

LANDmark

THE NEWSLETTER OF TLC THE LAND CONSERVANCY OF BRITISH COLUMBIA

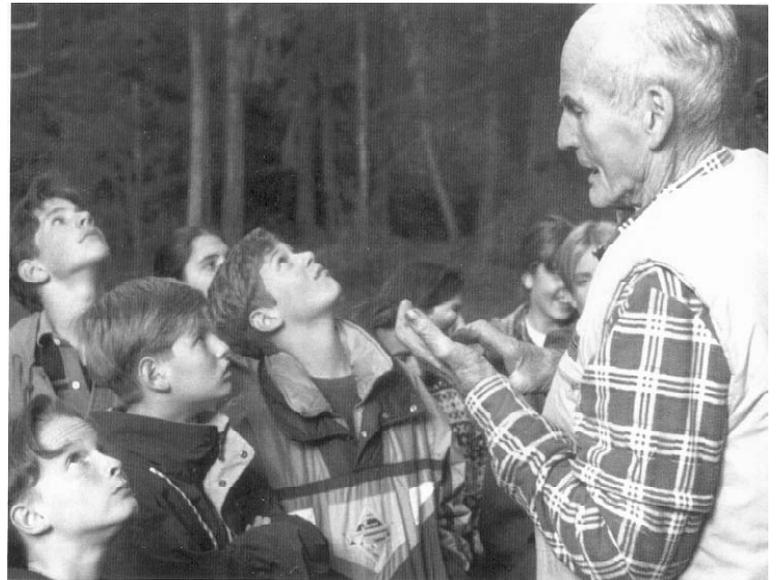
FALL 2004

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Getting Our Message Across

Educating the Public and Educating our Children



TLC File Photo

Merve Wilkinson loves to meet with the children who visit Wildwood. His stories pass on not only his knowledge, but his passion and his inspiration as well.

One of the most important elements of The Land Conservancy's mandate is education. It goes without saying that an informed and educated public is critical for us to achieve success – unless people understand what we are trying to accomplish and, more importantly, *why* we are doing it, they will not be there to support us. It's essential that we get our message across.

All too often, however, we take this for granted. We all fall into the trap, from time to time, of believing that because something is so obvious to us, it must be obvious to others as well. Of course, that just isn't the case, so we always have to work hard to ensure that our members, our supporters and the public are kept informed about our activities and that they can understand and appreciate what we are up to. This doesn't always come easy, and it doesn't come cheap.

TLC works on our educational mandate in many ways, at many different levels. We try to build an

educational component into everything we do. Our approach is to be honest, accurate and factual: to provide people with the information they need, and the opportunity to find out more if they want. We see education as important to everyone...from school children to professionals, from the general public to specialists. In some cases we develop specific educational programs and workshops, and in others we integrate it into our day to day activities.

Providing the basic tools for education

Our major educational tools are our printed and electronic publications, such as our newsletters (the *LandMark*), brochures, information sheets and our website. All of these publications are designed both to promote what we do, but also to be "information rich" and provide an educational component as well. Where appropriate, we also provide

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A FEW HIGHLIGHTS FROM 2004

TLC Membership reaches 2800 under new membership system

Staff exchange program with National Trust expanded

Abkhazi Garden has its most successful year ever - with visitors up by more than 30%

TLC exceeds \$20m mark in funds raised

Craigflower Manor & Schoolhouse open to the public for the first time in years

Major acquisitions include Codd Wetlands, Mountain View Doukhobor Museum and additions to our Horsefly River and Wycliffe sites

Conservation Partners Program expands rapidly to 29 partners

Eco-Activity Books distributed to 53,000 children

TLC wins Canadian Environment Award

Changes Herald Exciting New Era for TLC

Message from Bill Turner

Since TLC was founded in 1997, I have had the privilege of serving both as Executive Director and as TLC's President. During our early development days, this made a lot of sense. In a period of rapid growth and (almost daily) change in the organization, it facilitated our ability to respond quickly and to maintain a coordinated and cohesive approach to our work without being overburdened with administrative processes.

As with growth in all organizations, however, there comes a time when a solid administrative and governance infrastructure must be in place to ensure that all of the details are well taken care of, as well as having an ability to step back from the day-to-day activities to make sure we are meeting our broader goals and objectives. Three years ago TLC began a transition process to put this infrastructure in place. We've done a lot of work at the staff level to build up the necessary administrative practices and policies and now have a good infrastructure in place.

At the same time, the Board of Directors has been working to adopt the best and most innovative governance structures that meet our organization's needs. We have drawn from the experiences of many other Boards, and we have now been able to adopt a policy framework that will serve us well into the future.

This new framework has also enabled us to split my previous role into two. I am thrilled to now be able to concentrate exclusively on my role as Executive Director. I am equally delighted to be able to announce that Murray Rankin has been

elected to serve as the Chair of the Board of Directors (formerly called the President). In this new role, Murray will be able to work alongside me to build even greater strength and greater capacity for The Land Conservancy to take on the challenges of the future.

We are truly fortunate that Murray is able to take on this role. He brings a tremendous amount of knowledge, skill and experience, as well as a strong record of accomplishment. A lawyer and managing partner at Arvay Finlay in Victoria, Murray has a lengthy involvement in environmental law, including chairing the B.C. Public Interest Advocacy Centre for over a decade, teaching at the University of Victoria, and chairing the West Coast Environmental Law Association.

I'd also like to thank Stuart Stark for his work as Vice-President over the past few years. While he continues to serve on the Board of Directors, Stuart has decided to step down from the Vice-President's role due to increasing time demands from his expanding business. Stuart has contributed huge amounts of his time and energy, always providing wise counsel, clear thinking and a strong sense of purpose and direction. He's certainly helped to bring TLC to where we are today.

Our new framework at the Board is a tremendous step forward for TLC, and I am confident we can look forward to even greater success from here.

Bill Turner, Executive Director

Treasurer's Report

By Peta Alexander, Treasurer

It's my pleasure to present the Treasurer's report for The Land Conservancy for the fiscal year 2003-2004. I would like to report that, despite extremely difficult financial challenges and a poor fundraising environment, *TLC* has once again been able to come through the year in a reasonably good position.

TLC is a complex organization, dealing with an annual budget of more than \$5 million. Much of our financial work involves land transactions, mortgages, interim financial arrangements, interagency transfers, and long-term investments, as well as the more straightforward cash transactions. As a result, keeping our finances in good shape is a huge and complicated task. It's made even more complicated by the fact that most of our projects stretch over a long period of time, involve many other partners and have a habit of taking all kinds of twists and turns before they are completed.

I'd like to commend our staff for their terrific work in keeping everything straight, on track and accurate, and for their ability to work on all fronts at once. The best jugglers in the world are able to keep five or six balls in the air at any one time...it seems that our staff are able to keep about fifty going.

I would also like to thank our auditors, the firm of MacPherson Flanagan Fletcher & Pickstone. They are great to work with and very helpful.

Table 1 is a summary of our financial statements, which provide a snapshot of our financial health as of our year-end on April 30, 2004. The full audited financial statements are available on our website or by calling head office.

The balance sheet gives us an overview of the state of the organization. It shows that our total assets have increased by \$1.5 million, while our total liabilities are down by about \$130,000. Our total assets now sit at about \$16 million, most of which, of course, is land.

