

2021-2022

ANNUAL REPORT



www.bcparksfoundation.ca



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Dear Park Supporter,

British Columbia's wonderful provincial parks and protected areas bring solace and joy to millions of people each year and are home and refuge for tens of millions of plants and animals. They also boost our economy, provide cultural continuity for indigenous peoples, improve the health of our population, and provide resilience to extreme weather events and other impacts of climate change. In short, our parks are good for all things at all times.

Today we all enjoy the hard work of previous generations who created BC's existing world-class parks system. The BC Parks Foundation expands that tradition, supporting protection and maintenance of our existing parks and creation of new parks and protected areas for the benefit and enjoyment of future generations.

In 2021-2022, the Foundation had an extraordinary year, with new programs, new land acquisitions, and new funding from many sources. It is clear that our parks are cherished by all British Columbians regardless of age, gender, region or ethnicity. I'm so proud and appreciative of the stellar work of our staff, led by our tireless CEO Andy Day, and our Board of Directors, to execute our mission. I'm also proud and appreciative of the tens of thousands of British Columbians like you, who have joined us to create the greatest parks system on earth.

Ross Beaty
Chair, BC Parks Foundation

"BC'S PARKS ARE

quite simply wonders. They are places of majesty and beauty. They are gathering places for families and communities. They are engines of our economy in attracting millions of tourists to our province. And they are sanctuaries to millions of plants and animals, creating the biodiversity that gives British Columbians the clean air and clean water so vital to our healthy existence."

- Ross Beaty



Letter from the CEO

Dear Supporter,

Valhalla, Dragon Mountain, Nisga'a Memorial Lava Bed, Gabriola Sands, Heliwell, Kiskatinaw River, Skookumchuk Narrows.... 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 have more places to visit, 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 BC conservation history, and explosive growth of Park Prescriptions (PaRx) nationally and internationally. From here we enjoy vistas stretching out towards exciting new places, and look forward to new expeditions in the year ahead.

Thank you for your support. With gratitude, and in celebration, we hold this timeless legacy in our hands, so that we may pass the magic of the original earth along, splendour undiminished.

Great Parks. Great People. Forever.

Andy Day
CEO



Board of Directors

This year we welcomed Cynthia Callison, Jessica Hopkins, and Ivan Thompson to our Board. We also thanked and celebrated Dana Hayden (2017-2022) and Tim Cormode (2019-2022) for their generous service.

Ross Beaty



Ric Careless



Jessica Hopkins



Warren Beach



Barbara Brink



Cynthia Callison



Tim Cormode



Darcy Dobell



Dana Hayden



Dan Johnston



Jim Standen



Ivan Thompson



Gill Winckler

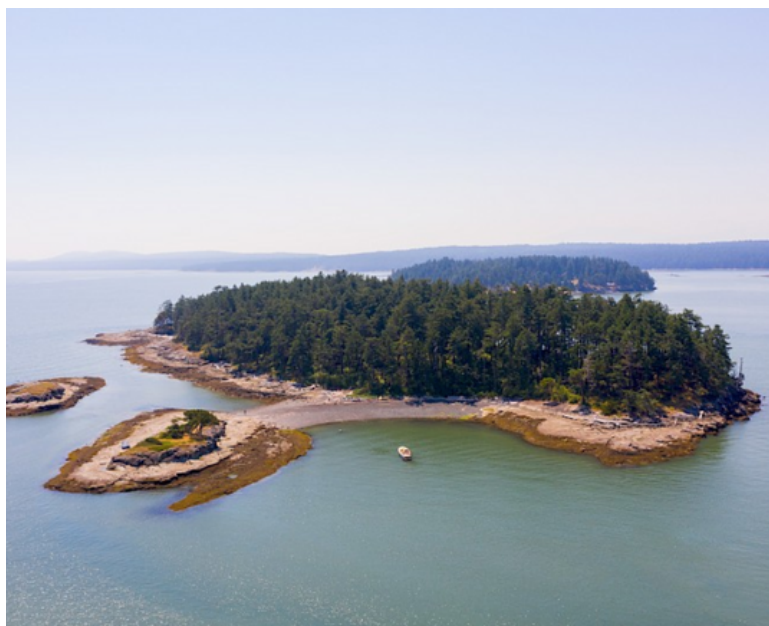


Greg Moore (Special Advisor)





Impact Highlights



The Parks Bank of BC

This year was truly remarkable as British Columbians and friends from abroad came together to protect numerous beautiful places.

