

# Be the CHANGE

Special Places. Forever, for Everyone.

## B.C. Steps Up to Be the Change

**T**LC Members, donors, and supporters of all ages and backgrounds are stepping up to tell us what B.C. means to them and why they are being the change with TLC. Through inspirational videos, photos, and personal quotes, people are sharing their thoughts on how they want to make a difference in the world and are asking their friends, family, and co-workers to join them in donating to TLC. The response has been incredible and we are pleased to say TLC's vision of building a culture of conservation is hitting a whole new level.

In April TLC launched its Be the Change Campaign to raise \$10 Million for its mandate and operations. Inspired by the words "Be the Change You Want to See in the World" by Mahatma Gandhi, TLC began encouraging British Columbians to step forward as never before, to dream about the kind of world they want, and to make it a reality with TLC.

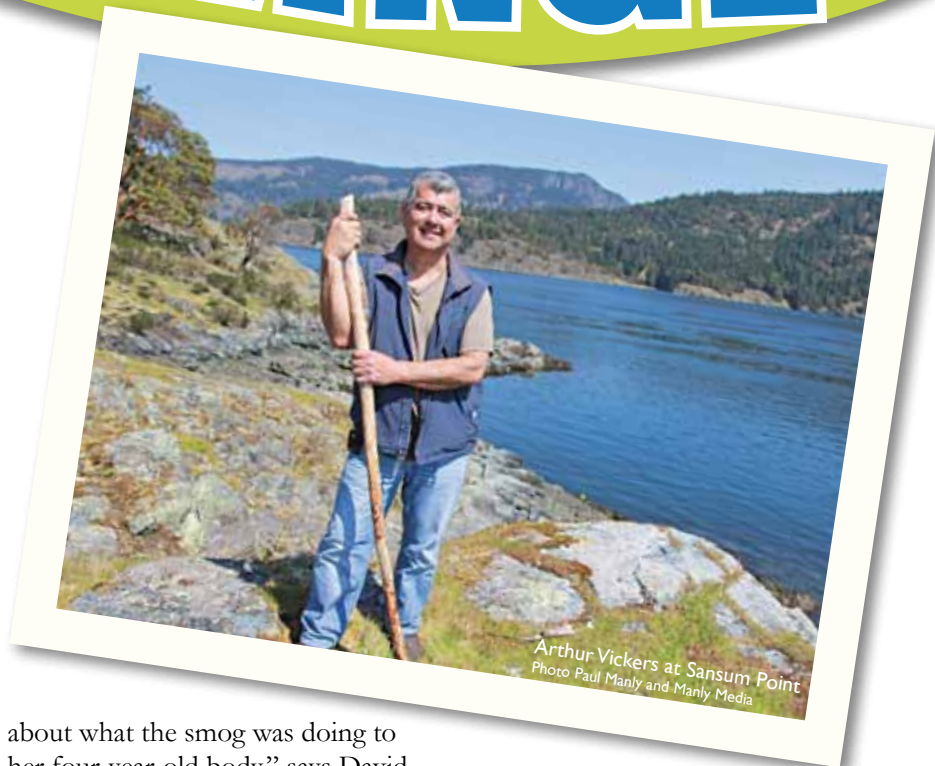
Using the power of social media such as Facebook, Twitter, and YouTube along with traditional approaches like word-out-mouth, the momentum of the campaign is truly inspiring. Videos have been submitted from youth,

business, educators, environmentalists, government, volunteers, members, and donors. For instance TLC volunteer, Norm Tashe's 8-year-old son, Nolan was happy to help and climbed the trails of Christmas Hill in Saanich while filming his be the change video.

Even celebrities such as artist Arthur Vickers, three time Olympic rower and 2008 Olympic medalist David Calder, Lululemon Founder Chip Wilson, and radio host Jeremy Baker from The Zone 91.3FM have stepped up with their videos now available on TLC's website and YouTube Channel ([www.youtube.com/TLCAdmin](http://www.youtube.com/TLCAdmin)).

