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LANDmark

Saving an Icon

TLC asked to protect B.C. Binning Residence

by Tamsin Baker
Lower Mainland Regional Manager

To architects the world over, West Vancouver's B.C. Binning House is a very special place. Designed in 1941 by artist Bertram Charles Binning, the home is considered to be a prototype of modern west coast design – one that shaped Vancouver's current architecture, and inspired other (now) famous Canadian architects, like Arthur Erickson.

Though a National Historic Site, concerns about the long-term conservation of the house arose in 2007 when Jessie Binning, the widow of B.C. Binning, passed away at the age of 101 with no direct heirs. Her Will, however, outlined her desire for the house and furnishings to be preserved for historical purposes through a foundation or other organization and, as a result of TLC's experience in protecting heritage properties like the Historic Joy Kogawa House in Vancouver and Arthur Erickson's Baldwin House in Burnaby, we have been approached to help.

To successfully take over the long-term maintenance and restoration of the 1,540 sq. ft. bungalow, however, TLC has determined that an endowment fund of \$200,000 will be required. If this amount can be raised from public donations by the end of 2008, the long-term protection of the residence will be assured.



The design of B.C. Binning House inspired architects like Arthur Erickson and influenced the development of modern Vancouver architecture. To protect this important piece of B.C.'s cultural heritage, TLC will need to raise \$200,000 for an endowment fund by the end of 2008. Photo Tamsin Baker

"We are honoured that the executors of the late B.C. and Jessie Binning estate have asked The Land Conservancy to own and manage this special heritage property," says Tamsin Baker, Lower Mainland Regional Manager at The Land Conservancy. "Saving B.C.'s heritage can be a struggle at times, but by setting up an endowment we will be able to properly care for this architectural gem, and ensure the legacy of the Binnings will live on for future generations."

Once the endowment is created, and the house is secure, The Land Conservancy will be able to create a long-term management plan for the site by working in concert with the District of West

Vancouver, the North Shore Heritage Preservation Society, and interested members of the local community. To view this special place for yourself, watch for future public events at B.C. Binning House, or contact TLC's Lower Mainland office to arrange a special tour.

Make your donation to the B.C. Binning endowment fund by calling 1-877-485-2422 or visit www.conservancy.bc.ca. ■

Executive Director's Message



The Land Conservancy
Head Office
301-1195 Esquimalt Road
Victoria, BC V9A 3N6

Ph: 250-479-8053
Toll-free: 1-877-485-2422
www.conservancy.bc.ca

Charitable Registration #
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Graphic Design

Jenn Hobson

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For advertising rates and
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I believe in angels. There's simply no other word to describe Jean Mackenzie and the impact that she had on *TLC*.

Right from the very beginning Jean saw the promise of what *TLC* could become, and she provided a critical helping hand to get our fledging organization off the ground.

I will always remember taking Jean and her husband Cort to see South Winchelsea Island in 1998. *TLC* had just been created, and – as our first major project – protecting South Winchelsea was critical to *TLC*'s future aspirations.

Landing on the island with a small motorboat, I toured Jean and Cort through the property's beautiful Garry Oak-Arbutus ecosystem. The tour certainly could have gone more smoothly: Jean's dog was terrified the entire time by the huge sea lions basking on the shore. I could only hope that Jean had been impressed enough to make some contribution to the campaign.

I didn't have to wait long to find out. In the car on our way to Nanaimo, Jean asked me, "How much do you need right now to allow the purchase to go ahead?" "Thirty-five thousand," I replied. Jean immediately wrote a cheque right there in the back of the car.

That one gift – what turned out to be the first of many that Jean gave *TLC* – transformed everything. We purchased South Winchelsea, and suddenly communities from across the province were seeking out *TLC* to help protect their special places. Jean was one of the key people that allowed *TLC* to grow and attract new supporters from across B.C. and beyond.