The year started off strong with the protection of Lonesome Lake - a historical and iconic property in South Tweedsmuir Provincial Park where trumpeter swans were brought back from the edge of extinction.

Shortly after, we finalized our Islands of the Salish Sea campaign, which included the protection of West Ballenas Island, Saturnina Island, and the southwest corner of Lasqueti Island. Along with local partners, we also successfully fundraised for BC Parks to purchase Mt. Erskine Trail Connector on Salt Spring Island.

Consistent with our mission to make parks accessible and enjoyable for everyone, we partnered with BC Parks on an accessibility improvement project in Rath Trevor Beach Provincial Park. Improvements included parking lot upgrades, increased signage, railing and mobimat for beach access, and path resurfacing, allowing wheelchairs and strollers to enjoy the park.

In Q2, our focus was to raise funds to protect Young Point (also known as Tahini Cove) on Lasqueti Island.

The campaign was thrilling, culminating on September 30th: the last day of the campaign and of the 2nd Quarter. With the support of our donors, we successfully protected the 256 acre parcel, with 5 kilometres of waterfront, pockets of old growth forest, and home to 10 separate sensitive ecosystems including 3 red-listed vegetation communities and 9 species at risk.

The next piece of land we had our eye on was the 733 acre Pitt River Sanctuary on the upper Pitt River watershed. The watershed contains magnificent waterfalls, hot springs, old growth spruce, and is a critical area for wildlife such as grizzlies, wolves, and elk. We closed the purchase right before Christmas!

The final Quarter of the year started off with the launch of a campaign to create an eagle sanctuary at French Creek Estuary. Members of the Snaw-naw-as First Nation, the Nanaimo Regional District, and French Creek House Ltd, and local groups joined us in celebrating the campaign on a sunny February day. The event was made even more special by the appearance of eagles soaring overhead.

Dax Dasilva's historic \$14.5 million gift in Q4 was a monumental moment that will allow for the continued protection and purchase of land for years to come. The Honourable Minister George Heyman, David Suzuki, and 150 other guests joined us in celebrating the largest single cash gift in BC conservation history. We also received another generous family estate gift of \$2,620,000 to protect special places.

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



Annual Stats:

- New or expanded parks: 5
- Total acres of new or expanded parks: 1,194 (for a total of 12,620)

Wildlife Forever

Community Science: BC's Big Nature Challenge and the BC Parks iNaturalist Project

This year, we set an ambitious community science goal: to reach 2 million observations. Not only did we meet this goal, but we surpassed it. Our efforts in promoting community science through BC's Big Nature Challenge and iNaturalist elevated the Foundation's community science work.

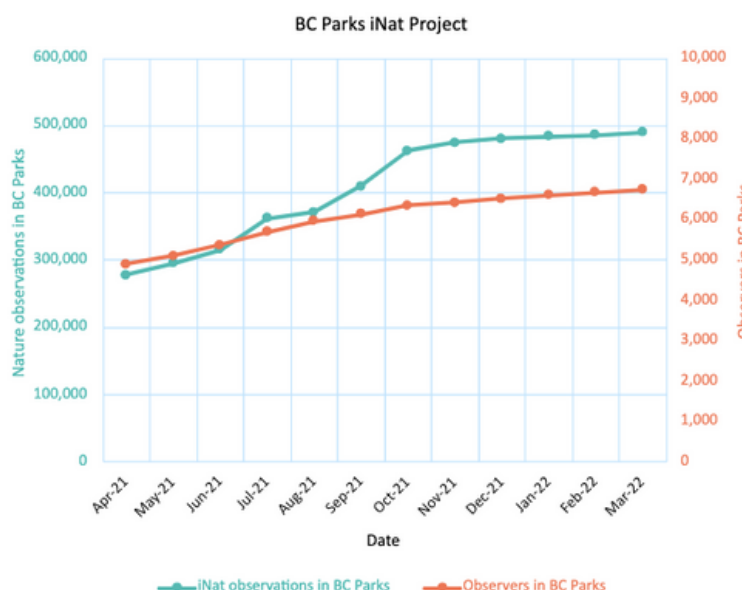
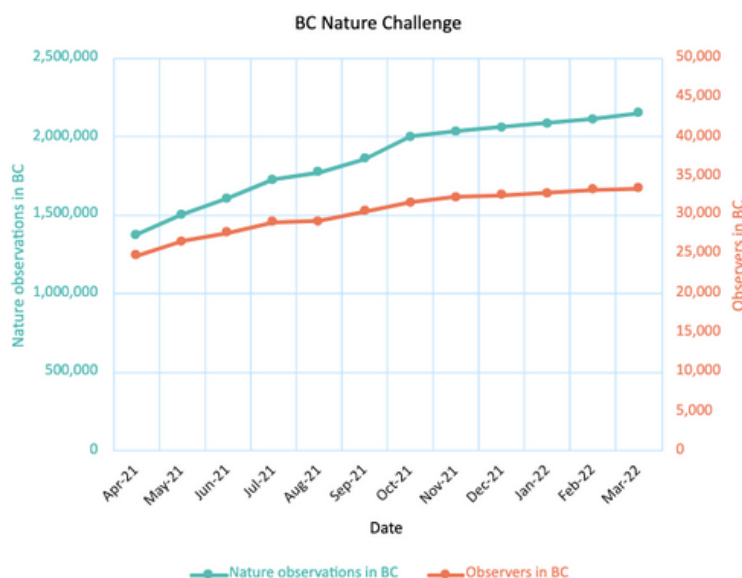
In Q1, we formed connections with school groups and summer camps interested in incorporating community science into their programming. We also held 3 publicly accessible webinars to help train citizen scientists. Around this time, we also executed a 12-week partnership with Ed Juan, who created beautiful original drawings of threatened and endangered species.

