

2022-2023

ANNUAL REPORT



www.bcparksfoundation.ca

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Dear Park Supporter,

It would be hard to imagine a more productive first five years than we have had in the BC Parks Foundation since our adventure was launched in 2018 when the BC Government provided a \$10 million grant and a message of “bon voyage”! Well, it’s been quite the voyage indeed since then, led by our tireless and extraordinary CEO Andy Day and his team, and our amazing Board of Directors who help us every day – and by the continuing support of the BC Government and the tens of thousands of British Columbians who love our parks and want to keep them great.

In this report you will see some of our many accomplishments, which are nothing short of extraordinary. Everything we do is done with partnerships—with partners who understand that supporting the BC Parks Foundation means supporting British Columbian people, businesses, biodiversity, climate change resilience and First Nations reconciliation. Our mission to expand our parks and protected areas, including Indigenous protected and conserved areas, will help BC achieve the United Nations’, Canada’s, and the Province of BC’s goal of protecting 30% of our land and sea areas by 2030. Our work with people with disabilities, youth and new immigrants means more people gain the health benefits of being in parks and more people understand the importance of parks to a healthy society. Our Parks Prescriptions project (www.parkprescriptions.ca) has been a huge success too, offering time in parks as a health benefit.

It’s impossible to thank all our partners and supporters who have done so much to get us going at warp speed, but you all know how important you’ve been. I really think we are at an inflection point today, where most Canadians realize the negative impacts that human activities have had on our planet and the myriad of other species we share it with, and that parks and protected areas are so very important to offset those impacts. Our politicians realize it and our business community realizes it too. Together we will benefit all future generations of all species for all time. Not a bad thing to work on, eh?

Ross Beaty, C.M.
Chair, BC Parks Foundation



Letter from the CEO

Dear Supporter,

Akamina-Kishinena, Anstey Hunakwa, Bedard Aspen, Swan Lake, Ts'il?os, Uncha Mountain Red Hills, White Pelican, Zumtela.... These are the names of a few of the >1000 places that people like you have worked together to protect. From the rainforests and kelp gardens of the Pacific Oceans up to the great glaciers of the Rocky Mountains, these places are wellsprings of health and abundance.

I am proud and grateful to live in BC, especially because of our incredible, world class parks system. It is part of our identity and forms the backbone of what makes BC so beautiful and supernatural. It is a great honour, joy, and responsibility to strive for success in everything we do, so that we can enhance and expand this wonderful and important legacy.

The great thing is that our success is your success. Everything we do is fuelled by people like you. You are making the difference, and in doing so, you also benefit. You have more places to visit and enjoy, better experiences, a legacy to pass to the next generation, greater health, and the wonderful feeling of belonging to something big, meaningful, and lasting. Your success and generosity is also to the benefit of millions of other creatures, born and yet to be born.

As you will see in this report, this year we continued to reach peaks beyond expectations, including the largest single cash gift in Canadian conservation history, and the launch of our biggest goal yet: 25x25. From here we enjoy vistas stretching out towards exciting new places, and look forward to new expeditions and new friendships in the year ahead.

We hold this timeless legacy in our hands in gratitude and celebration, so that we may pass the magic of the original earth along, splendour undiminished.

With many thanks for being a part of the parks support community,

Dr. Andy Day
CEO



Board of Directors

The BC Parks Foundation board members generously donate their time and resources in support of the Foundation's mission and objectives.

Ross Beatty



Warren Beach



Barbara Brink



Cynthia Callison



Ric Careless



Darcy Dobell



Jessica Hopkins



Dan Johnston



Jim Standen



Ivan Thompson



Gill Winckler



Greg Moore (Special Advisor)



Impact Highlights



Parks and Protected Places

This year, we embarked on our most ambitious initiative yet to protect the breathtaking beauty of British Columbia's natural landscape and species for eternity. Our goal? To protect 25 valuable places and safeguard 25% of BC's land and sea by 2025.

Throughout the year, we progressed towards this goal.

First, we received the largest single cash donation in Canadian conservation history, following the single largest donation in British Columbia conservation history from Age of Union Alliance in the previous fiscal year. The Wilson 5 Foundation's donation of \$100 million dollars is a game changer and crucial in achieving 25x25. We also secured a \$9 million gift from Environment and Climate Change Canada to protect land in BC over the next five years.

We protected 12 properties through the year.

First, we closed the French Creek Estuary—an eagle sanctuary and powerhouse habitat filled with vital species. We also protected Shawniken—200 acres of beautiful grasslands at Spences Bridge.

We followed by purchasing Falling Creek in Northeast, BC. This property includes 615 acres of overwintering habitat for caribou and other ungulates, otherwise at risk due to industrial zoning.

