

Georgia Strait Alliance

IMPACT REPORT

2022-2023

We acknowledge that the land where we do our work is the traditional and unceded territory of many Nations, and now home to many diverse First Nations, Inuit and Métis peoples.

The offices of Georgia Strait Alliance are located on the unceded territories of the x^wməθk^wəyəm, Sk̓w̓x̓ wú7mesh and sel̓íl̓witulh Nations, also known as Vancouver, and of the Snuneymuxw Nation, also known as Nanaimo.

Our staff and volunteers also work on the unceded territories of many other Coast Salish Nations.



A message from the *executive director*

For more than 30 years, the work of our team has measurably protected the Salish Sea: stopping the Georgia Strait Crossing (GSX) Pipeline, gaining a moratorium on open net-pen salmon farms, strengthening pulp pollution regulation, strengthening legislations, protecting species at risk, and bringing wastewater treatment to Victoria, to name a few. We've also increased awareness around the ecological value of the Salish Sea and people's connection to the region. Yet still the Salish Sea is at risk, and communities around the region are suffering, particularly from the impacts of climate change.

This stubborn reality was something we investigated last year and recognized that GSA needs to better connect with the wide range of communities that make up this region to better achieve its mission. With that in mind, we now have an updated mission, vision and strategic priorities, which root the protection of the Salish Sea in building and deepening relationships with all the people who live here, listening and working with them, so together we can focus on fundamentally changing the systems that harm these waters.

This new clarity put us back in community, talking about clean boating, the impacts of the climate crisis on communities, including marginalized communities, and how the protection of local oceans benefits everyone. We were supporting Indigenous leadership in areas, including spill response and species protection, and continued our longstanding tradition of fighting the long game on issues, as we have with protecting wild salmon from salmon farms.

To build a brighter future for the Salish Sea, we need everyone fighting for it and are committed to bringing people together to make that healthy future happen. Thank you for being an important part of our community, and for your contribution to making all of the work we do possible.



Christianne Wilhelmson



A message from the *board chair*

This has been a challenging year for the communities in the Salish Sea region, with the climate crisis and racial injustice having a profound impact on the people who call this area home. It has also been a challenging year for the Salish Sea, with rising temperatures, increasing development and pollution ever present threats to the places GSA works to protect every day.

However, in the midst of all of these challenges, I am hopeful. I am grateful that we are leading the fight to build a better future for the Salish Sea and surrounding communities, and I am energized by the staff who continue to tackle these challenges with ferocity and grace. I am also excited about the growing Board of Directors we are building, with individuals who are supporting this amazing team's work. I feel the profound sense of connection that comes with communities united in joyful resistance and I'm thankful to you for being a part of our community and creating these many opportunities for hope.

~Krisitin Street

New Mission

Grounded in environmental justice, we mobilize and support collective action to protect the Salish Sea region.

At GSA, we focus on three interconnected pillars to achieve our mission:

COMMUNITY POWER

We build and activate community power through relationship development and capacity building.

SYSTEMS TRANSFORMATION

We foster systems transformation by advocating for community-led initiatives.

PEOPLE & PLACE

We connect people with place through engagement and awareness.

Our Vision

A Salish Sea teeming with life where thriving and just communities live in balance with the environment.

Our Values

Collaboration
Caring
Courage
Accountability
Interconnectedness

Activating COMMUNITY POWER



3,522

New GSA supporters



8,400

People mobilized to take our actions for the climate, orcas, wild salmon and to oppose new fossil fuel developments

Clean Marine BC Certifications

We certified three new facilities, all on Vancouver Island this past year.

An additional four were recertified, including Kelowna Yacht Club which increased its anchor rating, making it the first freshwater marina in the province to achieve five anchors in our Clean Marine BC program.

Spill Training

Held virtually this year, this was a sold-out event!

Twenty-nine participants from 13 recreational boating facilities, including yacht clubs, harbour authorities and marinas, workshopped their planning and preparation skills to be able to effectively respond to small-scale marine oil spills, should one happen at their docks.

305 Clean Boater Kits shared with recreational boaters

Supporting Community & Indigenous Goals

We provided research, facilitation and other support and capacity to advance Indigenous- and community-led initiatives. These supported Indigenous leadership and a few coastal communities to advance specific goals in their protection of the Salish Sea.

Dock Walking

We re-launched this people-powered initiative that was on hold over the pandemic. We had hundreds of conversations with recreational boaters about the prevention of small fuel spills, whale watching rules, preventing the spread of aquatic invasive species, and pump out locations, all while connecting with communities over a shared love of being on the water.

150 Clean Boater Survey participants

Extreme Heat Project

In the summer of 2021, the deadliest weather event in Canadian history occurred. At least 619 people died in B.C. as a consequence of the extreme heat; the town of Lytton burned to the ground; and, more than a billion sea creatures perished due to the heat. We were seeing in real time the impact of decades of climate inaction by governments at all levels.