Q2 was big for BC's Big Nature Challenge, with significant jumps in observers, observations, and species. By Q3, we had already surpassed our goal of 2 million observations - a remarkable feat.

The BC Parks iNaturalist project field team, guided by Dr. Brian Starzomski and Dr. John Reynolds, spent over 4 months in parks. By the end of Q4, the project neared 500,000 observations.

Annual Stats:

- 33,435 observers
- ~16,000 species observed
- 2.15 million observations



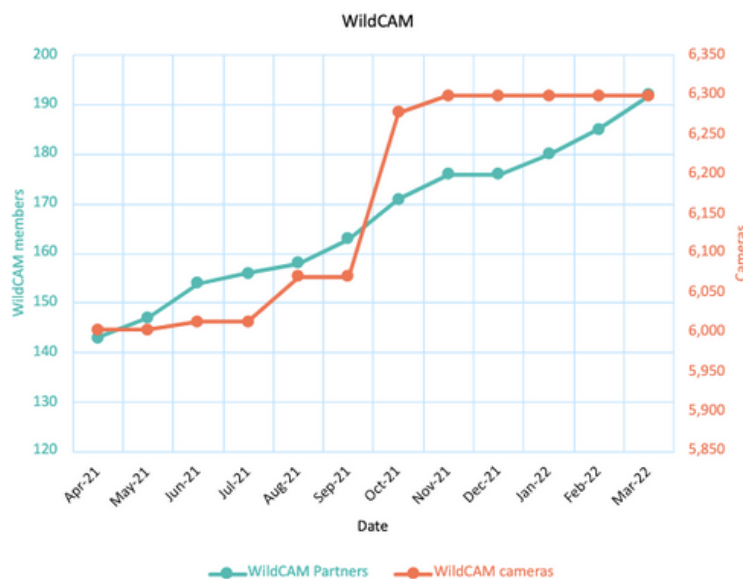
WildCAM

The WildCAM program uses remote cameras to improve wildlife research and management. WildCAM is a collaboration with Dr. Cole Burton and his UBC Wildlife Coexistence Lab, and receives guidance from advisors from government and universities.

WildCAM grew and evolved this year. In Q1, WildCAM's coordinator, Alexia Constantinou, supported a successful conference in partnership with Columbia Mountains Institute of Applied Ecology. This remote camera network conference brought together existing and new WildCAM members.

In Q2, our WildCAM program developed training for the St'at'imc Eco Resources field team that was delivered in early October. A publicly available video resource for checking camera traps was also created. The program also saw progress in Q3. With the guidance of WildCAM, the Tahltan Nation is launching a camera trapping K-8 education program as well as large-scale territory wildlife monitoring. WildCAM will provide workshops and training for the project and will work with the Nation to build research capacity. In Q3, we also continued to work with various groups expand their camera trapping initiatives.

In the later months of this fiscal year, a Wildlife Data Coordinator was hired to lead the Provincial Multi-Species Inventory Method Assessment in collaboration with organizations including Ministry of Forests and UBC's Wildlife Coexistence lab. The project will help assess the efficacy of different methods for estimating wildlife abundance and distribution.



