservatory of Music Garden Tour has significantly raised awareness of the wonders of the Abkhazi Garden. Over 1200 people visited the garden in the cold, inclement weather over a 5-day period. Many local guests vowed to return and to bring their visitors.

Boat Cruises – One of the best ways to view some of the projects in which *TLC* is involved is from the water. Consequently, a boat cruise program was initiated a number of years ago, geared to those who wish to learn about the special places that *TLC* is committed to protecting. The cruises are analyzed at the end of each season and changes are made in an effort to enhance the experience for our guests, increase ticket sales and reduce costs. The shorter 3-hour cruises to Race Rocks and islands off Oak Bay continue to increase in popularity and demand.

Cottage Rentals – Over the years, as *TLC* acquired various properties, it has also taken ownership and responsibility for the maintenance of a number of dwellings located on these properties.

The unique locations of these cabins and cottages in wilderness settings afforded desirable vacation venues for those who enjoy “close to nature” experiences. Therefore, they have been upgraded for holiday rentals.

The South Winchelsea Island cottage is the sole dwelling on the ten hectare island and is ideal for a retreat. The Cowichan cabin, nestled deeply in the woods near the Cowichan River, is currently the most popular of our rental properties. In the summer of 2003, two more locations were added as vacation destinations – a fly-fishing cabin on Nimpo Lake in the Cariboo and a fully renovated cottage along the Galloping Goose trail in the Sooke area.

TLC is attempting to manage the cottages and cabins as models of sustainability by using natural, renewable resources and reusing and recycling materials wherever possible. All revenue from these rentals reverts to TLC for the protection of these special places.

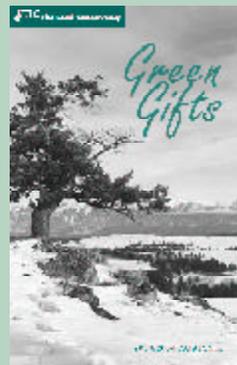
Green Gift Catalogue – The fifth edition of the Green Gift catalogue was distributed throughout BC and beyond in October 2002. Although the economy was still experiencing a downturn, sales from the catalogue increased by 18% over the previous year. Items are chosen to represent TLC’s various projects throughout BC. Sponsorships of land and adoptions of animals are gifts for oneself as well as for others in that they help to protect the special places that we all enjoy so much and fear losing. This year’s catalogue features a substantial increase in the number and variety of gifts for adults, youth and children alike with a focus on nature and the wilderness. Additional gifts will also be offered for purchase through our Web site gift store and catalogue, not only at Christmas but throughout the year.

*Irene Ambeault
Manager, TLC Enterprises*

Products, Gifts, Services and Adventures

TLC COTTAGE RENTALS

Our cottages at
South Winchelsea Island
Cowichan River
Nimpo Lake
Ayum Creek
are available to rent by the week or for a weekend. Be sure to book early to make sure of your vacation getaway.



Be sure to check out this year’s edition of TLC’s Green Gifts Catalogue... more products and gifts than ever!

Also see our on-line store at www.conservancy.bc.ca

TLC WORKING HOLIDAYS

Our Working Holiday schedule and fees are posted on our website or call any TLC Regional Office for details. Our holidays are either a week or a weekend and take place at:

Wildwood	South Winchelsea Island
Cowichan River	Nanaimo River
Talking Mountain Ranch	Horsefly River
South Okanagan	Wycliffe & East Kootenay

Book early for upcoming holidays!

Sponsor Profile

Shady Creek Ice Cream Company

For rather obvious reasons, Shady Creek is one of TLC staff’s favourite corporate sponsors. Creator-owner Christie Eng and her partner Marvin have made our annual “Ice Cream Social” at Abkhazi Garden a great success and eagerly awaited each summer.

Based in Saanichton, Shady Creek produces premium ice cream and sorbets, using local dairy products, natural flavours and fruits. Christie says “By creating this business we are able to build our own values into the process: we can maintain our commitments to the environment and the community by selecting local ingredients, recyclable materials, and supporting local schools and charities.”

Through their sponsorship of several of TLC’s events, they are truly helping to make a difference. They deserve our thanks and our patronage. The only difficulty is choosing which flavour.

Fundraising

Thrifty Foods

Back to School Contest

TLC's partnership with Thrifty Foods continues to build and pay benefits. In addition to helping us promote and display our Conservation Partners Program in their stores, Thrifty's also offered to dedicate their "Back to School" promotion to TLC.

