



**DAVID SUZUKI FOUNDATION**

annual report 2001

*The balance of nature is not the same today as in Pleistocene times, but it is still there:*

*a complex, precise, and highly integrated system of relationships between living things  
which cannot safely be ignored any more than the law of gravity can be defied with impunity*

*by a man perched on the edge of a cliff.*

**RACHEL CARSON** *Silent Spring*

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## **ABOUT US**

Through science and education the David Suzuki Foundation works to protect the balance of nature, which ultimately sustains us all.

## **ABOUT THE COVER ART**

“Salish Vision” by artist Susan Point was chosen to celebrate our successful four-year Pacific Salmon Forests (PSF) project. The design of “Salish Vision” was inspired by a spindle whorl, a disc used by the Salish people in the traditional making of wool yarn. The animal figures in “Salish Vision” represent land (frog), sea (salmon), and sky (thunderbird).

The frogs represent the voice of the people and symbolize innocence, stability, and communication. The salmon, which are usually carved in pairs for good luck, are the givers of life. Thunderbirds live high in the mountains and are the most powerful of all spirits.



## MESSAGE FROM THE CHAIR

**I**t's hard to believe that environmentalists were once considered a fringe group, lumped in with hippies and radical activists. How things have changed! When the Suzuki Foundation opened its doors in 1990, I had no idea of the challenges we'd face or the successes we'd achieve. Over the years major cities have instituted recycling programs and public transportation systems that don't burn fossil fuels. Canadians are actively buying products that use less resources than others. The phrase "reduce, reuse, and recycle" is now recited by schoolchildren.

Despite our progress, there is always work to do. We continue to lose different species of animals and plant life at an unprecedented rate. Human activity is now on such a scale that it is altering the planet's atmosphere with consequences we can't foretell. We continue to tear at biodiversity at our own peril. How can we minimize climate change? What can we do to maintain the integrity of Canada's rainforests?

At the Suzuki Foundation, we're fortunate to have a lot of help. We've attracted staff, volunteers and supporters who are committed to finding solutions that improve the planet. None of our scientific research, outreach work or educational projects would be possible without the help of dedicated individuals. Without passion, change is not possible. To everyone who's kept us going over the years, my heartfelt thanks.

A handwritten signature of David Suzuki in black ink, written in a cursive style. The signature is located below the main text of the message.

Dr. David Suzuki

APRIL 2002



## MESSAGE FROM THE EXECUTIVE DIRECTOR AND PRESIDENT

**I**n 2001 the whole world changed. We were forced to add another major issue to the mix of global problems – terrorism. The events of September 11 reminded the world how vulnerable life on our planet is, and how interconnected we all are. These events have only strengthened the David Suzuki Foundation's resolve to find solutions to today's complex environmental problems.

This year we achieved what was once unthinkable: our Pacific Salmon Forests team assisted several First Nation communities, forest companies, unions and non-governmental organizations to reach a groundbreaking agreement with the British Columbia government. This paves the way for a conservation-based sustainable economy on BC's north coast, home to some of the most biologically rich rainforests in the world. This is a major achievement for BC's coastal First Nation communities, the Suzuki Foundation and thousands of supporters who want a society based on sustainability.

Response to our ongoing campaigns has been tremendous, proving that Canadians want to create a society that we will be proud to pass on to future generations. Our five-year-old Climate Change team continues to raise awareness among Canadians about the effects of global warming. Media coverage generated by the team has put climate change on the international agenda and made ratification of the Kyoto Protocol a national priority.

Our Marine Conservation team commissioned groundbreaking scientific studies which examined BC's marine life and coastal areas, and used innovative outreach programs to inform the public about these important topics.

The successes of our past projects have given us the expertise to develop larger campaigns. We're already laying the groundwork for a new Biodiversity project that will firmly place the environment on the national agenda. It's shaping up to be our most ambitious project to date.

We have increased our membership to more than 40,000, and the number continues to grow daily. We're proud of the Suzuki Foundation's accomplishments and we're grateful for the encouragement we've received from our members, foundation partners, and the public. Your ongoing support continues to inspire us.

Dr. Tara Cullis PRESIDENT

Jim Fulton EXECUTIVE DIRECTOR

*Nature does nothing  
without purpose or uselessly.*

**ARISTOTLE**





## Pacific Salmon Forests (PSF)

**B**ritish Columbia's north and central coast, including Haida Gwaii (Queen Charlotte Islands), is home to a quarter of the planet's remaining coastal temperate rainforests. Only 0.2 per cent of the world's surface is made up of these rainforests, making this area a global treasure. The people, salmon and forests are inextricably linked in this rich ecosystem.