Annual Stats:

- Network Members: 192
- Cameras: 6299

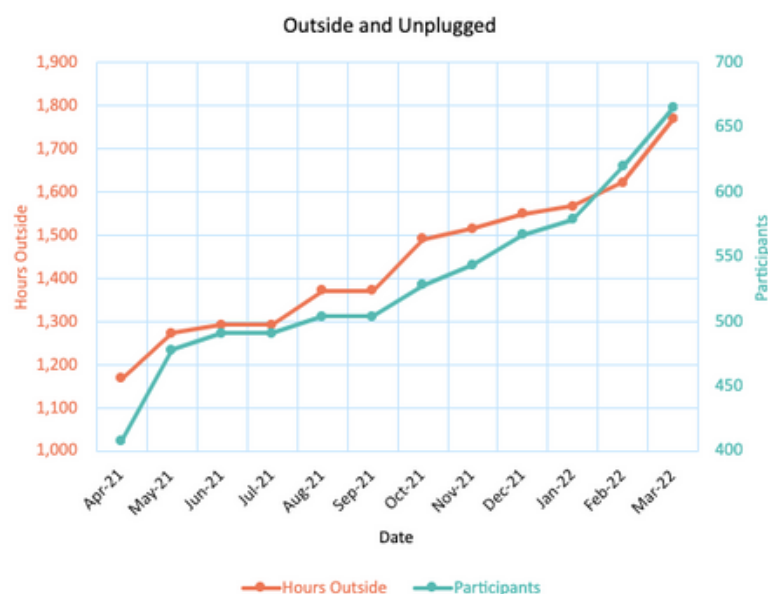
Healthy by Nature

Outside Unplugged

This year, we continued to share the health benefits of nature by hosting events for marginalized Canadians, healthcare practitioners, and other groups.

In Q1, we hosted numerous remotely-guided nature therapy sessions for healthcare workers and PaRx prescribers. We also partnered with Foundry, an integrated health service organization serving youth aged 12-24, and with MOSAIC Immigration Services to host sessions for their clients. During this Quarter, we built on the analyses and recommendations generously provided by Accenture Consulting on how best to connect Canadians to time outside.

Our first Outside and Unplugged trip of the year came in Q2 with Foundry Abbotsford, supported by Parkbus. We facilitated a visit for 13 people to Boundary Bay Regional Park. During this Quarter, we were also approached by Prince's Trust Canada to organize a program; we set up a free guided nature walk in Stanley Park. In the summer, we hosted an event that resulted in youth spending a collective 120 hours in Golden Ears Provincial Park—fully outside and unplugged. We also secured funding for the Outside and Unplugged program through a successful application to the TELUS Friendly Future Foundation.



In the later half of the year, we were able to host seniors' groups sessions in Cantonese and Mandarin. We received kind feedback from the participants, one of whom claimed that "after the session, [their] body and mind are relaxed". These sessions allowed seniors to connect with nature and each other.

Q4 started off with a bang with our fourth annual First Day Hikes campaign, which encourages Canadians to get outside and hike on January 1st. We also hosted our second annual March Nature Break social media campaign in collaboration with NatureKids BC. We were able to drive engagement and encourage families to connect with nature during Spring Break. In March, the Outside and Unplugged program helped 24 youth and staff from MOSAIC BC experience a guided snowshoe at Mount Seymour Provincial Park.

Despite challenges from the pandemic, we were able to help marginalized groups and other Canadians experience and reap the health benefits from time outdoors at a time when they needed it most.



PaRx

PaRx—our parks prescription program-- had a break out year. Over 150 articles in major news outlets worldwide, such as The Washington Post, The Times, CNN, NPR, and CBC, told the story of PaRx. PaRx was also highlighted by the World Health Organization as a way to inspire protection and restoration of nature as the foundation of our health in their COP26 Special Report on Climate Change and Health.

Research has shown that nature has important healing powers. According to Dr. Melissa Lem, the Director of the program, "There's almost no condition that nature isn't good for, from diabetes to high blood pressure. ADHD in children, anxiety and depression." PaRx allows participating healthcare professionals to prescribe time in nature, helping their patients reap the health benefits of time outdoors.

PaRx's greatest strides this year came following our partnership with Parks Canada, allowing doctors to provide free Parks Canada Discovery Passes to their patients. This collaboration earned attention globally. The program also gained recognition from the Honourable Steven Guilbeault, Minister of Environment and Climate Change, who communicated his confidence in the program to show enormous value to the well-being of patients as it continues to expand across the country. And expand is exactly what it did. PaRx officially launched in Saskatchewan in July. Then in Manitoba in October. PaRx launched in Alberta in Q4. All of these launches were backed by accredited medical associations and carried out with local medical partners.




