

Annual report

2009-10





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Mission

DOGWOOD Initiative helps British Columbians exercise local control to create healthy and prosperous communities.

Our goals are to:

1. Increase democratic, local control of land and resources throughout BC.
2. Inspire an informed and engaged citizenry at the local level.
3. Increase the land under sustainable community and First Nation management.
4. Expand collaboration among diverse constituencies.
5. Ensure strong and lasting support for public oversight of communal resources.

What we do

WE help communities and First Nations gain more control of the land and resources around them so they can be managed in a way that does not rob future generations for short-term corporate gain.

This sounds simple, but to the corporate executives and bureaucrats who control most of BC's public land, community control -- sustainable land reform -- is a ground-shaking idea. A growing number of British Columbians are convinced that it is not only possible, but essential for the survival of their communities.



Message

from Executive Director

BACK in the 1990's, James Carville, Bill Clinton's curmudgeonly Campaign Manager, summarized the path to political success with his famous, "it's the economy, stupid." For groups like Dogwood Initiative, seeking to connect people to power, the path to success is "it's about the people, period!"

Success in collectively building more equitable, just and sustainable communities is done one person at a time. Like making bread, there are no shortcuts. The recipe is simple—mix passionate people together with a lot of hard work, add a dash of innovative technology, a focused strategy, and a few handfuls of creativity, and what started as a lump begins to grow into something formidable.

It took almost ten years to get the mix right, but in 2009 Dogwood Initiative matured into the catalyst for change that many people worked so hard to create. There were a lot of ingredients necessary, but the starting point was people. Dogwood Initiative's staff, board, volunteers and supporters are good, creative, hardworking, passionate people that take on the responsibility for changing the world. As an organization our job is to nurture them, to create an environment that helps them bring out the best in themselves and to focus them in ways that allows communities and decision makers to understand the force of their collective power.

Each year we are getting better at focusing collective people power, and 2009-2010 was a big leap forward. Thanks to people like you:

- Over 40,000 people have signed the No Tanker petition (and got their friends and family to sign as well);
- More than 400,000 No Tanker Loonie coins were decaled, turning each coin into a political message;
- Hundreds made extraordinary pledges to take personal actions to protect our

Pacific coast from oil supertankers; and

- Thousands sent emails and letters to inform investors and politicians that British Columbia will never allow supertankers in our waters.

It was also people like you that encouraged local politicians to fight the privatization of southern Vancouver Island's Wild Coast, the giant luxury yacht marina proposal for Victoria's harbour, and the reckless subdivision of local farm lands. The letters and emails you sent, the rallies you energized, the meetings you attended directly led to significant victories. Without your efforts the Capital Regional District wouldn't have protected 2,300 hectares of important coastline, Victoria City Council wouldn't have stood up to protect the harbour and the sustainability of southern Vancouver Island would be further tarnished by reckless development.

Last year was a threshold year, but much more remains to be done. There is no tried and true recipe that guarantees success in creating a just, equitable and sustainable region, province or world. The ingredients vary with time and circumstances. However, we know that regardless of the challenges we face, if we continue to invest in passionate, committed, and creative people in the end we will win.



Will Horter, Executive Director



Program review

No Tankers

LEARN MORE ABOUT THIS CAMPAIGN AT www.notankers.ca

Goals:

1. Federal government legislates a ban on oil tanker traffic through Hecate Strait, Dixon Entrance, and Queen Charlotte Sound ("Canada's Pacific north coast")
2. Enbridge Inc. suspends its "Northern Gateway" oil pipeline and supertanker proposal

Achievements:

SINCE our first community presentation three years ago - with 15 people in attendance - Dogwood's No Tankers Campaign has matured into a seemingly unstoppable force powered by overwhelming public sentiment to protect Canada's Pacific north coast from oil spills. These efforts are linked in to a broader province-wide movement to halt the advance of Tar Sands pipelines and

tankers, and supports those Coastal and Interior First Nations protecting their territories by exercising their aboriginal rights, title and laws.