Thanks to the efforts of all British Columbians, and particularly inhabitants of the Comox Valley and the Comox Valley Land Trust, we were able to crowdfund and gather other support to protect 715 acre of the Morrison Headwaters. It is a spectacular natural home to bears, cougars, salmon, and a type of lamprey found nowhere else in the world.

We also purchased 2 km of riverfront property along "the heart of the Fraser River"—an 80-kilometre stretch of river from Mission to Hope that sustains BC's largest salmon spawning run. This is one of the most productive stretches of river on the planet.

In addition we contributed to acquisitions in Wells Gray, Bown Lakes, Naikoon, and Gladstone with BC Parks and at Bourguiba Springs with the Southern Interior Land Trust.

We also worked with Ducks Unlimited to contribute to Gadsden Park/Spike Elk Ranch. This will allow rewilding work to restore wetland ecosystems on the property and in the adjacent park.

We were happy to sign MOUs with the Katzie First Nation regarding Pitt River properties and Cooks Ferry Nation regarding Shawniken.

In addition, we contributed \$150,000 to assist BC Parks with new facilities in parks like Desolation Sound, Kokanee, Top of the World.



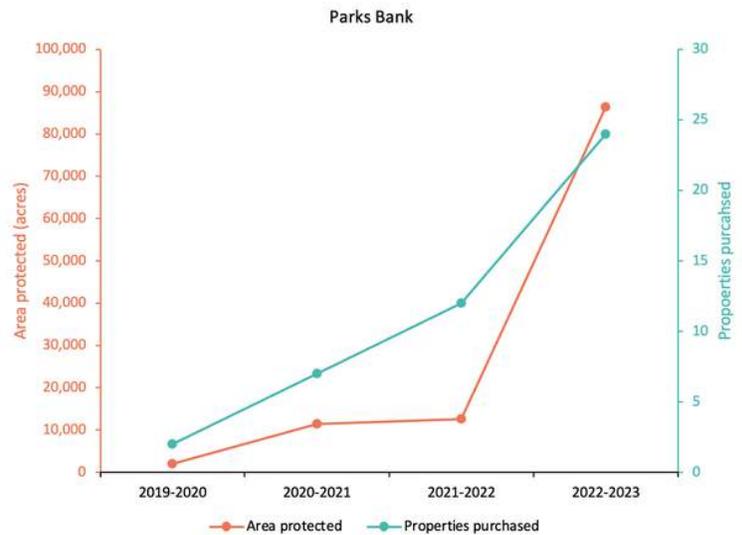
A big piece of news this year is that the BC government officially committed to protecting 30% of BC by 2030, including Indigenous Led Conservation Areas. This will have a major impact for parks and protected areas in the province over the next decade.

These wonderful results were only possible through dedicated donors and volunteers doing what they could to keep BC beautiful.



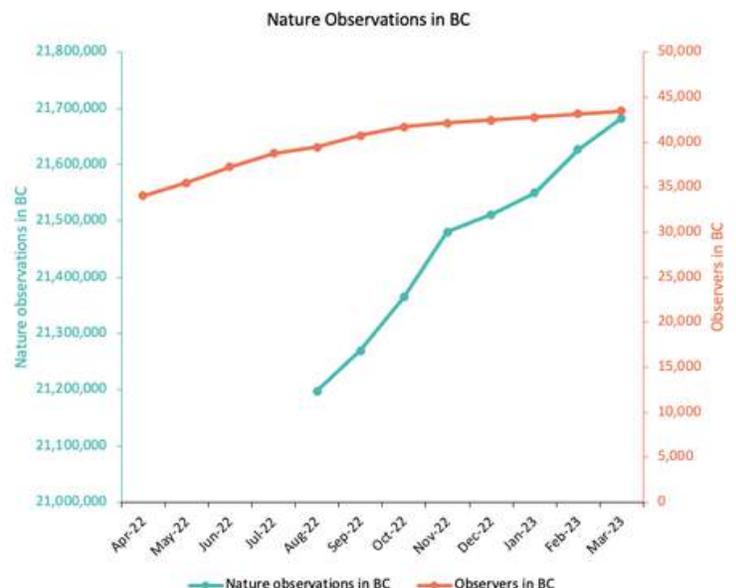
Annual Stats:

- Newly protected lands: 12 (for a total of 25 since 2019)
- Total acres protected: 73,730 (for a total of 87,630 since 2019)



Wildlife Forever

One of the key goals for our 25x25 mission is to collect 25 million observations of the life around us by 2025. This year, you made excellent progress, ending the year with nearly 21.7 million observations. Aside from nature observations, we also formed vital partnerships and conducted various community science projects. All of which were spearheaded by Dr. Tse-Lynn Loh. Tse-Lynn, who started with us this year, has conducted community-based seahorse projects in southeast Asia, studied coral reefs in the Caribbean, and holds a PhD in Marine Biology.