The statement of operations provides an overview of our activity during the year. On the revenue side, it shows that our membership revenue has increased by about 76%, or \$42,000. Our donations are also up significantly. The figure listed is made up of two components – donations of cash, which are up by 87% or \$834,000; and donations in kind, which are up by a whopping 244%, or \$1.5 million (this is mostly a couple of large donations of land). At the same

time, however, our grant revenue was down by 36% or \$613,000 – reflecting just how severely the downturn in stock markets has been hurting us.

Our total revenue for the year was \$5.4 million and our total expenses for operations were \$3.8 million. This latter figure includes \$1.3 million worth of land and cash that was transferred to other agencies – such as the CRD – for parks. This leaves us with about \$2.5 million, most of which is spent on program delivery with the rest going to pay for the organization's operations, the interest on our debt and all the costs of land acquisition and maintenance. The rest of our revenue, about \$1.6 million, goes toward the actual cost of the land itself and to the principal payments on our mortgages.

CONSOLIDATED BALANCE SHEET		
	2004 (000's)	2003 (000's)
ASSETS		
Current Assets	430	488
Investments	15	20
Capital Assets	<u>15,366</u>	<u>13,836</u>
TOTAL ASSETS	15,811	14,343
LIABILITIES		
Current & other liabilities	2,641	1,938
Long-term debt	<u>2,833</u>	<u>3,665</u>
TOTAL LIABILITIES	5,474	5,604
FUND BALANCES (equity)	10,337	8,740
CONSOLIDATED STATEMENT OF OPERATIONS		
REVENUE		
Memberships	98	56
Donations	3,990	1,596
Grants	1,086	1,699
Other income	<u>224</u>	<u>235</u>
TOTAL REVENUE	5,398	3,586
EXPENSES		
Operations	2,073	1,727
Debt repayment	261	391
Property transfers	1,293	496
Fundraising	<u>51</u>	<u>125</u>
TOTAL EXPENSES	3,800	2,818
Revenue less Expenses	1,598	767
Fund balances, start of yr	8,740	7,972
Fund balances, end of yr	10,337	8,740

While this is a good picture, it's not the whole story. We continue to focus on raising funds to protect land – as we should – and we do pretty well in this regard. But where we struggle is in raising funds to keep *TLC* healthy. Money for core operations is always the hardest money to raise. And we do struggle from week to week to keep everything going.

It's clear to us all that we need to increase the total level of our fundraising – both to support ourselves and to address the increasing pressures on the lands we are here to protect. To do that, we need an investment in our fundraising and marketing capacity to enable us to work at higher levels. This will be our major challenge in the coming months – but with your continuing support, I know we are up to it.

...continued from page 1

documents such as management plans, backgrounders, newspaper and magazine articles which have a much greater level of detail. Most of these items are (or will soon be) available on our website or by request.

On-site learning

At a number of our properties we have staff and volunteers with extensive knowledge of the history, significance and details of the site. Some sites also have printed and other visual interpretation materials available for visitors. As resources permit, all of our sites that are accessible by the public will have interpretation materials available.

Programs, workshops and lectures

Throughout the year, we organize special programs and workshops for those who are looking for more in-depth information or an opportunity to have a more direct “hands-on” experience.

- Our conservation holidays, for example, give people a chance to spend a week or a weekend learning about – and helping with – the ongoing scientific, restoration and maintenance work required on our properties.
- Our workshops cover a wide range of topics: horticultural history and architectural design at Abkhazi Garden, mushroom propagation and maple syrup production at Wildwood; stream habitat and water conservation in Kimberley and naturescaping at the Columbia Valley Botanical Garden, painting, drawing, photography and journal writing at various locations around Vancouver Island.
- *TLC*'s lecture series has involved some exceptional presenters and fascinating topics. Most recently, world-renowned architect Arthur Erickson spoke about the relationship of landscape to architecture. Previous speakers have included Alan Watson Featherstone, founder of Trees for Life in Findhorn, Scotland, Stephen Anderton, well-known British author and broadcaster, and Nick Lawrence from the National



Wildwood site manager Jay Rastogi leads a tour for the winners of the Thrifty Foods Back to School contest. Photo courtesy of Eric Onasick

Trust in England, as well as several well-known local architects.

Sharing our expertise and our resources

Our staff and volunteers are often requested to speak at conferences and seminars or to make presentations to other organizations and groups about our work. We often help organize those events as well, aiming to broaden the knowledge base of those involved in land trust, conservation and heritage protection work.

We also work closely with high school, college and university programs, providing classroom support, venues and resources for field studies and sometimes joint programming. We make our sites, artifacts, documents and experience available wherever we can and also create opportunities for students to work with us to develop their skills and interests.

TLC is often asked to participate in helping other Land Trusts and other agencies and organizations with the intricacies of land acquisition or covenant development. To the extent we can, we are happy to help out. By sharing whatever staff expertise, documentation or other resources we are

able to, we hope to help build the capacity and strength of our partners.

Building for the future

In addition to the older students, we also work to connect with children in the elementary school grades. Our approach is simply to provide opportunities for them to participate directly in creative activities, to be able to enjoy our properties and learn along the way.

- At sites like Wildwood, Craigflower and Abkhazi Garden, we offer special tours for school groups. Our other sites are available for visiting as well. Our partnership with Thrifty Foods has helped many schools in the past two years be able to take field trips to Wildwood.
- Our Eco-Activity book continues to provide a focus for many classes as part of their environmental curriculum. We are continuing to expand its scope into new communities, with over 53,000 students receiving the booklet this past year.
- We are continuing developing other creative programs, such as last year's “Houdini the Owl” essay writing contest, as well as developing specific materials and a children's version of our website, “*TLC* for Kids.” Stay tuned for more.

The enthusiastic response we get from the kids and their understanding of what we are trying to accomplish is certainly rewarding and gives us a great sense of comfort that the future stewardship of our natural and cultural heritage is in good hands.

by Ian Fawcett, Deputy Executive Director

Wildwood

Ecoforest

Open: Saturday and Sunday
1:30 pm tour starts
Admission: \$7.00 adults
\$5.00 students, seniors
\$20.00 family

Free with a TLC Membership Card



Comings and Goings at TLC

There's never a dull moment at *TLC* and this past summer has been particularly eventful. It's kept our staff and volunteers running to keep up with everything, but we've been able to make some great strides and accomplish a great deal. Here are some highlights:

Taking a holiday, *TLC*-style

This year we offered our most extensive conservation holiday program to date, with 16 holidays at eight different locations. We also added new options to our holidays this year. At Talking Mountain Ranch, regional manager **Barry Booth** tried out a "family holiday" for the first time (usually our holidays are restricted to adults), and at South Winchelsea Island warden **Paula Hesje** led an "adventure holiday" which included a couple of days of kayaking, in partnership with Ocean River Sports. We got a lot of work done and had a lot of fun doing it. Next year's conservation holiday schedule will be published by the end of October, and registrations will be taken for next year.

Cruising for nature

Despite some early problems which caused organizer **Marc Dugas** to have to change vessels at the last minute, our nature cruise program continued to grow this summer, with both our dinner cruises and our sightseeing cruises showing increased bookings. Our Indian Arm cruises also filled up and have spurred us to investigate the possibility of adding cruises on the Fraser River next year.

