

finding SOLUTIONS



David
Suzuki
Foundation

2011 Annual Report Edition
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PHOTO: SHERRY PRENEVOST

Annual Report to Donors edition

Welcome to a special 2011 Annual Report to Donors edition of *Finding Solutions*. Because you play such an important role in supporting our work, we'd like you to join us in reflecting on the positive change you've made possible over the past year, and in looking ahead at the exciting projects coming up.



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Headwaters released **2**



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Ethan Hawke joins fight to protect Gulf of St. Lawrence

American actor, writer, and director Ethan Hawke recently joined the Foundation's efforts to demand a moratorium to protect the Gulf of St. Lawrence from oil and gas development. The owner of land along the Gulf of Nova Scotia, Hawke was approached by his neighbours, local fishers, and First Nations leaders who felt their voices were not being heard. He agreed to help, stating, "The Gulf of St. Lawrence is truly unique in its beauty, culture, and biodiversity; I feel it is important to support my East Coast neighbours in their demand for a moratorium."

Foundation co-publishes new Wade Davis book

Honorary Foundation board member Wade Davis is known for his uncanny ability to find the intersection



between the sacred and the scientific. His latest book, *The Sacred Headwaters*, is no exception. Co-published by Greystone Books and the David Suzuki Foundation and filled with stunning images from the International League of Conservation Photographers and *National Geographic* contributors, *The Sacred Headwaters* connects readers with the great rivers and cultures in an area of Northern B.C. threatened by the development of major mines and natural gas installations.

High-tech learning with David Suzuki

"Is the world really in a state of global warming or is it just a natural cycle?"

"If your Dad was alive today, what would you do with him?"

These are just two of the questions high school students from all across Canada asked David Suzuki in November as part of David Suzuki's Virtual Classroom. A creative partnership between the Foundation and the National Film Board, the event brought nearly 15,000 students together online to ask Dr. Suzuki questions inspired by the film *Force of Nature*. We are hoping to repeat the event later this year.

In response to the second question, Dr. Suzuki said he'd talk with his dad about gardening. He realizes now how much his father knew about how things grow and he wishes he'd spent more time listening to that advice.

Results from 2011 donor survey

WHO YOU ARE



34% HAVE CHILDREN

26% HAVE GRAND-CHILDREN

5% HAVE GREAT-GRANDCHILDREN

WHAT YOU BELIEVE

87%

BELIEVE A HEALTHY ENVIRONMENT IS A BASIC HUMAN RIGHT



YOUR TOP CONCERNS

1 A SUSTAINABLE ENERGY FUTURE



2 PROTECTING HABITATS



3 TOXIC CHEMICALS IN THE ENVIRONMENT



Protecting nature close to home

This year, you helped us protect natural areas close to Canadians' hearts and homes. By signing petitions, writing letters, and raising your voices on behalf of the places you love, you helped ensure that future generations will be able to explore nature in their own backyards.



In May, David Suzuki and George Strombouloupoulos explored the Magdalen Islands and rallied support for the protection of the Gulf of St. Lawrence.

Celebrating the St. Lawrence

The St. Lawrence became a key focus of our efforts this past year. Our Montreal office launched the Our Living River campaign to build watershed stewardship and reconnect the millions of people who rely on the St. Lawrence River for drinking water with this iconic resource. We trained 30 St. Lawrence Ambassadors to communicate the importance of the river and held a St. Lawrence Action Day, motivating Quebecers to participate in community events in its honour.

But our efforts didn't end with the river. The Gulf of St. Lawrence is under threat of oil and gas exploitation, and we aim to protect it. We played a pivotal role in the creation of the St. Lawrence Coalition, which unites organizations and local communities in the fight for a moratorium on oil and gas exploitation in the Gulf. The Coalition is now known as the most trustworthy and reliable source of information among all environmental organizations dealing with oil and gas issues in the area.

Saving Fish Lake

Thanks to the efforts of concerned Canadians and environmental organizations like ours, the federal government rejected a mining proposal that would have destroyed Fish Lake, near Williams Lake in the B.C. Interior. Renowned for its wildlife, including grizzlies and a unique species of rainbow trout, Fish Lake had been targeted by Taseko Mines Ltd., which planned to drain it, dam tributary creeks, and dispose of mine waste in the drained lake. The Foundation and others motivated thousands of Canadians to send letters to the government demanding the plan be rejected. Their calls were heard and heeded.