Unfortunately, destructive logging and fishing practices are exacting a high price. The main goal of the David Suzuki Foundation's Pacific Salmon Forests (PSF) project is to conserve the cultural and ecological diversity of BC's north coast. We believe this can best be accomplished by applying ecological principles to forestry and fisheries management.

Conserving this region is a complex undertaking and progress is measured in years, not days. The Suzuki Foundation has adopted a holistic approach to our goal. The PSF project includes three teams: Research, Communications, and Community Support. We are helping to create a sustainable future where people, forests and marine life can peacefully co-exist in the 21st century and beyond.

*This is something that all Canadians know, the feel of the wild even in the heart of the city.*

**DR. WADE DAVIS**



## **PACIFIC SALMON FORESTS: RESEARCH**

An abundance of life flourishes in the old-growth forests and waters along BC's Pacific coast. But these areas are threatened by industrial logging. The rapid depletion of these resources will limit future economic opportunities for local residents.

The David Suzuki Foundation is engaged in important research projects to study the area's biodiversity. Our PSF Research team is revealing new insights into the ecology of the region and diligently studying viable alternatives that will conserve the rainforests.

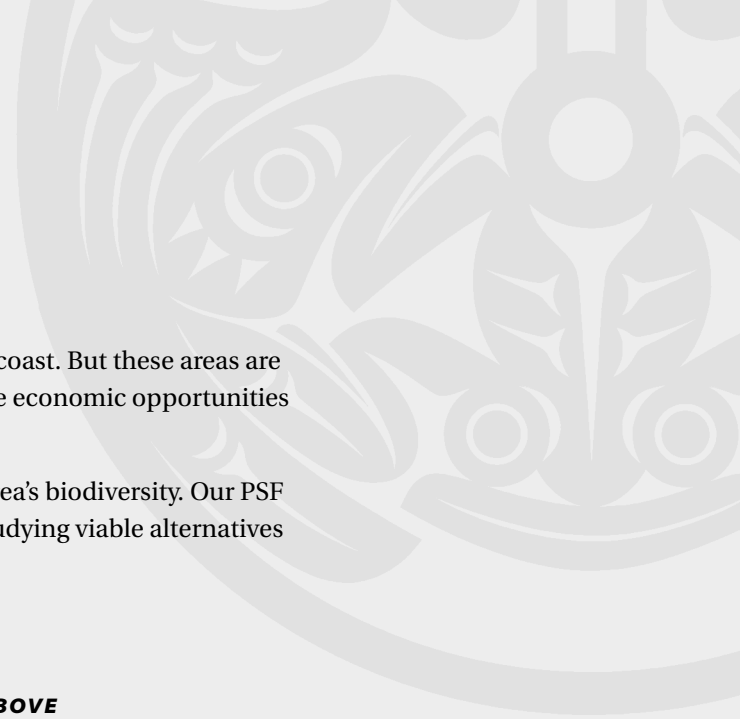
## highlights

### **DR. TOM REIMCHEN'S SALMON SIGNATURE RESEARCH**

The Suzuki Foundation funded University of Victoria biologist Dr. Tom Reimchen, who is studying the relationship between salmon, bears and the coastal temperate rainforest. The key to his research is a nutrient that comes from returning salmon. Bears and other animals eat the salmon and distribute the nutrient throughout the forest, aiding growth. By examining core samples from trees, Dr. Reimchen traced a historical record of the "salmon signature." This research could provide us with an estimate of how many salmon there were in past centuries, establishing a scientific basis for evaluating current salmon conservation programs.

### **IMPLEMENTING A CUT ABOVE**

We published *A Cut Above*, which outlined nine science-based principles to guide the development of ecologically sustainable forest practices. Drafted with the help of an advisory team of leaders in ecological sustainability, these principles illustrate a fundamentally different approach to the current industrial forestry model. This year the Suzuki Foundation worked to integrate these principles into provincial forestry policy. We also worked with coastal First Nation communities to develop sustainable forestry practices in their traditional territories.



## **PACIFIC SALMON FORESTS: COMMUNICATIONS**

Part of the success of the PSF project came from effective outreach programs. Many Canadians were unaware of the region's value, and didn't fully appreciate how the people, forests, and salmon are interconnected. To inform the public, our Communications team undertook some innovative outreach projects.

Only by equipping ourselves with knowledge can we logically and systematically solve complex problems. Environmental science is often difficult to understand. One of the David Suzuki Foundation's greatest strengths is our ability to explain complicated environmental issues in easily understandable terms. It's helped us earn the trust of Canadians since 1990.