As one of the first supporters to lend a hand by creating a video, Arthur shares: "As a resident in the Cowichan Valley, I'm fortunate to live in an area where the fresh water meets the saltwater and the mountains are in my backyard. Everyday, I see how incredibly fragile our environment is and that's why I want you to help me support TLC in protecting the places that make this province such an amazing place to live."

"When my daughter arrived in Beijing for the 2008 Olympics, I thought



Arthur Vickers at Sansum Point  
Photo Paul Manly and Manly Media

about what the smog was doing to her four-year-old body," says David. "When I got home, I realized we have to step up to make a difference. The lakes, the forest, the mountains, and the oceans all need to be protected."

So join the excitement! Check out these Be the Change videos and others at [bethechangebc.ca](http://bethechangebc.ca); make your own and spread the word. See the insert for more details.

Funds raised through this interactive campaign will help complete important projects currently underway, as well as assist in the continued stewardship of TLC properties. It will also generate a solid investment in the growth of

TLC's membership to 30,000. Reaching this level of membership funding will help sustain the operations of TLC and increase its capacity to save precious community treasures down the road.

Together, we can ensure the future of B.C.'s special places. Help create the B.C. you want. Be part of the change and contribute to TLC at [bethechangebc.ca](http://bethechangebc.ca) or 1-877-485-2422.

Coming soon: mobile giving, e-cards, and more videos from you! ■

### The Quest to Save Sansum Point

By Jill Patterson  
Senior Outreach Officer

**P**erched amongst the rain shadows of the Vancouver Island Mountains, spectacular coastal bluffs overlook the swift currents of Sansum Narrows. Vibrant shades of green sprout from the rocks in the form of moss and lichen, blanketing the roots of the Arbutus and Garry Oak trees. From between the trunks, panoramic views of Salt Spring Island take your breath away. This is Sansum Point and it needs your help.

This incredible 128-acre property near Duncan is rich in biodiversity, home to the vulnerable Coastal Douglas fir ecosystem, and is currently up

for sale. In order to save Sansum Point, TLC has secured an option to purchase the site, valued at \$1.85 Million, and has partnered with the Cowichan Valley Regional District and the Cowichan Land Trust.

With their sights set on seeing this picturesque property protected, Cowichan Valley residents are stepping up to help. Not only have we had an amazing response from volunteers to occupy booths at outreach events, there have also been numerous fundraising efforts throughout the valley.

Renowned artist, Sue Coleman, has created a beautiful limited edition giclee print titled Sansum Point, with a significant portion of each sale going towards the project. Wilderness

International Canada, and the Cowichan Tribes have joined the cause with local students through their fundraising event 'Take a Walk for the Wild'. TLC's Conservation Partner, Godfrey-Brownell Vineyards, also hosted a fundraising dinner and wine tasting evening.

Much of the energy driving this campaign has come from the local residents. It's amazing what can be accomplished when a community comes together. Thanks to the generous support of all our partners only \$550,000 is left to raise (at press time), but the deadline is June 30, 2011.

With your help, we can ensure the stunning waterfront seascapes, rich ecological diversity, and future recreational opportunities of Sansum Point become a community treasure, forever. Donate today! ■



Through innovative partnerships, TLC works to leverage support and empower communities across the province to protect the places that matter most to them. Photo Jill Patterson

### TLC's Annual General Meeting in Vancouver

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

Imagine if everyone who wanted to change the world knew they could. Well friends, I want to tell you that if YOU want to change the world, you can.

And that's what TLC's Be the Change Campaign is all about - to inspire you, to encourage you, to help you to step up and create the world you want.