At work in the Garden

The consensus is in: Abkhazi Garden has never looked better. All the work of head gardener **Valerie Murray** and her many volunteers is paying off, and the public seems to agree, as attendance at the Garden this past season was our highest ever, up more than 30% from last year. Over at the

Eagles Estate Heritage Garden in Burnaby, our new head gardener **Ken Knechtel** got things shaped up with a series of volunteer work parties over the summer.

Restoring our heritage

The volunteer crew at Ross Bay Villa has been going strong. The exterior of this rare 1860s colonial cottage has been largely restored, including rebuilding the front entrance. The garden shed is now complete, and under the direction of gardener **Marianne Lloyd**, much of the landscaping is in place. The focus is now on the interior, with electrical work underway, soon to be followed by work on the rear porch. In Grand Forks, regional manager **Shawn Black** has been working through the summer with our local partners to help organize the restoration work on the Mountain View Doukhobor Museum. Work on the roof is the first priority and is now underway.

Moving house

Our growing team in the Okanagan was bursting at the seams in its small office, which is shared with other local groups. Over the summer we were able to find larger quarters that will serve us all very well, at no additional cost. A "house-warming" organized by **Anne Armstrong** and **Janna Foster-Willfong** was a great success, with more than 100 enthusiastic Penticton residents visiting our new office.

Fundraisers & other fun stuff

From the Great Gorge Rubber Duck Race to the third annual "Indian Arm Paddle-a-thon", from our Ice-Cream Social at Abkhazi Garden to the Invermere Garden Workshops, from the "Giver on the River" for the Sooke Potholes to the Canada Day "Tea on the Lawn" for Ross Bay Villa, we've been extremely busy with special events. We can boast that the sun shone on every one of them, they were all successful and very well

received. Our thanks go to so many people (too many to list): staff, volunteers and, in particular, many local business sponsors for helping to make these events work so well. Special thanks, however, must go to Shaw TV, CFAX 1070 Radio, the North Shore News, Georgia Strait, Chew Radio & TV, Shady Creek Ice Cream, Deep Cove Canoe & Kayak Centre, Spinnaker's Brew Pub & Guest House and the Island Chef's Collaborative – they all went well out of their way to help out. We couldn't do it without you. Thanks!

TLC Cottages Available for Rent

For those who want to enjoy a relaxing vacation in a "close to nature" setting, consider renting one of *TLC*'s four cottages. South Winchelsea Island, Nimpo Lake, Ayum Creek (Sooke), or Cowichan River locations.



*Low season rates begin October 16th
Also, bookings for next season are being taken now
10% discount with TLC Membership Card*

Fundraising in North America

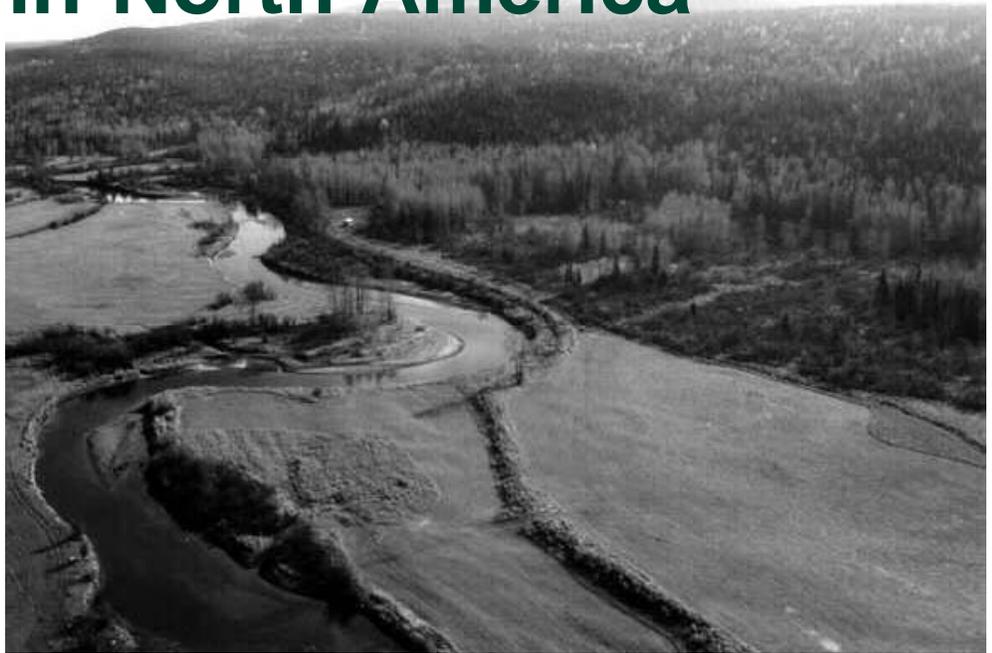
At a Crossroads?

An interesting article came across my desk the other day. Written by a couple of conservationists/professors from the US, it talked about the changing face of philanthropy among foundations and other grant-making agencies in America, and states boldly that “Green philanthropy in the United States is in trouble.”

The article points to two major systemic problems that seem to run across most major foundations:

- a tendency to chase after the “issue of the moment,” so that every few years the priorities and parameters for giving change. This has the effect of causing applicants who are seeking funding support to have to “tailor” their work and their projects to meet the needs and interests of the foundations, rather than being consistent with their own objectives and the priorities they are trying to address.
- an increasingly “myopic emphasis on project funding and measurement of those projects.” In a sense, this is understandable – funders want to have something tangible that they can show for their contributions, and they want to be assured that the funds they provide are being used to meet their priorities. This, of course, leaves many organizations without the infrastructure support and general operating funds necessary to keep them healthy and to be able to deliver the projects as well as they might if they didn’t have to worry so much about paying the rent and keeping the lights turned on.

Proper monitoring and measurement, while important, is also time consuming and costly, and tends to divert even



Horsefly River Riparian Conservation Area - in a region of the Province with a low population base, the site has been purchased with the help of a number of foundation and government grants. Successful restoration of the site and its extensive salmon spawning and rearing habitat depends on a long-term vision and continuing financial support. Will it be there?
Photograph by Bill Turner

more of the organization’s energies (project funding rarely, if ever, covers the full cost of the project, and organizations usually have to find additional funds from their own resources). As a result, true measurement of the impact of the project is all too often foregone in favour of simply reporting on the process – which has much less value.

The article calls the unwillingness to fund infrastructure and overhead the “perfect double bind.” It explains that most nonprofits face media and donor expectations that their organizations be effectively managed, highly efficient and fully accountable while also spending little time or cash on management or their operating basics. Yet few of these donors would invest in for-profit enterprises that made no investment in infrastructure and recruited (and regularly turned over) staff with compensation substantially below market.

These same trends are also found in Canada. They extend, as well, to many of the government agencies we deal with, who are equally pressured for accountability and to spend public money to address

currently high profile issues. The net result of this, combined with impacts of the downturn in the stock market and government’s focus on deficit/debt management, is that there is a much smaller overall available pot of money, and it is increasingly difficult to access it. This has left many conservation organizations in Canada – indeed right across North America – hanging on to their existence by a thread. In the coming months and years, we can expect that many of them will go under. This scenario is, unfortunately, not restricted to conservation organizations. It runs right across the charitable sector and is beginning to undermine one of the fundamental pillars of our economy.