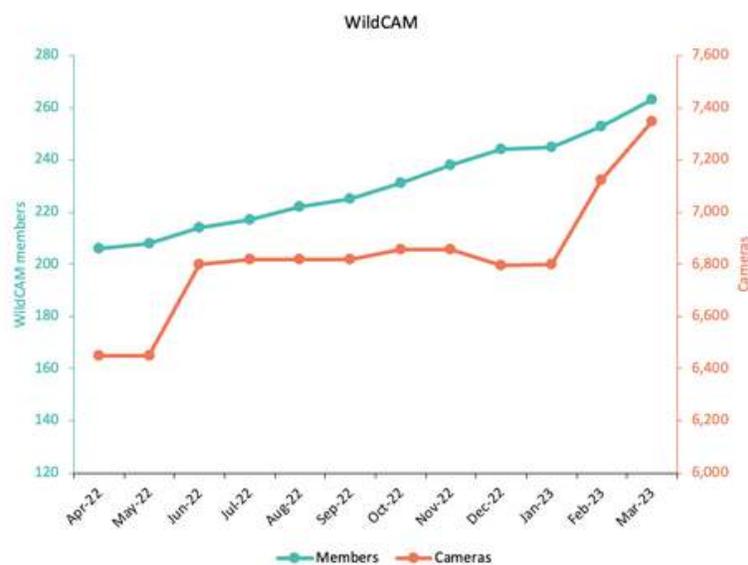


We also pursued our goal of increasing information and improved decisions by continuing our work with UBC's WildCo lab and other partners to advance the use of remote cameras for wildlife information. In April, WildCAM and the Nanwakolas Guardian Council held a camera deployment workshop in Campbell River for Guardians and Nanwakolas staff. In June, our WildCAM Coordinator traveled to Dease Lake to deploy cameras and provide training to Tahltan Nation members. WildCAM also continued to support a collaboration between the Backcountry Hunters and Anglers organization (BHA) and the British Columbia Institute of Technology (BCIT) to examine how black bears and black-tailed deer respond to roads and forest harvesting.

We confirmed a \$40,000 contribution from the BC Ministry of LWRS to continue the WildCAM program and secured \$50,000 from LWRS to train Indigenous communities in camera trapping setup, operation, and analysis.

Another key component of our Wildlife Forever program is its connection with our protection of parks and places. In Q2, we began coordinating field work to monitor wildlife on purchased properties.

Wildlife Forever staff and the BC Parks iNaturalist Project team conducted a bioblitz in the Upper Pitt River area, where cameras were also deployed. Further, water samples for environmental DNA analysis were collected from Upper Pitt River and Princess Louisa Inlet, to determine which vertebrate species (terrestrial mammals and freshwater fish) inhabit those areas.



We also provided 3,000 crests and designed a nature-observation activity for the BC Girl Guides. We provided training to adult and youth Girl Guide leaders, equipping them to execute biodiversity monitoring activities at camps.

The winter was a surprisingly prosperous time of year for Wildlife Forever. Through our new SPark Fund, grant recipients braved the cold and snow to record 27,588 nature observations over winter.

Our team also developed iNaturalist- and eBird-related self-guided activities that are available through the Discover Parks site.

All in all, a successful year for Wildlife Forever, propelled by the newly found SPark fund and the excellent work of Tse-Lynn and the whole team.

SPark Fund!

Instead of trying to do everything ourselves, we build relationships with small but mighty groups who are working towards the same goals. They often work hard and put in a lot of volunteer hours, but don't get much support or appreciation. That's why this year we launched the SPark Fund—a program awarding grants to great people and organizations. We requested proposals from charitable groups doing great work in some of our program areas, assessed the proposals, and awarded funds to the first round of groups. They all did great work and it was a pleasure to be able to support them and work together.



