

SPRING 2005

NEWSLETTER OF TLC THE LAND CONSERVANCY OF BRITISH COLUMBIA

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their children to enjoy as well.**

**NEWS FLASH: SOOKE POTHOLE SUCCESS  
SEE INSIDE**

# Growing and Changing with the Seasons

February 2004.....2000 members  
March 2005.....3600 members

Membership in *TLC* has undergone significant changes in the past year, reflecting the changing needs of our organization as we continue to grow and develop. And it has paid off with an 80% increase in our membership since we began to implement the changes.

Our members remain the heart and soul of *TLC*. Every single member makes a difference and helps us become a more effective organization.

Early in 2004, we implemented a new, benefits-based, membership system and issued everyone a membership card. By now, all members should have a card. We encourage you to carry your card with you, as it has much more than symbolic value – and its value is increasing all the time.

With your membership card, you can visit all of *TLC*'s sites at no charge, including Wildwood (near Nanaimo), Abkhazi Garden and Craigflower National Historic Site (in Victoria) and the Mountain View Doukhobor Museum in Grand Forks. You can also receive a discount on *TLC*'s cottage rentals, nature cruises, conservation holidays and workshops. From time to time, there will also be special "members only" promotions in our gift shops and catalogues.

We are continuing to fine-tune our membership system, both to increase the benefits you receive as a member, and to improve our processing and management of this critical function. Following are some changes being implemented this year.

### • Member Discount Program

We continue to look for ways to enhance membership benefits to make your support for *TLC* even more rewarding. Under the Member Discount Program, participating businesses offer a discount to *TLC* members in their stores/restaurants/tourist attractions etc. Businesses display a logo in their window and on their till, advertising their participation in the program. Just show your card and receive a discount! The amount of the discount is set by each business and may vary from time to time.

For a complete listing of participating businesses see our website or the MEMBERS HANDBOOK, included with this LandMark.

### • Small Business Membership

Another important change brought in recently is our new Small Business membership category. *TLC* values its relationship with the business community and we are delighted to be able to welcome smaller scale businesses, for whom the Corporate membership was not a match.

### • Senior, Student & Low-Income Membership Rates

Since *TLC* first began we have kept Senior, Student and low-income membership rates as low as possible, at \$15. Because of increasing costs, we are now no longer able to support those memberships at that price, so this year the rate increased to \$25 as of March 1<sup>st</sup>.

### • Automatically Renewing Your Membership

We strongly encourage you to use automatic renewal for your membership if you can. Primarily, we encourage our members to use the monthly membership plan. A new option this year is automatic renewal for annual payments. Members who choose an automatic renewal option are not only making it easier and more convenient for themselves, but are also saving *TLC* the annual costs of renewing memberships. They also provide us with greater certainty about resources, helping us to plan more effectively. To encourage you to convert to automatic renewal, we will add an additional 3 months of benefits when you convert.

### • Upgrading Your Membership

*TLC* offers membership at different levels so that each person or family can choose the level of support that is best for them. If you decide to increase your membership level, (for example by moving from Basic to Supporter) you will receive 15 months of membership benefits in the following year, instead of 12. This happens one of two different ways – if you are making monthly payments, your benefits will start immediately, but we won't take a payment for 3 months. If you pay an annual amount, we will renew your membership right away, and it won't become due again for 15 months, instead of 12.

If you would like more information about anything discussed above, or have any comments or questions about membership generally, please contact our Membership Development Officers - Norma McAllister in the Vancouver Island office, or Rich Kenny in the Lower Mainland office - or contact your nearest regional office.

# SUCCESS! Sooke Potholes Campaign Creates a New Regional Park



Photo: Dennis Powers

After more than a year of intensive campaigning, we are delighted to announce that we have been successful in creating a new, spectacular park at the Sooke Potholes. This will ensure protection of a magnificent 5-km stretch of the Sooke River that contains the unique geological formations known as the Sooke Potholes. It will also guarantee that the public, who have used this area as a favourite swimming and recreation spot for decades, will continue to have access forever.

At a March 31 press conference, Bill Turner, along with Don Amos, Chair of the Capital Regional District and Bill Barisoff, Minister of Water, Land and Air Protection, announced a series of agreements that will enable the CRD to establish the site as a regional park. The agreements will also see *TLC* retain ownership of three sites within the park: the campground, which we will operate to generate revenue; the works yard, which we will continue to use as a storage and works area; and the site of the derelict lodge. The lodge has now been demolished, and this area will be the site of a new Visitors Centre, which *TLC* will build over the next few years.

CRD Chair Don Amos was generous in his announcing the new park. "*TLC* deserves full credit for its creation," he said. "Without *TLC*'s resources, tenacity and commitment, it is unlikely that this park could have been created."

The park and campground will be open by this summer. Specific details regarding the management and operations are still being worked out with CRD Parks staff who deserve tremendous credit for being willing and able to work so quickly to make this park a reality. More details will be available soon.

*TLC* and our partners have raised 95% of \$3 million needed to acquire this site. We will be continuing to fundraise for the remaining 5% over the next few months.

## Nelly Furtado Sings the Praises of the Potholes



Photo courtesy of Nelly Furtado

International superstar (and Victoria native) Nelly Furtado has joined with *TLC* to help protect the Sooke Potholes.

"I love the Potholes" she said. "They've always been one of my favourite places to visit. I hope that all my fans, and all the people of Vancouver Island, will join with me in helping *TLC* protect this very special place."

Furtado indicated that she has added links on her websites, including [www.nellyfurtado.com](http://www.nellyfurtado.com), to the *TLC* website ([www.conservancy.bc.ca](http://www.conservancy.bc.ca)) to help raise awareness for the Potholes project. She encouraged people interested in protecting the Potholes to donate to *TLC* as quickly as possible, and added that she herself is organizing a celebrity auction and considering a concert to support the fundraising effort.

"The Potholes represent some great childhood memories for me. It's exciting for me to be able to give something back," added Nelly.

# Taking Advantage of the Opportunity



Vancouver Island Warden Paula Hesje and her crew conducting field work on South Winchelsea Island

Photo: Aaron Henderson

Executive Director, Bill Turner, explains how TLC evaluates potential projects and determines how we take on the challenge of protecting special places, forever, for everyone.