Staff profile: Dr. Faisal Moola

Program Director, Terrestrial Conservation and Science, Toronto

My parents came to Canada in 1969 as political dissidents from South Africa. Like many new immigrants, we first settled in the inner city, then moved out to the suburbs. I spent my summers rambling across the fields, farms, and forests close to home, in what is now the Greenbelt, on the edge of Toronto. The lesson I carried with me is that nature doesn't need to be a destination. Nature can be as close as our own backyards. But costly and polluting urban sprawl and other unsustainable practices threaten the best of the natural world, closest to home. At the Foundation, I lead scientists, policy experts, and campaigners committed to protecting near-urban nature as well as wild forests and lands throughout Canada.



Kayakers enjoy the scenery in what we hope will become Canada's first urban national park.

Green light for the Rouge

Our campaign to help establish Canada's first urban national park made extraordinary progress this year. In its 2011 throne speech, the federal government formally committed to establishing Rouge National Park, one of the largest urban parks in the world. It will stretch from Lake Ontario to the Greenbelt at the east end of Toronto, protecting more than 6,000 hectares of forests, fields, wetlands, and streams. It will give residents of Greater Toronto the much-needed opportunity to explore the wonders of nature without leaving the city.

Exposing the truth, keeping you informed

Finding solutions that enable us to live within the limits of nature begins with sound scientific research. When environmental issues arise, we investigate them thoroughly, driven by a sense of responsibility to bring concerned Canadians the truth about the state of their environment.



A natural gas well in Alberta.

Is natural gas a climate change solution for Canada?

Not according to the report we produced last year with the Pembina Institute, which gained widespread attention and citation. Although some claim that natural gas is a “bridging” fuel that will enable near-term reductions in greenhouse gas emissions, we concluded that the environmental impacts — particularly those related to the process of hydraulic fracturing or “fracking” — are too great. *Is Natural Gas a Climate Change Solution for Canada?* argues that we must move quickly to renewable sources of energy.



Staff profile: Jean-Patrick Toussaint

Director, Science Projects, Montreal

As the Director of Science Projects at the Quebec branch of the Foundation, I campaign to protect the beautiful St. Lawrence River and all the natural ecosystems in the greater Montreal

area. I also oversee the scientific content in our projects, campaigns, and communication with the public.

Being a new dad has given me a new sense of purpose in what I do, reinforcing the reasons behind my actions. I grew up in the countryside of the Eastern townships of Quebec, in a green and healthy environment. That is the legacy I'd like to leave my child, so that he too can enjoy nature.

Helping you choose safer products

This past year, the Foundation launched an investigation into toxic ingredients in cosmetics and personal care products. We began by asking our supporters to tell us about the ingredients in their products. The resulting report, *What's Inside? That Counts*, revealed that an alarming number of the products we use every day contain dangerous toxins. The report attracted widespread media attention.

We then mobilized supporters to contact the manufacturers of products containing “fragrance,” demanding they disclose the chemicals in their scent recipes. And to simplify savvy shopping, we created and distributed 30,000 pocket guides about the “dirty dozen” chemicals to avoid. We continue to press for changes to Canada’s cosmetics labelling laws.

* Zero: number of companies, out of 42 surveyed, that agreed to disclose potentially harmful chemicals in what they call “fragrance.”



PHOTO: DARREN KIRBY

Investigating a sockeye mystery

In the fall of 2010, Foundation scientists joined the Cohen Commission of Inquiry into the Decline of Sockeye Salmon in the Fraser River. As part of the Conservation Coalition represented by Ecojustice, Foundation biologist Jeffery Young appeared as an expert witness. In the coming year, we will learn whether the Commission will accept our recommendations, including our call for the federal government to shift effort and funding back to science and conservation rather than promoting and funding industries like aquaculture.

Inspiring you to act for nature

This past year saw enormous growth in our community of supporters. We connected and engaged with countless new audiences, from cultural groups to progressive businesses. None of this would have been possible without the thousands of volunteers dedicated to multiplying our message.



