

2013

ANNUAL REPORT

POWERED
BY YOU



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Photo credit: Ilijc Albanese.

mission

Dogwood Initiative brings together everyday British Columbians to reclaim decision-making power over the air, land and water they depend on.



Chilly yet determined door-knockers orient themselves during *Knock the Vote*, January 2013.

executive director's review



How do you grow exponentially while simultaneously increasing the quality of relationships with existing supporters? This challenge defined Dogwood Initiative's work last year.

We began the year on the tail of the massive increase in No Tankers supporters that followed Minister of Natural Resources Joe Oliver's attacks on opponents of Enbridge's oil tanker pipeline proposal. We were thrilled when 32,000 new supporters signed the No Tankers petition in three weeks, blowing past our goal for the whole year, but without any new staff, we needed to find a new way to manage all these new relationships

It was obvious we needed to seriously adjust our model, so instead of continuing on with more of the same we decided to try building people-powered self-organizing tools to allow people in communities all over the province to take a more active role in the campaign.

It isn't an easy task to figure out better ways to put power in the hands of British Columbians, but over time it is the only way we can win the big

battles needed to catalyze the just, equitable and sustainable communities we long for.

Our Find Allies kit was our first experiment. Over 1,200 people downloaded the kit to help them organize their friends and neighbours. At the peak last summer Find Allies action takers brought in 2,000 to 3,000 new supporters per month.

Next up, our Find Leaders kit was launched in the fall to help local action takers put pressure on their elected officials. Our decentralized "Defend Our Coast" action, organized with LeadNow, was a smashing success. Local volunteer organizers pulled off events at 72 MLA offices across the province with 6,000 people taking part.

Our "Knock the Vote" events following the Enbridge public hearings in Victoria and Vancouver were other successful experiments with this new approach. More than 120 volunteers knocked on doors in specific electoral districts, speaking to voters about the party positions on oil tankers. Meanwhile inside the hearings, Dogwood's

communications team was live tweeting the incredibly articulate, well-researched and passionate submissions made by presenters. We were proud to calculate that 99 percent of the 253 people making presentations in Victoria had signed Dogwood Initiative's No Tankers petition, as had 89 percent of the 176 participants in Vancouver.

This was a sneak peak at the future. Going forward, every month and every day it becomes less about what Dogwood Initiative staff have done, and more about how we help people like you create the world you want.

The philosophy behind this is that to make a dent in audacious issues like globalization and climate change, it's going to take hundreds of people leading the movement from the inside out.

People power can beat formidable corporate and government power. 2012 provided lots of examples. What began as a standoff between Royal Dutch Shell, the second biggest corporation in the world, and a few Tahltan elders

over the Sacred Headwaters ended with a clear victory for people power. The permanent moratorium British Columbia established last year against coalbed methane drilling in the Sacred Headwaters, an issue Dogwood Initiative worked on with the Tahltan a few years ago, proves that point.

But how can these victories be scaled?

We haven't fully figured out exactly how to do this, but we have made progress, which we'll apply to both our Coal and No Tankers campaigns.

One thing we do know is that ultimately our success depends on your success. Our ability to create change depends on each of your willingness to take that extra step out of your comfort zone to fight for your neighbourhood, your province and your country.

A handwritten signature in blue ink, appearing to read "Will Horter".

Will Horter, Executive Director

no tankers



Some of the champions who helped pass No Tankers resolution A8 at the Union of B.C. Municipalities convention (from left to right): Saanich Councillor Dean Murdock, Smithers Mayor Taylor Bachrach, Prince Rupert Councillor Jennifer Rice and Vancouver Mayor Gregor Robertson.

The goal of our No Tankers program is to halt the expansion of crude oil tanker traffic on Canada's Pacific coast.

We believe we can do this by building a network of people that is larger and more diverse than any other network in B.C., and by giving each person the information and tools they need to effectively influence their local elected representatives.

Where We've Been

For close to 40 years, British Columbians have been standing up and shutting down proposals

to bring oil super tankers — and inevitable oil spills — to Canada's Pacific north coast. In 2005, Dogwood Initiative began work to pick up where these historical efforts left off, prompted by Enbridge's Northern Gateway proposal to bring more than 200 crude oil and condensate tankers to Kitimat, B.C., each year.