Within a few months of TLC's founding, in 1997, we were engaged in our first acquisition project – South Winchelsea Island. When we took on this project, we had very few resources and even less money. As it was our first project, we also had no track record. But the threat to the island was imminent so, in order to protect this extremely important property, we decided that we had to borrow the money to purchase it, with the intention of raising the funds over time to pay off the loan. It took five years, but at the end of 2002 we made the final payment on that loan. This wonderful, and rare, Garry oak – Arbutus ecosystem is now protected forever.

There's no doubt that this was a bit of a risky venture for a fledgling organization like TLC. But this is what TLC is all about. If we hadn't taken the risk, if we hadn't acted quickly when the opportunity presented itself, then that fragile ecosystem – that special place we wanted to protect – could well have been destroyed by an inappropriate

and incompatible development.

Since then, we have been involved in dozens of acquisition projects, some on our own, most in partnerships. We've also negotiated conservation covenants on dozens more properties. Some of these projects have certainly included a measure of risk. Others have been well financed. But all of them have been driven by the fact that there are important features, habitat or other values on the property which are worth protecting and that if we did not step forward those values would be put at risk, or lost completely.

As we all know, it's a huge task that TLC has taken on. Through our first eight years, we have worked at a frenetic pace and grown rapidly – we've had to, in order to be able to respond effectively to the community. But all this activity, coupled with our rate of growth, has also generated a number of questions which we get asked repeatedly:

- How does TLC determine which projects to take on?
- Is it wise to go into debt to protect a property?
- By trying to do so much, do we run the risk of spreading ourselves too thin?

These are all very good and pertinent

questions. I thought it would be useful to provide you with TLC's perspective on how we make our decisions and why we manage our financing in the way that we do.

## Evaluating Potential Projects

Properties are brought to our attention all the time, from many different sources. Sometimes it will be the property owners who want to donate or sell their land to us because they want to see it protected. Other times it could be a community group, a realtor, a government agency, or even neighbours who will tell us about a property that they feel is deserving of protection. Usually, but not always, these properties are raised with us due to some perceived threat, or simply because they are being put on the market and there is an opportunity for action.

TLC is also constantly in touch with many other local and provincial land trusts, with governments at all levels (and their staff), and with many professionals to plan collectively how we can identify and protect the critical habitat, wetlands and other areas, that are important to species at risk and the maintenance of biodiversity. In these cases, we have access to significant biological and geographic data that provide good background for our plans. All these groups work very well together, to ensure that we know who is doing what, that we share resources where possible, and that we have the greatest impact through coordinating our priorities.

In all cases, once TLC becomes aware of a property which is potentially a candidate for protection we go through a rigorous internal assessment of the property. It begins with the Regional Manager and his/her staff or volunteers, who will assess the property to

*continued on page 8...*

# HERITAGE Legacy Fund of BRITISH COLUMBIA

A JOINT INITIATIVE OF THE LAND CONSERVANCY AND THE HERITAGE SOCIETY OF BC

On March 2<sup>nd</sup> TLC and the Heritage Society of BC (HSBC) announced the launch of new financial support programs for cultural heritage conservation projects in British Columbia.

The new Heritage Legacy Fund of BC is now accepting applications from charities, non-profit organizations and local governments for projects that will conserve or raise awareness of BC's heritage.

Funding will be provided on a cost-sharing basis through two programs:

- the **Heritage Conservation Program** will provide grants of up to \$25,000 for projects involving the preservation, rehabilitation, and/or restoration of a community heritage resource.
- the **Heritage Awareness Program** will provide grants of up to \$10,000 for projects aimed at increasing public understanding and appreciation of specific community heritage resources.

The fund is jointly administered by HSBC and TLC, and currently stands at \$5 million (contributed by the Province of BC). Our goal is to grow the fund to \$20 million over the next few years. Proceeds from the fund are used each year to provide the grants and the operating costs.

For more information, see the website at [www.heritagelegacyfund.ca](http://www.heritagelegacyfund.ca), or call at 250-361-3863.

# Meet Our Volunteers

Juliet Mohlmann is one of the mainstays of our Lower Mainland Office



Photo: Tracy Keeling

Juliet Mohlmann is the kind of volunteer every non-profit agency dreams of. She is dedicated, enthusiastic and she can always be counted on to jump into any task that needs attention. Whether it's cleaning up after TLC's Paddle-a-thon fundraiser, or entering pages of information and endless details into our database, Juliet always completes her tasks with a smile. In her words, "I am happy to take on these detailed, time-consuming tasks because I know that they need to be done and because this frees up staff (and other volunteers) to be able to move forward with their conservation work."

"It's a joy to work with TLC," she says, "and the Eagles Estate Heritage Garden is such a nice place to come to work. The environment is positive, and I feel a part of the team that really contributes to the success of the organization."

How did we at TLC ever get so lucky with Juliet? It's because her first experience with us was a positive one. In a panic to find a birthday present for

her sister in Halifax, Juliet picked up a Green Gift catalogue at her mother-in-law's house. In it she saw what she thought would be a great present for her sister: an Adopt-a-Bat certificate. She called TLC Enterprises, ordered an adoption certificate in the name of her sister, and asked that it be shipped to her directly in Halifax. To Juliet's amazement it arrived on time, less than 4 days later!

Juliet lives her life in a sustainable way and inspires us here in the Lower Mainland office to think about our own personal impact on the environment. Juliet travels by bike whenever possible. She is very conscious of animal welfare issues, choosing a vegetarian diet and, when she's not at TLC, volunteering at the Wildlife Rescue Association of BC.

Being especially interested in supporting locally grown produce and buying from organic farmers located in her region as much as possible, Juliet is a strong supporter of TLC's Conservation Partners Program. She is keen to get more involved with this program as it develops and expands into the Lower Mainland and Fraser Valley.

"Juliet truly is a great asset to our team," says Lower Mainland Regional Manager Tamsin Baker. "We depend on her so much, and we all appreciate her dedication and her smile. We look forward to continuing to benefit from her enthusiasm and her passion for a long time."