Climate Solutions

Doctors in Canada can now prescribe national park passes to patients

Studies show that time in nature can lead to a range of benefits, including less stress and higher self esteem

By [Tik Root](#)

February 7, 2022 at 7:07 p.m. EST

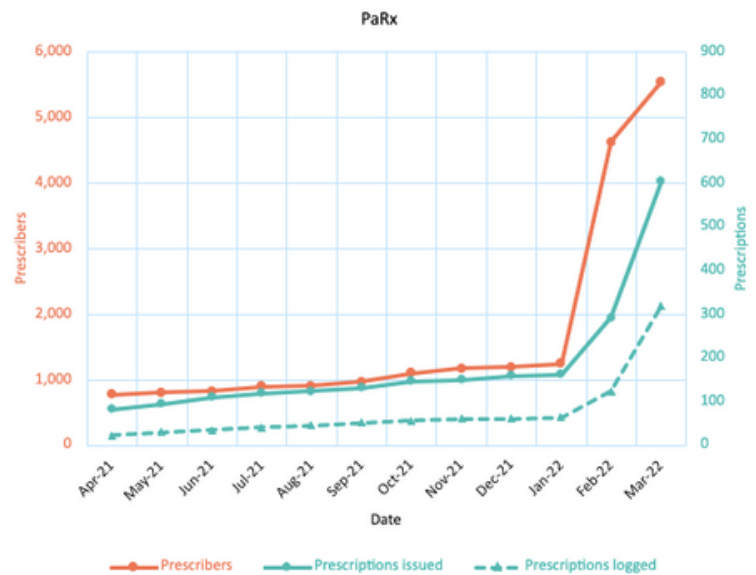
 **Listen to article** 3 min



In Q3, the program hit a milestone with 1,000 prescribers having signed up. By the end of Q4, the number of prescribers increased past 5,000!

Other successes of the program this year included a feature in the peer-reviewed journal, *Frontiers in Ecology and the Environment*. Dr. Lem interviewed guest blog authors for the PaRx site, the research phase of the PaRx app was completed, and we partnered with the University of British Columbia Botanical Garden and Nitobe Memorial Garden, who have agreed to offer unlimited free admission to PaRx patients.

This year, PaRx gained massive media attention and increased its prescribers and participants significantly. The program also set a precedent for nature and its health benefits and became a world leader; other countries and UN bodies want to follow in our journey of sharing nature's healing powers.



Annual Stats:

- Number of prescriber sign-ups: 5,554
- Number of prescriptions issued: 610
- Number of prescriptions logged: 319

Discover Parks

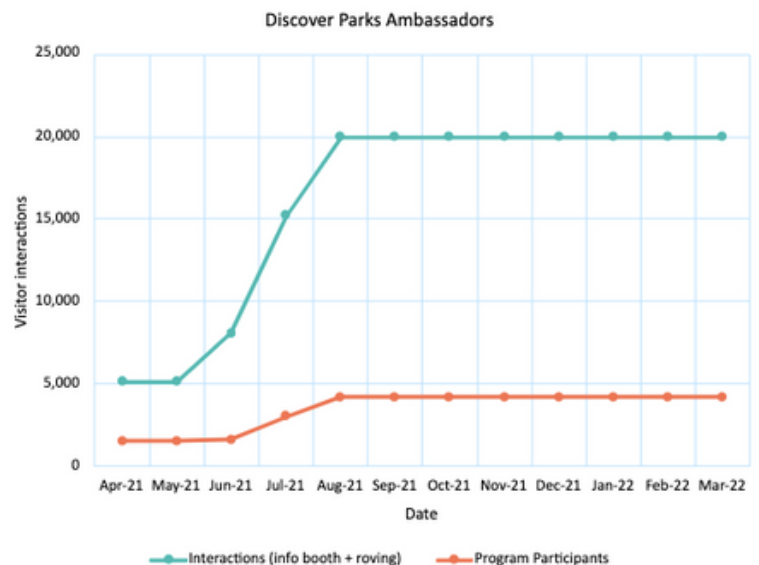
Beginning in early June, 15 young people started working at 12 BC Parks, including Golden Ears, Seymour, Cypress, Porteau Cove, Shannon Falls, Stawamus Chief, Alice Lake, Rathtrevor Beach, Englishman River Falls, Goldstream, Paul Lake, and Lac Le Jeune. These Discover Parks Ambassadors provided responsible recreation messaging, hosted family friendly games and activities, and ran evening amphitheatre programs (some parks not having had amphitheatre presentations in more than a decade).