Campaigner Harpreet Johal visits with students at the Khalsa School Science Fair in Surrey, B.C.

Involving new Canadians in climate solutions

Climate change affects us all, but new Canadians are often left out of the conversation about solutions. That's why the Foundation has been speaking with Canadians in the Chinese and South Asian communities about these important topics. With the addition of Harpreet Johal and former Fairchild TV news director Winnie Hwo to our team, we have held roundtable discussions and worked with youth leaders at immigration services organizations, and we have translated some of our work into multiple languages. Our conclusion: people care about the environment no matter what their home language or country of origin.

Mobilizing natural capitalists

In June, we selected a dozen city planning professionals from B.C.'s Lower Mainland to help us embed the concepts of natural capital—valuing nature's benefits and services in monetary terms—within municipal politics. After an intense day of training on communicating the concepts of natural capital, the enthusiastic ambassadors returned to their offices and boardrooms to spread the word.

We've already seen exciting examples of the concepts catching on. For example, thanks to ambassadors Caroline Jackson and Isabel Gordon, the City of North Vancouver recently released a discussion paper titled *Sustaining our Natural Capital* to inform the direction of its new community plan.

* 9,000: total hours of work donated by our 1,500+ volunteers last year (a 40% increase over last year).

Planning a clean energy future

At the World Energy Congress in September 2010, the Foundation, along with the Canadian Academy of Engineering and the Trottier Family Foundation, announced an exciting new venture: the Trottier Energy Futures Project. Its goal is to show how Canada can achieve a clean energy future: reducing greenhouse gases by 80 per cent by 2050. This will require enormous changes not only to our energy sources but our buildings, lifestyles, and supply chains. Throughout 2011, the Trottier team tackled intensive research into technologies and drivers for a low-carbon future. See page 7 to learn about our next steps.



Staff profile: Winnie Hwo

Campaigner, Climate Change and Clean Energy, Vancouver

Over a year ago, I left my career in journalism because I was no longer satisfied being a mere observer. As a journalist, I learned about many things but never committed to one.

Now, as a campaigner for climate solutions, I am committed to protecting our earth, our air, and our water.

My job is to introduce the reality of climate change to people who are either new to Canada or simply not familiar with the extent of human impact on climate. I motivate and mobilize them to become part of our engine of climate solutions.

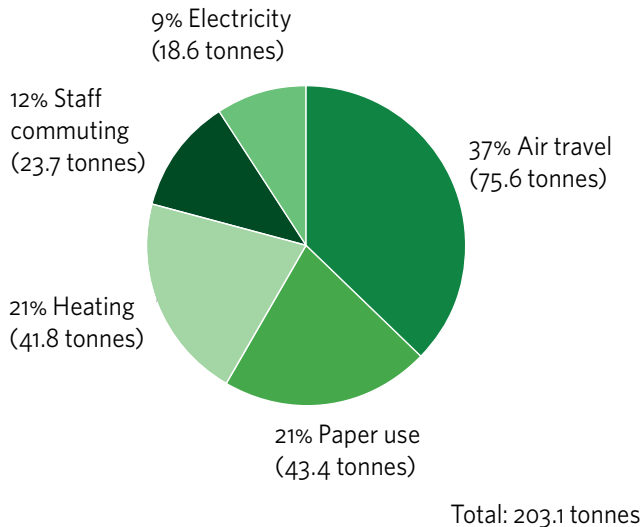
Sustainable seafood catches on

As a member of SeaChoice, we expanded our list of retail partners to include Canada Safeway, which pledged to ensure that by 2015 all fresh and frozen seafood it sells will come from sustainable and traceable sources, or be in a credible improvement project. We also continued to build our program with Overwaitea Foods and Federated Cooperatives Limited.

We continued to engage in Marine Stewardship Council (MSC) certifications and convinced MSC to review its Canadian swordfish longline fishery assessment. We also revised our own seafood assessment methodology, alongside Monterey Bay Aquarium, so that retailers and consumers have the information to make choices that support a healthy future for our oceans.