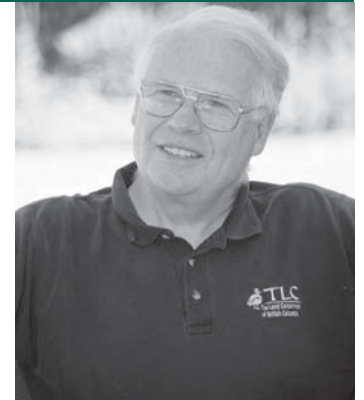
Sadly, Jean passed away this past summer. She will be sorely missed. Our thoughts are with Cort and his family.

* * *

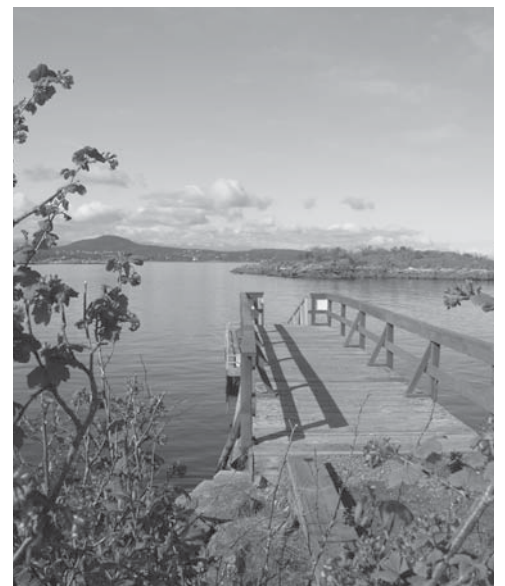
I believe in angels. From individuals like Jean, to companies like TAXI (see opposite); whenever *TLC*'s work takes a quantum leap forward, it's because some rare individual, or company, has taken it upon themselves to help us get there.

I know I'm not lucky enough to know all of *TLC*'s angels – those who give anonymously, or plan to give through their Wills – the way I knew Jean. So I would like to take this opportunity to extend my most heartfelt thanks to all our *TLC* angels. We could not do it without you.

View from South Winchelsea Island - the very
first property purchased and protected by *TLC*.
Photo Christina Symons



Bill Turner,
TLC's Executive Director



Save A Place Campaign

Building membership in the Lower Mainland Region

by Heather Skydt
External Relations Specialist

Last spring, The Land Conservancy received an incredible offer. TAXI Canada Inc. – an internationally known, award-winning advertising firm – had heard about the work of The Land Conservancy, and offered to donate their services to help get more British Columbians involved in saving special places.

Since Members are the driving force behind all of The Land Conservancy's conservation successes, the offer was seen as a fantastic opportunity to build our membership base, particularly in the Lower Mainland.

As a result, this past August, TAXI and The Land Conservancy proudly launched the Save A Place campaign – all new radio ads, banners, ferry posters, newspaper ads, a TV commercial, and even a new mini-website (www.saveaplace.ca) aimed at attracting new Members interested in protecting B.C.'s precious wilderness areas, cultural landmarks, and agricultural lands.

The tone of these new ads varies from humorous to serious, but a common theme is: "Once a Place is Gone, it's Gone;" underlying the importance of taking action to save special places before it's too late.

The Save A Place campaign also uses a new look, logo, and colors for The Land Conservancy. This is a test campaign running on the advice of TAXI utilizing

their expertise in the communications field.

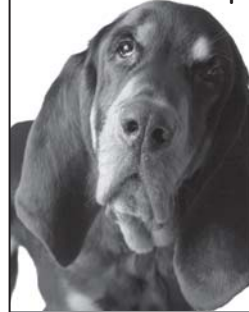
"The reason why TAXI is involved with this project is that we truly believe in the mandate of The Land Conservancy of BC. We want to help move the organization to the next level in terms of public awareness, interest, emotional impact, and most importantly, membership growth. We look forward to developing a long-lasting partnership," says Ben Tarr, Account Director at TAXI.

Check out the Save A Place website at www.saveaplace.ca, and help us spread the word by encouraging your family and friends to visit and sign up as a member online.