## highlights

### **PREMIERE SCREENING OF "THE SALMON FOREST"**

Over 2,000 people in Vancouver, Victoria and Toronto attended premiere screenings of "The Salmon Forest," a documentary about BC's coastal temperate rainforest produced by CBC Television's *The Nature of Things*. The idea for this film, which took two years to make, grew out of the Suzuki Foundation's PSF project. Members of the public took action by calling on the federal government to help conserve this rare ecosystem.

### **WWW.GOODWOODWATCH.ORG**

Certification standards for sustainable forestry are currently being developed by the Forest Stewardship Council. However, public pressure is needed to assure these standards are ecologically sound. The Suzuki Foundation is one of six environmental groups which collectively launched the certification watchdog website <[www.goodwoodwatch.org](http://www.goodwoodwatch.org)>.





## **PACIFIC SALMON FORESTS: COMMUNITY SUPPORT**

Forestry and fishing are primary industries for the small villages along BC's coast. In recent years, however, employment has decreased. At the same time, industrial logging and overfishing have weakened the ecosystems on which these communities depend for traditional cultural and food needs.

In 1999, coastal First Nation communities asked the David Suzuki Foundation to host a conference for their leaders. Their goal was to define common problems and work together to develop a sustainable conservation-based economy along the coast. This led to the creation of the Turning Point process. Our Community Support team assisted the Turning Point steering committee in planning a sustainable regional economy.

### **GENERAL PROTOCOL AGREEMENT**

In April, the BC government and eight coastal First Nations signed an unprecedented agreement committing all parties to managing forests within the PSF project region according to ecological principles. A wide array of parties endorsed this agreement, including logging companies, environmental groups, local governments and tourism operators. This agreement demonstrated a shared interest by different groups in sustaining the forests of BC's coast and recognized the role of First Nation communities in managing resources. This protocol paves the way for other arrangements between First Nations and the provincial and federal governments regarding forestry, fisheries and tourism.

### **SUPPORT FOR TRAINING PROGRAMS**

The Suzuki Foundation provided support to a number of First Nation initiatives that will enable these communities to develop their own conservation-based plans. We have also provided regional training opportunities in archaeological inventory and stream assessment. This training gives First Nation technicians the ability to review forest development plans to ensure that culturally significant artifacts aren't put at risk. These programs demonstrate our commitment to working with communities to build long-term solutions.





## Marine Conservation

**N**early 10,000 genetically distinct populations of salmon return to spawn in BC's rivers and lakes. The fish provide the economic base for many communities along the BC coast. However, commercial salmon fishing can no longer provide a livelihood for the majority of fishermen. Mixed-stock fisheries, which simultaneously capture healthy and weak stocks, have dramatically affected salmon populations. Numerous salmon populations along the North American coast have been classified as threatened species while others have become extinct altogether.

Industrial open-netcage salmon farming largely produces Atlantic salmon, which are a serious threat to BC's marine environment. To prevent the spread of disease from tightly-packed net pens, farmed salmon are treated with antibiotics. Beneath the pens, the medication mixes with sewage that smothers the ocean floor and kills marine life. Additionally, tens of thousands of farmed salmon escape each year, competing for habitat and food with wild Pacific salmon. Economically, farmed salmon has cut the price of wild salmon, reducing the earnings of fishermen along the coast.

Wild salmon are integral to BC's ecosystems, and critically examining the impact of industrial salmon farming is an important part of our work. We're developing an integrated, long-term strategy that will protect the diversity of wild Pacific salmon while maintaining employment.

*One touch of nature  
makes the  
whole world kin.*

**WILLIAM  
SHAKESPEARE**

# highlights

## **THE LEGGATT INQUIRY**

The David Suzuki Foundation funded an independent public inquiry into salmon aquaculture headed by retired British Columbia Supreme Court Justice Stuart Leggatt. More than 170 submissions were made to the inquiry from both sides of the industrial salmon farming issue. The resulting report, *Clear Choices, Clean Waters*, made six recommendations to improve industrial salmon farming in BC. There was immense public interest in the report and the inquiry was covered by media around the world.

## **WHY YOU SHOULDN'T EAT FARMED SALMON**

The Suzuki Foundation produced *Why You Shouldn't Eat Farmed Salmon*, a brochure summarizing the impacts of industrial salmon farming on the environment and human health. Since its release, the brochure has become one of the most popular documents on our website. More than 8,000 print copies have been distributed along the west coast of North America.