Eco audit

Greenhouse gas emissions



NOTE: THESE FIGURES HAVE NOT BEEN VERIFIED BY AN EXTERNAL AUDITOR.

Each year, we audit our consumption of the greenhouse gases produced through Foundation activities. For fiscal year 2010-11, we audited electricity, heating, staff commuting, paper use, and air travel (see chart above). Total greenhouse gas emissions from these sources amounted to 203.1 metric tonnes of CO₂e (carbon dioxide equivalent).

In past years, we purchased high-quality, Gold Standard carbon offsets for all of our inventoried emissions. For fiscal year 2010-11, we will implement projects that reduce our emissions and overall environmental footprint. For example, staff will engage with The Natural Step Canada to develop a strategic sustainability plan, which will cover all aspects of our organization, from governance and employee well-being to operations that further drive sustainability-inspired innovation at the Foundation.

How we use your donations

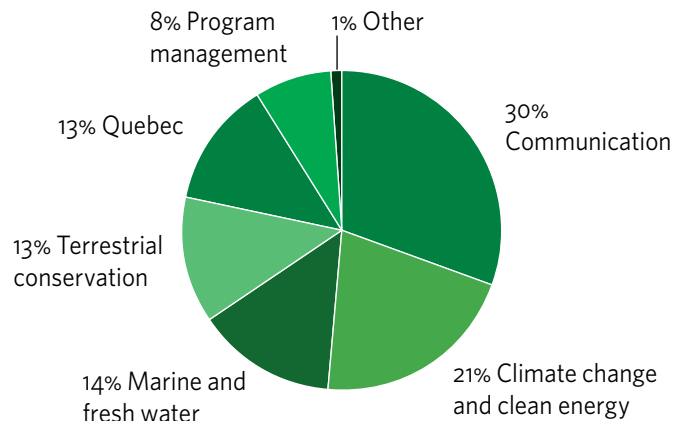
Our work depends entirely on donations from supporters like you who share our concern for the state of the environment and we are committed to effective use of your contributions to achieve our goal of sustainability within a generation.

Our total operating budget spending in 2010/11 was \$8,606,758:

- 71 per cent on environmental programs and campaigns
- 6 per cent on administration
- 23 per cent on fundraising

For information on our financials and a complete statement of revenue and expenses, go to dauidsuzuki.org/donate/financial-information.

Program spending



For more information on the Foundation's sustainability initiatives, please visit dauidsuzuki.org/about/sustainability-at-dsf.

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A publication of the David Suzuki Foundation, a registered Canadian charity working to protect the diversity of nature and our quality of life, now and for the future.

dauidsuzuki.org
 2211 West 4th Ave., Suite 219, Vancouver, B.C., Canada, V6K 4S2
 tel 604-732-4228 | toll free 1-800-453-1533 | fax 604-732-0752

Editor Rachelle Delaney

Contributors Leanne Clare, Manon Dubois-Croteau, Jodi Garwood, Panos Grames, Ian Hanington, Nadine Legare, Paul Lingl, Jode Roberts

Design and Production Lara Hughes

Board of Directors Stephen Bronfman, Dr. Tara Cullis (President

and Co-Founder), Sarika Cullis-Suzuki, Severn Cullis-Suzuki, Pauline D'Amboise (Secretary), James Hoggan (Chair), David Miller, Dr. Samantha Nutt, Miles Richardson, George Stroumboulopoulos, Dr. Peter Victor, Elaine Wong (Treasurer)

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Program Directors Morag Carter, Karel Mayrand, Dr. Faisal Moola, Jay Ritchlin

Human Resources Director Catherine Gordon

Looking ahead

The Foundation is hard at work, building on last year's successes and embarking on some ambitious new projects.

In the months ahead, watch for:

- 🌿 Our Natural Capital Map, produced in partnership with Google Earth Outreach, which will allow users to highlight areas in southern Ontario and discover the economic value of the ecological services they provide.
- 🌿 The Connecting with Nature teacher resource guide, filled with environmental education lesson plans for Kindergarten to Grade 8 students.
- 🌿 A natural capital valuation of the Rouge River watershed, which will bolster efforts to create Canada's first urban National Park. The report will estimate the economic value of the services the park's forests, fields, and wetlands provide.
- 🌿 Research reports from the Trottier Energy Futures projects to inform the national debate on energy sources and define the means of achieving a low-carbon future.

