

A photograph of an orca breaching the surface of the water. The orca's dark back and tail are visible above the water, with a large splash of white water around its head. The water is a deep blue color.

Georgia Strait Alliance

ANNUAL REPORT

2017 - 2018

Making a positive impact on the Salish Sea

The journey to a healthy Salish Sea



The work of protecting a region as large and diverse as the Salish Sea presents a variety of challenges. Threats are immense and far ranging—and the capacity to tackle them is never enough as we adapt the strategies we use to create change and the landscape evolves.

What that means is that it's not always easy to measure success or to celebrate it when it arrives. It also means that sometimes it's hard to tell the story of the impact we're creating and to demonstrate how far we've moved the needle on an issue or campaign on a monthly, or even yearly timeline.

For Georgia Strait Alliance, we have the added challenge that we have chosen to focus our energy and efforts over the years on threats that require a significant amount of time, even decades, to address. Our way of creating change in this region is to find systemic solutions—by working with individuals, like you, in communities throughout the Strait—to ensure that we are seeing positive changes over time.

In this review of our 2017/2018 fiscal year, we're sharing with you snapshots of our work and the progress that your

generosity has helped to make possible. While some of the progress is big, some is evidenced by smaller steps, but every step is critical to creating the path towards reducing pollution threats in the region, tackling climate change, and protecting at-risk species and their habitat—all of these are all core to our mission to promote the sustainability of the region that we call home.

Please take a moment to review the progress and impact that the incredibly talented GSA team has made possible, knowing that at the heart of our success is you!

Thanks so much for being on this journey for a healthy Salish Sea with us.

A handwritten signature in blue ink that reads "Christianne Wilhelmson". The signature is fluid and cursive.

Christianne Wilhelmson
Executive Director

OUR MISSION

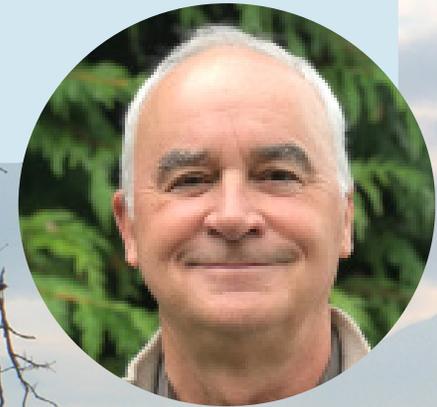
To protect and restore the marine environment and promoting the sustainability of Georgia Strait, its adjoining waters, and communities.

Through our programs and initiatives, we:

- Protect the diversity of wildlife and their habitat;
- Restore the region's water and air quality;
- Promote the social, cultural, economic and environmental sustainability of the region's communities;
- Foster understanding and stewardship of the marine environment;
- Raise awareness of the links between the health of ecosystems and human communities.

"We're only here for a relatively short period of time in the overall scheme of things in terms of ecosystem developments. I want my sons to be able to enjoy the Strait and enjoy the thrill of seeing orcas, fish and salmon, and I want their children in turn to be able to do that. As custodians, it's our job to protect what we have and Georgia Strait Alliance is taking a strong leadership stand on regional issues and making that happen."

~ Mike Waites, retired senior executive, donor





OUR TEAM

Board of Directors

- Rachel S. Forbes**, Vancouver—President
- Ken Coach**, Vancouver—Vice-President
- Aaron Nabata**, Vancouver—Treasurer
- Kathy Fletcher**, Vancouver—Secretary
- Lesli Boldt**, Vancouver
- Marisa Cruickshank**, Vancouver
- David Lane**, North Vancouver
- Leslie Nolin**, West Vancouver
- David Isaac**, Vancouver (to April 2018)

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- Dr. Robert Elner**, Delta
- (Dr.) Chief Robert Joseph**, North Vancouver/Hopetown
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- Suzanne Siemens**, North Vancouver
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- Cathy Booler**, Administrative Director
- Rachael Merrett**, Species Protection Coordinator
- Allison Murray**, Communications Associate
- Anita Noon**, Member Services
- Cheryl Onciul**, Development Manager
- Andrew Radzik**, Energy Campaigner
- Christianne Wilhelmson**, Executive Director
- Alexandra Woodsworth**, Energy Campaigner (on leave)
- Michelle Young**, Financial Coordinator/Clean Marine BC Coordinator

“I learned about Georgia Strait Alliance three or four years ago through people in my professional circles who have shared interests—and I’m so glad that I did. It’s a great organization, and its initiatives align closely with my environmental interests.”