Recently, TLC celebrated its 14th birthday. In those few short years TLC has grown from a group of five with a bold idea to make B.C. a better place, to a province-wide organization with a large and diverse record of protected properties supported by 8,700 members. We have accomplished a great deal, but it's no secret that the last couple years have been very difficult financially. The recession has not

been kind to charities anywhere and we have watched several of our partner organizations collapse and fade away. TLC supporters and staff have worked very hard to ensure this does not happen to TLC.

It has not been easy on any of us, and it has gone on for far too long. If we want to continue to see our province's special places protected, if we want to continue building a culture of conservation in B.C. for future generations, then we must step up now.

The Be the Change Campaign is about a grand vision for B.C.: A vision of a place where our grandchildren and their grandchildren will be proud to live, a place where conservation is a way of life, a place where our province's special places truly matter.

The goal is to raise \$10 million over the next 18 months. This will help complete important projects such as the Wild Hills and Beaches Campaign, Clearwater Wetlands and Wildlife Corridor in Central B.C., Gowlland Point Regional Park on Pender Island, Sansum Point in the Cowichan Valley, and the Horsefly River project as well as assist in the continued stewardship of natural, cultural, or agricultural sites already under TLC's care.

It will also provide an investment in the growth of TLC's membership which is critical to the long-term sustainability of the organization.

This vision - this campaign - may be ambitious. There will likely be those who say it can't be done. There may even be some who don't even think we should try. But through the many



projects we've worked on together over the years, we've learned that if we want to achieve success we need to start with a strong vision; we need to believe in ourselves and we need to work hard. And if we do that, if we work together, then we will succeed. Please join us by donating today!



Whether you're a seasoned runner or just wanting to take a step to Be the Change, please join TLC's Wild Runners in the 32nd Annual GoodLife Fitness Victoria Marathon. On Sunday, October 9, 2011, our team will be hitting the pavement to raise money for B.C.'s special places.

Participants can choose from the full marathon, half marathon, 8km road race, or the Thrifty Foods Kids Run & Marathon, and can walk or run in any of the events.

Joining the Wild Runners is easy and your fundraising efforts will help create the B.C. you want.

Simply visit the Victoria Marathon website at [runvictoriamarathon.com](http://runvictoriamarathon.com) and register for your event of choice. When filling out your online registration be sure to let them know that you will be joining TLC's Wild Runners. After your registration is complete, send us an email at [membership@conservancy.bc.ca](mailto:membership@conservancy.bc.ca) and we'll mail you a runner's toolkit to help get you started. There will also be some great prizes and fun incentives for participants.

See you at the starting line!

## Experience the Thrill of Conservation Partnerships

By Jade Vovers  
Member Care Coordinator

Conservation just became more exhilarating than ever. You can now help save special places while rushing through tree-tops or experiencing the creatures in the deep blue sea. TLC has teamed up with Adrena LINE Zipline Adventure Tours and Prince of Whales by expanding TLC's Business Advantage Program to include these wild West Coast adventures.

The two businesses will provide TLC Members, upon presentation of membership card, a special discounted price of \$10.00 off for either an adult or a youth rate, and a cash donation of \$5.00 back to TLC for every adventure. The Advantage Program, open to all TLC Business Members, aims to involve the business community in the conservation movement.

"We want to make certain that TLC will have long-term funding to continue their work in B.C. Their effort to protect natural areas and



TLC's Business Advantage Program brings TLC Members and local businesses together to benefit special places like Vancouver Island's Wild Hills and Beaches. To find a participating business near you, visit the membership tab at [conservancy.bc.ca](http://conservancy.bc.ca).  
*Photos Heath Moffat*

encourage environmental stewardship has a far reaching impact in our community as well as promotes a healthy ocean environment," says Leshell Michaluk, Prince of Whales Sales and Operations Manager.

For Adrena LINE, TLC's Wild Hills and Beaches Campaign protecting 5,800 acres of land in the Jordan River, Sandcut Beach, and Sooke Hills area is the perfect fit as it's literally in their backyard. "We are very excited about furthering our partnership with TLC," says Adrena LINE's Sales and Marketing Manager Jonathan Heerema. "Their leadership in promoting and purchasing vital

land on Vancouver Island is a key component to preserving this beautiful area for generations to come."

