

Be the CHANGE

"Growing up in the Sea-to-Sky Corridor made me realize how beautiful British Columbia really is. It doesn't take much to disturb this beautiful environment and that's why we need to help TLC right now."
~ Maëlle Ricker, Canadian Olympic Gold Medallist in snowboard cross



Photo Paul Manly and Manly Media

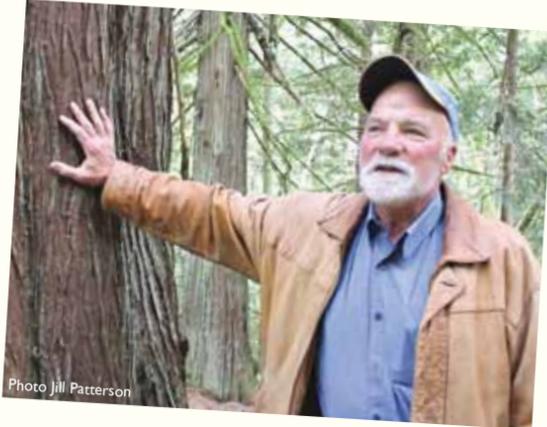


Photo Jill Patterson

"If it wasn't for TLC there wouldn't be any salmon in Cuskeon Creek on Salt Spring Island. This [area] was slated for development and TLC stepped in and bought it. The way you see it now, it's been like this for thousands of years and because of TLC it will always be."

~ Arthur Black, Canadian Author & former CBC radio host

"It's important to think of the environment as part of the economy - that's the way of the future. Please join me to be an agent of change in protecting and celebrating special places in B.C."

~ Moura Quayle, professor at the University of British Columbia's Sauder School of Business

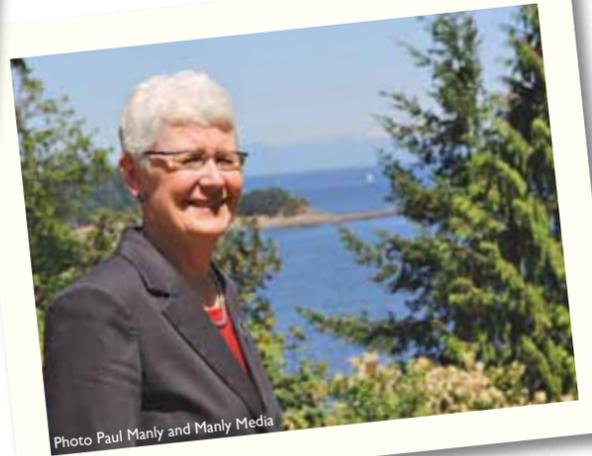


Photo Paul Manly and Manly Media

bethechangebc.ca

Good News for Wells Gray's Wildlife

By Barry Booth
Regional Manager, North Region

With a timely and significant grant of \$75,000 from the Habitat Conservation Trust Fund (HCTF), the fundraising goal for phase 1 of the Clearwater Wetland and Wildlife Corridor Campaign is complete.

As you'll recall, last year TLC was approached by Clearwater Valley resident and renowned lichenologist, Trevor Goward, about the possibility of creating a wildlife corridor on private land in the upper Clearwater River Valley. The corridor would allow the park's large mammals (deer, moose, cougar, lynx, bobcat, grizzly, black bear, wolf, and coyote) to move freely across the valley twice each year as they migrate between their summer and winter ranges in Wells Gray Provincial Park.

Building on Trevor's enthusiasm, his commitment to conservation, and his generosity, we began putting together the Clearwater Wetland and Wildlife Corridor project. The deal

included the donation of Trevor's home and land, as well as a 67-acre donation of wetland habitat from John and Edwina Kurta. To complete the initial phase, we were looking for funds to purchase an eight-acre parcel of land that contains Canada's richest assemblage of threatened Moonwort ferns.