The primary focus of our No Tankers campaign continues to be the achievement of a federal, legislated tanker ban through BC's north coast. A legislated ban represents the clearest and most resilient mechanism to protect the north coast from oil tanker spills and would be consistent with the Declaration of BC's Coastal

First Nations prohibiting tar sands oil tanker traffic through their territories. This past year has seen us and our partners lay much of the groundwork for such a ban.

The secondary focus of the No Tankers campaign is to convince Enbridge Inc. that it is in its best interest to voluntarily suspend its Northern Gateway project.

Over the past year we've continued to work with Enbridge shareholders and management to highlight the suite of material risks we see the company exposed to as a result of their involvement in the project. We've also worked with First Nation partners and colleague organizations to ensure that Enbridge's potential project-specific investors are fully aware of the legal risks and implications inherent in the project and review process.

The battle to protect BC's coast from oil tankers is also a key battle in the growing worldwide effort to reign in Canada's Tar Sands, called "the most destructive project on earth", and wean Canada and the world away from fossil fuels: the source of heat-trapping pollution that causes climate change.

Here are some highlights from this past year of the No Tankers campaign:

- An additional 10,000 signatures were collected on the petition to ban oil tankers on BC's coast. By the end of the fiscal year we had over 40,000 signatures overall.
- Over 400,000 new No Tankers Loonie decals have been put into circulation across Canada through our network of individual and business supporters. The No Tankers Loonie decals are a small static cling film that when applied to a Canadian one dollar coin turns the water and the loon black simulating an oil spill and also directs people to visit our petition website at www.NoTankers.ca
- The No Tankers campaign has been featured in media from coast to coast with regular newspaper, TV, and radio coverage. This year we achieved the first comprehensive coverage of campaign activities in national and provincial business media, a key goal of our financial-sector

work.

- Dogwood's newly hired New Media Coordinator piloted the introduction of Video Blogs to enhance our ability to communicate the latest updates to the campaign's supporters.
- For a second consecutive year Dogwood Initiative partnered with Enbridge shareholders to file a shareholder resolution asking for better corporate disclosure of the estimated frequency, volume, and costs associated with the inevitable oil spills from the company's proposed Northern Gateway project. Following on the heels of the previous year's success in garnering almost \$1 billion in shareholder support, Enbridge agreed to accept the terms of the second proposal. As such they will be delivering the requested information to Dogwood and their shareholders in fall 2010.
- We continue to help interested First Nation partners communicate their growing opposition to Enbridge's proposal to key financial analysts, investors and reporters, increasing awareness of the true degree of uncertainty surrounding the project.
- No Tankers supporters sent over 10,000 individual email letters to representatives of North American, European, Chinese, Korean and Japanese oil companies demanding they withhold support for Northern Gateway. In response, the Korean National Oil Company vigorously claimed non-involvement.
- We staged an intervention at an Enbridge-sponsored baseball tournament in Prince George, garnering province-wide coverage.

Vancouver Island

LEARN MORE ABOUT THIS CAMPAIGN AT www.VI-notforsale.org

Goals:

1. To empower community groups, First Nations, labour and anti-poverty organizations to create a more sustainable future by addressing the root causes of urban sprawl
2. To achieve permanent protection for the farms and forest lands of the Capital Regional District.

Achievements:

DOGWOOD Initiative and our partner groups succeeded in maintaining strong momentum and increased public support for the campaign to protect 23,000 ha of land that was released from Western Forest Products tree farm licenses. This resulted in the progressive land use policies for the area and the CRD's historic purchase of 2,300 ha of land in the Juan de Fuca region.

Waves of public pressure coordinated by Dogwood Initiative also convinced the provincial government to contribute to this conservation purchase.

In the fall of 2009 the Save Jordan River campaign was expanded to address development and land use problems across the region. The new *Vancouver Island: Our Home is Not for Sale* campaign mobilized thousands more people and has created an educated public conversation about the future of southern Vancouver Island.