Appreciation of wilderness and biodiversity is critical to conservation and can be best fostered through direct experiences in nature. TLC encourages people to get out and explore B.C.'s natural areas, and both Prince of Whales and Adrena LINE offer exciting and educational ways to do that. We look forward to many future adventures together!

Check out Jonathan and Leshell's Be the Change videos at [bethechangebc.ca](http://bethechangebc.ca). ■



The 14<sup>th</sup> International Conference of National Trusts will be held in Victoria **OCTOBER 12 - 15, 2011**  
Hosted by The Land Conservancy in partnership with the Heritage Canada Foundation.

## 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.

**Members of TLC or Heritage Canada are welcome to register for the conference** - a "once in a lifetime opportunity" to meet and build connections with people who share our passion and commitment.

### VOLUNTEERS

...are needed to help with all aspects of the conference.

Please contact Ian Fawcett: [ifawcett@conservancy.bc.ca](mailto:ifawcett@conservancy.bc.ca)

For more details, please see the Conference website at:

[www.intoconference.org](http://www.intoconference.org)

# A Buzz About Bees

By Nichola Walkden & Nathalie Chambers  
TLC Agricultural Programs

This spring TLC launched the Native Pollinator Enhancement Project - a program designed to encourage farmers and backyard enthusiasts to take part in native bee conservation. To date, the community is buzzing with support.

Bees seem to strike a deep chord with people. They are captivating, beautiful creatures, and their importance to our very existence is keystone. Citizens understand the urgency of their plight and are engaged in learning what they can do to help.

News stories from around the world about colony collapse and pollinator decline have awakened a concern and consciousness. We are learning that the use of pesticides and insecticides, decline in pollen availability, loss of nesting habitats, and climate change are impacting populations significantly. Our introduced domestic bee, the honey bee, has been ravaged by mites and disease which are transferring to our native pollinators.

As a solution, TLC is focusing on improving the health, habitat, and populations of our native bees. B.C. has 400 native bee species including tiny mining bees, garden loving mason bees, iridescent green sweat bees, busy leaf cutter and carpenter bees, and the irreplaceable bumblebee.

What makes bumblebees, and all native bees, valuable and particularly efficient pollinators is the "assemblage," or the diversity of bees busily working in a single space to gather nectar from a wide range of plants. This variety of bees and the plants they pollinate can be tied to bees' vision. Bees see in ultraviolet light and are thus attracted to different hues. For example, many studies have shown that the bumblebee is strongly attracted to violet and blue flowers. We see them buzzing around our gardens, but how much do we really know about their fascinating lives?

You can learn a lot about bees by simply observing them in your yard. Try planting a sunflower and observe it for 15 minutes a week. How many different bee species do you note?



B.C. has 45 species of bumblebees and two have been red-listed (endangered). The bumblebee is the first bee to emerge in spring and the last to hibernate. *Photo courtesy Webshare*

Which are aggressive, which appear when it is hot, where do they go to next?

The best thing we can all do is become educated about the importance of pollinators, and learn to identify the habitat and native bee species we have living in our backyards. Then maintain, increase, and protect that habitat.

Visit [conservancy.bc.ca](http://conservancy.bc.ca) and go to the agriculture button to learn more about what you can do to help. ■

**We can all be pollinator conservationists. It's as easy as 1, 2, 3.**

- 1. Choose the right flowers.** Ensure there is adequate pollen and nectar available during foraging times from February until November.
- 2. Recognize and protect habitat.** Set aside patches of soil which will remain undisturbed for the ground nesting sits; retain forested biodiversity buffers, stumps, and snags.
- 3. Leave toxic pesticides and insecticides behind.** Google Xerces.org for alternatives.