Editor's note: The Land Conservancy would like to thank TAXI Canada Inc. for their incredible support in undertaking this campaign, and to Engine Digital Media for their expertise in creating the Save A Place mini-website. Thank you! ■

Above right: Thanks to TAXI Canada Inc. ads like this will be appearing throughout the Lower Mainland this fall to attract new members to TLC. Right: A possible new logo for TLC that TAXI is testing as part of the campaign.

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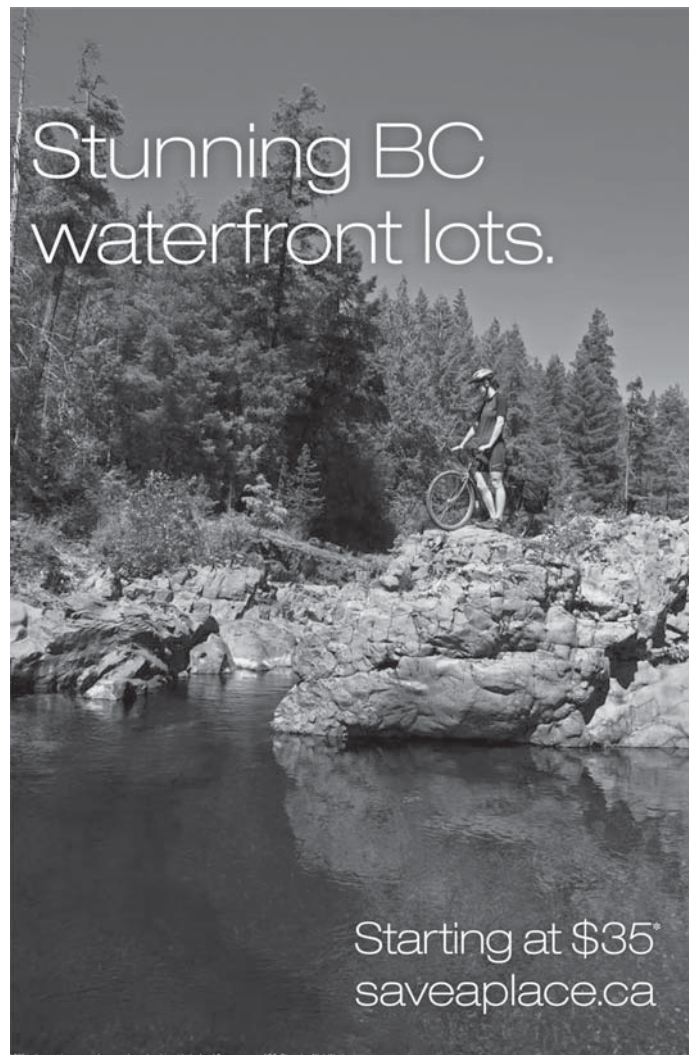
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A Mile-Long Drive

TLC works to add vital lakefront property to Valhalla Provincial Park

by Kathryn Martell
Kootenay Regional Manager

Stretching from the undeveloped west shore of Slocan Lake to the spectacular forests, glaciers, and peaks of the Valhalla Range, Valhalla Provincial Park is an extraordinary protected area north of Castlegar, in B.C.'s interior. The park protects an entire mountain ecosystem – from a shoreline of sandy beaches to high alpine forests, peaks, and glaciers. Thousands of visitors flock here every year to canoe, kayak, hike, mountaineer, and camp.

Created 25 years ago in 1983, the park was the result of years of advocacy work by local communities. But at the time, it was not possible to create a continuous belt of parkland because several privately held properties still existed within park boundaries.

The Land Conservancy and the Valhalla Foundation for Ecology & Social Justice have recently negotiated an option to purchase the largest of these in-holdings: a 155-acre property featuring just more than a mile of beautiful, undeveloped lakefront shoreline. If \$1.5 million can be raised by December 2008, this “Valhalla



Mile” will be added to the surrounding provincial park, thereby preserving critical habitat and wildlife corridors.

“Grizzly bears come down to the rocky bluffs to feed on glacier lilies in the spring; wolverine and cougar hunt on the property; and other at-risk species such as Great Blue Heron and Townsend’s Big-eared bat are likely present,” says local biologist Wayne McCrory, an internationally respected bear conservation expert. “This property makes an incredible addition to lowland forest protection in B.C.”