Our No Tankers program officially launched in 2007 with a small living room presentation to 15 people. Since then, our network has grown to include more than 150,000 supporters. These supporters have created grassroots power that has

led to significant advances toward our goal.

Our initial work culminated in a 2010 House of Commons motion seeking a ban on north coast oil tankers, which received the support of a majority of Parliament and all of Canada's opposition parties. However, the motion wasn't passed into law before the spring 2011 federal election was called. When the Conservative Party won a majority in that election, our hopes for a legislative ban to protect the north coast were temporarily dashed, as Prime Minister Stephen Harper is among the most

vocal proponents for increased oil tanker traffic on B.C.'s coast.

A New Focus

In response to this new political reality, we spent the summer of 2011 re-designing the No Tankers campaign. We broadened the campaign to include opposition to Kinder Morgan's oil tanker proposal on B.C.'s south coast and began focusing on the role of the government of British Columbia in the debate. The B.C. government has the power to protect our coast from oil tankers and spills — it's just a matter of using it.

no tankers continued

Our Objectives for the Year

Encourage B.C.'s provincial political parties to take a stronger stand against oil tanker proposals, including Kinder Morgan's Trans Mountain expansion;

Encourage more local governments to take a stand;

Grow our network by 30,000 people;

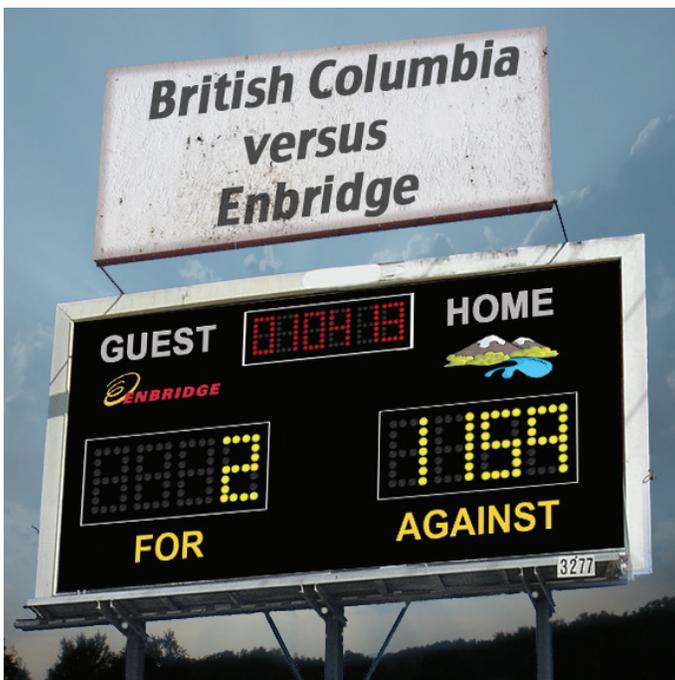
Help organize a strong showing at the federal Joint Review Panel hearings into Enbridge's Northern Gateway proposal;

Develop new tools to help supporters grow the network and engage elected decision-makers;

Set up oil tankers as a defining issue in the May 2013 provincial election.

Our Successes

We continued to march inexorably toward our goals. Overall, more than 40,000 new people became supporters of the No Tankers campaign and with the help of allies we successfully established the threat of oil tankers as a defining provincial political issue in the lead up to the B.C. election.



IN ADDITION, IN 2012-2013 WE:

Mobilized No Tankers supporters to grow the size of the network using our Find Allies kit. In some areas, Find Allies volunteers collected more signatures on our petition than our paid canvass team, totalling more than 20,000 new signatures overall.

Organized a letter-writing campaign and advocacy effort, which led to a successful resolution at the 2012 meeting of the Union of B.C. Municipalities. The resolution opposes any expansion of oil tanker traffic on B.C.'s coast. This is the strongest resolution ever passed by the UBCM on this issue. We also supported many successful resolutions passed by individual local governments.

Partnered with advocacy group LeadNow to hold 72 simultaneous "Defend Our Coast" rallies at MLAs' constituency offices across the province. With more than 6,000 participants, it was the largest, most widespread event in the history of the campaign.