Email Nathalie Chambers at [nchambers@conservancy.bc.ca](mailto:nchambers@conservancy.bc.ca) to request an education package or presentation about bringing back the bees.

# Building a Nifty Biffy



Yoshi and Helen hold up the wall of a new outhouse for TLC's Cowichan River Cabin during a Conservation Holiday held this spring. Rent the cabin for your next getaway and try out the finished product for yourself! Or join us on a Conservation Holiday: Talking Mountain Ranch, July 7-12, South Winchelsea Island, Sept 23-25 or Sooke Potholes October 21-23. Call 1-888-738-0533 for more information. ■

*Photo Nicole Haddad*

# NEW Lichen Species Discovered and it's Your Chance to Name it

By Barry Booth  
Regional Manager, North Region

Have you ever wondered how species that are new to science get their names?

In some cases they are named after specific characteristics of the species, in others they are named after the individual that discovered it or even after someone famous. Cartoonist and creator of Farside, Gary Larson, has three species named after him including *Serratoterga larsoni*, a variety of butterfly found in the rainforests of Ecuador.

Trevor Goward, renowned lichenologist, has discovered a new species of lichen that is found on one of the properties TLC is working to protect through the Clearwater Wetlands and Wildlife Corridor Campaign. It's a small, but perky species that grows on the branches of conifers, and measures about 4 cm across. A member of the Crotle Lichens (genus *Parmelia*), it seems to grow most frequently in British Columbia's inland rainforests. So far it's known only from this portion of Canada.

Trevor has agreed to put the rights to name this species of lichen up for auction with the proceeds going towards TLC's Clearwater Wetlands and Wildlife Corridor Campaign. We are working on the logistics of setting up the auction, so stay tuned



The Clearwater Valley is home to a variety of different species, especially lichens. This part of BC is a biodiversity hotspot having the highest number of macrolichen species of any place of comparable size in the world. The lichen pictured above is a species from the valley that is new to science.

*Photo Tim Wheeler*

as this will be your opportunity to immortalize yourself (or a friend or loved one) by securing the naming rights for this species of lichen that is new to science. United States President Barak Obama has a lichen named after him (*Caloplaca obamae*), why not you?!

Come and experience TLC's Clearwater project by attending Wells Gray Day, a one-day event at the future site of the Clearwater Wetlands and Wildlife Corridor property on August 27, 2011 from 9:30 a.m. - 7:30 p.m. This event will include a mini symposium on the natural and cultural history of the Clearwater Valley, guided walks through a part of the property, a potluck dinner at the Clearwater Community Hall, a silent auction, and a general celebration of the other conservation initiatives in the valley. More info at [conservancy.bc.ca](http://conservancy.bc.ca). ■

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## Member Spotlight:

### One Woman Does Wonders for Wildwood

Thanks to the visionary support of long-time TLC Member and donor Lorraine Bell, TLC retired the mortgage\* on Wildwood near Ladysmith, B.C. in late February 2011. TLC caught up with Lorraine to ask her about her gift, why she felt it was important to step up for Wildwood, and her hopes for the future.

#### TLC: What inspires you most about Wildwood?

**Bell:** I had the pleasure of visiting Wildwood with my daughter Yvonne in March 2003 on a conservation holiday. I'm inspired by the fact it is still an intact working forest that can be used as a demonstration ecoforestry site and educational centre for future generations. I greatly admire Merv Wilkinson for being so dedicated to the cause.

#### TLC: What motivated you to make such a significant gift to Wildwood?

**Bell:** I see so much greenspace disappearing and land being developed. I felt an urgency to do something. I knew about Wildwood and wanted to see it protected forever.

#### TLC: What is your favourite aspect about B.C.?

**Bell:** The trees, the many interesting and beautiful varieties. They give us so much: shade, shelter, food, colour, sanctuary for birds and animals, prevent erosion, contribute to the air we breathe, and absorb the pollution we create. They give us a sense of peace, listening to the ethereal sound of the wind through their boughs.