I grew up in Vancouver and that may be one of the reasons I’ve always had an interest in protecting the environment and environmental issues. I also have two young sons, who are also growing up here, so the local focus of Georgia Strait Alliance really speaks to me.”

~ Marisa Cruickshank, lawyer, donor, and GSA Board member

CLEAN MARINE BC

Moving the dial to restore the region's water and air quality

Marinas, boatyards, yacht clubs and harbour authorities in Georgia Strait Alliance's Clean Marine BC eco-certification program are improving operations in order to reduce their impact on the marine environment.



“We encourage the responsible management and use of our waters and the CMBC program helps guide the Club in how to continually improve our operations.”

~Eric van Soeren, Past Commodore, Saltspring Island Sailing Club

THIS YEAR, GEORGIA STRAIT ALLIANCE HAS:

Enrolled three new facilities into the CMBC program: the Harbour Authority of Squamish, Sidney Island Community Dock, and Spruce Harbour Marina in downtown Vancouver.



Reached new communities

By adding new facilities, GSA is taking its path to adoption of more environmentally-conscious boating practices to new audiences.



Collaborated on solutions to the threats from aquatic invasive species, and abandoned and wrecked vessels with the Invasive Species Council of BC, the Boating BC Association, and the BC Ministry of Environment & Climate Change.



Built key relationships

By workshoping solutions with key decision makers, GSA is demonstrating that we are a collaborative organization that can be counted on to provide input on solutions-based initiatives that support marine conservation.



Presented in the Speakers Series and featured Clean Marine BC at GSA's booth at the Vancouver International Boat Show.



Got the message out there!

By participating, GSA is spreading the green boating message to thousands of boaters, who are the target audience for this program that can impact marine conservation.

Environmental improvements at CMBC-certified facilities have included:

- ✓ Installing pump-out stations and greywater recycling
- ✓ Replacing old popcorn foam docks with HDPE encapsulated foam
- ✓ Upgrading to concrete docks and removing old treated timber floats
- ✓ Upgrading from creosote timber pilings to steel
- ✓ Upgrading vessel maintenance areas to prevent contaminant runoff
- ✓ Installing secondary containment around used oil recycling
- ✓ Installing energy-efficient windows and lighting
- ✓ Installing low-flow bathroom and kitchen fixtures

WATERFRONT INITIATIVE

Fostering an understanding and stewardship of the marine environment

Modelled on New York City's tremendously successful Waterfront Alliance, the Waterfront Initiative is a network of 200+ waterfront stakeholders in Vancouver. It includes all levels of government including First Nations, as well as industry, academia and citizens, and it is led by Georgia Strait Alliance. Its objective is to facilitate conversations and solutions with cross-sector stakeholders to address the fact that there is no comprehensive management and action plan in place for Vancouver's waterfront.

THIS YEAR, GEORGIA STRAIT ALLIANCE HAS:

Released the first-ever State of the Waterfront for Vancouver! We analyzed data that considers social, economic and environmental elements in five thematic areas:

1. Living on the waterfront
2. Working on the waterfront
3. Water-based transportation
4. Access to the water
5. Ecosystems

Promoted understanding

By measuring and tracking five key trends, GSA created a baseline to demonstrate the health and status of Vancouver's waterfront that can be referenced by residents and policymakers to understand how Vancouver's shoreline is evolving.



Did you know?

Floodable residential areas increased 67% in 10 years, particularly in False Creek and the Fraser River

Learn more by reading the State of the Waterfront Report

Read the Report

TANKERS & SPILLS

Raising awareness of the links between the health of ecosystems and human communities

Georgia Strait Alliance has expanded its work to defend coastal communities and marine life from the negative impacts of fossil fuel projects and the risk of oil spills. We have an increased presence on the Sunshine Coast, organizing people-powered campaigns that build community and take action to address climate change and seek climate accountability at the local level.



photo: Carla Hunt

THIS YEAR, GEORGIA STRAIT ALLIANCE HAS:

Held public meetings in Vancouver, Victoria and Sechelt to build community support for a fossil fuel moratorium to protect our coast, and we created **community action teams in Sechelt and Gibsons** to consolidate support and advocate for measures to improve climate accountability.