Completed development of our Find Leaders tool kit, which provides supporters with a comprehensive journey to influence their local MLA.

Developed an online election organizing platform in advance of the B.C. election to help supporters across the province speak to their fellow constituents about the oil tanker issue at the door and on the phone.

Assisted those who registered to speak at the Enbridge joint review panel hearings and helped their testimony have a greater impact by blogging, making sure media were aware of particularly compelling testimonies and by connecting presenters to their local MLA via Twitter throughout the Victoria and Vancouver hearings.

Re-directed attention at the close of the Enbridge Joint Review Panel hearings back to the role of the provincial government by organizing two "Knock the Vote" events in Victoria and Vancouver (where we partnered with Forest Ethics Advocacy). More than 120 volunteers knocked on doors in specific electoral districts, speaking to voters about the party positions on oil tankers. The events also received extensive media coverage.



Dogwood's *Knock the Vote* door-knocking blitz after the Enbridge review panel hearings. Photo courtesy of Matteus Clement.

Our Failures

- We under-estimated the amount of time it would take to complete both the Find Leaders kit and the online election platform, diverting resources from short-term tactics that could have seen one or both provincial parties come out with stronger positions, sooner.
- We failed to prepare for the razor-thin margin by which the UBCM resolution passed, which itself became the story, rather than the substance of the motion.
- We failed to adequately follow-up with the many dedicated people who so successfully used our Find Allies kit to grow the network.

Additional failures and lessons learned can be found in our Failures Report: <http://bit.ly/direports>

The Path Forward

Ultimately, the fate of oil tankers in B.C. waters will not be determined through regulatory processes; it is — and always has been — a political decision. That's why we are committed to bringing as many people as possible into our No Tankers network, helping them influence key federal, provincial and local decision-makers. Every day, we strive to do more for our coast with each minute and dollar donated.

No Tankers operates as a targeted and unique campaign within a growing and broad-based movement to halt the expansion of crude oil pipeline and tanker projects to B.C.'s coast. We're incredibly proud to work alongside other non-profit groups, businesses, elected representatives and First Nations toward this common goal. Through it all we hope to advance Dogwood Initiative's core mission, which is to help British Columbians reclaim decision-making power over their air, land and water.

coal exports



The goal of our coal campaign is to stop the expansion of coal exports in B.C., particularly the export of U.S. thermal coal through B.C. ports.

Where We've Been

While British Columbia continues to call itself a clean energy leader, it is quickly becoming a major global player in what has been called the dirtiest, most polluting industry on the planet: coal. Controversial new coal mines have been proposed near Courtenay (Compliance Coal's Raven mine) and near Tumbler Ridge (HD Mining's Murray River coal mine). More than a dozen other coal mining proposals are seeking approval.

British Columbia's role in the global coal industry is not limited to mining; our province is also integral to the global trade in coal. Coal companies mining the Powder River Basin in Montana and Wyoming are growing increasingly desperate to find a west coast outlet for their thermal coal — a low-grade form of coal burned to create electricity. With the North American market switching to cleaner forms of electricity, the industry is looking to Asia for buyers, but it needs transport and shipping facilities — that means more coal trains and new or expanded ports.

But a strong citizen movement in the states of Washington and Oregon has built a united front against coal port proposals. Out of six proposals, three have already been defeated or withdrawn.

So the coal industry started looking north, where Vancouver ports have been shipping B.C. metallurgical (steel making) coal for decades and quietly expanding U.S. coal exports with little or no public notice or debate since 2008.

In 2011-2012, Dogwood Initiative published a report titled *B.C.'s Dirty Secret: Big Coal and the Export of Global Warming*

Pollution (bit.ly/bcdirtysecret) to shine a light on B.C.'s growing role in the global coal industry and began scoping out the framework of what a new coal campaign would look like.

Our Objectives for the Year

Develop three-year plan for building popular opposition to coal and coal exports in B.C.

Develop and implement communications strategy for coal campaign.

Recruit someone to lead coal program.

Expand and diversify funding base to allow for implementation of three-year program plan.