## **SUPER UN-NATURAL REPORT**

The Suzuki Foundation produced *Super un-Natural: Atlantic Salmon in BC Waters* by Dr. John Volpe, which examined the effect of factory salmon escapes on wild salmon stocks. Upon its completion, the report was presented to the Leggatt Inquiry and received extensive media coverage. The report was also presented to the provincial and federal governments.

## **MUSQUEAM WATERSHED RESTORATION PROJECT**

In partnership with the Musqueam Indian Band, the Foundation restored the 6.7 square kilometre Musqueam watershed, Vancouver's last remaining wild salmon-bearing stream. The goal of this project, which ran

from 1997 to 2001, was to repair ecological damage to the watershed caused by urban development. Over 10,000 trees were planted and more than 3,500 lbs. of trash were removed. Our work was successful. Over time, the number of spawning salmon has significantly increased in this urban stream.

## **PRESENTATIONS TO CHEFS AND THE FOOD INDUSTRY**

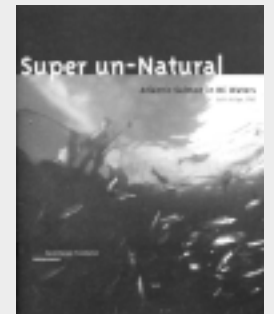
We organized events in Toronto and Vancouver to inform chefs about the health and environmental risks of industrial farmed salmon. A public awareness event was also held for residents of Prince Rupert, BC.

## **TOXIC CONTAMINATION IN SALMON REPORT**

We commissioned a pilot study by Dr. Michael Easton on the accumulation of contaminants such as PCBs and other organic pollutants in the human food chain. The study showed that contaminants were higher in farmed salmon than in wild salmon which is a concern for people who regularly eat farmed salmon. This research was featured in "The Price of Salmon," a co-production of CBC Television's *The Nature of Things* and the BBC. In early 2002, the study was published in the peer-reviewed scientific journal, *Chemosphere*, which is distributed in 154 countries.

## **C WORTHY**

Vancouver's award-winning C Restaurant and the Suzuki Foundation joined forces to create a new seafood awareness program called SEA (Sustainable, Environmental, Awareness) to educate diners about ecologically sound seafood. The restaurant donates 10 per cent of the SEA set-menu cost to support our Marine Conservation project.





## Climate Change

**C**limate change is one of the greatest ecological threats facing us today. Human activities, especially the burning of fossil fuels such as coal, oil and gas, increases greenhouse gas emissions. The concentration of these gases is rapidly growing, trapping heat in the lower atmosphere.

Northern countries like Canada are expected to experience the extremes of climate change which will result in altered long-term weather patterns. We can expect more frequent violent storms, floods, forest fires and droughts. Climate change will also affect human health through heat waves, intensified smog and the spread of infectious diseases. The federal government reports that 16,000 Canadians already die prematurely every year because of fossil fuel air pollution.

The David Suzuki Foundation is actively raising awareness about this issue and offering solutions to increase energy efficiency, improve air quality and reduce greenhouse gas emissions. In addition to protecting the climate, reductions in fossil fuel consumption will also bring important health and economic benefits. Although global warming poses grave dangers to ecosystems and humans around the world, its causes are clear and solutions are within our grasp.

*Mankind has probably done more damage to the Earth in the 20th century than in all of previous human history.*

**JACQUES COUSTEAU**

# highlights

## **FUELLING THE CLIMATE CRISIS REPORT**

Our Climate Change team released *Fuelling the Climate Crisis*, based on original research and analysis that outlined how expanding energy exports will increase Canada's greenhouse gas emissions. This report received extensive national media coverage and encouraged ongoing debate about Canada's expanding fossil fuel production.

## **CLEAN AIR CAMPAIGN**

Building on similar initiatives in BC and Ontario, the David Suzuki Foundation joined forces with a number of Quebec's leading medical associations to launch a province-wide awareness campaign. Our Climate Change team mailed posters and leaflets to almost 10,000 Quebec doctors to increase awareness of the health effects of air pollution and global warming, and earned substantial media coverage.

## **AN EVENING WITH DAVID SUZUKI**

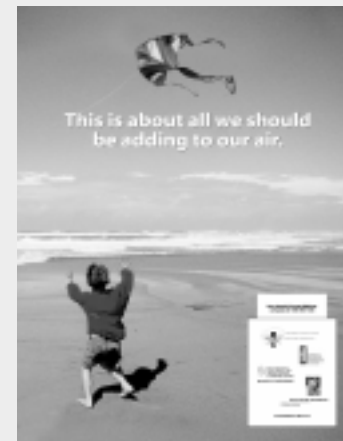
In conjunction with the BC Medical Association, the Foundation held "An Evening with David Suzuki" in Vancouver that attracted some 200 doctors interested in environmental health issues. It was a valuable way of networking with concerned health professionals.