Empowered communities

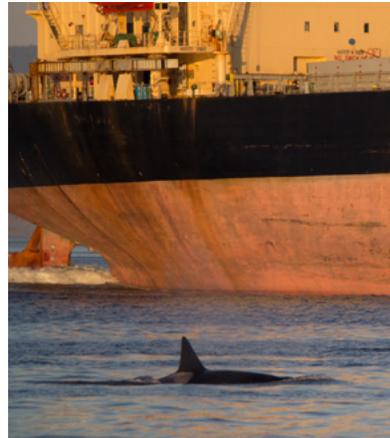
Through grassroots initiatives, GSA is supporting coastal communities to raise their voices about the dangers and climate consequences of bringing new fossil fuel projects online, and to deal with the climate consequences we are already facing.

Mobilized supporters to take part in a 10,000-people strong demonstration to defend our coast, land and climate from the Transmountain pipeline project.



Amplified our opposition

By working with a larger coalition, the opposition to the Transmountain project was amplified and the Texas oil company, Kinder Morgan, abandoned its plans to expand the pipeline.



Mobilized more than 2,700 requests from supporters asking the Province for an independent review of Kinder Morgan installing anti-spawning mats in BC rivers without permits.



Mobilized for action

By creating a consolidated and direct request for action, the BC government assigned the matter to the BC Oil and Gas Commission to conduct a review.

Met with Environment & Climate Change Minister George Heyman on multiple occasions, ensuring that our supporters' strong opposition to the Trans Mountain project—as well as the reasons why—was heard and understood.



Built key relationships

By developing relationships with key decision makers and engaging directly with them on a regular basis, GSA is able to leverage insights and pressure points to show the provincial government that it must stand firm against the Transmountain expansion.

SPECIES PROTECION

Protecting the diversity of wildlife and their habitat

With funding in place to increase staff to full-time on our Species Protection file, Georgia Strait Alliance has had tremendous success! Work has focused on protecting Southern Resident orcas and removing fish farms from BC waters.



“This past year was a shining example of GSA’s ability to achieve big results. We focussed our relatively limited resources on strategic priorities: we advanced the issue of species protection in the Salish Sea as a ‘dinner table topic’ and made important inroads with various levels of government. We also secured increased funding, added highly skilled full-time staff and adapted strategic and collaborative partnerships to support the needs of marine species in our region.”

~Rachel Forbes, Board President, Georgia Strait Alliance

THIS YEAR, GEORGIA STRAIT ALLIANCE HAS:

Established a team of allies by forming a coalition with World Wildlife Fund Canada, David Suzuki Foundation, Raincoast Conservation Foundation, and Natural Resources Defense Council to advocate and increase pressure on the federal government to protect Southern Resident orcas.



Amplified our opposition

By working together, this orca coalition—represented legally by Ecojustice—issued a petition to the federal ministers of Fisheries and Environment & Climate Change to request an Emergency Order to protect orcas.

Formed part of DFO's Advisory Council for the Orca Symposium.



Built key relationships

By leading a session at this DFO-hosted conference, GSA outlined the importance of addressing threats to orcas in a comprehensive manner in order for them to be effective.



Shared with supporters lots of ways that people can get involved to help with saving the orcas.



Mobilized for action

By providing supporters with greater information on orcas and concrete ways to get involved in the recovery of the species, GSA is building greater grassroots support for our advocacy-based initiatives in coastal communities and beyond.

Created an Orca Action Team to mobilize people who are interested in [orca protection](#).



Empowered our supporters to take action

By leveraging this group of over 1,140 people, GSA facilitated members to participate in letter-writing campaigns to DFO, with specific requests for orca recovery actions; to take part in public consultation opportunities and salmon surveys; and to sign the petition demanding an Emergency Order.

Thank you for your support

The following list includes grants, partnership contributions, donations and gifts in-kind during our fiscal year ended March 31, 2018.

As an independent and charitable society, Georgia Strait Alliance depends on your support to continue working to protect and restore our coastal waters, our marine life, and our coastal communities. Each year, funding for our programs comes from a variety of sources, including grants and donations.

We are honoured to have your support.
Thank you!

SUSTAINERS (\$25,000 or more)

Province of British Columbia, Global Greengrants Fund, Sitka Foundation, Threshold Foundation.

GUARDIANS (\$10,000 – \$24,999)

Colin and Terry Armour, Tides Canada Foundation - Dragonfly Strategic Grantmaking Fund, Rudy North, Patagonia Environmental Grants Fund of Tides Foundation, TELUS Victoria Community Board, Mike Waites.

RESTORERS (\$5,000 – \$9,999)

Charles and Julie Bentall Family Foundation, Port of Vancouver, RBC Foundation, Real Estate Foundation Of BC, Leonard Schein and Barb Small, Sustainable Elements, The Tyee, Charlie and Theresa Walters.