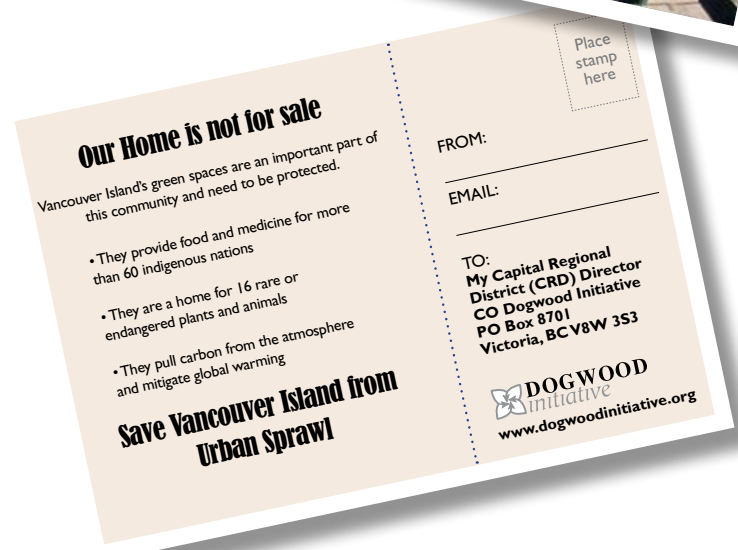
The campaign is coordinating community-centred efforts to protect farms on the Saanich Peninsula, forest lands in the Juan de Fuca region and Victoria Harbour from reckless development. We are also working with low income residents in the city of Victoria to make efficient use of existing urban spaces.

Here are some highlights from this past year:

- We organized communities in the Jordan River area to prevent developer Ender Ilkay's proposal for a massive housing and RV park on former TFL land.
- Since last September the number of campaign supporters has increase by four times to include over 6,500 people.
- Our campaign to protect the Wild Coast mobilized the community to send over 3,000 letters to the CRD board and successfully pushed for 120 ha minimum lot sizes on all resource land in the Juan de Fuca region to prevent urban sprawl.



- The campaign organized 4 panel discussions about urban sprawl attended by over 700 people and several strategic local actions to pressure municipal and provincial politicians to make sustainable land use decisions.
- We distributed thousands of postcards and leaflets with information about urban sprawl in the region.
- Dogwood successfully involved the arts community of Greater Victoria in its campaigns by organizing two urban sprawl art shows.
- Our campaign staff initiated a coalition of 10 community groups opposed to Victoria International Marina Project and helped coordinate a 700 person rally.
- Our campaigner has been interviewed 2-3 times a month on CFX, CBC, Q-news and other radio stations.
- More than 100 print media articles featured our work including frequent articles in the Times Colonist and Monday Magazine as well as an extensive piece in Focus Magazine that was written by our campaigner.
- For the first time in three years our work on the Western Forest Products privatization controversy achieved national media attention.
- Our campaigner formed and continues to coordinate a committee of residents in Central Saanich to protect farm land from urban sprawl.
- We have successfully networked the Dogwood Initiative with farming and food sovereignty activists from across the CRD.
- The campaign has also built strong allies with anti-poverty activists by creating the Reclaim the Commons Robinhood Gardening Initiative to politicize food production and help marginalized



communities of people access land and resources to grow their own food.

- We piloted Dogwood's new video communications strategy by sending video updates and event invitations to our supporters by email to make our campaign easier to follow and participate in.

Coalbed Methane

LEARN MORE ABOUT THIS CAMPAIGN AT

www.dogwoodinitiative.org/campaigns/sacred-headwaters

Goal:

Stop proposed coalbed methane (CBM) projects from receiving government approval and becoming operational in British Columbia.