Thanks to the kind support of our members and concerned citizens, as well as the recent HCTF grant, we are thrilled to achieve the first phase of our Wetland and Corridor Project. "What better birthday gift for B.C. Parks on its 100th anniversary than to dream one of its parks whole. That's what we're doing for Wells Gray," says Trevor. "We're gentling B.C.'s third largest wilderness park into what will probably be its final configuration as the perfect protected area. This is the project of a lifetime."

While we are delighted that phase 1 is complete, this project is far from over. For the corridor to be even more effective, we need to secure another two 10-acre parcels



The creation of the Clearwater Wetlands and Wildlife Corridor is of utmost importance as the private lands in this area are undergoing significant development pressure as the world begins to discover this incredible part of B.C.
Photo Jason Hollinger; inset Trevor Goward

(Phase 2) and a 30-acre parcel that has just been put up for sale (Phase 3). Securing all three parcels will require an additional \$400,000.

We look forward to working with all of you to finish the final phases of this important acquisition. ■

Don't forget you can make a big difference for this special place by bidding on the naming rights for a new species of lichen discovered on the property. The auction ends Oct 2nd. For more information, visit conservancy.bc.ca or call 1-877-485-2422.

REMINDER: TLC's Annual General Meeting

Saturday, September 17, 2011

1 - 4 p.m.

UBC Botanical Gardens (free parking)

6804 SW Marine Dr., Vancouver, B.C.

Free admission to the garden



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Message from the Executive Director

Be The Change Stories Inspire Campaign to Reach First Million

Every person has a story - a defining moment when they felt connected with the natural world. The memory most likely brings a smile to your face. The details may have faded with time, but the feeling is still very much alive.

Over the past 14 years, TLC has been honoured to listen to the stories of our members, donors, volunteers, and supporters. Some connect to the properties we saved, and others root back to childhood memories. Every day at TLC we reflect on these inspirational accounts as they drive us to new levels of success.

Since launching our Be the Change Campaign in March, we have received over 50 videos. Each one has its own story explaining why people care about B.C.'s special places - places like Sansum Point, Abkhazi Garden, Sooke Potholes, Horsefly River

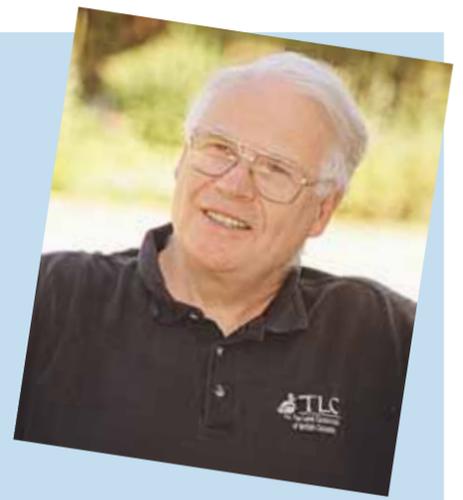
Riparian Conservation Area, and Creekside Rainforest to name a few.

The response has been amazing. Gifts have come from one boy's lemonade stand sales, a group of siblings pooling their savings from hand-made cards, high school students selling candy grams, a musician's roof-top house concert, an artist's limited edition print, and a business offering wine tastings with proceeds to TLC. There have also been grants to support our current campaigns and programs, as well as several significant donations from individual TLC Members and donors. All of these contributions have allowed us to surpass our first goal of \$1 Million. Thank you to everyone who helped us reach this milestone.

And while there is much to celebrate, there is still much to be done to

reach our goal of \$10 Million. We have worked hard to strengthen our operating systems and develop a stronger foundation from which to build for the future. Our path forward is sound, achievable and exciting, and remains focused on our mandate of protecting Special Places. Forever, for Everyone. We have a dedicated and courageous board, as well as talented staff to get the job done, but the vision we are working to create comes primarily from TLC Members and donors. You have built some tremendous momentum and we need your continued support. With our Be the Change Campaign we want to inspire thousands more to join us and together we can reach even greater achievements for future generations.