*Tracy Keeling  
Communications & Development Officer*

# Craigflower Schoolhouse

National Historic Site

150<sup>th</sup> Anniversary

## Ring the Bell to Celebrate a Proud Past and a Hopeful Future

In 1855, a salvaged ship's bell from a wrecked steamship -- the Major Thompkins -- was purchased for 10 pounds by Kenneth Mackenzie, the Craigflower Farm bailiff. The bell was a gift for the new schoolhouse that was being built for the fledgling settler community in the area. In March 1855, the bell was erected and rung for the first time on the very first day of school.

The old Craigflower Schoolhouse remained open for the next 56 years. It educated many of Victoria's early citizens before finally closing its doors in 1911. The schoolhouse was rescued in the 1930s and turned into a museum, when the surviving Craigflower teachers, pupils, and trustees repaired the building and collected memorabilia from the local community for the benefit of future generations.

On May 1, 2003 The Land Conservancy became the new stewards for both the Craigflower Schoolhouse and Craigflower Manor. Our goal is to conserve these wonderful buildings, and the surrounding property, in a way that brings our heritage back to life -- by connecting with the local community.

On March 12th, at 1:00pm, the bell rang again, for the first time in more than fifty years, to celebrate the 150<sup>th</sup> Anniversary of the Schoolhouse. Over 200 guests joined us for the celebration, commemorating the history of this, the oldest standing schoolhouse in Western Canada.



TLC Executive Director Bill Turner welcomes guests to the 150th Anniversary of Craigflower Schoolhouse.

Many of the guests were current or former students at Craigflower Elementary School -- when the original schoolhouse was closed, a more modern school was built right next door. The school has been operating continuously for 150 years, and has one of the longest and deepest histories of any school in Canada. The school (the Parents Association, staff and students) and TLC worked closely together to plan this celebration. Preparations included a great deal of research and activities by the students to learn about the history of their own school.

Hereditary Chief Andy Thomas welcomed everyone to the traditional territory of the Esquimalt First Nation, and reflected on the history and relationship between the First Nation and the broader community around them. Dancers from the First Nation performed several welcoming dances to start off the celebration.



Also in attendance were representatives from the Province, the Municipalities of Saanich and View Royal, the Victoria School District and the Hudson's Bay Company. Historian John Adams recounted the history of the Schoolhouse, then the (current-day) Principal of the school, John Bataller, rang the bell, just as his predecessor had done so long ago.

The day was concluded with a community tea hosted and served by the students. This featured a brand new, special blend of tea, created specifically for this event by Murchie's Tea House. (This tea blend is now available at our gift shops or from our on-line catalogue).

Our thanks to the many volunteers who made this special day at this special place so delightful.

Marc Dugas  
Craigflower Site Services Manager



All Photos (Pages 6 & 7): Bill Camden  
Except bottom: Marc Dugas  
2nd from top: Lynne Milnes

## The Story of the Prodigal Bell How a Family Restored Their Honour



Here at Craigflower, we have learned that new artifacts come to us through a wide variety of circumstances. Sometimes an item has always been there, dusty, covered in a tarp, deep in storage and forgotten until someone "rediscovers" it. Other times, Mother Nature may lend a hand. This was the case last autumn when the tides in the Gorge waterway were so low that they revealed a treasure trove of bottles and china discarded by early settlers and hidden by water for over a century. More often than not, a Craigflower artifact is brought to our attention by a local resident who has a family connection to the site and has decided that it would be best for the community and for the artifact's long-term protection if it were donated to a museum.

This past September, however, Craigflower Schoolhouse received a rather important original artifact from an unexpected source. It seems this new re-acquisition took a forced vacation about sixty years ago.

TLC received a phone call from John LeLievre of California, who was planning a short visit to Victoria, and who wanted to meet with us to return an undisclosed item. Naturally, our curiosity was aroused, and when we finally got together, Mr. LeLievre told us his family's story.

Mr. LeLievre's father, Alex, had grown up in the Craigflower Farm area and attended Craigflower school. He subsequently moved to California to work on the construction of the Golden Gate bridge.

In 1940, Alex and his new bride came back to Victoria for a visit. Wanting to show her his roots, Craigflower School-

house was a must-see. This is where the trouble began.

Alex's wife (who shall remain nameless for this story) thought it important to find a souvenir for her husband to remember his younger days. At some point during their Schoolhouse tour it came upon her that it might be a "good idea" to find a souvenir of historical significance. She must have carried a rather large handbag that day because in the end she set her nimble fingers on the hand bell which had been used by Craigflower teachers through the years to ring the students in at recess.

She did not reveal her boldness to her husband until the couple returned to America. Her husband was not impressed by her cheekiness (neither was the museum at the time we suspect), but it seems that Mrs. LeLievre was as stubborn as she was bold, and the bell remained in the family.

Time went by. The bell was brought out by the family and rung on occasion. The story of the pilfering was told to their children. Five years ago Mrs. LeLievre passed on, and the bell was willed to her daughter. Last August the daughter died and the bell passed on to her brother, John. In his words, it was "time to restore the family honour once and for all," and he brought the bell home.

Although it had suffered a bit from improper storage and overzealous usage both John and TLC are delighted -- and relieved -- that the wayward bell has finally returned to Craigflower, where it belongs.

determine (or confirm) that there are indeed significant ecological, heritage or other values that meet our mandate and that are worthy of protection. This is necessarily a subjective process and takes into consideration a multitude of factors, such as what's on the property, what is its condition, whether it is unique in any way, what surrounds and influences the property, and so on.

Staff also need to consider many other issues. What is the legal status of the property? What threats is it facing? What is the perspective of the local community and the neighbours? What potential uses are there for the site, and does it have educational or other potential? What, if any, remediation work needs to be done?

Finally, we need to assess the financial circumstances. This involves looking at the opportunity – is the property for sale, for how much and what is the time frame. We also look at the potential for us to raise funds for the project – who might be interested in being a partner, is the local community prepared to participate, is there any revenue generating potential on the site, and so on.

Depending upon the size, complexity and location of the site, this can involve considerable work, including appraisals, consultation with many individuals, background research and reports and field work directly on-site.