NAVIGATORS (\$1,000 – \$4,999)

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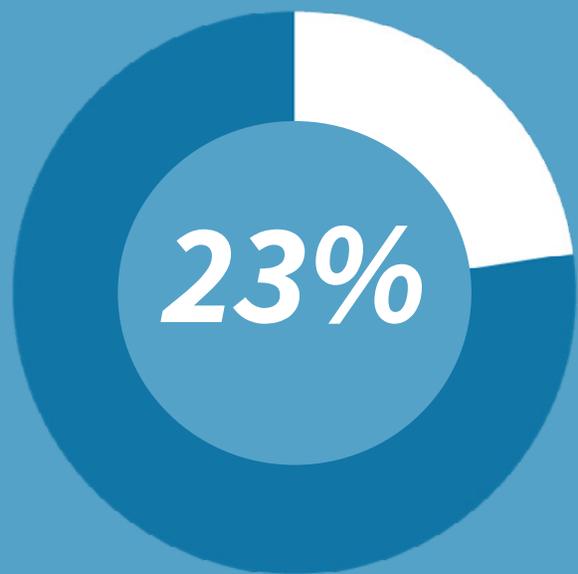
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We would like to extend a warm welcome to the 23% of donors who gave their first gift to GSA this year.

Thank you for joining the team and making us stronger than ever!

West Vancouver Yacht Club, Nicki Westarp, White Rock Harbour Board, Christianne Wilhelmson and John Webber, Rosemary Williams, George and Monika Winn, David Wiseman, Meredith and Ron Woodward.

FRIENDS (up to \$249)

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GSA supporters answered the call!

This year, we had more than 12,000 responses to our calls for action.

People volunteered their time, signed online petitions, participated in government consultations, sent emails to representatives, participated in events, and made donations. Together, we are raising our voices for better protection of the Salish Sea!