As we look forward to hosting TLC's Annual General Meeting on September 17 in Vancouver and



the 14th International Conference of National Trusts, October 12-15, in Victoria, we know the stories will continue to flourish. We can't wait to hear from our members and donors, and the more than 20 nations coming together to explore the issues and solutions surrounding the environment. If you haven't already, please visit bethechangebc.ca and be the change you want to see in the world with TLC. ■



The 14th International Conference of National Trusts
Hosted by The Land Conservancy in partnership with the
Heritage Canada Foundation.

OCTOBER 12 - 15, 2011, Victoria, BC

VOLUNTEERS are needed to help with all aspects of the conference. Please contact Ian Fawcett: ifawcett@conservancy.bc.ca

Connecting People, Places and Stories:
NEW STRATEGIES FOR CONSERVATION IN A CHANGING WORLD

This conference will feature workshops and key presentations from some of the world's leading conservation professionals and practitioners. Speakers from more than 20 nations around the world will explore the issues and seek solutions as we work to protect our Natural and Cultural Heritage.

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www.intoconference.org

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Everyone loves a good deal, especially one that supports TLC

Recently deal-of-the-day websites, such as Groupon.com and Swarmjam.com, have become the talk of the town. These sites, which leverage the power of social media, offer daily deals on goods and services from local businesses. This innovative marketing strategy proved to be a great success for TLC this spring.

In only a few hours, each of our Groupon promotions sold out with 960 sold for Tea for Two at Abkhazi Garden and 750 sold for a 2 night stay at the Sooke Potholes Campground. 32 SwarmJam certificates, advertised through the Vancouver Sun, were also sold for a weekend on South Winchelsea Island. The response was extraordinary and has introduced hundreds of people to TLC in the best way possible - with a visit to one of the incredible properties protected by our supporters like you. ■

Sansum Point Becomes Parkland in Cowichan Valley

By Heather Skydt
Communications Manager

Sansum Point's vulnerable Coastal Douglas fir ecosystem and beautiful rocky bluffs will be protected forever as parkland thank to a new partnership.

In early September, the Cowichan Valley Regional District (CVRD) took ownership of the 128-acre property, turning it into parkland for current and future generations to enjoy. With only five months to raise the necessary funds, assistance from the CVRD will allow TLC and the Cowichan Land Trust more time to fulfill their remaining financial contribution of \$495,000. This three-way partnership is an important step for building future parkland acquisitions in the Valley.

"The CVRD is exceptionally pleased to have developed a working partnership with TLC and the Cowichan Land Trust to acquire Sansum Point. We look forward to continuing to work with these



From volunteering at outreach events to hosting fundraisers, Cowichan Valley residents like Ann and Robert Radford (pictured here at an event hosted by Godfrey-Brownell Vineyards) have been an incredible source of support throughout the campaign to Save Sansum Point. Photo Erik Walker; inset Jill Patterson

groups and with others to ensure that parkland and open spaces are available in the Valley. When residents in the CVRD voted to implement the Regional Parkland Acquisition Fund during the last election, they said parkland was an important priority. Sansum Point is a wonderful community asset and over time will become even more of a treasure," says Gerry Giles, CVRD Chair. The two land trusts along with the

Cowichan Valley community have done an amazing job of fundraising for the campaign. Recent events by Wilderness Kayaking and Godfrey-Brownell Vineyards brought in another \$5,000 for the campaign and, with the support of the Duncan-Cowichan Chamber of Commerce, businesses like Godfrey-Brownell have agreed to take Sansum Point under its wing for the next year by hosting various fundraising events to keep the

cause top of mind in the community.

"Support to date has been overwhelming and we are extremely grateful for each gift. With a little more time, I'm confident we will reach our goal," says Bill Turner, TLC's Executive Director.

For individuals wishing to donate to Sansum Point, please call 1-877-485-2422 or visit conservancy.bc.ca. Businesses interested in hosting fundraisers for Sansum, please email: membership@conservancy.bc.ca. ■

Mark Your Name in History:

TLC's Oilcloth Project

By Kathy Moncur
Communications Volunteer

Ross Bay Villa, one of the oldest houses in Victoria, sits tucked away on Fairfield Road across from the Ross Bay cemetery. Passers-by may not even notice the beautiful Gothic Revival style house from the 1860's, with its intriguing history.