Once this information has been collected, the Regional Manager makes a decision to recommend (or not) that TLC should proceed with the project. This recommendation is then reviewed by our management committee, which includes all of our regional managers as well as senior management. This committee would assess whether or not to accept the recommendation, based on such things as our total workload,



TLC staff and volunteers survey the Sooke Hills property that was purchased in a partnership with the CRD, the Government of BC and the Government of Canada. A complex, \$6 million acquisition that took several years to complete (we still need to raise about \$65,000 to finish it off). - TLC File Photo

competing demands on our resources and our ability to raise the necessary funds. The management committee then makes its recommendation to the Board of Directors.

The Board will consider the risks and opportunities attached to the proposal and provide the authority for us to proceed. As you can appreciate, this (sometimes) lengthy and detailed process ensures that we have a good handle on all aspects of a project and are on solid ground as we move forward.

### Financing Our Projects

TLC's objective is always to raise the funds for a project before we close the deal. Unfortunately, that's not always possible. Quite often we will be faced with a situation in which the threat, or the pending sale of the property, is immediate and we must work very quickly to secure the property before it is lost. Because we don't (yet) have a big reserve fund from which we can draw, this means that sometimes we must borrow the money.

In some cases, we will borrow from a commercial bank or credit union, through a conventional mortgage. Often, however, we will put together a mortgage from one or more individual supporters who are in a position to lend

us money. We ensure that we treat these generous people well, paying fair interest rates and setting up appropriate legal safeguards for them. We have used this approach successfully on several of our major projects, including Abkhazi Garden and, currently, the Sooke Potholes.

Even when we take out a mortgage, it's not always a risk. Quite often our mortgages are secured by other arrangements worked out with governments, foundations or other donors to provide us with financial support over time. As an example, we negotiated an agreement with the Capital Regional District to contribute \$3 million toward the purchase of the Sooke Hills. Because this money was to come from their Parks Acquisition Fund, which is a fixed amount each year, the CRD could only come up with \$600,000 per year. So TLC arranged a five-year mortgage with the credit union in order to make the purchase, with the annual mortgage payments covered by the CRD's annual contributions to us. Similar arrangements have been made on other projects, such as the Burgoyne Bay acquisition on Salt Spring Island and the Nanaimo River project.

It's also worth mentioning that this kind of arrangement provides a great

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## Creating a Legacy

### Planning your financial affairs to benefit your family and to help protect Special Places as well

When making a donation to TLC, people often say to us that they wish they could do more to help. They feel strongly about the special places we are protecting and they really want to make a difference – but we all have limited resources and many demands on those resources.

We'd like to make it clear that we appreciate every donation, no matter how large or small, and we put every dollar to good use. But, for those who want to do more, there are often ways that you can manage your financial affairs to allow you to make a substantial gift, while continuing to provide appropriately for your family.

Sometimes called "living gifts" or "legacy gifts," planned gifts are simply a way of organizing your affairs and your estate to make the most effective use of Canada's taxation laws and the many financial tools – such as RRSP's, RRIF's, life insurance policies, annuities and property transfers – that are available to everyone.

Of course, every family situation is unique so planned gifts also must be tailored to suit your specific circumstances. We encourage you to sit down with your lawyer or your financial planner to discuss what will work best for you. We would also be happy to provide information, or discuss your plans with you if you wish (although we cannot provide financial advice).

Some planned gifts can be immediate, while others (such as a will) take effect at some time in the future. The important thing is that they must work for everyone. Over the past several years, with lots of encouragement from chari-

ties like TLC, the federal Parliament has significantly improved tax incentives for planned gifts. This has resulted in more options for giving that are available for everyone.

### Where There's a Will There's a Way

When people think of leaving a legacy, they are usually thinking about their will. This is one of the most common ways that people plan significant charitable gifts, by leaving a portion of their estate to a charity like TLC. Carefully arranging your will allows you to determine what will happen to your assets, how your family will be cared for and how your wishes will be carried out.

However, leaving everything to be resolved through your will is not always the best strategy. By using other financial tools, or by making significant transfers of assets before your death, you can often reduce estate taxes, probate and other costs, or it could provide you with additional tax credits now, allowing you to leave even more resources for your family and for your charitable interests.

### Early Planning Provides Greater Flexibility

There are many ways you can help. Most tax professionals agree that the earlier you begin planning your financial affairs, the more flexibility you have and the greater the benefits you can receive. We all know that we should have an up-to-date will, but we often put it off until later. If you would like to help out TLC in this way, we encourage you to contact us and/or your financial advisors and make your plans now.

For more information please contact:  
Carla Funk, TLC's Planned Giving Officer at 479-8053

## Portraits of Generosity

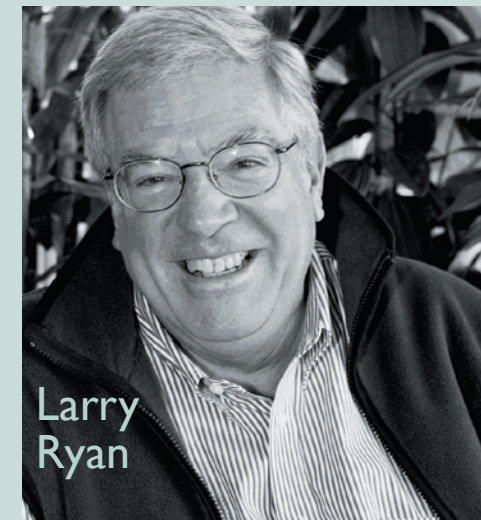


Photo: Eric Onasick

Larry Ryan is the former Executive Director of the Ontario Heritage Foundation. He retired and moved back to British Columbia 12 1/2 years ago.

"At that time," he says, "there was no organization in BC that worked to protect all aspects of our heritage, right across the province. When TLC came along in 1997 I watched it and found it to be well-organized with a good set of priorities. TLC is exactly the kind of flexible organization that I thought was needed. Although I worked in Ontario for over 30 years, BC has always been where my heart is. Because of the mountains, the forests, the sea....If you love British Columbia like I do, you want to preserve part of it. TLC helps me do just that."

Larry understands the need for long-term stability for an organization like TLC, so he has arranged his affairs to provide for TLC as part of his estate. He has also joined our HERITAGE CLUB, a group of like-minded, generous people who have also made a bequest to TLC. They get together periodically for a special event hosted by Bill Turner and the Board of Directors.

deal more flexibility to our government partners, allowing their property acquisition budgets to be used much more effectively than if they were restricted simply to a single year's budget at a time.