This promotion involved both a point of sale donation voucher (shoppers could add a \$2 donation to their purchases at the till) and a draw for children to win a back to school package worth \$750. A winner was chosen in each of Thrifty's 18 stores. As well as their personal

prize, each winning child's class wins a field trip to TLC's Wildwood property. The class also gets to decide which of TLC's properties the donations raised in that store would support. This gives us a wonderful opportunity to help the children research our properties so they can make their decision.

It's a wonderful program in which everyone wins - the child, the school, Thrifty Foods and TLC. We look forward to more creative activities as a result of this strong partnership.

Business Sponsorship Program

This innovative program continues to grow with more professional services signing on as TLC Business Sponsors.

These sponsors have agreed to provide a donation to TLC every time one of our members uses their service, or buys their product. Another program in which everyone wins. Our sponsors:

LAWYERS

Derek Ashurst
Salmond Ashurst, Notaries & Lawyers
1620 Cedar Hill Cross Rd, Victoria V8P 2P6
Phone: (250) 477-4143

TRAVEL AGENTS

Heritage House Travel Plus
1521 Main St., Penticton V2A 5G7
Phone: (250) 493-7171
Or 1-800-379-6469

REALTORS

Barry Bowes
Bowes Properties
1535 Westall Ave., Victoria V8T 2G6
Phone: (250) 595-6388

Richard Hughes
Royal LePage Duncan Realty
481 Trans Canada Highway, Duncan V9L 3R7
Ph: (250) 746-6621 or 1-800-933-3156

Dirk Loedel
Royal LePage Prince George
1625-4th Ave, Prince George V2L 3K2
Phone: (250) 564-4488

John Pinchback
Sutton Group Westcan Realty
103 - 4400 Chatterton Way, Victoria V8X 5J2
Phone: (250) 479-3333

Heather Holm
Royal LePage Locations West Realty
484 Main Street, Penticton, BC V2A 5C5
Ph: (250) 493-2244 or (800) 734-0457

LEAVING A LEGACY

A gift to TLC as part of your estate can help protect our heritage forever. If you would like more information about:

- ESTATE PLANNING
- WILLS
- BEQUESTS
- ANNUITIES

or other planned gifts, please contact TLC or check out our website.



June Williams
Coast Capital Real Estate
101-6661 Sooke Rd., Sooke V0S 1N0
Phone: (250) 642-6361

Dave Secco
Coast Capital Real Estate
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Colin Lagadyn
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Doug Poruchny
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Norma Campbell
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More information about our Business Sponsors is available on our website



Are You a Member Yet?

Board of Directors 2003 - 2004

TLC is pleased to introduce our new Board of Directors for 2003/2004:

President: Bill Turner
Vice President: Stuart Stark
Treasurer: Peta Alexander
Secretary: Michelle Ellison

Directors: Judith Brand
Deborah Griffiths
Chris Hamilton
Vicky Husband
Russell Irvine
Lindsay Jones
Lee McFadyen
Diane Moen
Sue Morhun
Jim Pojar
Murray Rankin
Kate Stewart
Shannon Williams
Dave Zehnder

TLC currently has about 2,000 members. We would like that to be 20,000! To build our membership we are asking everyone – our current members and our supporters to help with this recruitment. First of all, if you're not yet a member, please consider joining. Also, we are asking everyone to speak with their family, their friends, neighbours and co-workers to encourage them to join TLC as well. There is nothing more persuasive than direct personal contact and the good recommendations of our members and supporters. If your friends understand how strongly you feel about supporting TLC's work, and about the satisfaction you receive in knowing that your help is allowing TLC to protect so many special places around our province, we're sure they will want to help as well.

TLC provides a wide range of Membership options, so that everyone is able to participate, according to their means and interests:

- \$35 Individual
- \$15 Senior
- \$100 Supporter
- \$350 Sustainer
- \$1000 Patron
- \$50 Classroom
- \$250 Non-Profit
- \$1000 Corporate/Business
- \$50 Family
- \$15 Student
- \$10/Month Supporter
- \$30/Month Sustainer
- \$90/Month Patron

To join TLC, contact any of our offices, or you can join online at our website.

CHECK OUT OUR NEW WEBSITE

TLC has launched a new website designed to provide a lot of information about TLC, our activities and properties. We also provide information about land trusts and their work, stewardship, heritage protection and conservation in general. There are many links to other organizations and other resources. We intend to continue expanding the site, so that it can act as an effective portal for those wanting access to information about the protection of our natural and cultural heritage.

www.conservancy.bc.ca

Contact Information

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251 Spokane Street
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