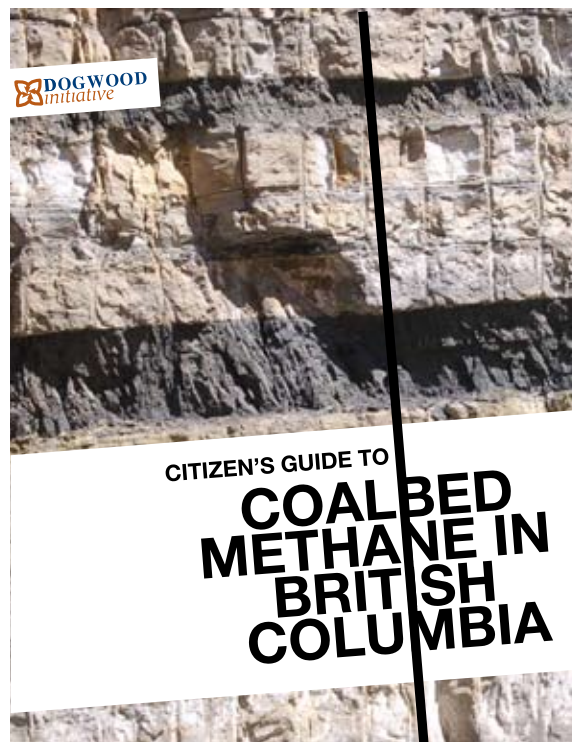
Achievements:

THIS year Dogwood underwent a large scale research project on the Coalbed Methane (CBM) industry in British Columbia. This research resulted in the release of two major reports: (1) *Citizen's Guide to Coalbed Methane in British Columbia* and (2) *Coalbed Methane: Best Practices for British Columbia*.

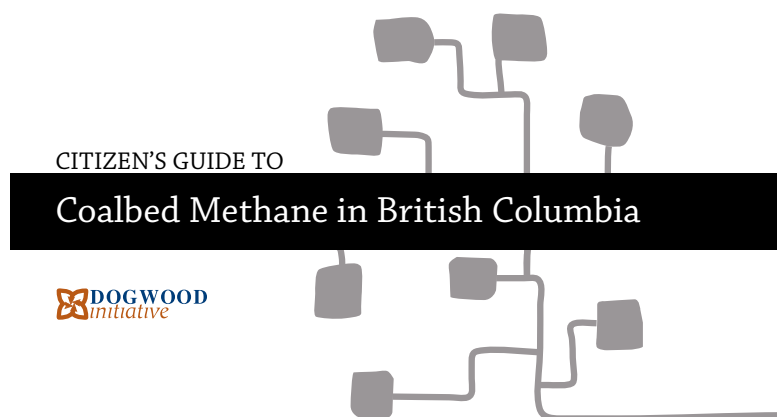
Our report, *Coalbed Methane: Best Practices for British Columbia*, was produced as our contribution to the ongoing regulatory debate surrounding CBM in BC.

It's a critical time for the BC government to move actively towards implementation of best practices for this high-risk industry. The guide provides a compilation of the best CBM practices, and recommendations on how they can be applied and maintained. *A copy of the report can be viewed here: <http://dogwoodinitiative.org/publications/reports/coalbed-methane-best-practices-for-british-columbia>*

The companion report - *Citizen's Guide to Coalbed Methane in British Columbia* was written to: Provide information



regarding the impacts from the exploration and extraction of CBM; enable citizens to intervene in the approval process to ensure their interests are protected and identify opportunities for the reform of specific laws to better protect the interests of the public in the long term. *A copy of the report can be viewed here: <http://dogwoodinitiative.org/publications/reports/citizens-guide-to-coalbed-methane-in-british-columbia>*





Orca Lawsuit

LEARN MORE ABOUT THIS CAMPAIGN AT

<http://dogwoodinitiative.org/campaigns/save-sara>

Goals:

1. To legally protect the critical habitat of BC's endangered orcas from oil tankers and other risks.
2. To improve the legal protection for all endangered species.

Achievements:

DOGWOOD Initiative is among nine litigants that have filed two law suits against the Federal Government for its failure to fully protect the critical habitat of BC's endangered orcas. The first lawsuit, filed in October 2008, challenged the government's claim that orcas were adequately protected under existing laws.