As mentioned earlier, *TLC* only borrows when it is absolutely necessary. We always try to raise money for a project up front. Not only is this cheaper in the long run (we avoid interest costs), but it is also much, much easier to raise funds to protect something that is under threat than to raise funds after the fact for something that is perceived to have already been "saved." It's often very difficult to get people to understand that a property is not really protected – even if we have title to the property – until it has been paid for.

### Managing Many Demands

Are we trying to do too much, too quickly? The short answer is "no" – although it certainly may seem like it at times. There is no doubt that *TLC* is carrying a huge work load, and that we are all working flat out to keep up. It's all a matter of keeping our eye fixed on our mandate, and being able to juggle lots of priorities. The reality is that the need is immediate. Every day, critical habitat, unique heritage structures and important greenspaces

are being lost through neglect or through redevelopment. If we are to be successful in meeting the challenge we have set for ourselves – protecting special places, forever, for everyone – then we must continue to work at full speed.

When *TLC* started out, we intentionally adopted a strategy to grow as quickly as possible, in order to build the expertise and the capacity we needed to get the job done. There's no doubt that this strategy has been stressful, but it has been necessary. And it has produced results:

If we had not followed this strategy, Abkhazi Garden would now be a row of condominiums. Significant parts of the Sooke Hills would be housing developments. Ross Bay Villa would have been demolished. The Horsefly River would have far fewer salmon than the millions which are returning now. Craigflower Manor and Schoolhouse would be sitting empty, without protection and without a future. The Wycliffe Wildlife Corridor would have golf courses on it, instead of being a unique home for endangered badgers. Wildwood would be gone, and Merve Wilkinson's life work would be finished. And the list goes on.

Having said all of that, it is important that we keep a tight management control over our finances and our

growth – and we do just that. We have many checks and balances in place to ensure that our activities are properly planned, strategically sound and well thought out.

The one area that we have struggled with, over the past few years, is our cash flow. This is not uncommon with many non-profits and businesses in their early years, but nevertheless it pains us when sometimes our business partners have to wait longer than either of us would like to get paid. However, we have put measures in place to address this problem, and we are working our way through it. This is why we have encouraged our supporters and members to become "monthly" members, which then guarantees us a certain amount of income each month that we can rely on. This is also why, from time to time, we ask for your financial help with our day-to-day operations, not just with our projects. The generosity of our members and friends is what keeps us going and, as long as our donations keep coming in, we are in good shape.

I hope this (rather long) explanation of how *TLC* conducts its business helps you understand a little bit more about the complexity of our work, and the passion that allows us all to keep driving toward our goal – protecting special places, forever, for everyone.



# Conservation Partners Program

## Conservation Partners Join Farmers Worldwide At Terra Madre Conference in Turin, Italy

*"Today 30 plants feed 95% of the world's population. In the past 100 years 250,000 plant varieties have gone extinct and 1 plant variety disappears every 6 hours. Since the beginning of the 20<sup>th</sup> century, Europe has lost more than 75% of its agricultural variety, while the US has lost 93% of their crop species diversity. One third of native cattle, sheep, and pig breeds has gone extinct or are on the road to extinction."*

This was one of a few quotes that lined the hall of the Palazzo del Lavoro – the palace of work – during the Terra Madre conference on Slow Food held in Turin, Italy. Close to 5000 farmers and producers from 128 countries came together in

October 2004, to share their thoughts on sustainable food production and distribution.

Dave and Gabi Cursons, farmers who are *TLC* Conservation Partners from Cawston, were 2 of 110 Canadian delegates who attended the Terra Madre Conference. Gabi made a presentation while there on *TLC*'s Conservation Partners Program (CPP). Sharing her experiences and information about the CPP, Gabi was able to connect with other farmers from around the world with similar concerns and inspiring stories of how agriculture can help to conserve ecological and cultural diversity.

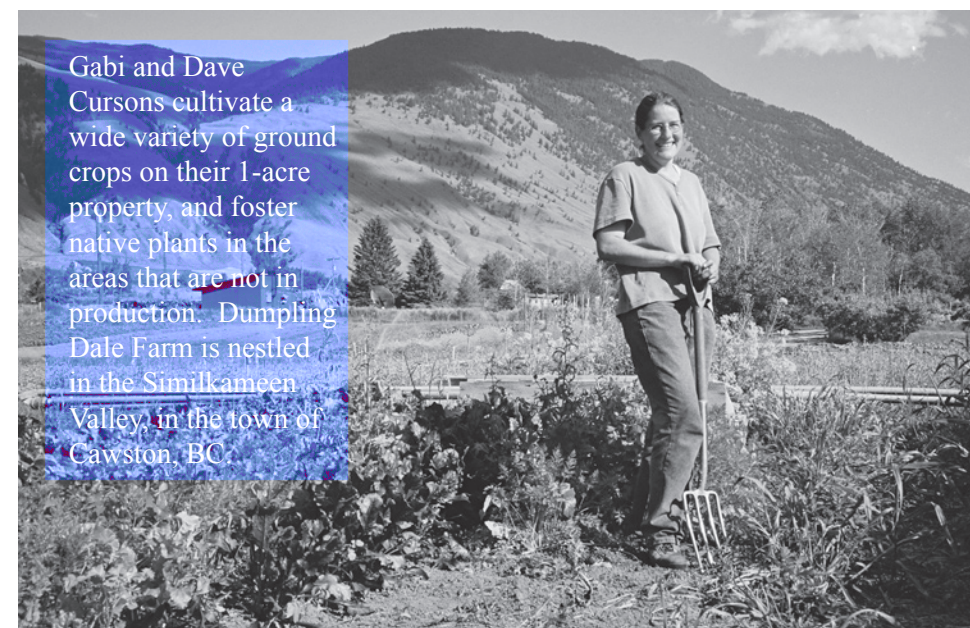
For those attending the conference at Terra Madre, the links between biodiversity and agriculture were tangible and obvious. Conservation of diversity in plant species, animals, food

and culture are intimately connected: a matter of life and death for some, and quality of life for all. While Conservation Partners are leading the way to the future in British Columbia – by uniting conservation of ecological and agricultural diversity – they are actually part of a much larger global movement. Gabi and Dave found the conference to be an inspiring and humbling experience, hearing directly from farmers in Africa, Asia and South America about their struggles amidst war, drought and manipulation by so-called First World countries.