A group of dedicated volunteers have been working to restore the house to its original charm since TLC saved it from demolition in 1999. The newest project involves creating a 13 by 7 foot, hand-crafted oilcloth for the front entrance hall of the historic house. The oilcloth is based on an actual 1860's oilcloth design and boasts six colours and intricate patterns.

Simone Vogel-Horridge, an expert in art conservation and restoration, leads the oilcloth project with the utmost care. Researching the 1860's era and the history of the original family of

Ross Bay Villa has been crucial for designing an appropriate piece. The manufacturing of the oilcloth involves several extensive processes including: silk screening, stencilling, hand graining, and painting details by hand.

In order to purchase all the necessary materials for the creation of the oilcloth, the Ross Bay Villa volunteers have come up with a unique fundraising idea. Individuals may sponsor one square foot of oilcloth for \$10.00, which is not only a generous donation, but will be an investment in a record of history that will be conserved throughout time. Donors will be able to write their names and/or draw pictures underneath their "purchased" oilcloth square for future generations to discover, a fun way to help restore a historic building.

With the completion of the oilcloth project and several more additions to the house, Ross Bay Villa will be transformed into an exciting historical interpretive center for visitors. "If you are in the two rooms (drawing room

and dining room) that we have already restored, it is almost like time travel," says Vogel-Horridge.

Visitors can experience this 1860's time travel at 1490 Fairfield Road the first Saturday of each

month at 2 p.m. The tour consists of a look through the beautiful gardens and the restored rooms, and a history lesson on the building and its original family, the Roscoes. Often overlooked in accounts of Victoria's history, they were an interesting and well-known family in England. History buffs will be interested to learn that the Victoria riding held by Liberal M.P., Francis Roscoe, from 1874 to 1877,



Come see the recreation of oilcloth in progress at Gonzales Observatory, Denison Rd, Victoria, Saturdays starting October 1st from 10 a.m. to noon by donation. To support Ross Bay Villa, please purchase a square of oilcloth by calling 1-877-485-2422. Photo Deborah Hudson

was subsequently won by Sir John A. MacDonald, Canada's first Prime Minister. ■

Accent Inns: Committed to TLC and the Environment

By Kathy Moncur
Communications Volunteer

Accent Inns is celebrating 25 years of business in British Columbia. To mark the occasion, they will plant 25 Pacific Dogwood trees as a symbol of success and pride in their local hotel chain. One tree has been planted at each of their hotels: in Victoria, Vancouver, Burnaby, Kelowna, and Kamloops as well as at Madrona Farm in Saanich, which was purchased and protected by TLC in June 2010. The additional 18 trees are slated for planting on the farm as the season progresses. The dogwood planting project represents Accent Inns' commitment to environmental initiatives. They have long been recognized for their efforts in sustainability by encouraging guests to reuse their bath towels, providing in-room recycling bins, and being great supporters of TLC.

The 25th anniversary also marks the renewal of TLC and Accent Inns' partnership. Since 2009, Accent Inns



TLC Executive Director Bill Turner and Mandy Farmer, President & CEO of Accent Inns get their hands dirty for conservation by planting a Pacific Dogwood at Madrona Farm to earmark the locally owned hotel chain's 25th anniversary. Photo Nathalie Chambers

have offered a Business Advantage rate to TLC Members. For each night's stay, \$5 dollars is donated to TLC. In addition, TLC Members enjoy special discounted room rates; with prices varying depending on the season. TLC and Accent Inns' alliance will continue to flourish, with new carbon offset and carbon footprint reduction projects in the works. Mandy Farmer, President and CEO of Accent Inns, reflects on her commitment to environmental projects and TLC's partnership in her "Be the Change" video. Take a look at bethechangebc.ca ■

Hands on Learning Creates Lasting Impact

By Emily Nilsen
Terrestrial Stewardship Advisor

For the past three years, JL Crowe Secondary students have travelled the short distance across the Columbia River from Trail to TLC's Fort Shepherd Conservancy Area to learn about and participate in hands-on management of the land. Rain or shine, hail or heat, they arrive on site, clad in hoodies and ready to shovel.