Annual Stats:

Nature Observations in BC

- Observers: 43,455
- Observations: 21.68 million

WildCAM

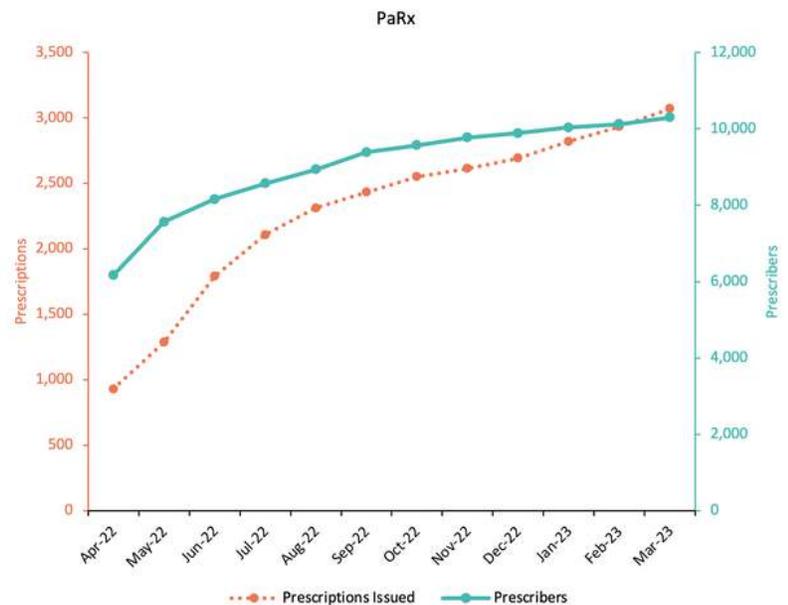
- Network members: 263
- Cameras: 7,347

SPark Fund.

- 2,264 participants
- Nature observations: 27,738
- Hours outside: 7,040

Healthy by Nature

The launch of the new SPark fund in Q3 also impacted Healthy By Nature in a positive way, helping to increase our 'hours outside' metrics and Outside and Unplugged program as a whole. During the Spring and Summer Quarters, we hosted numerous events to help equity deserving Canadians access the benefits of nature. Some groups we hosted events for include Options BC, Mosaic, Foundry, and Immigrant Services Society. We helped participants reap the benefits of nature in numerous locations across the Lower Mainland including at Belcarra Regional Park, Golden Ears, UBC Botanical Gardens, and Trout Lake. We received plenty of positive feedback from our participants, including this kind message from an excited participant.



Healthy By Nature
@HBNCANADA

...

PaRx, Canada's national nature prescription program, has officially launched in Newfoundland and Labrador!

Starting with a BC launch in November 2020, we've completed our launch in all 10 provinces. Learn more here: parkprescriptions.ca/blogposts/parx...

📷: Erik Mclean



"The trip was very informative and engaging! I felt like I was kept on my toes the whole time. My favourite part was identifying the different species of trees. I learned to look at their bark and leaves to notice the differences between them." – Participant

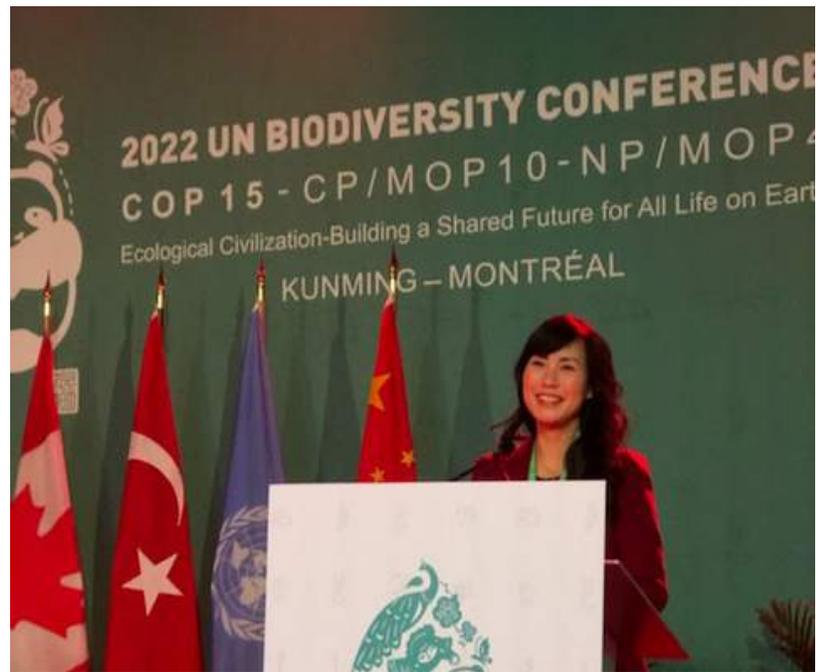
This was also a monumental year for PaRx. Two years after it first launched in BC, PaRx officially launched in every province across Canada. The program also surpassed over 10,000 registered healthcare professionals, who are all equipped to prescribe time in nature to patients.

In December, PaRx was formally endorsed by the Canadian Medical Association (CMA) at COP15 in Montreal. This endorsement is aligned with the CMA's decision to be the first national physicians' association in the world to enshrine nature prescribing in policy. The decision is inspired by nature's ability to improve patient health and increase environmental stewardship.