Faced with these pressures, *TLC* and a number of our partner organizations have been meeting over the past year to discuss how we can work more effectively with government and the funding agencies to help them understand the impacts of their funding priorities. The basic message is simple – if we are not able to sustain our organizations, due to a lack of infrastructure funds, we won’t be there to do the necessary project work. If that work has to be picked up directly by government, or

even by the private sector, the price will skyrocket. Funding infrastructure and core operations is not only good sense from an environmental perspective, it's good economic sense as well.

TLC has recognized from the outset that we cannot – and should not – rely exclusively on government and foundation support. We have structured our fundraising to be as diverse as possible:

- We have a broad-based membership program, with a wide range of membership fees, that enables everyone to join with us and receive the benefits of membership, at a level that suits their own circumstances.
- We put a lot of our time and resources into direct public fundraising, either through major donor programs, or through public appeal campaigns.
- We have developed planned giving programs that allow people to creatively arrange their financial affairs so that they can provide a benefit to TLC while continuing to look after their own (and their families') needs.
- We also have recognized that we need to generate our own revenues, where possible, so we have created TLC Enterprises – a wholly owned profit-making company – to set up our gift shops, run our on-line and Green Gifts catalogues, operate our boat cruises and cottage rentals, and to seek out other entrepreneurial activities that can help support the organization.
- It's also why we charge admission fees for Abkhazi Garden, Craigflower and Wildwood – to help sustain those projects.

With a diversified funding base such as this, TLC is in a more stable position than many of our colleagues. However, these are tough times for fundraising, and as a relatively new organization, many of our programs are still in the developmental stage and are not yet producing the revenue they will in the future. As a result, TLC continues to walk a tightrope – we are achieving many great things, but we struggle every day to keep the lights on. It's a challenge, but we are constantly encouraged by the commitment of our supporters. We are confident that with their help – and with some good, common sense – we will continue to be successful in protecting our province's special places, forever, for everyone.

by Bill Turner, Executive Director

Sometimes you've just got to have some fun...



The Great Gorge Rubber Duck Race

Quack if you love ducks. Things around the Victoria area have been getting decidedly silly and altogether yellow over the past few weeks, as TLC geared up for the Great Gorge Rubber Duck Race. Thousands of the little yellow creatures will be lined up along the Gorge waterway, to race for glory (and cash prizes) and to help raise funds for the Ours Forever Campaign. Dozens of "corporate ducks" are also in the running for the prize money in a separate corporate race. More important than the prize money, however, seems to be the bragging rights – with many of the businesses issuing challenges to others in their sector. Duck master John Roe has been heard all over town for several weeks, quacking his mantra "ten bucks a duck, ten bucks a duck" as he led the sales team.

Things got even stranger two weeks ago, when TLC's elite racing duck, Harley Quinn, went missing. Harley had been in training for the big race, and also had been helping us sell duck tickets. Before he disappeared, Harley left us a note saying "Dear TLC: You guys work too hard! I'm taking off to see the sights. I'll see you on race day. Quack. Harley." Duck master Roe and Harley's official sponsor, Barry Hobbs of the Victoria Harbour Ferries, were distraught. "He's only seven years old, just like TLC, and he shouldn't be out on his own", said a worried Roe, wiping a tear from his eye. Hobbs even went so far as to speculate that the disappearance might actually have been instigated by his competition. "The race for bragging rights is fierce," he said, "and I sense that other teams are getting worried."

TLC's media sponsors jumped in to help out. Shaw TV and CFAX 1070 radio both aired bulletins describing the missing duck, explaining the details of the duck race and asking the public "Have you seen Harley". But as it turned out there was nothing to worry about. Over the last couple of weeks, TLC and the media received calls from a number of prominent people around town saying that Harley was having a great time – he had visited their business, looking for tips and advice on how to win the race. He also convinced many of them to sponsor their own ducks in the race. He's reportedly making his way up the Gorge to the race site with a very determined look on his face.

As this is being written – still a few days before the race – the tension is building around "duck central". The ducks are going through their final preparations; the organizing group is putting the final touches on the race day events and activities; and the duck sponsors are checking the weather forecasts for "race day conditions". Everything's shaping up for a quacking good time.

*by I.M. Aphan
Intrepid TLC Sports Reporter*

A Busy Year for Property Acquisitions and Covenants

By Eileen Palmer, Regional Manager

British Columbia is famous the world over for its magnificent scenery and its “wildness”. Those of us who are fortunate to live here know it truly is a spectacular place, but we also know that it cannot be taken for granted. BC’s population is growing rapidly, constantly chipping away at the integrity of our wilderness, squeezing our wildlife in to smaller and more marginal habitat areas, and increasingly putting pressure on our greenspaces and recreational areas. British Columbia contains the greatest biodiversity in Canada, but it also contains the greatest number of species at risk.

It’s not only our natural heritage that’s under threat. All across BC, there are many important cultural heritage sites – buildings and other structures, gardens and artifacts – that are increasingly at risk as our communities grow and change. These critical links to our past, which help to define us and which add to the quality of life in our communities, are being lost to new development pressures or, simply, to the lack of resources available to sustain them.

Of course, we all need places to live as well as the means to sustain ourselves and interact with one another, but we must work hard to ensure that the inevitable growth and development of our human community occurs in appropriate and harmonious ways.

The Land Conservancy is doing just that. Working either on our own or with many different partners, we are striving to ensure that important habitat, natural features and sensitive landscapes are set aside to protect their future. We are also working to make sure that our built heritage and sites of cultural importance can continue to tell the incredible story of the human settlement of these lands, for generations to come.



The old bridge at Codd Wetlands tells the story of human interaction with this unique and fragile site. Now protected forever. *TLC file photo*

TLC has raised more than \$20 million to help protect 150 properties covering almost 95,000 acres.

Balsamroot on Wycliffe Wildlife Corridor. TLC is currently in the fourth phase of this eleven-phase project which will continue over several more years.



This past year has seen much activity and some significant accomplishments. The highlights are listed below:

Codd Wetlands

After four years of campaigning, and working with many local and provincial partners, *TLC* was delighted when we were finally able to conclude the purchase and protection of this unique and extremely significant wetland area near Pitt Meadows. The acquisition price was \$4.5 million. These wetlands cover 100 hectares, providing the largest off-channel fish-rearing habitat in the Alouette River watershed, and habitat for 191 species of birds, mammals and amphibians.

Lehmann Springs Conservation Area

This unique stand of old-growth western larch is a remnant of a forested area that was cleared many years ago for ranching and hay. It contains what is reputed to be the second-largest western larch tree in British Columbia and is home to the white-

Photo courtesy of Rob Miller

Protecting Our Natural and Cultural Heritage

headed woodpecker, a nationally listed endangered species. The 24-hectare site in the Osoyoos/Bridesville area was donated to *TLC* by Dale and Anna Lehmann under the federal Ecological Gifts program.

Wycliffe Wildlife Corridor

This area near Cranbrook is predominantly grassland, recognized as one of BC's most threatened ecosystems, encroached upon both by development pressure and by forest ingrowth caused by fire suppression over the last century. The site is a major winter range for elk and other ungulates and contains a number of at-risk species, including yellow badgers, wild licorice and Lewis's Woodpeckers. This year *TLC* completed Phase 3 of this multi-year, 11-phase project. The property is being purchased from Teck-Cominco, which is also donating part of the site to *TLC*.