Our Successes

This year Dogwood was able to build on the successes of 2011-12, gaining resources and contributing to a growing momentum against the expansion of coal exports in B.C. and all along the west coast of North America.

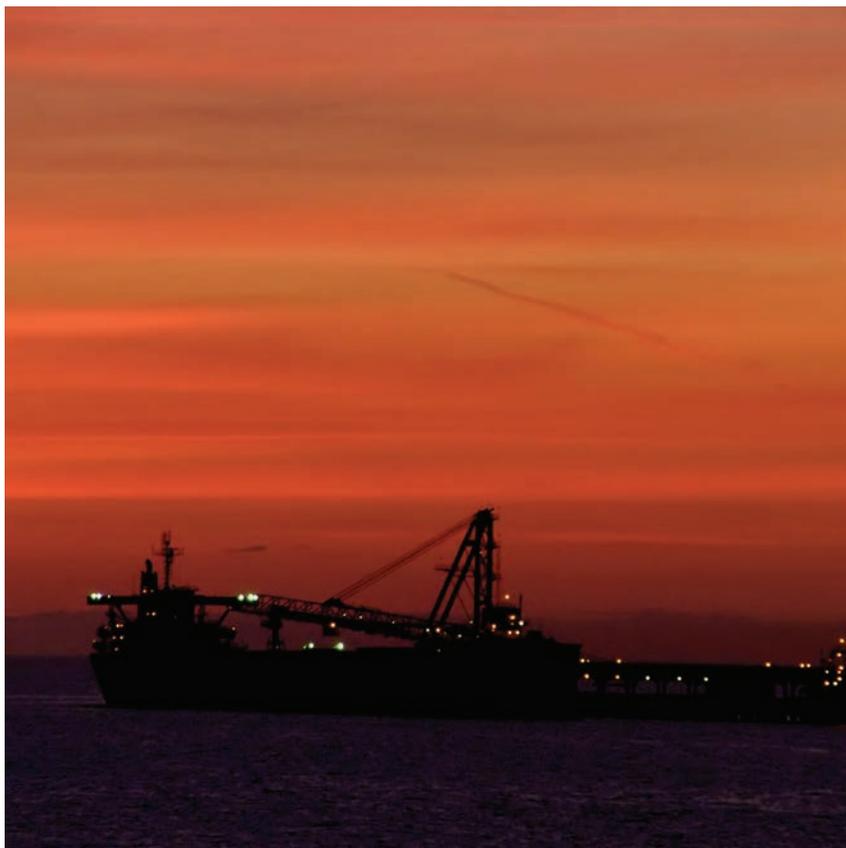
By the end of the fiscal year Dogwood was able to hire a full-time coal campaigner Laura Benson. We also successfully built a partnership with the U.S.-based coalition fighting coal export facilities in the Pacific Northwest.

SPECIFICALLY, IN 2012-2013 WE:

Conducted polling, interactive voice surveys and advertising in Lower Mainland communities most affected by increased coal exports after Port Metro Vancouver announced two new proposals in late 2012. This helped us begin to sketch out a longer-term communications strategy that will inspire and ignite British Columbians to take action on coal.

Activated our base of supporters on the coal export issue. More than 400 supporters in the Lower Mainland engaged in a letter-writing campaign urging the port authority to adequately consult the public and open up its decision-making process. Public pressure, outrage and action grew in the first three months of 2013, particularly after the port hastily approved the Neptune Terminals expansion despite the concerns of their neighbours.

Collaborated with local concerned citizens and Voters Taking Action on Climate Change to help put the coal export issue and lack of port accountability on the public's radar. Media are covering the story, politicians are responding to questions and pundits are forecasting coal exports as one of the issues likely to heat up in coming years.



Westshore coal terminal. Photo courtesy of Evan Leeson.

Our Failures

- Although we succeeded in attracting some initial support to launch a coal campaign in 2012, we were unable to get sufficient funding to hire a full-time campaigner.
- Due to this, we didn't hire a full-time campaigner until the end of the year, delaying the launch of the campaign and hindering our ability to stop the Neptune expansion.