To enhance the effects of our Parks Prescriptions program, we continued to develop our partnerships. In addition to free annual National Park Discovery Passes provided by Parks Canada, free admission to UBC Botanical and Nitobe Memorial Gardens and to Vancouver Island University Milner Gardens and Woodland, new partnerships were also made with VanDusen Botanical Garden, Bloedel Conservatory, and Pacifica Paddlesports.

PaRx didn't slow down in Q4. PaRx was nominated by McGill University for a prestigious Earthshot Prize. Launched in 2020 by Prince William and David Attenborough, the Earthshot Prize awards individuals or organizations who provide impactful and sustainable solutions that help repair our Earth. At the end of Q4, BCPF presented an exhibitor's booth at NightQuest at Pacific Spirit Regional Park, an annual event hosted by Metro Vancouver. As this year's theme was nature and health, PaRx took a leading role at the booth.

It has been a remarkable and successful year for Healthy By Nature, with significant milestones achieved, positive feedback received, the expansion of partnerships, and recognition of PaRx on a national and international level.



Annual Stats:

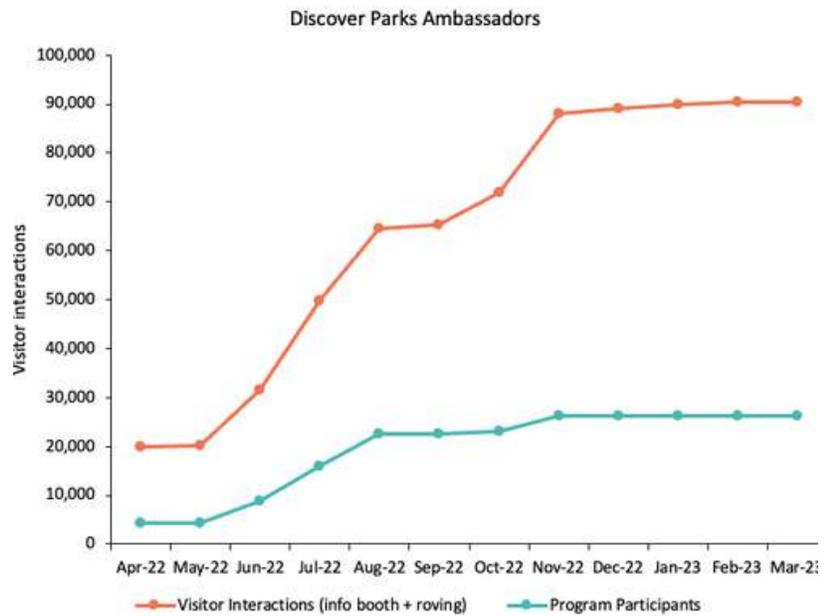
- Number of prescriber sign-ups: 4,127 (for a total of 10,297)
- Number of prescriptions issued: 2,140



Discover Parks

2022-23 was yet another successful year for Discover Parks—spearheaded by the success of the Discover Parks Ambassadors program. Our Ambassadors engage Park visitors on topics of responsible recreation, wildlife safety, local flora and fauna, and more. They also host interpretative activities, nature walks, and family friendly games. This year, the program grew with a total of 9 teams and 21 team members dispersed at Provincial Parks across BC. Throughout the summer, the Ambassadors interacted with 62,816 visitors, ran 804 programs, and collected 5,027 nature observations using the iNaturalist app.

Much of the success of the program is thanks to the leadership of Rory Moorhead, who was hired as Discover Parks Manager in Q1. Rory brings a wealth of outdoor education and guiding experience, including 7 years as the Manager of Outdoor Education at Mount Seymour Resorts. Aside from leading our team, Rory and Discover Parks staff coordinated training for existing interpretation teams employed by the Park Operator at E.C. Manning Park.



Aside from the impressive numbers and stats, some key highlights of the summer include:

- Leading events for vulnerable and at-risk youth throughout the Lower Mainland, including youth from Foundry, OPTIONS Community Services, Immigration Services Society of BC, RayCam Cooperative Centre, and MOSAIC immigration services.
- Hosting nature walks for Canucks Autism Network youth participants at Rathtrevor and Goldstream
- Joining a Learn to Camp event with Parks Canada and Canucks Autism Network at Porteau Cove
- Providing evening astronomy programs with Canadian Planetariums in 12 parks
- Leading regular evening programs at Rathtrevor, Alice Lake, Moyie Lake, Wasa Lake, and Manning Park
- Running family friendly programs for NatureKidsBC

In the Fall, for the very first time, we ran interpretative programming out of the Goldstream Nature House in Goldstream Provincial Park. This programming coincided with the fall salmon run that occurs at Goldstream. Visitors came from all over southern Vancouver Island to check out the fish. Our small team of Discover Parks Ambassadors shared all things salmon with schools and groups, while also helping thousands of visitors view chum, coho, and chinook salmon throughout the Park. In addition, the Salute to the Sockeye festival returned to Tsútswecw Provincial Park. BC Parks Foundation staff were on hand to share the magic of parks.