The Foundation was also invited by BC Parks to train and coordinate a team of Park Operators, who were responsible for checking day passes at select parks. They were trained to be Ambassadors, allowing them to educate visitors about responsible recreation, local flora and fauna, and helping them create a welcoming and inclusive environment. Including these Park Operators, the 2021 Discover Parks Ambassador program included 40 Ambassadors.

The program was highly successful, despite some challenges from COVID-19. Thousands of visitor interactions were made throughout the summer, all helping people connect to parks and increasing nature literacy. Other successes included a nature walk hosted for Canucks Autism Network youth participants at Rathtrevor Beach Provincial Park, organization of family friendly programs for NatureKids BC, and the collection of biodiversity data by the Ambassadors through the iNaturalist app.

The Ambassador program also allowed for the return of Jerry's Rangers to many parks. Participating kids learned important outdoor recreation and stewardship principles, all while having fun outside. Jerry's Rangers was also successful amongst nostalgic parents, who remember the program from their youth.



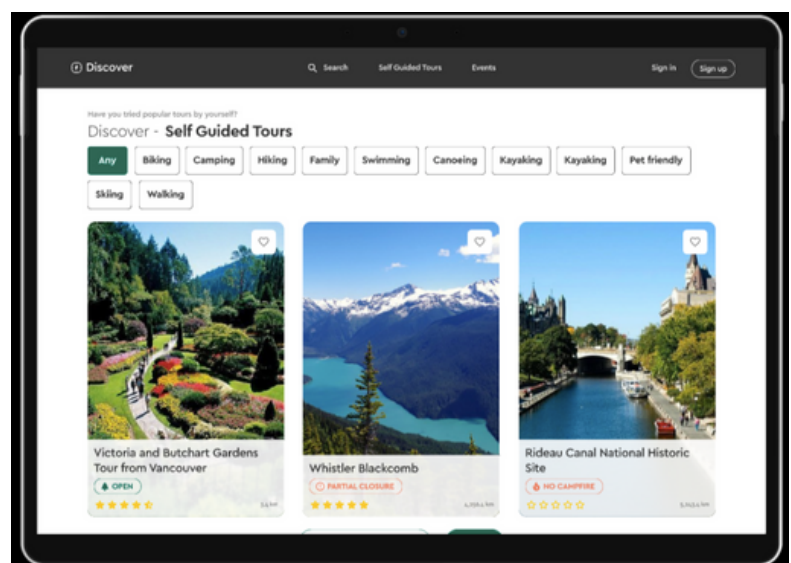
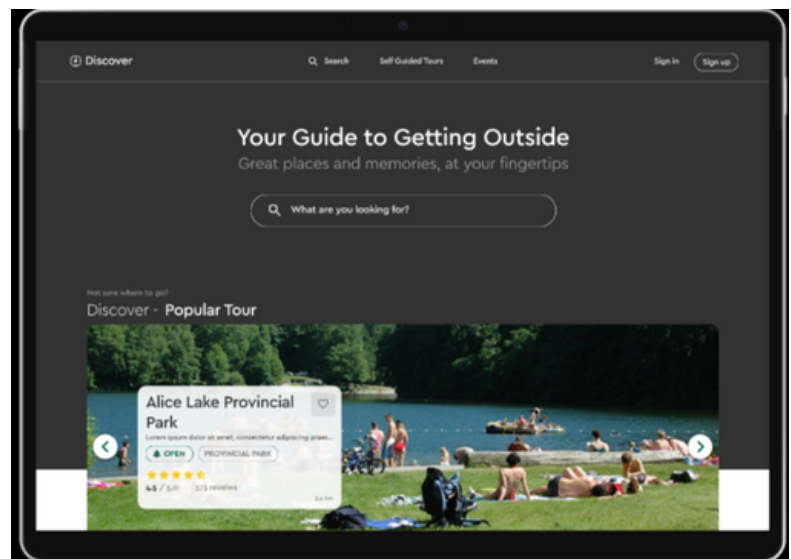
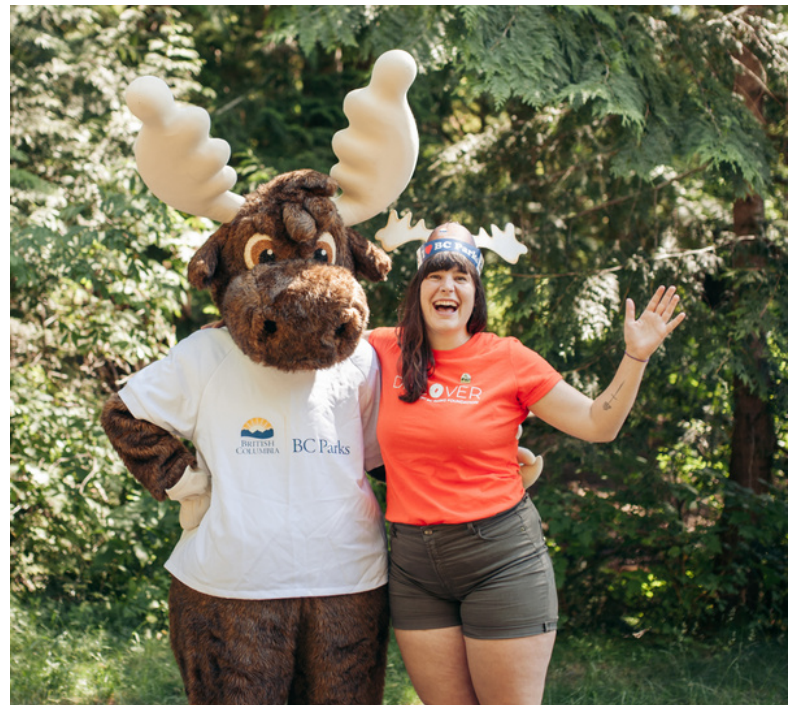
Towards the end of December, a team of winter Ambassadors were trained (the summer program having wrapped up months prior). These Ambassadors interacted with visitors at Mount Seymour Provincial Park, sharing information about snowshoe hikes, weather forecasts, and winter adventuring safety.