The closing speech at the conference was presented by Prince Charles, reflecting the tone of the conference: "The importance of your movement cannot be overstated... After all, the food you produce is far more than just food, for it represents an entire culture – the culture of the family farm. It represents the ancient tapestry of rural life: the dedicated animal husbandry, the struggle with the natural elements, the love of landscape, the childhood memories, the knowledge and wisdom learnt from parents and grandparents, the intimate understanding of local climate and conditions, the hopes and fears of succeeding generations. Ladies and gentlemen, all of you represent genuinely sustainable agriculture and I salute you."

*TLC* and the Conservation Partners Program wish to thank Gabi and Dave for taking the CPP to Italy, and for sharing their experience with us!

by Gabi Cursons, Conservation Partner, & Jonaki Bhattacharyya, *TLC* Agricultural Liaison Officer



Gabi and Dave Cursons cultivate a wide variety of ground crops on their 1-acre property, and foster native plants in the areas that are not in production. Dumpling Dale Farm is nestled in the Similkameen Valley, in the town of Cawston, BC.

Photo: Gabi & Dave Cursons

### TLC Property Acquisitions - Status of Major Projects

*We're doing very well, but we still have a long way to go! Thank you for your ongoing support!*

PROPERTY	Acquisition Cost	Still to be Raised	When
Sooke Potholes	\$3,200,000	\$200,000	2005
Wycliffe Wildlife Corridor (Phases 4-6)	\$2,500,000	\$1,100,000	Over 5 years
Horsefly River	\$4,000,000	\$2,500,000	Over 10 years
Eagle Bluff (SORCO)	\$200,000	\$55,000	2005
Codd Wetlands	\$4,500,000	\$150,000	By 2006
Thwaytes Landing	\$1,500,000	\$400,000	Over 5 years
Abkhazi Garden	\$1,200,000	\$500,000	Over 5 years
Ross Bay Villa	\$300,000	\$175,000	Over 5 years
Wildwood	\$1,000,000	\$450,000	Over 5 years
Mountain View Doukhobor Museum	\$140,000	\$110,000	By 2006
Sooke Hills	\$6,500,000	\$70,000	2005

## Around the Province Comings and Goings at *TLC*

### Baldwin House – a new addition to our Rental Cottages – ready for rentals this spring

Designed by Arthur Erickson and completed in 1965, this two-storey home is an excellent example of a modern west coast post-and-beam structure. The home was built for Dr. William Baldwin and his wife Ruth, who were close personal friends of Erickson. It was completed the same year as the Erickson-designed Simon Fraser University and was recognized in publications of the day.

The building is located on the southern shore of Deer Lake in Burnaby and blends well into its natural surroundings. It is the only house that exists right on the shores of this lake, and with the floor-to-ceiling glass walls, the view of the lake is breathtaking. It is in close proximity to the Shadbolt Centre for the Arts, Burnaby Art Gallery, Burnaby Heritage Museum and Carousel, walking trails and nearby canoe rentals. This site is truly an oasis in the middle of a bustling urban centre. Also, visitors can quickly access Hwy 1 to head to Downtown Vancouver or go shopping at Metrotown, BC's biggest mall, located minutes away.

The heritage value of this building comes from the fact that it is one of the early surviving modernist structures, in original condition, from one of Canada's most globally prominent and respected architects. The City of Burnaby recognized this and acquired the site for public use as part of Deer Lake Park in 2003. To allow the building to be enjoyed as much as possible by the public, the City of Burnaby has again partnered with *TLC* (the first time was with Eagles

Estate) to lease the home to be used solely as a Holiday Cottage rental. By the late spring, the house will be ready for visitors. Bookings are being accepted now. Contact *TLC* Enterprises at 1-888-738-0533 or 250-383-4627 if you'd like to make a booking.



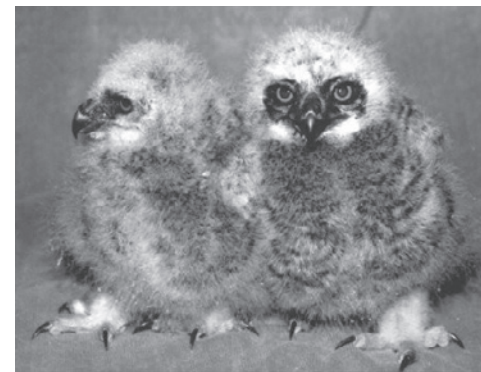
### Eagle Bluff acquisition completed - future home for SORCO now secured

We are delighted to announce that, since the last LandMark, the acquisition of the Eagle Bluff property in Osoyoos has been completed, and the home of the South Okanagan Rehabilitation Centre for Owls (SORCO) is now secure.

SORCO is the only licensed clinic and rehabilitation centre for birds of prey in the southern interior of BC. It was established on land owned by founder Sherri Klein. When illness within the Klein family put the future of SORCO at risk, *TLC* agreed to step forward and purchase the Klein's Eagle Bluff property. After almost two years of

fundraising, thanks to the help of a number of organizations, individuals, and businesses, *TLC* has successfully raised the required funds.

The campaign to save SORCO was not without challenges. The wildfires of 2003 had a significant impact, as many in the valley turned their attention to the Yellow Ribbon Campaign to support the victims of the Okanagan Mountain Park Fire. In early 2004, we were all saddened when Sherri's husband, Gary, passed away as a result of his illness. In the final months of the campaign, contributions from TD Canada Trust's Friends of the Environment Foundation, Burrowing Owl Estate Winery, and a private donor brought *TLC* close enough to our goal that we were able to complete the purchase. *TLC* and SORCO are now working on a lease that will allow SORCO to continue its operations on the land indefinitely.



Orphaned great-horned owl chicks at SORCO can now be assured a chance at rehabilitation before being released back into the wild.