Did you know?

- ✱ We're listening. Over 3,000 of you responded to our annual supporter survey. Your priorities help us determine where to focus our efforts.
- ✱ A direct debit monthly donation from your bank account is the greenest way to give. It helps us avoid credit card processing fees, reduces mailing costs, and cuts down on paper use.
- ✱ 450 people have told us that they have named the David Suzuki Foundation in their will. Thank you to all those who have.
- ✱ You can read all our latest news at davidsuzuki.org/blogs/ and download complete reports at davidsuzuki.org/publications/reports.



Publishing for the planet

Since the David Suzuki Foundation teamed up with Greystone Books (an imprint of Douglas & McIntyre) in 1990, we have helped publish nearly 50 books on science, the environment, and sustainability, many of which have earned critical acclaim and awards.

This past year, we proudly released four exciting new titles: *Prairie: A Natural History* by Candace Savage, *Arctic Eden* by Jerry Kobalenko, *The Legacy: An Elder's Vision for Our Sustainable Future* by David Suzuki, and *Empire of the Beetle* by Andrew Nikiforuk. The latter was a finalist for the 2011 Governor General's Literary Awards and was named a Globe 100 Best Book of the Year. We also released paperback editions of *The Great Lakes* by Wayne Grady, *Bees* by Candace Savage, and *Lakeland* by Allan Casey.



A message from our co-founders

We've come of age: we're 21.

When we founded the David Suzuki Foundation 21 years ago, we thought our major work would be complete within the decade! In those days, we thought that if we got the word out about the choices Canada was facing, decisions would be obvious.

Today, we realize that getting the facts and science out into the public discourse is not enough. Unexpected but powerful forces propel society to discount science (and common sense) and make decisions that promise short-term gains for a few and long-term pain for many. And a lot of money is involved.


Luckily, we believe the majority of Canadians remain loyal to our country's values: fairness, modesty, decency, generosity, diversity, tolerance, hard work, and common sense. And they treasure our country for the great riches nature has blessed us with: the cleanest air, water, and lands on earth, supporting abundant diversity of life.


As the planet industrializes and the climate begins to change irrevocably, Canada's great natural beauty becomes ever more precious to the world, slowing the changes and maintaining the life-support systems every human needs to live and breathe. And our work to protect it becomes more vital every day.

As we've worked with you throughout these 21 years, we've learned so much. We've learned that you can't protect nature without working with the people in that ecosystem. You can't put a price on carbon without making it fair for those it penalizes. You can't practise environmentalism without practising social justice, equality, fairness, and tolerance—all Canadian values.

Championing these values has never been more important. Thank you for your role in this great work. And stay with us.

Twenty-one years down the road, we need you now more than ever.

 **Dr. David Suzuki and Dr. Tara Cullis,**
Co-founders

 Dr. David Suzuki is our most active volunteer. And he and Dr. Tara Cullis (his wife and Foundation co-founder) are also among our largest donors.




A message from our CEO


This was a landmark year for the David Suzuki Foundation, marking both our 20th anniversary and David Suzuki's 75th birthday. We honoured these milestones with a celebration of the work we've done and the special extended family we've built through two decades of activism.

Many supporters offered positive feedback on the policies we've influenced, the campaigns we've led, and the solutions we've offered Canada. This feedback strengthened our commitment to be even more effective going forward. We are focused on galvanizing Canadians to think and act with nature in mind.

On a personal note, helping David celebrate his 75th birthday was a wonderful experience for me. Like all of us here at the Foundation, I'm thankful to have remarkable people like David and Tara mentoring our work and inspiring our actions.

Thank you for being part of the David Suzuki Foundation in this momentous year.

 **Peter Robinson,**
Chief Executive Officer

 Values matter. This year we adopted an Ethical Gift Acceptance policy to guide our fundraising and work with donors. We also adopted a new Aboriginal Peoples Policy to articulate our recognition of the rights of First Nations.



**David
Suzuki
Foundation**

Thank you for your support in 2011.

Visit david Suzuki.org for more information.



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