This year was also important for the progress of the Discover Parks app project. The goal of the app is to make it possible for visitors to find educational events and activities in parks. We are working closely with BC Parks to allow for easy transfer between our app and their popular booking system.

The Discover Parks program seeks to continue to create a vibrant park community, and help people access parks in a fun and responsible way. At the end of the year, we hired Rory Moorhead to lead our 2022 Ambassador team.

Annual Stats:

- Visitor Interactions: >267,533
- Scheduled Programs: 218
- iNaturalist Observations: 1,926



Inspire Highlights

Marketing and Communications

FY2021 was a big year for the Foundation in terms of communications. Multiple major events brought international media attention and hundreds of earned media placements.

In Q1, big stories included Mt. Edziza, Lonesome Lake, and the Islands of the Salish Sea project. All media channels peaked around these events, with our website gaining 58,000 impressions. We also earned 113 media placements in outlets including The Guardian, Globe and Mail, CBC, and more. Our reach neared 1 billion. At the end of the Quarter, we hosted a successful media event on Saturnina to celebrate a gift from the Wilson 5 Foundation. 40 guests including 20 high school students attended. Another highlight of Q1 was our Park Pack partnership with Northam Beverages, celebrating 100 years of BC Liquor Stores. Throughout the Quarter we gained 1,156 new followers.

During Q2, we hosted a very successful photo contest with Canon Canada: 12 beautiful winning photos will be featured in the 2022 Calendar. Healthy By Nature also ran a successful "Outside in August" social media campaign that nearly doubled post impressions during the period.

VANCOUVER SUN

News / Local News

\$4-million donation helps save unique Salish Sea island ecosystems

The gift means saving a unique forest of coastal Douglas firs on Saturnina as well as on West Ballenas Island and a portion of Lasqueti Island.

Kevin Griffin

Jun 29, 2021 • July 3, 2021 • 3 minute read • [Join the conversation](#)



PaRx was a key program to the Foundation's media success throughout the remainder of the year. Its launch in various provinces across Canada landed features in hundreds of news outlets. PaRx was even featured in the World Health Organization's COP26 Special Report on Climate Change and Health. PaRx's partnership with Parks Canada, allowing physicians to prescribe free national park passes, garnered the most media attention the Foundation has received to date. The partnership was reported in dozens of countries, as far and wide as India, Norway, Israel, China, Mexico, Japan, Germany, and Malaysia, and even made it into a luxury car ad, rock 'n roll morning shows, and famous podcasts.

Another communications highlight of the year was Dax Dasilva's Age of Union \$14.5 million pledge. This created a lot of traffic across all our channels and helped us achieve 218 earned media placements in Q4. A very successful event was hosted in March promoting the donation. In Q4, we also worked with Pexel to host an event promoting the Passport to Canada Challenge.