To better understand the impacts on Salish Sea communities, a team of GSA canvassers went into neighbourhoods impacted by that extreme heat. We had conversations with hundreds of people in Nanaimo, Richmond, West Vancouver, and Vancouver to understand the extent to which extreme heat impacted people's ability to do daily tasks, the toll it took on their health, and discovered that most people dealt with the heat alone.

We also talked about what solutions are needed, and developed maps of cooling resources in these neighbourhoods.

These in-depth community conversations will inform and guide our upcoming year's advocacy and initiatives around much-needed emergency heat policies and bolder climate policies in B.C.

Fostering SYSTEMS TRANSFORMATION

ROBERTS BANK Terminal 2 Project

We continued our more than 10-year fight against this mega marine infrastructure project that will cause irreversible harm to endangered Southern Resident orcas.

Through our legal representative Ecojustice, we made a formal submission to the federal government – focussed on the harm that shipping noise will have on orcas – to make clear that the additional mitigation measures presented by the project proponent, the Vancouver Fraser Port Authority, would never be enough to stop the harm. Despite this project receiving the green light in April 2023, we're still fighting, having recently filed a legal challenge to the project's federal approval.

FISH FARMS

We were an intervenor in the federal judicial review, supporting net removal in the Discovery Islands through our legal representative Ecojustice. And this year all 19 fish farms were finally shut down!

This could not have happened if not for Indigenous leadership at its core; the removal of the nets was informed by social and traditional knowledge of several Indigenous nations in the Discovery Islands, their rights and title. For our part, GSA has been involved in fighting fish farms for 25 years, taking the role of intervenor in court as far back as 2009 in the \$37-million Cohen Commission of Inquiry into the Decline of Sockeye Salmon in the Fraser River. We're proud of our role and long-term commitment to showing the science that proves that fish farms cause serious harm and introduce pathogens to migrating wild salmon.



Getting the nets out equates to a healthier Salish Sea – and we're celebrating this huge accomplishment.

GSA also raised the alarm, publicly and directly with the Minister of Fisheries and Oceans. With the help of more than 3000 of our supporters who sent letters to the Department, we questioned their intentions and commitments to wild salmon in this province. Because we learned the government's transition framework centres on the health and well-being of the aquaculture industry, rather than on the health of wild salmon, and any clear intention to fully remove the nets from B.C.'s waters is absent.

SUE BIG OIL

We brought hundreds of community members together in multiple municipalities, creating a coordinated and community-powered advocacy initiative.

We supported community members in advancing climate justice by working with their local Councils to hold Big Oil accountable – in a court of law – for the damage their product has caused and to recover some of the costs that local communities are having to pay for climate-related infrastructure repairs. Local jurisdictions responded to the call: Vancouver and Gibsons voted

to support a class-action lawsuit against global fossil fuel companies, setting aside \$1 per resident, and they planned to work with other B.C. municipalities to take Big Oil to court. However, the subsequent Vancouver administration rescinded its support, exemplifying the challenges, influences and power of money and of ideological decision making.



Connecting PEOPLE WITH PLACE

1050

People we
connected with at 22
outreach events

ORCA ACTION MONTH

We stretched our impact farther this year by joining with local partners from Parks Canada, Gulf Islands National Park Reserve, Oceans Initiatives, The Whale Trail and SeaFlora Skincare, as well as with a few organizations in Washington State and Oregon. Together, we learned, connected, discussed and workshopped ways to have stronger roles in the protection and recovery of endangered Southern Resident orcas, while we explored and reflected on the important interconnections between species protection and climate justice.



In the news

GSA and its spokespeople were quoted in B.C. and national news nearly 50 times during the last 12 months. We spoke on issues ranging from fish farming to climate, and from boating to habitat protection.

That's
equivalent to
nearly once a
week!



On Socials

An Instagram reel, with a special message from GSA to wild salmon, was our most engaging content on social media this year. It reached more than 6,500 people, garnering more than 400 likes.

We're on Instagram, Facebook & Twitter
[@GeorgiaStraitBC](#)

WE WILL BE HERE TO
SEE YOU
RECOVER
BECAUSE

We will get
all fish farms
out of BC waters
for good!

OTHER OUTREACH

By prioritizing being present in communities, we were able to build and rebuild connections with many folks. We reconnected with boaters at conferences hosted by Boating BC Association and the Harbour Authority Association of BC, attended the IMPAC5 conference, and hosted panel discussions at the Salish Sea Ecosystem Conference. Over the summertime, we supercharged our organizing, outreach, research and planning, with additional staffing capacity that enabled us to be at many public events across the unceded Indigenous territories in East Vancouver, Richmond, Nanaimo and West Vancouver.