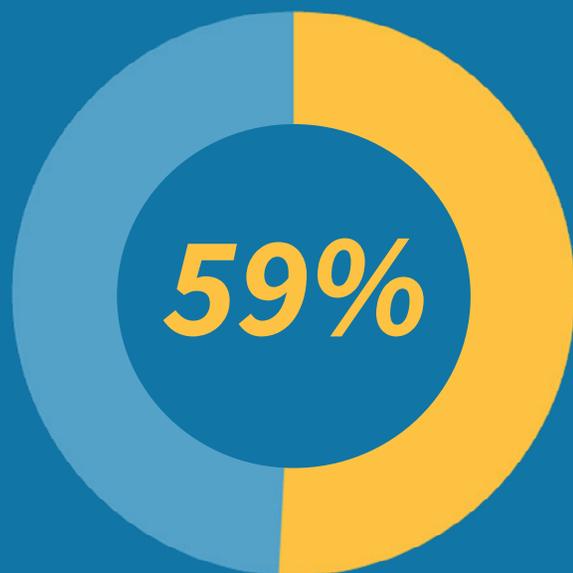


Alison Graves, Erin Gray, Catherine Gray, Tom Gray, Jean Greatbatch, Suzanne Gregory, Wendy Griswold, Denis Grohol, Christine and Gerhard Gross, Roland Guenther, Samantha Hackett, Thomas Hackney, Eileen Hall, David Ham, Kathleen Hamilton, Christl and Neil Hansen, Victoria and Mat Hanson, Jonathan Hanvelt and Karina Villada, Joanne Haramia, Rick and Heather Harbo, Harbour Authority of Squamish, Gwen Hardy, R.H. Stephen Hardy, Michelle Haring, Wendy Harkies, Rena Harney, Laura Haroldson, Sheila Harrington, Janine Harris, Eric Hartley, Susan Hartwell, J. Michael Harvey, Miranda Harvey, Elinore Harwood and Gary Cork, Travis Hawton, Bob Helmer, May Henderson, Valerie Hennell and Rick Scott, Jane Henry, Lisa Herman, Debra Herst, Jane Heyman, John Higginbotham, John Hill, Amy Hilton, Mary Hindmarch, Robyn Hines, Julie Hobart, Cam Hobson, Carroll Hodge, Brenda Hodson, Joy Hofer, Peter and Beverly Holmes, Theresa Hood, Madeline Hope, Barbara Hourston, Tammy Hudgeon and Ode Howard, Lisa Hudson, Keith Hunt, Valerie Hunter, Janet Hunter, A.T. David Hutchings, Mark Hutchinson, Jill Ilsley, Nancy Isсенman, Itsazoo Production Society, Laura Iwan and Brian Gulayets, Bruce W. Izard, Martha Jablonski-Jones, Murray Jackson, Joan and Terrance James, Marilyn Johnston, Lucinda Jones, Susan and David Jones, Katherine Jorgensen, Paul Jorjorian and Hannah Mitchell, Nutan Joy, Barbara Jullai, Terra Kaethler, Fred Kaplan, Lynn Kavanagh, Sandy Kay, Mary and Greg Keel, Sheila Keighron, Dave Kell, Danny Kells, Gloria Kelly, Timothy Kendrick, A. Hermann Kerr, Jessie Kerr, Peter Kerr, Anne Kessler, Cecelia Keyes, April Keyes, Corinne Kidd, Alexandra King, Janet King, Carillon Kinley, Sherry Kirkvold, Dieter Klaus, Jessica and Joe Klein, Oren Knight, Judith Knight, Alison Knowles, Angelika Koch, Myka Kollmann, Kors Development, Lynn Krupa, Pia Kuni, Ted Kuntz, Juliette and Rick Laing, Niko Laing, Ryan Laing, Cheri Lamb, Tina Filippino and Sally Gellard, Tim Lander, Barbara Lane, Oliver Lane, David Lane, Lantern Films, Louis Lapi and Gail Hudson, Marianne Larsen, Sandra Larson, Elaine and Michael Laughlin, Charles Law, S. Lawrence, Donald Lawrence, Judy Lea, Deborah Leach, Vanessa LeBourdais, Janice Leclerc, Jill Lee, Nancy Lefeaux, David Leggatt, Susan Leibik, Patricia Leibik, Mark Leiren-Young, Coral and David Lev, Hannah Lewis,

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Our digital donor community is growing!

59% of donations received this year were made online, a 22% increase over last year. That means we are using less paper, spending less on postage, increasing operational efficiencies and making it easier for you to give whenever and wherever you are inspired to do so.



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2018

Financial HIGHLIGHTS

Year ended March 31, 2018

Financial Position as of March 31, 2018

Current Assets	\$619,601
Long-term Investment	39,184
Capital Assets	13,641
Payables & Accruals	(72,338)
Deferred Contributions	(362,810)

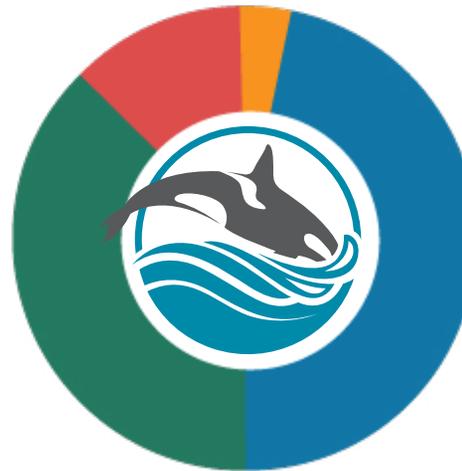
NET ASSETS \$237,278

In-Kind Contributions

In addition to the revenue above, GSA received an estimated value of \$33,032 in donated goods and services and \$20,671 in volunteer time during the year ended March 31, 2018 for a total of \$53,703.

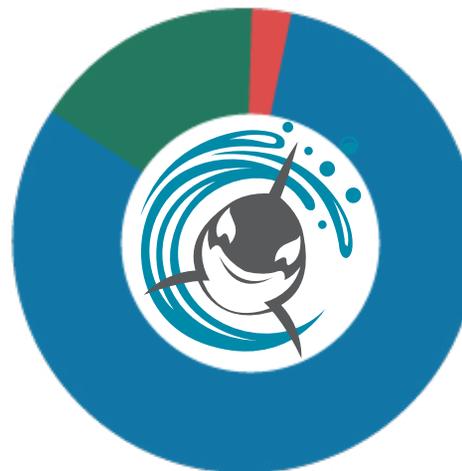
This report is a summary only and not intended to reflect the complete financial status of the Georgia Strait Alliance. Members who wish to receive the full financial statements should contact our Nanaimo office at 250-753-3459.

REVENUES: \$662,705



46.85%	Grants	\$310,466
37.54%	Donations	\$248,765
12.07%	BC Gaming	\$80,000
3.54%	Events, investment earnings & other	\$23,474

EXPENSES: \$684,431



81.21%	Programs	\$555,807
16.22%	Admin & fundraising	\$111,002
2.57%	Amortization	\$17,622

Excess of expenses for the year \$(21,726)

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Cover photos: (front) Kathryn Mitchell, (back) Michelle Young.