Photo: Sherri Klein/SORCO

### Wycliffe Wildlife Corridor expanded with new acquisition

Phase 4 of this multi-phase, multi-year acquisition project is a relatively small but critical parcel which connects *TLC*'s other holdings to the property

## Around the Province Comings and Goings at *TLC*

owned by the Ministry of Water, Land and Air Protection. It is 78 acres of, primarily, riparian lowland alongside the St. Mary River. This acquisition has now been negotiated, and the sale will be closed in April. Total cost of this phase is about \$30,000. If you would like to contribute to this strategically important acquisition, please contact any *TLC* office.

### The Great Penticton Riparian Duck Race - off and quacking...

Following the success of last summer's Great Gorge Rubber Duck Race in Victoria, we are taking the show on the road. The next version of the duck race will be held in Penticton on July 16.

This duck race will be special. It's a joint activity in partnership with the En'owkin Centre. This is a First Nations education, cultural and ecological centre, based in Penticton. It is a non-profit organization operated under the governance of the Okanagan Indian Educational Resources Society. The race will be in support of the Okanagan River Cottonwoods (Locatee) project – which is, itself, a joint project between *TLC* and the En'owkin Centre.

The race was officially "launched" on Sunday March 20<sup>th</sup> at a dinner event hosted at the En'owkin Centre. This event focused on the "Corporate Duck Race" – a fun event that accompanies the Public Duck Race. Unlike the public race (which is a race to the wire for cash prizes), the corporate race is not so much about who actually wins the race – rather it's about participation and bragging rights. Awards (which are wonderful trip packages) will be given for "The Ugliest Duck" and for "The



This original watercolour design was created by Ron Hall specifically to help support the Great Penticton Riparian Duck Race. Ron is an aboriginal artist, of Okanagan and Thomson ancestry, and is well recognized for his efforts to protect the environment and the rights of native people. 150 limited edition prints (full colour, of course, and signed by the artist) have been created and are available for sale. To order a print, please contact our Okanagan Regional office at 250-492-0173.

Most Innovative Corporate Duck."

About 75 people (all corporate duck owners and their guests) enjoyed a wonderful dinner at the launch. About 40 corporate ducks have been sold in the first week. Ducks for the public race will go on sale at the end of April.

Also participating at the event were the (Acting) Mayor of Penticton and four First Nations chiefs. Everyone was particularly moved by the words of Chief Clarence Louie, chief of the Osoyoos Band and also the Chair of Board of the charity which operates the En'owkin Centre. Chief Louie is both very well respected and very outspoken. He pulls no punches.

Chief Louie said "I am delighted to be here tonight. This is a rare occasion as it demonstrates a true partnership between native and non-native people. This is our partnership with The Land

Conservancy. This is unique...The Land Conservancy takes action as a true partner. The Locatee Project and the Great Riparian Duck Race which is designed to support it are actions which speak for this partnership and the sincerity of The Land Conservancy. I commend this race and the Osoyoos Band will actively support it."

*TLC* is proud of our relationship with First Nations, and we work hard to ensure that our partnerships are built on mutual respect. We certainly appreciated Chief Louie's words.

The main organizer of the duck race, *TLC*'s Penticton development officer Anne Armstrong, has many events and activities planned over the coming weeks. She is looking for volunteers to help along the way - so if you'd like to get involved with this great event, please contact Anne at 250-492-0173.

## HELPING OUT...

There are many ways you can help *TLC*. Here are a few ideas:

**AIR MILES:** *TLC* has its own Air Miles cards which you can get by contacting our Head Office at 250-479-8053. Or, you can request that your own Air Miles be credited to the *TLC* account. Our account number is 8006 663 8248.

Your purchases can help *TLC* accumulate Air Miles which allow us to save thousands of dollars in travel costs every year.

**HBC REWARDS:** You can direct HBC Rewards points earned at the Bay, Zellers or Home Outfitters to *TLC*'s account. The public ID number for this account is 1703120. To do so, log onto the HBC web site: [www.hbc rewards.com/community](http://www.hbc rewards.com/community) then link your HBC Rewards account to *TLC*'s account using the ID number above. *TLC* will be credited with 1,000 points and any purchase you then make using your card will be credited to *TLC*. Points will be used by *TLC* to purchase items needed either for *TLC* use or for fundraising purposes.

**CANADIAN TIRE MONEY:** *TLC* collects Canadian Tire Money and uses it to purchase tools and equipment. Please send your Canadian Tire Money to *TLC*'s Head Office.

**POSTAGE STAMPS:** *TLC* volunteers sort and package used postage stamps to sell to collectors. The best, most colourful and most unique are sorted and sold on EBay. Please save your used stamps and send them to *TLC*'s Head Office.

THANKS FOR YOUR HELP!

# Sponsorship, Partnership and Good Business!

Building relationships based on mutual benefit

The Land Conservancy's relationship with the business community has many dimensions. It's something we work hard at, because we believe there are significant and lasting benefits which can be achieved if we can build effective relationships which work both for *TLC* and our business partners. It's not just a matter of asking for donations. Rather, it's finding the ways that our business partners can sustain their support for us by integrating that support into their business operations.

We have found that there are many people in the business community who truly understand the value of the work we do. They want to be able to help. It makes sense if that help benefits their business at the same time by increasing their profile and marketing, increasing their sales, providing tax benefits and/or reducing their business costs. It's just good business.

Following are some of the ways that we work with business:

**Sponsorship:** many businesses will sponsor one or more of our activities. By participating with *TLC* they raise their profile among our members and supporters and, in so doing, increase their business. Items such as our publications (the Eco-Activity Booklet, for example), the Great Rubber Duck Race and our media advertising have all been beneficiaries of sponsorships.

**Business Sponsorship Program:** professionals, such as realtors and lawyers, and a wide variety of businesses participating in this program provide a contribution to *TLC* every time a *TLC* member uses their services or patronizes their business.

**Member Discount Program:** Those businesses which participate in this program offer a discount to patrons who have a valid *TLC* membership card.

**\$2 Coupon Program:** Retail stores which are part of this program carry coupons at their till which their patrons can purchase as a \$2 donation to *TLC*.

**Donations:** Many business owners will make their donations to *TLC* through their business, as it gives them different tax advantages than if they made the donation personally. Often, they are able to give larger donations by carefully considering and planning the tax advantages.