Overall, we had 418 earned media placements generating over 1 billion media impressions globally.



Sustain

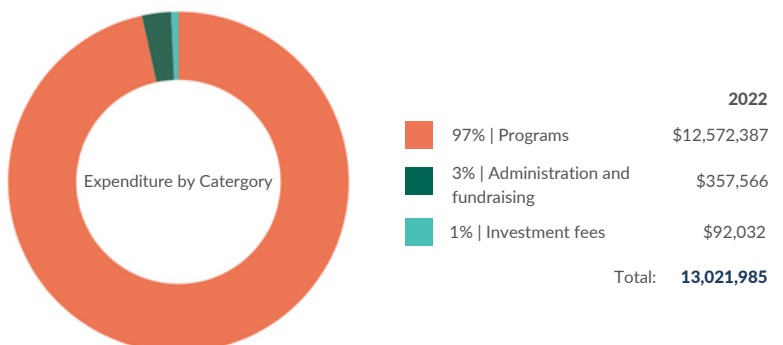
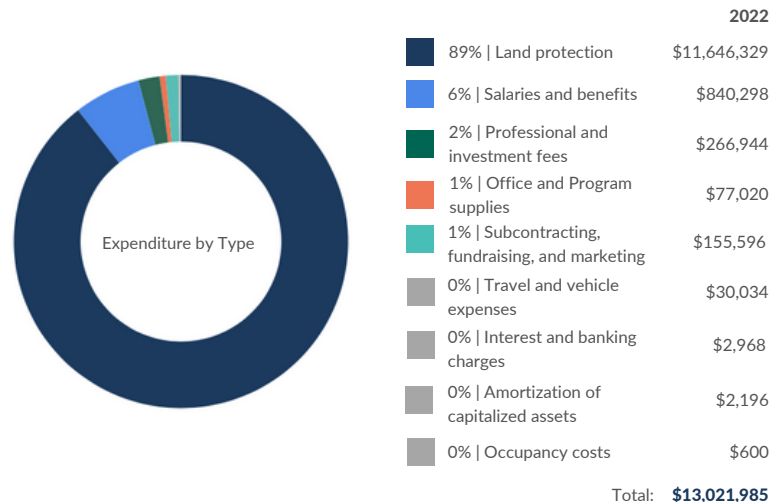
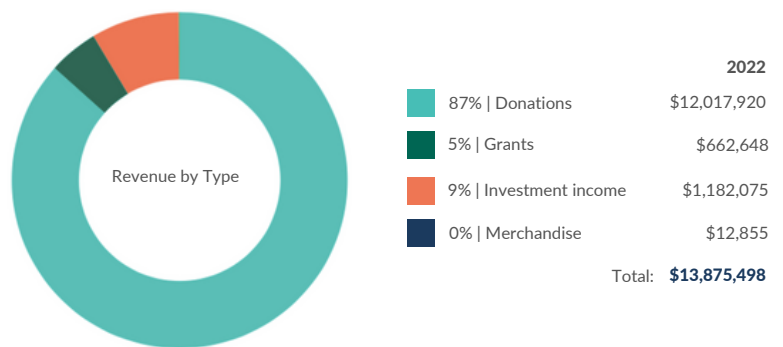
Financial Summary

The BC Parks Foundation remained in a strong financial position in FY2022. 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 Ambassadors, Outside and Unplugged, Parks Prescriptions, WildCAM and other programs). Administrative and fundraising expenses continued to make up a low percentage of total expenses.

Our Parks Bank initiative performed particularly well. The Foundation purchased and protected \$11.4 million of land and contributed a further \$0.2 million to support the transfer of other land into protected status via qualified donees, for a total of \$11.6 million of land transferred into protected status.

Our Legacy Fund, which provides long-term stability for our mission, increased by \$4.2 million (26%) in the year, due to targeted donations and realized and unrealized gains reinvested in the Fund. The net gains in the Legacy Fund resulted in a surplus of revenue over expenses as of March 31, 2022.

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



Sponsors

Thank you to our sponsors. You are helping create the greatest parks system in the world.

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ROYAL BC MUSEUM

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Atlin Mountain Coffee Roasters (Tarahne Park)

Champions

Thank you to our park champions.

Robert Bateman

Wade Davis

Ben Haggar

Greg Hill

John Montalbano

Dr. Sally Otto

Eric Peterson



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