Horsefly River Riparian Conservation Area

Working with the Department of Fisheries and Oceans and several other local partners, *TLC* is restoring important salmon-spawning habitat and the riparian areas on the river. Approximately 40% of the Fraser River sockeye run spawns in the Horsefly River, and approximately 40% of that spawns in the area owned by *TLC*. Since we began work here the salmon returns have increased dramatically from a couple of hundred thousand to more than two million. This past year *TLC* has purchased an additional 65 hectares, in the hope that we can further increase our salmon resource by continuing to protect and restore their critical spawning and rearing habitat.

Natasha Boyd Wetland Conservation Area

Earlier this year *TLC* purchased a wonderful 65-hectare wetland area near McBride in the Robson Valley. The purchase was made possible by a significant donation in memory of Natasha Boyd, by her husband Carl. It was supported by the Columbia Basin Fish & Wildlife Compensation



Outbuildings at Mountain View Doukhobor Museum. Under *TLC*'s stewardship and with the support of our local partners the site is now undergoing restoration. Photo courtesy of Boundary Museum



The exposed rock face of the first cliff on the Link Parsons property on Hornby Island gives an idea of the topography of this amazing site.

Photo by Jennifer Balke

Program. *TLC*'s protection of this special place will not only honour Natasha as someone who understood and valued the natural world, but will also ensure the continuation of a fragile area that provides important habitat for many species.

Mountain View Doukhobor Museum

Located just outside of Grand Forks, the Mountain View Doukhobor Museum represents a significant, and not well-

understood, part of British Columbia's history. The site comprises one of the last remaining communal houses, some outbuildings and the previous owner's extensive collection of artifacts representing Doukhobor culture. Many people from the area approached *TLC* for our help to protect this unique site. We were able to put together a plan to acquire the property and to enable a local citizens group to restore and manage the museum.

Hornby Island

In partnership with Conservancy Hornby Island, the Comox-Strathcona Regional District, the Islands Trust Fund and the Province, we were able to purchase a spectacular 174-hectare property (known as Link Parsons) adjacent to Mt Geoffery Regional Nature Park. Much of the property is a coastal bluff ecosystem that provides habitat for a number of endangered plant and animal species. It contains over 10 km of walking trails with spectacular vistas of the ocean, other islands and the major mountain peaks on Vancouver Island. Inspired by the fundraising efforts, a local resident then came forward to donate another parcel of land adjacent to the Link-Parsons property. He also sold a third parcel to the Regional District, extending the protected area even further. The whole area is now integrated into the park, and *TLC* retains a covenant on the site.

Little Qualicum River

TLC worked in partnership with the Pacific Coast Joint Venture to secure 40 hectares of intertidal marshes, sandflats and forests at the estuary of the Little Qualicum River. This has been identified as one of the three most important estuaries along the east coast of Vancouver Island. It contains rearing and spawning habitat for coho, chum and chinook salmon, as well as clam and mussel beds in the outer beach areas. Although the spit provides habitat for many duck species, it is renowned for the spring migrant black brant that use the spit and eelgrass beds for feeding, resting and preening.

In addition to these projects, we continued to work on several other potential acquisitions, which will unfold in the coming months, and completed 22 new covenants, protecting more than 735 hectares of sensitive lands.



Sooke Potholes Campaign Update

A Complex Path to a Magnificent Park

Photo courtesy of Jesse Hlady

In June's *LandMark*, we outlined our campaign to purchase and protect the Sooke Potholes property. This complex acquisition has taken a number of unforeseen and rather bizarre twists and turns, and has gained much media attention along the way. It's a tale of legal wrangling and backroom maneuvers far beyond what we had expected — beyond even what was reasonable or logical. However, that is now mostly behind us and we are in the final stages of the acquisition. Here's a summary of what's been going on.

The property owner, Deertrail Development Ltd., had run up almost \$12 million in debts and was being foreclosed by their major creditor, the holder of the second mortgage (worth about \$10.5 million). As part of this foreclosure the court ordered that the property be sold, and it was put on the market for \$3.5 million. From the sale proceeds, the first \$1.25 million would go to the Province, which held a first mortgage in that amount. The remainder would go to the second mortgage holder.

This is where *TLC* came in. Rather than making an offer to purchase the property outright, we decided on a different strategy. Under a court-ordered sale, any number of parties (including relatives or friends of the owner) would have been able to put in a competing bid once our offer had been made in court. We anticipated this could happen with Deertrail Ltd., and we did not want to get into a bidding war.

Instead, we chose to buy out the financial interests of the second mortgage holder.

We were able to do this at a very good price - \$1.375 million. This meant that the \$10.5 million second mortgage was now owed to us, and we also took over the foreclosure process. It was our intention, then, to return to court to ask for the land to be transferred to us, in full payment for all the debts. We also intended to work with the Province to bring them in as a partner and transfer some of the land to them (as park) in payment for their first mortgage.

This would have had the effect of forgiving about \$7 million of Deertrail's debts. Unfortunately, this was not good enough for Deertrail. They wanted to have the debt forgiven, but to keep the property as well. Through some legal maneuvers, they were able to force the Province to sell their first mortgage (for \$1.25 million) to the owner's daughter and son-in-law, who then began foreclosure on Deertrail Ltd., (i.e. on the business owned by their father). If successful this would have wiped out all of Deertrail's debts (including their debt to *TLC*) and also kept the land in the family (at a cost of about 10 cents on the dollar).

We had to protect our interests from this foreclosure. To do this we had to raise \$1.3 million to buy out the first mortgage. This was made possible when two Victoria-based businessmen, who were appalled at these maneuvers, came forward with offers to lend us the money. We were then able to buy out the first mortgage and take away the threat of foreclosure.

(It's important to note that we would have had to deal with the Province's first mortgage anyway. The sale and foreclosure simply

meant that we had to deal with it sooner than we'd wanted – meaning we had to borrow in order to do it. It was always a possibility that someone associated with Deertrail might force the Province to sell them their mortgage, but it seemed rather pointless because *TLC*, as second mortgage holder, always had the right to pay out the first mortgage to protect our financial interest. It was an exercise in little more than running up legal bills and interest charges.)

The really sad part of this complex story is the involvement of the District of Sooke. By a narrow 4-3 margin, Sooke's council voted to oppose our plans to acquire this site. They provided support for Deertrail's efforts to avoid their debts and hang on to their property. They tried to undermine our efforts with the Province and the Capital Regional District, and they often maligned us in the press. (The CRD, to its credit, wasn't swayed by Sooke's opposition and voted *unanimously* to support us. The Province is still working on its options.)

Of course, the media ate this up. They had "a controversy" on their hands, and they played it as such. And there's one thing we do know: controversy is not good for fundraising. Because of the way it was portrayed in the media, a perception grew that we may not be able to proceed with this acquisition, and that resulted in our fundraising drying up. We estimate that these legal maneuvers by the developer, supported by the District of Sooke, have cost us an additional \$50,000 in legal bills, and at least \$200,000 in lost fundraising.

All is not bleak, however. With the threat of foreclosure gone, we can now ask the court to transfer title of the property to *TLC*. This should happen very soon, unless Deertrail Ltd. comes up with yet more delaying tactics to frustrate the court process even further. Once we get through this next step, and have title to the property, we can then conclude our discussions with our partners at the CRD and the Province, reactivate our fundraising campaign and begin our real work of turning this magnificent site into a park, to be protected forever, for everyone. Stay tuned.