#### TLC: What does conservation mean to you?

**Bell:** The official protection and care of forests, rivers, oceans, heritage buildings, farmland, wildlife, water, and sea life.

#### TLC: What is your hope for B.C. and future generations?

**Bell:** A miraculous change of attitude among the citizens of this province and the governing bodies toward the environment.



TLC is so grateful for its members, donors, and volunteers like you. Not only do you provide the vital support needed to save B.C.'s special places, but you also provide the inspiration! Photo courtesy Lorraine Bell

*\*This mortgage was used to secure the option to purchase Wildwood in 2001. At the time it allowed TLC to continue fundraising to ensure the property was not lost forever. ■*



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## Making a Difference with Human Powered Mowers

By Laura Ralph

Visitors to the Eagles Estate Heritage Garden in Burnaby are often surprised and amazed when they see TLC volunteers and staff mowing the 1.6



acre site with a human-powered reel mower. Instead of inhaling fumes and enduring the deafening racket caused by a gas-powered lawn mower, we can hear the birds chirping and feel good about our environmental impact. Reel Mowers Canada made a generous donation of four NaturCut reel mowers that we are proud to use at Eagles Estate, Historic Joy Kogawa House, and B.C. Binning House.

The lawns at Eagles Estate are very bumpy and boggy which makes mowing with any mower a challenge. Our keen volunteer, Michael Pilliczar, takes it in stride though saying that since he started volunteering at the

TLC would like to welcome our new Head Gardener, Lower Mainland, Lynsey Dobbie. Please drop by Eagles Estate for a visit at 5655 Sperling Ave, Burnaby (near Deer Lake). If you come Monday-Friday, 9 to 5 p.m. you can say 'hello' to TLC's entire Lower Mainland crew. Interested in volunteering? Email: ldobbie@conservancy.bc.ca

Photo Laura Ralph

site he no longer needs to pay to go to the gym. Nicole Coupland, caretaker at Historic Joy Kogawa House in the Marpole area of Vancouver, enjoys using the manual mower. "I feel that I'm being respectful of the neighbours, reducing my carbon footprint, and giving back to the garden."

We mow at a height of at least 2" and leave the fine spray of clippings on the lawns where they fall to 'grasscycle'. Grasscycling means that the clippings act as a mulch that quickly decomposes and adds nitrogen to the lawn. A benefit of reel mowers is that they cut the grass cleanly instead of tearing it like a rotary mower. Using a human-powered reel mower can be a challenge if the grass is allowed to grow too long between mowing, so we have to mow once a week during the peak growing season. Michael says he doesn't mind mowing every week since he has wanted to mow a lawn since he was 10 years old and now that he's 54 he finally has the opportunity. We are very fortunate to have such dedicated volunteers and kind donors like Reel Mowers Canada. ■

## Bottles for Greenspace



July 9 & 10, 2011  
Sept. 10 & 11, 2011

Time: 9 to 2 p.m.

Drop-off Location:  
Elk Lake Regional  
Park parking lot  
on Brookleigh  
Road in Saanich



Registered Charity #88902 8338 RR001

Embrace the passions that define your life. Please consider a bequest to The Land Conservancy and help protect special places in B.C.

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## Give B.C. some extra TLC

To help continue saving special places, I'd like to make a donation of:

- \$50     \$75     \$100     \$ \_\_\_\_\_  
 With this gift, I would like to renew my TLC Membership.

My preferred method of payment is:

- Visa     Mastercard     Cheque. *Please make payable to The Land Conservancy.*

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**Thank you!**

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

TLC respects your privacy. We will never sell, trade or rent your name to another organization. I-00059  
Due to CRA Regulations, the first \$35 of your membership gift (\$50 for families) is not tax receiptable. Charitable registration #88902-8338 RR001

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

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