Aside from the Ambassador program, Discover Parks underwent some changes coinciding with the launch of the SPark fund. This change has allowed us to reach more underserved people and empower organizations that serve them to scale up their outdoor activities.

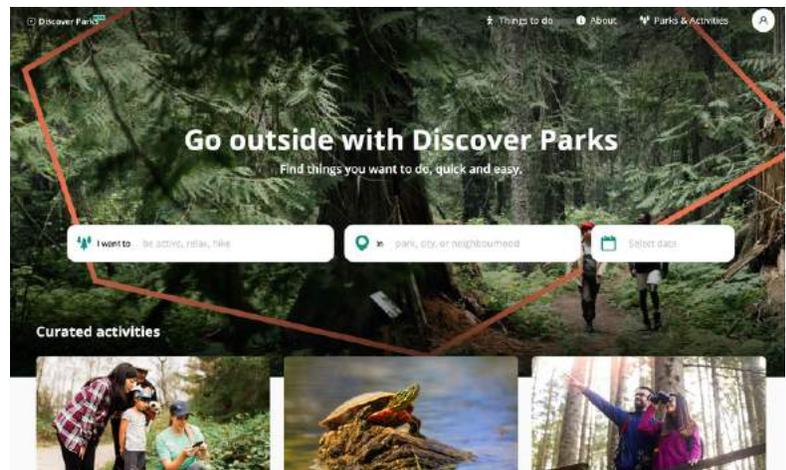
In the winter, we supported BC Parks and Mt Seymour Resorts by providing visitor experience and responsible recreation training to Mt Seymour staff. These staff interacted with more than 14,000 visitors at Seymour.

We also put significant work into developing a new Discover Parks website. With more people getting out into parks, we need to increase safe and responsible enjoyment.

Part of that is better information and part of it is connecting people to the magic of parks so that they care for it. We are doing that through making self-guided and guided activities available through the website as well as making it possible for people to learn more and give back.

Annual Stats:

- Vistor interactions: 70,388
- Program participants: 22,109
- Scheduled programs ran: 951
- iNaturalist observations: 5,027



Lac Le Jeune Park

Rocks, Minerals, and Gemstones, Oh My! A Geological Bingo Adventure

📅 Thursday, June 29, 2023

👤 Self-guided 💰 Free

👉 See activity



Lac Le Jeune Park

Let Your Imagination Run Wild with Jerry the Moose: A Mad Lib Adventure

📅 Thursday, June 29, 2023

👤 Self-guided 💰 Free

👉 See activity

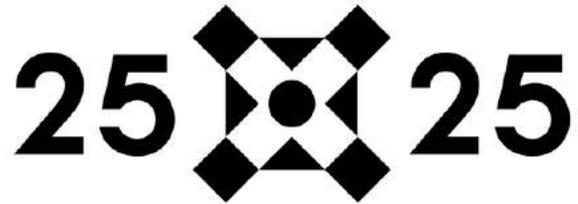
Inspire

As the Foundation's impacts continue to expand and flourish, the communications impression that we make does as well. This year included international media features, prestigious awards, and campaign launches.

Perhaps our biggest news of the year was the launch of our 25x25 campaign. The campaign sets out to achieve the following by 2025:

- Protect: Protect 25 beautiful places and help Canada reach the target of 25% of land and sea protected.
- Now: Spend 2.5 hours outside each week feeling relaxed and healthy by nature.
- Enjoy: Experience 25 exciting new places, events, contests, and activities, responsibly and safely.
- Forever: Collect 25 million observations of BC's incredible diversity of life, to help keep it abundant forever.

We announced 25x25 on September 15th at our gala celebrating the Wilson 5 Foundation donation of \$100 million dollars—the largest gift in Canadian conservation history. Friends and supporters joined us for an evening of celebration and inspiration. The donation brought global media attention, including features by Bloomberg, CBC, CTV, Global News, and much more.



Lululemon founder Chip Wilson gifts \$100M to help protect nature in B.C.