Valhalla Provincial Park has also been internationally recognized



A private property featuring just over a mile of valuable lakefront has come up for sale within the boundaries of Valhalla Provincial Park. Protecting this property will save vital habitat for black bears (inset) and other wildlife.

Photo Kathryn Martell; Inset Wayne McCrory

for its protection of low elevation interior Cedar Hemlock forests, as few examples of this forest type remain undisturbed in the Columbia region.

If you'd like to help protect the Valhalla Mile, visit www.conservancy.bc.ca, or call 1-877-485-2422, to make your donation today. ■


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East Kootenay Conservation Question

The Land Conservancy working to create local conservation fund

by Kathryn Martell
Kootenay Regional Manager

On November 15th, 2008, voters in the Upper Columbia valley will be asked a very important referendum question: 'Are you willing to pay \$20/parcel of property tax to establish a dedicated Local Conservation Fund?'

To Victoria-area residents, this will sound familiar: since April 2000, homeowners in the Capital Regional District (CRD) have contributed to a Parks Land Acquisition Fund through an addition to their annual property taxes (usually about \$10 / household). This fund has made it possible for CRD Parks to create 15 new parks in the last eight years, including 8 created in partnership with The Land Conservancy like Sooke Potholes Regional Park and Matthews Point Park Reserve.

The Land Conservancy is now working with a number of partners – through a partnership program known as the East Kootenay Conservation Program (EKCP) – to create a similar Local Conservation Fund in the East Kootenays. The proposed fund would help protect important areas based on three broad conservation themes: fish and wildlife

habitat, watersheds, and open spaces including family ranches and forested land.

Although other East Kootenay jurisdictions have yet to accept the Local Conservation Fund proposal, elected representatives in the Upper Columbia Valley are giving voters a chance to say “yes” to conservation.

“Our public polls find that 83% of Kootenay residents feel it’s important to look after private land for wildlife,” says Nancy Newhouse, EKCP Program Manager. “This is a small investment with a big payoff: many places in the world have already lost the ecological treasures and quality of life that we still enjoy. We’ve got a great landscape and great people to work with – we have the opportunity to be leaders in community conservation.”

For more information about the Local Conservation fund proposal, visit www.ekcp.ca.

Editor's Note – This is a great example of some of the work The Land Conservancy does behind the scenes to save special places in B.C. – work that is only possible because of the support of Members like you. Thank you! ■



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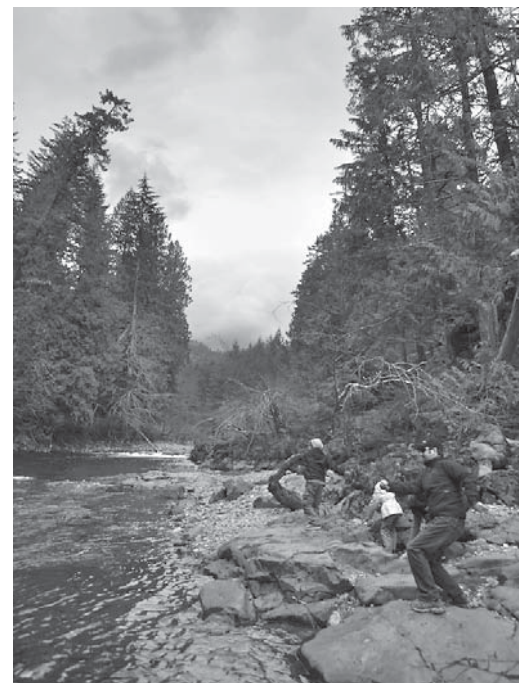


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BC's special places.

www.TLC4BC.ca



Victoria area residents enjoy Sooke Potholes Regional Park - a park created with funding from a Regional Parks Land Acquisition Fund. TLC is working with other groups to create a proposal for a similar fund in the East Kootenay. Photo iii-imaging.com

Update Madrona Farm

TLC making progress towards protecting vital source of local food production

by Tim Maloney
Director Advancement

From apples to zucchini, from cauliflower to corn, Madrona Farm in the Blenkinsop Valley produces an incredible array of crops for the Victoria market all year round. In 2007 alone, the farm produced over 125,000 lbs of food for local consumption!