By Ian Fawcett
Deputy Executive Director

Farmers Growing Food and Protecting Natural Habitat



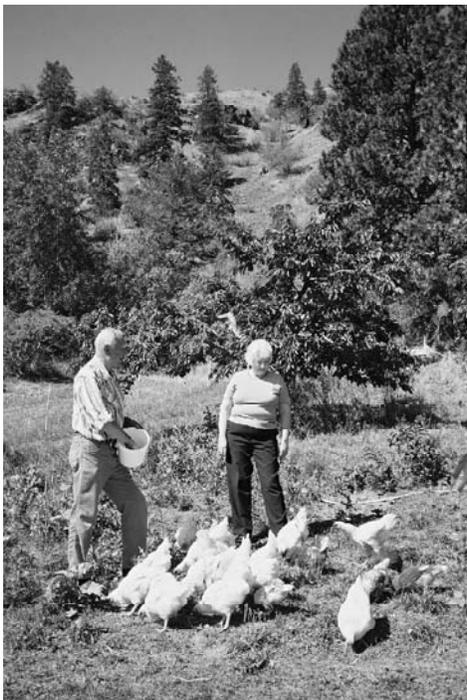
Since its inception in the South Okanagan-Similkameen Valley in 2001, TLC's Conservation Partners Program (CPP) has grown rapidly to include a total of 29 farms. There are also another 30 farmers who have indicated their interest in becoming Partners. Currently operating with three primary areas of focus, the Okanagan, Vancouver Island and the Gulf Islands, and the Lower Mainland, this program keeps our two staff members, Ramona Scott and Jonaki Bhattacharyya, running at full speed.

The CPP is TLC's conduit to a thriving community of ecologically sustainable and economically viable farms in BC that steward a rich diversity of ecosystems, habitats and species. The CPP works cooperatively to fulfill the unique role of bridging the public, conservation and agricultural domains.

TLC works on private land in British Columbia, of which approximately 44% is in the Agricultural Land Reserve. Therefore, many of the properties that we are, or will be, involved with are potentially working farms or ranches and could be Conservation Partners. The CPP provides an effective way for us to network and develop our relationships within the agricultural community in BC.

Our staff work simultaneously on two fronts: supporting on-farm stewardship and sustainable agricultural practices while, at the same time, focusing on informing the public about the great work that our Partners do. The goal is to get the word out so that, as a society, we can place more value on the contributions that local farmers and ranchers make to conservation and food production.

British Columbians treasure our working landscapes: the farms and ranches (and forests) that sustain us. Yet economic, environmental and land use conflicts increasingly challenge the future of these lands. TLC is in a unique position to be a source of information, education, and public awareness about the excellent stewardship practices of BC farmers and ranchers.



Bent and Beverly Hanson with their chickens at Ausden Organic Farm Photo by Ramona Scott

Meet some of our newest Partners:

Ausden Organic Farm, South Okanagan
Bent and Beverly Hanson appreciate the rich natural and agricultural heritage of their 11-acre farm property near Oliver, BC. It is nestled into steep, sloping natural grassland habitat, containing the antelope brush and bunchgrass ecosystem, which covers approximately 20% of their property, and which is now being protected.

When you buy food with our butterfly label, you are supporting these farmers and others who have made a commitment to conservation on their land.

Edenvale Organic Farm, Abbotsford

Edenvale Farm is 59 acres, of which 25 is field and the balance is forest and wetland. The forest is one of the largest remaining blocks of black cottonwood in the area and is a good representation of the cottonwood/maple/cedar community that is very rare in the Fraser Valley. It is home to a wide variety of wildlife. Randy Hooper is well aware of the unique and sensitive nature of the forested area. No machinery is taken into the forest area, and a 30-foot buffer is left between forest and field. Because organic growing methods are used, no chemicals or chemically based fertilizers are applied in the area, tillage and machine use are kept to a minimum and vehicles are maintained in a specific maintenance area.

Collins' Dairy and Canadian Horse Farm (Arrowvale Campground), Port Alberni

Located beside the Somass River on 67 acres, Bob and Ann Collins's farm offers a combination of agriculture, recreation, agritourism and conservation. The land includes ten acres of forest and features some of the province's largest cottonwood trees in the riparian conservation area along the river's edge. Bob and Ann worked with the local Regional Aquatic Management Society to construct a rearing channel and pond to enhance coho habitat. The channel and drainage creek connect to a wetland area located on adjacent First Nation's lands and flow to the Somass River.

by Ramona Scott & Jonaki Bhattacharyya, Agricultural Liaisons

Volunteer Program

VOLUNTEER PROFILE

Nancy Turner: Sharing her Expertise to Support *TLC*

The Land Conservancy is extremely fortunate to have so many exceptional volunteers. People come to us to offer their help, in whatever ways they can. They bring with them many different skills, talents, interests and enthusiasm. Our task as an organization – and it’s a pleasant task – is to find the ways for our volunteers to be able to help most effectively and, at the same time, gain the satisfaction that they have been able to contribute to something they believe in.

Some volunteers also come with significant reputations of their own, and credibility built up over a lifetime of highly respected work. One such person is Nancy Turner. Nancy serves as one of *TLC*’s patrons, along with Robert and Birgit Bateman, and helps to carry *TLC*’s message far and wide.

Nancy is one of the world’s best-known and most respected ethno-botanists. She is a professor in the School of Environmental Studies at the University of Victoria and a research associate at the Royal B.C. Museum. She has authored or co-authored more than 15 books, 20 book chapters and many other publications focusing on traditional ecological knowledge and sustainable resource use in Canada and British Columbia. Her work has been well recognized, winning many prestigious awards both at home and around the world.

One of Nancy’s great talents is an ability to “connect the dots” – to show how things link together and leave people with a deeper understanding of their true values. Most recently, Nancy spoke at *TLC*’s Annual General Meeting. In her presentation, “Food, People and Habitats: The Importance of Eco-Cultural Restoration,” she spoke about the food resources – such as



Nancy Turner with (brother-in-law) Bill at *TLC*’s AGM. Photo by John Roe

Camas bulbs – used by First Nations in the Victoria area, and how those resources sustained thousands of people for generations. Many of those resources are now rapidly disappearing, if they’re not already gone. When we lose the resource, she said, we also lose the traditional knowledge of its value. This is where *TLC* comes in. By working to protect and restore the lands on which those resources are found – areas like Garry Oak meadows – we are helping to sustain that traditional knowledge. By providing the opportunities for people to reconnect with their lands, we are helping to sustain the foundations upon which our culture was built.

TLC benefits greatly from our association with people like Nancy Turner. Not only are her words inspirational for us when we hear them, but they also go a long way towards broadening everyone’s understanding of what we are trying to accomplish. Thanks Nancy!

VOLUNTEER OPPORTUNITIES AT *TLC*

The Land Conservancy is always in need of volunteer help. We have many different opportunities for you to participate directly and help to build the strength and capacity of your organization - and to have a little fun at the same time.

Current opportunities include:

On our development team:

- Membership recruitment
- Community outreach
- Display set up & staffing
- Special events - organizing & support

In our Head Office or Regional Offices:

- General office support
- Archive and records management
- Computer support & maintenance
- Catalogue fulfillment & shipping
- General janitorial & “handyman” support

At our operating sites:

- Tour guides & site interpretation
- Room stewards
- Artifact care & conservation
- Records & document management
- Gardening
- Ticket booth staffing & greeting
- Gift shop cashier & staffing
- Tea room service
- General janitorial & housekeeping support

In the field:

- Baseline inventory & site monitoring
- Covenant monitoring support
- Conservation holiday leadership
- Rental cottage maintenance & monitoring

And there’s much more. If you are interested in any of these positions, or have other expertise you can offer, please contact your closest regional office or head office.