The Vancouver billionaire is donating the money to the B.C. Parks Foundation



Adena Ali · The Canadian Press ·

Posted: Sep 15, 2022 1:25 PM PDT | Last Updated: September 15, 2022



Lululemon billionaire Chip Wilson, right, and his wife Summer, are donating \$100 million to the B.C. Parks Foundation. (Justine Boulin/CBC)

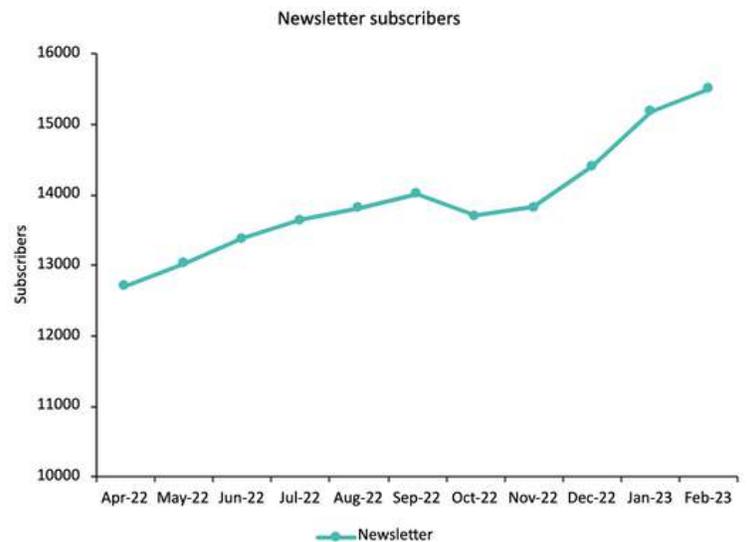
Our success was further headlined by an announcement made at COP15 in Montreal that Canadian doctors are the first in the world to endorse prescribing nature. Andy Day, Dr. Melissa Lem, and Jennie McCaffrey attended the conference in December to contribute to the global conversation on reversing biodiversity loss and improving health. The PaRx led initiative attracted media attention from numerous outlets.

In November, Dr. Melissa Lem was honoured with a 2022 Nature Inspiration Award from the Canadian Museum of Nature for her work with PaRx.

We also hosted a 25x25 affiliated event: an Island of the Seawolves documentary and Q&A session with the filmmakers at the VIFF Centre. A few weeks later our 25x25 website won a prestigious International 'webbie' award in the environment category.

Engagement momentum grew steadily throughout the year, including more regular Newsletter releases and social media, resulting in a 20% increase in followers, a jump of over 3000 newsletter sign ups and a running total of over 12 Billion media impressions.

2023 kicked off with the launch of the Wish for Nature Campaign. The campaign included an interactive Wishing Tree in English Bay. Thousands of people visited the tree over 11 weeks. The campaign led to TV news coverage from CBC, CTV, and other online outlets. The public submitted thousands of wishes, with each wish generating a \$10 donation from generous donors. All funds go to protecting places in BC so that people's wishes come true.



Our team also attended Night Quest at Pacific Spirit Park to spread messaging about 25x25 and collect wishes for the Wish for Nature campaign.

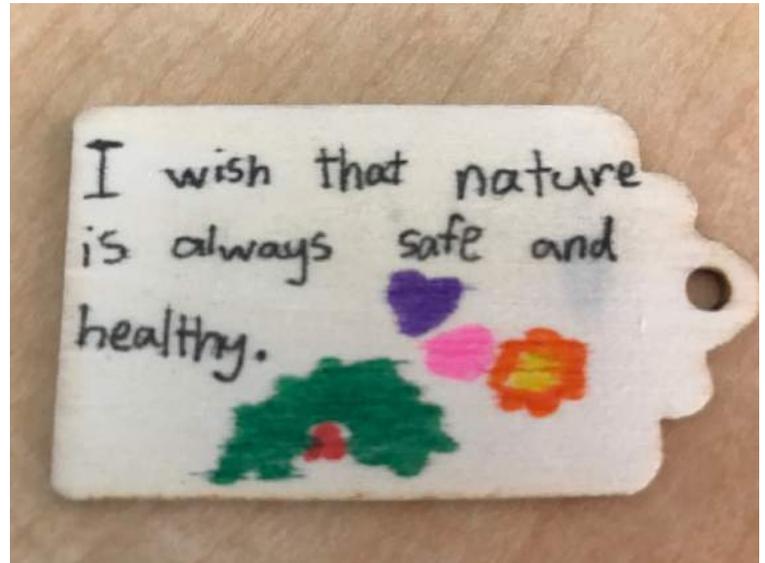
The end of the year was a busy time. The Sea to Sky Legacy Fund was announced on a spring day at the top of the Sea to Sky Gondola and celebrated with song and dance from the Squamish Welhtima Kexwusem. Business and community leaders, along with members of the press, gathered eager to hear about the new approach to stewardship in the region. The fund is an initiative aimed at ensuring the Sea to Sky region stays beautiful, clean, and safe forever. Every Sea to Sky Gondola ticket purchase contributes to the fund.