Protecting land to maintain this kind of local agricultural production is critical to the future of B.C. That's why The Land Conservancy recently joined with The Friends of Madrona Farm Society to raise \$2.5 million for the purchase of the 27-acre farm. If successful, the agricultural and ecological values of this special farm will be protected forever, and the land would continue to produce fruits and vegetables for local consumption.

TLC's goal is to raise the first \$250,000 by December 31st, 2008, and we're proud to announce that \$120,000 of this target has already been raised. Please help TLC save Madrona Farm by making your donation today at www.conservancy.bc.ca/DonateToMadrona.

Editor's note – Victoria area residents: why not experience local agriculture for yourself? Madrona Farm's produce is available at the farm gate until November. Visit www.conservancy.bc.ca/conservationpartners, and look up Madrona Farm in the "Our Partners" section for details. ■



Nathalie and David Chambers operators of Madrona Farm provide an important source of local food to southern Vancouver Island without TLC's help. Such farms could disappear due to sky-rocketing land prices and other pressures. Photo courtesy David Chambers

Get your holiday shopping started early at
www.conservancy.bc.ca/store

Fun and games can Save Special Places?

by Cassie Holcomb
Member Care Coordinator

Who knew playing games and connecting with friends on Facebook® could help protect B.C.'s most special places! That is exactly what happened this spring when Victoria based Backstage Technologies offered to help TLC fundraise in a very unique way.

Backstage Technologies is a company that creates fun games for different online social networks like

Facebook®. Dr. Russell Ovans, president of Backstage Technologies says, "Our games of chance typically involve collecting, competition, and entertainment—resulting in an experience that is as fun as it is addictive".

One of their most popular game applications is a virtual scratch-off lottery ticket. These tickets are usually free and allow players to collect a variety of virtual prizes that can be displayed on the winner's Facebook® page.

But Backstage Technologies is not all about fun and games – they also believe in giving back. They provide charities and non-profit organizations fundraising opportunities through their gaming

applications. TLC was lucky enough to be one of these chosen organizations.

To help raise funds for TLC, a purchase only TLC themed scratch ticket was created with virtual prizes of different special places across B.C.. In just one month, Facebook® users purchased over 127,000 tickets resulting in a donation being made to TLC for over \$10,000! Thank you to Backstage Technologies and their employees for their incredible support!

If you're helping to raise funds or awareness for TLC in your home or business, let us know so we can share your story with TLC Members everywhere! ■

Taking Stock

How you can support TLC without giving up a nickel

by Carla Funk
Donor Relations & Planned Giving Manager

Did you know that some types of donations give you a greater tax benefit than others? For example, did you know that when you give TLC a gift of appreciated securities (stocks or similar financial instruments that have increased in value since you bought them), you receive a greater tax benefit than if you gave an equivalent cash gift?

Jim Bullmore of RBC Dominion Securities and Frank Arnold of Raymond James' "Pinchgroup" know, and they've chosen to act as TLC's *pro-bono* brokers to encourage as many people as possible to give in this strategic manner.