Gifts that Give Twice

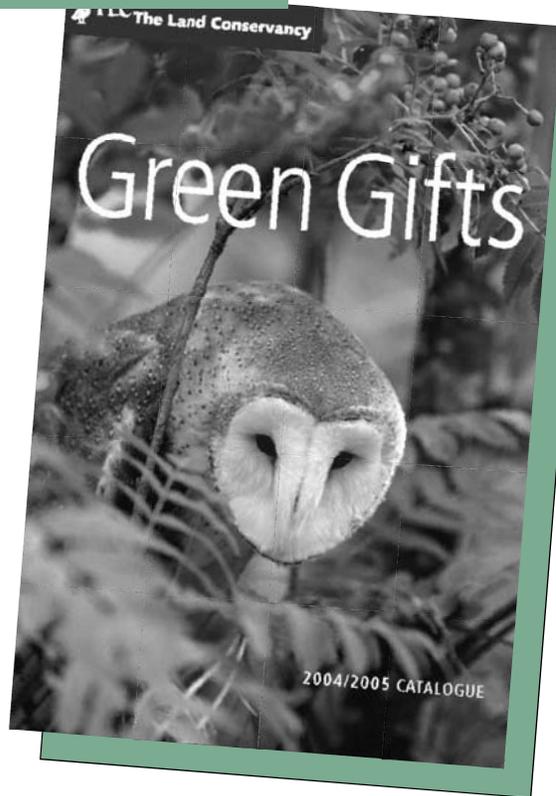
The 2004-2005 edition of our Green Gifts Catalogue is now available and is full of unique and interesting products that, we hope, will capture the imagination of our members, friends and supporters. Our on-line catalogue and our gift shops are also being updated and expanded with new products.

In selecting products to sell through our Green Gifts Catalogue, our Gift Shops and our on-line catalogue, we keep a couple of fundamental criteria in mind:

- each product must have some relevance to our work, our objectives or our values.
- the product must be of good quality, and made (to the extent we can determine) in non-exploitative working conditions.

We try to choose a wide range of products, in different price categories, reflecting the broad range of interests of our supporters. It's our hope that everyone who receives a catalogue will recognize the value in purchasing their gifts through us. Not only are they receiving good value and unique gifts, but every time they make a purchase they are also giving a gift to *TLC*. All profits made by *TLC Enterprises* go directly to support our programs, activities and acquisitions.

This year, we have made a major step forward with our Green Gifts Catalogue. We have more than doubled our distribution from previous years, to 105,000 (up from



40,000). Most of these (65,000) are being distributed with the fall edition of *British Columbia* magazine. By targeting our distribution to people who already have a real interest in the spectacular natural beauty and rich heritage of our province, we hope they will understand and appreciate the work we are doing and will help to boost our sales revenue to new heights.

The other catalogues are being distributed in a number of ways: 10,000 will go to our members and supporters, along with this *LandMark*; 3200 are being delivered direct to customers of Small Potatoes Urban Delivery (the home food distribution company); about 20,000 are being delivered door-to-door into specific neighbourhoods in Victoria, lower Vancouver Island or the Lower Mainland; and the remainder are distributed through our various offices. So if you, by chance, receive more than one, be sure to pass it on to a friend – and encourage them to use it.

by Irene Ambeault, Manager, TLCE

Creating innovative and entrepreneurial ways to support The Land Conservancy's work.

As a profit-making, entrepreneurial company, the role of *TLC Enterprises* is to earn money for the The Land Conservancy.

TLCE currently has five areas of business that it is responsible for:

- Gift shops at Abkhazi Garden, Craigflower, Eagles Estate, the Penticton Office and the Kimberley Office
- Tea rooms (currently only Abkhazi Garden)
- Catalogue sales, both the Green Gifts catalogue and the on-line catalogue
- Cottage rentals (currently at South Winchelsea Island, Cowichan River, Ayum Creek and Nimpo Lake)
- Nature cruises in the Victoria area and in Indian Arm

Although it's still a relatively small operation, with only two full-time staff, we have great plans for our Enterprises division. At the moment it produces only a very small amount of our total revenue, but it has the potential, as we continue to grow, to play an increasingly important role in sustaining the financial health of *TLC*. Enterprises is modeled after the highly successful National Trust Enterprises in Britain which, last year, accounted for over 25% of the total income of the National Trust.

That's where we would like *TLC Enterprises* to be, and in the coming year we will be making some business plans and investments to help it get there.

Business Sponsorship Program

This innovative program is a partnership with businesses and professional services that have agreed to make a donation to *TLC* every time one of our members uses their service or buys their product. When you purchase these services, be sure to show your membership card, or mention you are with *TLC* - to ensure they know to forward a donation.

Burrowing Owl Estate Winery Supports *TLC*'s SORCO Project

In a partnership that benefits everyone, Burrowing Owl Estate Winery of Oliver has stepped forward to help *TLC* purchase and protect Eagle Bluff, the site of the South Okanagan Rehabilitation Centre for Owls.

Wanting to make a long-term commitment to the project, the winery's owner Jim Wyse has signed a contribution agreement with *TLC* that will provide us with \$5000 per year for 20 years, for a total donation of \$100,000. In addition to this, Burrowing Owl Estate Winery will also make a contribution to the Burrowing Owl Conservation Society of BC for the operation of a burrowing owl breeding facility at Eagle Bluff.

"Burrowing Owl Estate Winery has been a long-time supporter of the work done by SORCO and efforts to help owls and other birds of prey," Jim Wyse said. "We know that our contribution to this important project will benefit these majestic creatures, particularly the burrowing owl."

Recognizing the obvious connection with the winery's name and location, *TLC*'s Bill Turner says that the contribution makes sense in all respects. It's good business for the winery, and by spreading the donation over a number of years, it has allowed a much larger donation to be made. This allows *TLC* some certainty for our long-term planning.

"Thank you to Burrowing Owl for taking this step. We look forward to working with them for a long time."

Shawn Black, Regional Manager

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Brentwood Bay Lodge & Spa

849 Verdier Avenue, Brentwood Bay V8M 1C5
Phone: (250) 544-2079 Fax: (250) 544-2069

Sprindrift at Welbury Point

255 Welbury Point Saltspring Island V8K 2L7
Phone: (250) 537-5311

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12 Centennial Square, Victoria V8W 1P7
Phone: (250)381-9995

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Kathie Thomson

RKR Strategy Group
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Ted Yeates

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Victoria, BC www.franceslitman.com
Phone: (250) 383-0206

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

Heather Holm

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

June Williams

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

Dave Secco

Coast Capital Real Estate
110-4460 Chatterton Way, Victoria V8X 5J2
Phone: (250) 477-5353 or (800) 461-5353

Colin Lagadyn

Coast Capital Real Estate
120-2945 Jacklin Road, Victoria V9B 5E3
Phone: (250) 474-3291 or (800) 461-5353

Doug Poruchny

Coast Capital Real Estate
120-2945 Jacklin Road, Victoria V9B 5E3
Phone: (250) 474-3291 or (800) 461-5353

Sharon Rohwer

Coast Capital Real Estate
2297 Beacon Avenue, Sidney V8L 1W9
Phone: (250) 655-4451 or (800) 461-5353

Norma Campbell

Coast Capital Real Estate
120-2945 Jacklin Road, Victoria V9B 5E3
Phone: (250) 474-3291 or (800) 461-5353

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Heritage House Travel Plus

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

TRUCK CANOPIES

Hornby's Canopy City

2745 Douglas Street, Victoria V8T 4M4
Phone: (250) 383-3214

Watch the stores for our \$2 coupons. Many other businesses around the province are helping out by keeping the coupons by their till. Supportive customers can simply add a \$2 donation on to their purchase, and our business supporters then forward the donations to *TLC*. It all adds up, and it builds good awareness too!