Festival of Ocean Films

Having honed hosting events in digital spaces, we opted to offer our long-running and inspiring film festival online and in-person, making it accessible in multiple ways and locations. Screenings at the physical venue, in downtown Vancouver, were enhanced by panel discussions with filmmakers, marine biologists, and industry and sustainable fisheries experts. We were fortunate to further expand the reach of this year's 11 marine documentary films by partnering with IMPAC5 – an International Marine Protected Areas Conference, with thousands of delegates – that took place in Vancouver at the same time.



Thank You

Your decision to support our collective efforts to protect the Salish Sea and south coast communities – as donors, volunteers, allies or partners – guides us every day. Thank you for believing in our vision and being an important part of our success.

FUNDERS & DONORS

Thank you to each of our funders and donors who made the decision to invest in a future where the Salish Sea is healthy and supports communities around the region.

[OUR COMPLETE DONOR LIST](#) 

VOLUNTEERS

Fiona Akins, Jandy Anderson, Emily Baker, Nancy Balcom, Susan Bibbings, Mica Bot, Spencer Chaisson, Garrett Clement, Ambre Comeau, David Corman, Loraine Corman, Brenda Cortes, Carla Crozier, Angharad Davies, Kate Elliott, Victor Epp, Sheldon Fernandes, Charlotte Fox, Jill Franceschini, Christopher Hakes, Barbara Hartle, Basia Henoach, Harris Jamil, Julia Jefferson, John Konovsky, Jocelyn Lewis, Kevin Lindsay, Agatha Lloveras, Joao Lopes-Bandy, Lisa McAleese, Catherine “Katie” McCann, Rachel Nelson, Nicole Neuman, Mieke Prummel, Brian Robertson, Leonard Schein, Kristin Street, Mircea Taras, Kyra Tianen, Louis Vallée, Eli van, EK-Veenstra, Richard Wiefelspuett, Duncan Wlodarczak.

ALLIES & PARTNERS

Action on Climate Team, Alexandra Morton, Boating BC, The BC Climate Emergency Campaign, The Canadian Parks and Wilderness Society (CPAWS) BC, Canadian Power and Sail Squadrons, The City of Vancouver, Birds Canada, David Suzuki Foundation, Donna Sandstrom & The Whale Trail, Ecojustice, The Environmental Dispute Resolution Fund, Friends of the San Juan’s, Force of Nature, Gulf Islands National Park Reserve, Harbour Authority Association of BC, Invasive Species Council of BC, Kerr Wood Leidal Consulting, Living Oceans Society, Metro Vancouver, My Sea to Sky, National Resource Defence Council (NRDC), Nature Canada, Oceans Initiative, Pacific Oil Spill Prevention and Education Team, Pacific Region Recreational Boating Advisory Council, Parks Canada, Raincoast Conservation Foundation, Richmond Multicultural Community Services, Rivershed Society of BC, Sierra Club BC, Stand.earth, Sue Big Oil chapters and activists across the province, Sustainable Elements, Watershed Watch Salmon Society, West Coast Environmental Law, Wilderness Committee, World Wildlife Fund Canada, The Year of the Salish Sea.

CMBC BOATING FACILITIES

45 marinas, yacht clubs, wharves and boatyards are Clean Marine BC certified, with another 30 facilities enrolled to be certified.

Anglers Anchorage Marina, Burrard Yacht Club, Cedar Grove Marina, False Creek Harbour Authority*, Greater Victoria Harbour Authority* (Inner Harbour Lower Causeway, Ship Point Marina, Fisherman’s Wharf and Fuel Dock, Wharf Street Marina, Raymur Point Customs Dock, Causeway Marina, Broughton Street Pier), Harbour Authority of Salt Spring Island (Burgoyne Bay, Fulford Outer Harbour, Fulford Inner Harbour, Ganges Centennial Harbour, Ganges Wharfhead & Breakwater Float, Ganges Kanaka Harbour, Musgrave Landing, Vesuvius Bay), Hollyburn Sailing Club, Kelowna Yacht Club*, Ladysmith Community Marina, LG Marine Services*, Maple Bay Marina*, Oak Bay Marine Group (Ladysmith Marina*, North Saanich Marina, Oak Bay Marina, Pedder Bay RV Resort & Marina), Okeover Harbour Authority, Quayside Marina*, Royal Vancouver Yacht Club (Alexandra Island, Coal Harbour, Cortes Bay, Garden Bay, Jericho, Scott Point*, Secret Cove*, Tugboat Island, Wigwam Inn), Royal Victoria Yacht Club - Cadboro Bay*, Saltspring Island Sailing Club, Shelter Island Marina, Taku Resort and Marina, Victoria International Marina*, West Vancouver Yacht Club - Fisherman’s Cove*.