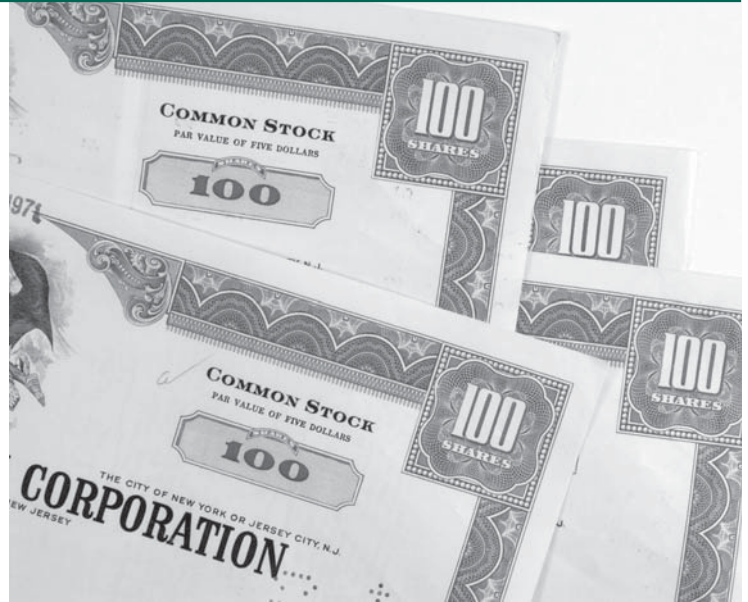
The reason for this added benefit to gifts of securities is that, by donating the securities directly to TLC, the capital gains tax that would normally be triggered when you sell stock are totally waived. You will receive a charitable donation receipt based on the value of the stock on the date that TLC's brokers – Jim or Frank – received it.

This can be a tremendous advantage, particularly in situations where you – as an investor – are forced to sell stock, as in the case of BCE.

"It is looking like the BCE buyout is going ahead as planned before year-end, which means long-time shareholders with especially low cost prices could be forced to trigger a large capital gain. Donating these shares instead accomplishes three goals at once: the donor avoids a big tax bill; receives a substantial tax credit; and is secure in knowing that they are supporting a very worthwhile cause," says Frank.

In other words, by sending your financial advisor a message to donate all or a portion of the affected securities, you can effectively eliminate a potential tax problem for yourself, and help save special places at the same time.

As Frank explains, "The benefits vary depending on the value of the security relative to what was originally paid. Because of the tax advantage of donating securities versus donating cash, to eliminate all the capital gains tax on a stock that has risen in value, one has to donate about one third of the value, while being able to keep the remaining two thirds tax free."



Transferring securities like stocks directly to TLC can yield tremendous tax benefits, particularly in situations where you are forced to sell the stock: Bell Canada Enterprises (BCE) for example.

Translation: By donating securities, you can support TLC without giving up a nickel!

For details on how to strategically manage your portfolio and support causes that you care about call:
Jim Bullmore: RBC Dominion Securities
Phone toll free: 1-888-773-4477
(or local Victoria 250-356-4805)

Frank Arnold: Raymond James
"Pinchgroup" Socially Responsible Investing. Phone toll free: 1-866-515-2420 (or local Victoria 250-405-2420) ■



Photo by Dennis Power

Would you like more information on giving gifts of securities or other planned gifts to TLC?

Contact Carla for free information sheets that you and your broker can use to help find the best options for you.

1-877-485-2422 cfunk@conservancy.bc.ca

Your personal TLC contacts:

With the holiday season around the corner, many people are starting to look for gifts that are not only unique but also give something back. This year, you can give the gift of saving special places with TLC's adopt an animal program.

Last year, we had much success with our Adopt-a-Grizzly Bear kits. This year, we are pleased to offer another animal in addition to the Grizzly Bear – the Cougar!

Cougars are truly one of B.C.'s most majestic and mysterious animals. They can primarily be found in the lower third of the province where many TLC sites are located. By adopting a Cougar for someone you love, you will be protecting disappearing Cougar habitat, like the Sooke Hills, as well as other special places across B.C.

Both adoption kits come with a cuddly plush toy, a personalized adoption certificate, an information booklet, and a sticker. For more information, or to adopt your Cougar (or Grizzly Bear), please visit www.conservancy.bc.ca/store or call us at 1-877-485-2422.

We are always happy to help!

Cassie + Tom



Photo Valerie Tabone

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

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 Dorothy Margaret Snyder
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 Pat and Elizabeth Izard
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 Mary Ann West
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To remember your loved one with a special gift, call 1-877-485-2422, or visit www.conservancy.bc.ca

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Name on Card _____ Signature _____

My contact details:

Name: _____ Member # (if known): _____

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Thank you!

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

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 fax: (250) 477-4451

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