Thanks to all of our business partners who go out of their way to help us.

An Appeal for Your Help

*“We make a living by what we get,
but we make a life by what we give.”*
—Winston Churchill

Dear Friends,

I'm sure that for most of you, who are active, engaged members of our community, Winston Churchill's words are inspiring. To you, like me, supporting charities and organizations that help to make our community a better place has, simply, become a way of life.

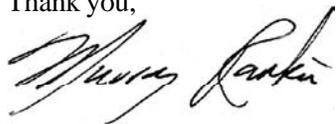
We are asked for our help often and by many different organizations – all of whom are doing good work and deserve our support. At this time of year in particular, during the run-up to the Christmas season, we all dig deep and do what we can to help.

This year, I would like to ask that you make a special place in your generosity for *TLC*. As you know, The Land Conservancy depends on the financial support of our members and friends in order to continue our work. You will have read elsewhere in this *LandMark* about some of our great accomplishments and about some of the exciting things we are trying to achieve. But you've also read about the financial challenges we are facing.

People like you and me, who truly understand and appreciate the value of the fragile heritage we are protecting, are a rare breed. Statistics show that less than 1% of all charitable giving in Canada goes to “environmental” causes. Of course, as the threats to our lands and waters and the diversity of life they contain continue to increase, as the foundations of our cultural identity continue to crumble, more and more people will join with us. We must hope that, by that time, it's not too late. The challenge is ours, to do what we can now; to begin protecting our special places now, before they are lost; and to work hard – and quickly – to help others understand what's at stake.

Bill Turner and his tremendous staff can accomplish great things. But they can't do it without our help. This season, please make that extra effort to give some “*TLC*” to *TLC*. Your gift will truly make a difference.

Thank you,



Murray Rankin
Chair, Board of Directors, *TLC*

To make a donation, please use the form on the “Regional Update” which is included with this *LandMark*. You can also donate on-line at www.conservancy.bc.ca, or you can simply mail or drop off your donation to any of our offices. You will receive a tax receipt for the full amount of your gift. Any questions? Please call (250) 479-8053.

PLANNED GIFTS



LEAVING A LEGACY

A planned gift to *TLC* either as a “living gift” or as part of your estate can help protect our heritage forever.

There are many ways in which you can make a significant and lasting contribution to help protect those special places that mean so much to you.

Even people of modest means can make a substantial gift - and make a substantial difference - by planning carefully and working with the financial tools that are available.

If you would like more information about making a planned gift through

- LIFE INSURANCE
- ESTATE PLANNING
- WILLS
- BEQUESTS
- ANNUITIES
- LAND & PROPERTY

or through other means, please get in touch with us, or check out our website.

It is only in thoughtful reflection and in hopeful action that we will be able to pass on to our children's children a world worth keeping

Robert Bateman, *TLC* Patron



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Contact Information

TLC HEAD OFFICE

2709 Shoreline Drive
 Victoria, BC V9B 1M5
 Phone: (250) 479-8053
 Fax: (250) 744-2251
 admin@conservancy.bc.ca

VANCOUVER ISLAND/COAST REGIONAL OFFICE

Phone: (250) 479-8301
 Fax: (250) 744-2251
 victoria@conservancy.bc.ca

LOWER MAINLAND REGIONAL OFFICE

5655 Sperling Avenue
 Burnaby, BC V5E 2T2
 Phone: (604) 733-2313
 Fax: (604) 299-5054
 vancouver@conservancy.bc.ca

OKANAGAN REGIONAL OFFICE

201 - 262 Main Street
 Penticton, BC V2A 5B2
 Phone: (250) 492-0173
 Fax: (250) 492-5275
 penticton@conservancy.bc.ca

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251 Spokane Street
 Kimberley, BC V1A 2E6
 Phone: (250) 427-4711
 Fax: (250) 427-4711 (call first)
 grasslands@conservancy.bc.ca

NORTH REGIONAL OFFICE

Phone: (250) 564-2064
 Fax: (250) 564-2064 (call first)
 north@conservancy.bc.ca

Are you a member yet?

If you are not yet a member of *TLC*, then please consider becoming a member. It's an important step that provides benefits both to you and to *TLC*.

Benefits to *TLC*

A strong and diverse membership base provides a solid foundation that's extremely important for *TLC*'s continued success as an organization. It provides considerable weight to our applications for funding from foundations, corporations and government. When we speak on behalf of thousands of members, our voice is louder, stronger and more influential.

Also, membership fees provide core support for *TLC*'s operations, allowing us to continue functioning effectively.

Even greater benefits from Monthly Memberships

We encourage everyone (both existing members as well as new members) to consider signing on to our monthly membership plan. Through automatic withdrawals from your account, this provides a regular and reliable source of ongoing funds for *TLC* and it means that neither you nor *TLC* has to remember about annual renewals — saving administrative costs. It simply continues automatically until you tell us to make a change. It also enables many people to sign up at higher level of support.

What are the benefits of a *TLC* membership?

First, and most importantly, membership in *TLC* enables you to be an integral part of an organization which is truly dynamic and making a difference about something you care about. As a member you have the opportunity to elect our Board of Directors and to participate directly in making *TLC* as effective as it can be.

Members receive other benefits as well:

Free admission to our sites

Including Wildwood, near Nanaimo, Abkhazi Garden, and Craigflower National Historic Site, both in Victoria and (opening soon) Mountain View Doukhobor Museum in Grand Forks;

Member discounts

Discounts (usually 10%) on cottage rentals, cruises and workshops; discounted or free admission to *TLC* events in all regions;

Member-only events and special promotions

From time to time, special events and promotions for members only will be offered through our sites, regional offices and catalogues.

The LandMark

Our BC-wide newsletter, the *LandMark*, with regional updates for your area, will be sent to you three times per year.

TLC provides a range of Membership options, so that everyone is able to participate, according to their means and interests. We have the following basic levels:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> \$35 Individual | <input type="checkbox"/> \$50 Family |
| <input type="checkbox"/> \$15 Senior | <input type="checkbox"/> \$15 Student |

We also have both individual and family memberships at the following levels:

- | | | |
|--|----|---|
| <input type="checkbox"/> \$100 Supporter | or | <input type="checkbox"/> \$10/Month Supporter |
| <input type="checkbox"/> \$350 Sustainer | or | <input type="checkbox"/> \$30/Month Sustainer |
| <input type="checkbox"/> \$1000 Patron | or | <input type="checkbox"/> \$90/Month Patron |

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

TLC's membership currently stands at almost 2800. We would like to surpass 3000 by Christmas. Please sign up now, or ask a friend to join. Gift Memberships are also available.