In February 2009 the government issued a Protection Order that covered and identified critical habitat for endangered orcas. However this order did not clarify

whether all aspects of critical habitat, including salmon abundance, were protected. The second law suit, filed in April 2010, challenges the legality of the protection order on the grounds that it fails to protect the salmon, water and acoustic environment that killer whales need to survive. The case has also brought media attention to BC's endangered orcas and Canada's *Species At Risk Act*. If successful, it will also provide a useful tool for stopping oil tanker traffic in BC waters.

Financial Overview

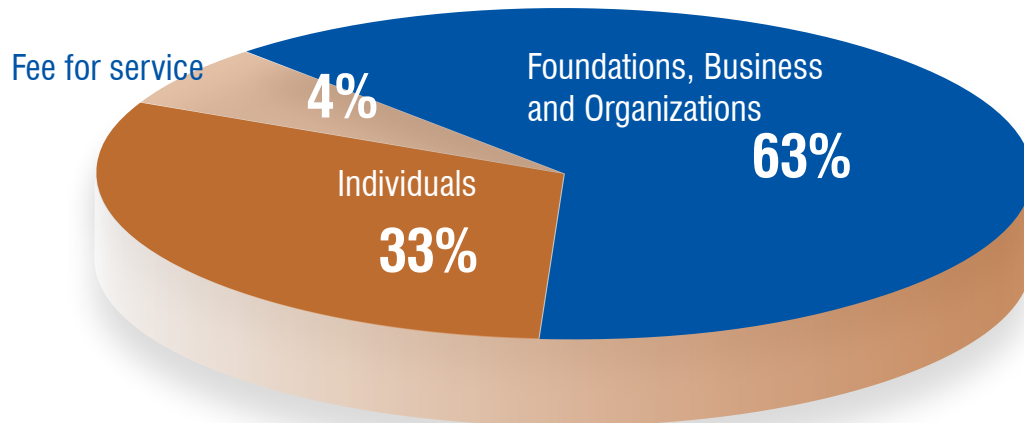
Income

Foundations, Businesses and Organizations	\$322,098.00	63%
Individuals	\$167,795.00	33%
Fee for Service	\$21,491.00	4%
	\$511,384.00	100%

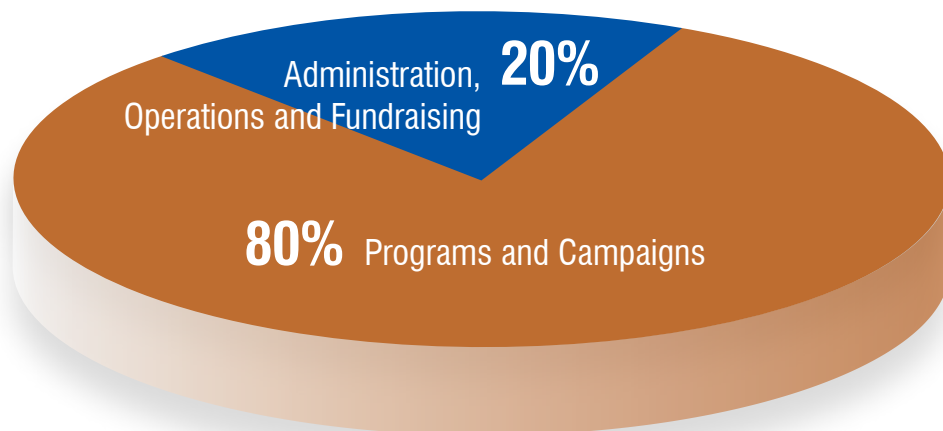
Expenses

Programs and Campaigns	\$382,868.00	80%
Administration, Operations & Fundraising	\$94,049.00	20%
	\$476,917.00	100%

Income



Expenses



Our supporters

This list includes donations received directly by Dogwood Initiative as well as through our charitable partners.

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NO TANKERS.CA

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