**In-kind Donations:** One of the easiest and more common ways that a business can support our work is by providing an in-kind donation – of either their services or products (or a discount on them).

**TLC Membership:** We offer *TLC* memberships at two levels – Corporate and Small Business – for those who want to build an ongoing close and supportive relationship.

Demonstrating a commitment to *TLC* by entering into a business partnership with us gives an indication to their customers of the values and beliefs of the business. This, in turn, enhances the loyalty of those customers who share those values. It's good business.

**We encourage all our members to support our business partners whenever possible. A full list of all partners can be found on our website or in the Members Handbook.**

## Visiting *TLC* Sites

### Abkhazi Garden

**Admission:**  
*TLC* Members - Free with membership card  
 Adults \$7.50  
 Students & Seniors \$5.00  
 Family \$20.00  
 (Those arriving by bus or bicycle receive \$1.00 off).

### Now open for the season!

This year we are expanding our hours of operation to make the garden even more accessible. Beginning May 1<sup>st</sup>, we will open at 11:00 am. The garden has never looked better, and now we can enjoy more of it!

Visitors can also stop by our gift shop or drop into our tea room for refreshments.

Garden Open: Wednesday to Sunday & Holidays, until September 30.

Hours: (until April 30) 1:00 to 5:00 pm  
 (after May 1) 11:00 am to 5:00 pm

### Craigflower Manor and Schoolhouse

National Historic Sites

Craigflower will open for the season on May 1<sup>st</sup>, and will welcome visitors through until October 3<sup>rd</sup>.

Open hours: Wednesday to Sunday & Holidays  
 1:00 to 5:00 pm

Craigflower welcomes a new curator, William Adams, for this season. William has recently been manager of the Boundary Museum in Grand Forks. His heritage and management expertise will certainly help *TLC* develop our interpretation and community programs at Craigflower as well as our long-term management strategy.

**Admission:**  
*TLC* Members - Free with membership card  
 Adults \$5.00  
 Students & Seniors \$3.00

### Wildwood

**Admission:**  
*TLC* Members - Free with membership card  
 Adults \$7.00  
 Students & Seniors \$5.00  
 Family \$20.00

Joshua shows how he feels about his recent trip to Wildwood with his class. *TLC* welcomes many classes, from elementary schools to universities, at this world-famous ecoforestry site.

Wildwood is open to the public every weekend:  
 Saturday & Sunday - Guided tours begin at 1:30 pm

Special tours can be arranged at other times. Please call (250) 479-8053.



## Partnership with Adventure Canada Offers Unique Travel Experience

The Land Conservancy's partnership with Adventure Canada provides our members and friends an opportunity to experience fascinating travel experiences. Last year, a number of our members enjoyed the *West Coast Discovery Voyage*, accompanied by Bill Turner. This year, several more will be joining TLC Board member Dave Zehnder on the *Realm of the Celts - Voyage to France, Ireland and Scotland*.

Coming up soon, in August, *Arctic Adventures 2005* will be offered for those intrigued by the lure of the North. Three trip options will take visitors from the art and culture of its people, through the magnificent landscapes and wildlife and into the history and adventure of the Arctic World.

When you sign up for a trip and indicate that you are from TLC, a portion of your fees will be returned to TLC to help us in our work. Adventure Canada also generously helps out with the mailing costs for this newsletter.

If you are looking for a special vacation, we encourage you to consider these trips to special places. For more information, please contact Adventure Canada directly at 1-800-363-7566.



## TLC Holiday 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 five cottages. South Winchelsea Island, Nimpo Lake, Ayum Creek (Sooke), Cowichan River and, new this year, Baldwin House on Deer Lake in Burnaby.

To book your holiday cottage, call 1-888-738-0533. For more information, you can also see the Members Handbook or our website.

10% discount with Membership Card

## Board of Directors 2004 - 2005

President: Murray Rankin  
Vice President: Michelle Ellison  
Treasurer: Peta Alexander  
Secretary: Judith Brand

Directors:  
Deborah Griffiths Chris Hamilton  
Richard Hankin Vicky Husband  
Russell Irvine Lindsay Jones  
Lee McFadyen Sue Morhun  
Brent Nichols Briony Penn  
Stuart Stark Kate Stewart  
Shannon Williams Dave Zehnder

Executive Director: Bill Turner

## 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**  
Gonzales Observatory  
Victoria, BC  
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

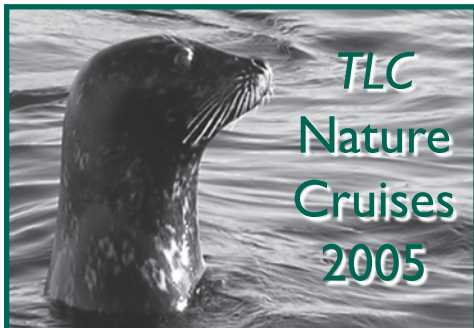
**OKANAGAN REGIONAL OFFICE**  
201 - 262 Main Street  
Penticton, BC V2A 5B2  
Phone: (250) 492-0173  
Fax: (250) 492-5275  
penticton@conservancy.bc.ca

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

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

## THINGS TO DO AND PLACES TO GO

- planning your summer  
activities with TLC



### BOOK NOW!

Race Rocks Sightseeing Cruise  
June 12, July 17, Aug 1, Aug 28 1-4 pm  
\$59 + GST  
Indian Arm Sightseeing Cruise  
June 18, Aug 27 1-4 pm  
\$40 + GST  
Gorge Waterway Sightseeing Cruise  
June 19, Aug 21 1-4 pm  
\$49 + GST  
Western Shore Dinner Cruise  
Aug 7 4-8 pm  
\$99 + GST

To book your cruise, call 1-888-738-0533. For more information, you can also see the Members Handbook, or check out our website.

10% discount with Membership Card

## conservationholidays 2005

This year's conservation holidays begin in April. BOOK NOW for your holiday!

Horsefly River  
Cowichan River  
Wildwood Forest  
Kootenay/Wycliffe  
Qualicum bat-house  
Eagles Estate Garden  
South Winchelsea Island  
Talking Mountain Ranch  
South Okanagan/Similkameen



To book your holiday, call 1-888-738-0533. For more information, you can also see the Members Handbook or our website.

10% discount with Membership Card