* Facilities achieving the top 5-anchor CMBC rating

OUR TEAM

Staff & Contractors

Rebecca Adams, Graphics & Web Development

Gil Aguilar, Community Organizer

Ellie Blackmore, Festival of Ocean Films Coordinator (July 2022 to February 2023)

Cathy Booler, Data & Digital Systems Manager

Chris Bouldsbee, CMBC site auditor

Coralie Charland, Development Associate (until Sept. 2022)

Erin Edwards, Volunteer Coordinator

Lucero González Ruiz, Biodiversity Campaigner

Edna Jack, Operations Coordinator (until Oct 2022)

Ananda Korchynski, Social Media Coordinator

Allison Murray, Communications Associate

Mitchell O'Brien, Clean Marine BC Assistant (until Feb. 2023)

Cheryl Onciul, Director of Development

Andrew Radzik, Energy Campaigner

Mike Richards, CMBC site auditor

Alaya Seoudy, Data & Donor Services Assistant (as of Feb. 2023)

Dana Taylor, Community Organizer

Christianne Wilhelmson, Executive Director

Michelle Young, Director of Finance/Clean Marine BC Coordinator

Seasonal Staff

Brandon Charnley, Summer Community Organizing Assistant (July & August 2022)

Selina Del Vasto, Summer Community Organizing Assistant (July & August 2022)

Alejandro Lazzari, Summer Community Organizing Assistant (July & August 2022)

Karina Valcke-Beckett, Summer Community Organizing Assistant (July & August 2022)

Han Xing, Orca Month Assistant (May 2022 to July 2022)

Board of Directors

Kristin Street, President

Christopher Hakes, Vice-President (until Dec. 2022)

Charlotte Fox, Treasurer (until Sept. 2022)

Sheldon Fernandes, Treasurer

Angharad Davies, Director

Duncan Wlodarczak, Director

Advisory Council

John Cashore, *Coquitlam*

Dr. Larry Dill, *Victoria*

Dr. Robert Elner, *Delta*

(Dr.) Chief Robert Joseph, *North Van/Hopetown*

Dr. Donald McQueen, *Nanaimo*

Suzanne Siemens, *North Vancouver*

Mike Waites, *Vancouver*

Douglas White III Kwalasultan, *Snuneymuxw/Nanaimo*



MEET OUR TEAM 

FUNDRAISING HIGHLIGHTS

Funding support comes in many forms and every year we look to diversify and strengthen where our funding comes from. Here are a few new successful initiatives that were launched in the last year.

Summer of the Salish Sea Prize Raffle

We launched our first-ever online raffle and it was a tremendous success. We raised \$19,900! All proceeds were invested into GSA's work for long-term, climate-focused solutions to marine threats and habitat protection. The grand prize – a Gazelle Medeo T9 City electric bike – was provided by a Vancouver Island e-bike shop, Citrus Cycles, with the support of an anonymous donor.

WILL POWER

GSA is excited to be participating in Will Power, the campaign designed to inspire Canadians to think differently about giving, and consider a gift to charity in their will – *after* leaving most of their estate behind for loved ones. GSA supporters who have considered us in their estate planning have helped us grow to become stronger advocates for the Salish Sea.

Find out more about the ways you can give 

2022-2023 Financial HIGHLIGHTS

Year ended March 31, 2023

Financial Position as of March 31, 2023

Current Assets	\$920,322
Capital Assets	9,272
Payables & Accruals	(39,975)
Deferred Contributions	(658,491)

NET ASSETS **\$231,128**

In-Kind Contributions

In addition to the revenue above, GSA received an estimated value of \$37,195 in donated goods and services and \$8,542 in volunteer time during the year ended March 31, 2023 for a total of \$45,737.

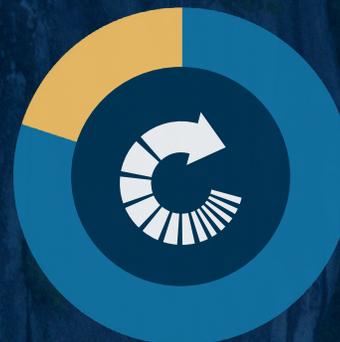
This report is a summary only and not intended to reflect the complete financial status of the Georgia Strait Alliance. Members who wish to receive the full financial statements should contact our Nanaimo office at 250-753-3459.

REVENUES: **\$873,615**



61%	Grants	\$534,799
30%	Donations	\$261,085
9%	Events, investment earnings & other	\$77,731

EXPENSES: **\$949,506**



80%	Programs	\$760,648
20%	Administration & fundraising	\$185,877
0%	Amortization	\$2,981

Excess of expenses over revenues for the year \$(75,891)



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Impact Report © Georgia Strait Alliance 2023

Images: Beth Buglione (cover), Dale Simonson, flickr (back cover)