Along with campaigns, events, and dramatic increases in social media reach, Q4 marked our first brand collaboration of the year. We launched the 25x25 Parks Hefe with a CRAFT Beer Market and Granville Island Brewing. The Foundation received a donation for each Parks Hefe hefted.

All in all, this was a huge year for British Columbia's parks and protected areas in terms of its expanding support community.

More and more people are part of the movement to enjoy and protect parks, for now and forever.

This positive momentum is only going to grow as the wonderful work being achieved by our team, partners, and community deepens.



Sustain

Financial Summary

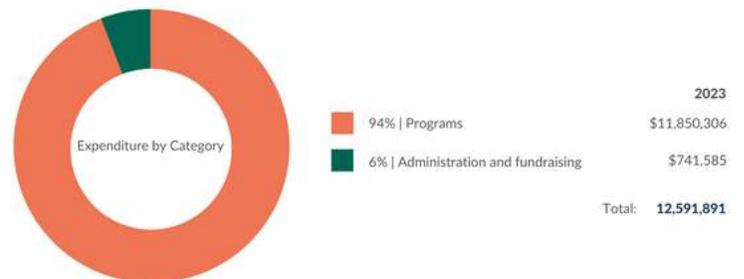
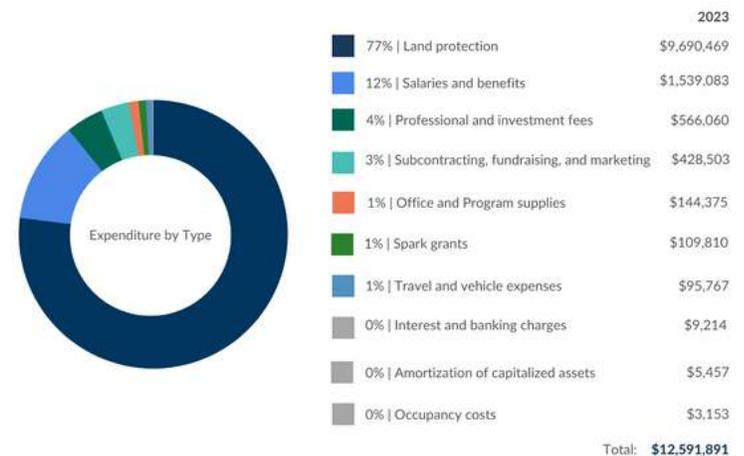
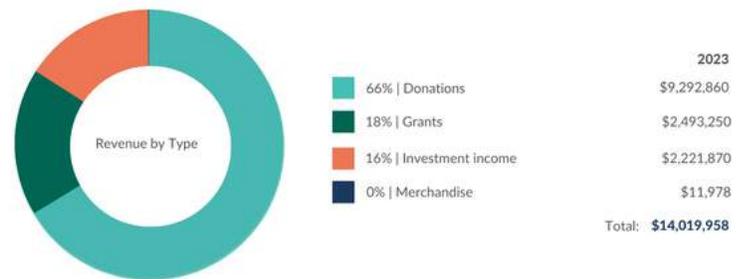
The BC Parks Foundation remained in a strong financial position in 2022-2023. Revenue and cash flow were healthy, our Legacy Fund and other investments grew, and expenditures were controlled. As in prior years, our expenses were mostly programmatic (including land acquisitions, Discover Parks, Healthy by Nature and Parks Prescriptions, Wildlife Forever, SPark Funds, and other work). Administrative and fundraising expenses continued to make up a very low percentage of total expenses.

Our Parks Bank initiative performed particularly well. The Foundation purchased and protected \$8.9 million of land and contributed a further \$0.7 million to support the transfer of other land into protected status via qualified donees, for a total of \$9.6 million of land transferred into protected status.

Net gains in our Legacy Fund, which provides long-term stability for our mission, resulted in a surplus of revenue over expenses as of March 31, 2023.

Should you wish to know more, our audited Financial Statements are available upon request. Your continued generosity and support are the basis for our strong financial position and the remarkable results achieved in creating the greatest parks system on earth.

Thank you.



Thank you to our fabulous donors, sponsors and contributors. You are helping create the greatest parks system in the world.



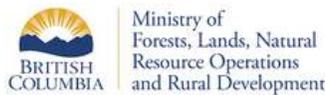
Peak



Mountaineering



Basecamp



Trailhead



Expedition



Park



...And tens of thousands of other generous people like you

Champions

Thank you to our park champions.

Robert Bateman

Wade Davis

Ben Haggar

Greg Hill

John Montalbano

Dr. Sally Otto

Eric Peterson



www.bcparksfoundation.ca