The Path Forward

The success of our coal campaign will depend on Dogwood's ability to support and sustain the growing movement against coal export expansion in the Lower Mainland in the coming year. Most immediately, we need to be sure the new coal handling facility proposed for Fraser Surrey Docks does not go forward. The final decision on Fraser Surrey Docks will be made by Port Metro Vancouver.

The only way to convince the port to listen is to scale up grassroots and political support into a powerful movement that cannot be ignored. That's why we will spend the next year spreading the word about coal exports, constantly increasing the base of support in Lower Mainland communities, and strengthening relationships with community, health and elected leaders to defeat the Fraser Surrey Docks proposal and prevent any further expansion projects for toxic U.S. thermal coal.

financial overview

We can't thank you enough for another great year of growth at Dogwood. In January of 2012, Dogwood experienced a huge surge in the number of No Tankers petition-signers in the wake of the federal government's vocal attacks on oil pipeline opponents. People power is propelling the campaign and has made No Tankers an irresistible force in B.C. politics and society.

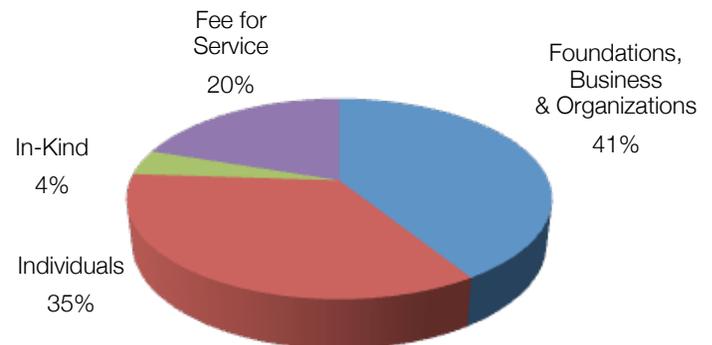
The No Tankers movement is in a David and Goliath battle with multi-national oil companies and we are winning thanks to the support of thousands of ordinary citizens. In 2012-13 we received gifts from 5,780 individuals, up from 3,167 the year before. This demonstration of popular support was not lost on Dogwood's foundation supporters who in turn increased their support for the No Tankers campaign. The bottom line is the organization had 31 per cent more resources available than in the year before.

One of our biggest stories this past year has been the growth in monthly donations. We began the year with 283 monthly donors and finished with 842, a three-fold increase. Monthly donations contribute in many ways: they lower fundraising costs, spread revenue evenly through the year and allow us the flexibility to respond quickly to emerging campaign issues. But the real story is not how much we raise but what we do with it. We did not increase the size of our staff; rather we invested in tools for distributed organizing, which allow volunteers to take an active lead within their own communities. We were able to extend the reach and effectiveness of the movement while maintaining the lean and efficient organization you entrust with your support.

Thanks from all of us — we can do nothing without you and anything with you.

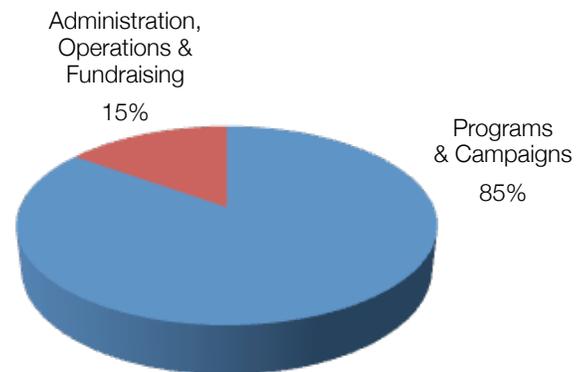
Don Gordon CFRE,
Development Manager

INCOME



	2012-13		2011-12	
Foundations, Business & Organizations	\$437,618	41%	\$377,455	47%
Individuals	\$372,441	35%	\$311,062	38%
In-Kind	\$43,200	4%	\$65,000	8%
Fee for Service	\$211,868	20%	\$57,856	7%
TOTAL	\$1,065,127	100%	\$811,373	100%

EXPENSES



	2012-13		2011-12	
Programs & Campaigns	\$878,485	85%	\$721,167	85%
Administration, Operations & Fundraising	\$155,027	15%	\$128,295	15%
TOTAL	\$1,033,512	100%	\$849,462	100%