Management of the 2,200-acre property relies on many community partners. Trail Wildlife Association, Fish & Wildlife Compensation Program, Central Kootenay Invasive Plant Committee, Wild Voices for Kids, and Selkirk College all play a part in making this experience happen for the students.

Norm Marchi, the school's work experience teacher, spearheaded this partnership as a way to teach the students about their local wilderness areas and get them actively engaged in fieldwork. Norm was born and raised in Trail and spent much of his

childhood fishing on the banks of the Columbia River. It is obvious that this land is very important to him.

Every spring and fall, local biologists join a new student crew to talk about invasive plants, native bees and bugs, lichens, bats, and water. The students have learned how to assess the health of a stream, identify native plants, construct nesting boxes, re-seed trails, and install access signs to deter vehicles from driving off the main road.

Each student has a different relationships to Fort Shepherd. "I come here with my dad to pick mushrooms," one girl says, as we huddle around the interpretive sign that marks the property entrance. Others have hiked, biked, or ridden horses through the rolling hills with their families. For some, this is their first time stepping foot on this now protected land.

As the students from JL Crowe graduate, they take with them a little more knowledge about their backyard wilderness and the importance of protecting it, which will continue throughout their lives. ■



Two students crouch intently over water samples at TLC's Fort Shepherd Conservancy Area, looking to identify different types of bugs as an indication of water quality. Photo Emily Nilsen


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More than just a Delicious Dish

By Nathalie Chambers
TLC Agricultural Programs

TLC's campaign to protect Madrona Farm brought an increased awareness to the issue of food security and the importance of locally grown food. The campaign was supported by thousands of people across B.C. and beyond, including many talented chefs.

Through the Chef Survival Challenge, Quest for the Golden Broccoli, now an annual event, the chefs show just how far they will go to protect their source of organic produce by racing through an obstacle course, picking their produce from the fields, and then cooking a gourmet meal for auction. Sean Brennan, Chef and Co-owner of Brasserie L'Ecole, was one of the participating chefs. His restaurant is also one of 10 that purchase directly from Madrona Farm.



Photo courtesy Sean Brennan

It has been just over a year since the successful protection of the farm, and to mark the anniversary, Brennan is celebrating by contributing a Be the Change video and furthering his support for TLC. Starting September 1st his fresh daily menu will feature a Farmland Conservation Meal, with \$2 from an appetizer and \$2 from a main course going towards TLC's work in farmland protection. "It's our job as chefs to create awareness for the local ingredients we use and to make sure we keep getting them," says Sean.

TLC would like to thank Sean for all his support and for turning local food into much more than just a delicious dish. ■



Don't miss your chance to see your favourite chefs in action at Chef Survival IV in Victoria on October 2, 2011, 12-6 p.m. Gates open at 11 a.m. Tickets are available at chefsurvivalchallenge.com, Madrona Farm vegetable stand, Wed. to Sat., 11-2, or Hemp and Company, 1102 Government St in Victoria. Photo Heather Skydt



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Brooks Point Campaign Gains Momentum

\$50,000, this gift was doubled to \$408!

In 2010, TLC secured an option to purchase a parcel of land joining Brooks and Gowlland Point and is now working with the Capital Regional District and the Pender Island Conservancy Association to see it protected forever.

Read the full story and stay up-to-date on the latest news at conservancy.bc.ca. ■

Children are the future and a group of kids on Pender Island are leading the way by helping to fundraise for Brooks Point Regional Park Reserve. After pooling their money from the sale of their inspiring nature photo cards and hand drawn cards that contain the message "Respect For Nature", Kenta, Yoko, Shinta, Kota and their cousin, Yuya Kikuchi raised \$204 for the campaign. Thanks to an anonymous donor who has offered to match all donations up to a maximum of



Photo Paul Petrie



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