## **CLIMATE JUSTICE EVENT**

The Suzuki Foundation organized and hosted a major "Climate Justice" event in Ottawa, which featured Dr. David Suzuki and speakers from the Assembly of First Nations, Canadian Churches' Jubilee Ecumenical Initiative, and the Canadian Council for International Co-operation. Over 1,200 people attended the event, which received excellent media coverage.

## **BRITISH COLUMBIA'S PARKS IN THE GREENHOUSE**

In cooperation with the Canadian Parks and Wilderness Society we published the *British Columbia's Parks in the Greenhouse* brochure, which outlined the impacts of climate change on BC's parks. Thirty thousand brochures have been distributed through BC Parks, Parks Canada, Greater Vancouver Regional District Parks, post-secondary institutions, Mountain Equipment Co-op, and other retailers, with further distribution efforts planned.



## **STAFF AND VOLUNTEERS**

The David Suzuki Foundation has a full-time staff of 35 and works with leading scientists, economists, and researchers. Staff members are comprised of administration, member services, volunteer services, communications, and development. Each campaign – Pacific Salmon Forests, Climate Change, and Marine Conservation – has its own researchers and policy analysts.

The Suzuki Foundation is assisted by dedicated volunteers who range in age from 16 to 86 and come from all sectors of the community. Volunteers assist core staff with a wide variety of services, including research and data entry. The Suzuki Foundation fosters a supportive environment in which volunteers and staff learn from each other.

## highlights

### **CREDIBLE AND RESPECTED STAFF**

Our full-time staff members come from a variety of backgrounds and are highly sought after by researchers and writers for their opinions and expertise on environmental issues. Our credibility has made us one of Canada's best-known organizations. In 2001, the Suzuki Foundation received more than 1,250 mentions in the media.

### **DEDICATED VOLUNTEERS**

The Suzuki Foundation has an active roster of volunteer staff. In 2001, volunteers contributed a total of 16,842 work hours, an eight-per-cent increase from 2000. That's the equivalent of eight full-time staff. Fifty-nine per cent of our volunteers have been with us for two years or longer.

### **STUDENT INTERNS**

Our internship program attracted students from the University of Western Australia, University of New Brunswick, and Stanford University. The internships lasted from two to five months, and students gained valuable work experience that will help further their career goals.



1 Jim Fulton 2 Carol Armour 3 Kimberly Lai  
 4 Paul Lingl 5 Teresa Laturnus 6 Lisa Hayden  
 7 Dominic Ali 8 Philip Winters 9 Deanna Bayne  
 10 Jonathan Longe 11 Linda Yurechko  
 12 Sarah Marchildon 13 Les Ellis 14 Dave Taylor  
 15 Panos Grames 16 Alex Boston 17 Kim Wright  
 18 Wendy Dallian 19 Victor Vesely 20 Cheri Burda  
 21 Sarah Freel 22 Otto Langer 23 Elois Yaxley  
 24 Corinne Rogers 25 Gerry Scott 26 Ronnie Drever  
 27 Ann Rowan 28 Dermot Foley 29 Delacey Tedesco  
 30 Jean Kavanagh 31 Cathy St. Germain  
 32 Inna Stoliarova 33 Christine Essex  
 34 Dr. Tara Cullis 35 Andrea Hamel

**MISSING:** Dr. David Suzuki, Johanna Gilhespy,  
 David Hocking, Siân Messinger, Boyd Pyper

## THANK YOU

**O**ur work wouldn't be possible without you. Over 40,000 strong, you bear witness to our shared desire for sustainable communities in which nature is an integral part of our lives. The generosity and good faith of our members continues to inspire us to find solutions for environmental challenges.

To all of the individuals, foundations and companies who have helped us, our sincerest thanks. Your gifts fund our projects and vision.

We have several categories of donors:

### **ANNUAL SUPPORTERS**

This category includes individuals who have made contributions up to \$500 in a calendar year.

### **FRIENDS OF THE FOUNDATION**

We have almost 5,000 monthly contributors whose gifts range from \$10/month to \$500/month. Monthly contributions may be deducted from your chequing account or applied to your credit card. Many members find this the most convenient way to make a lasting gift.

### **EDWARD O. WILSON CIRCLE**

Pulitzer Prize-winning biologist Edward O. Wilson endorsed the Suzuki Foundation's work by offering his name and support to the circle of friends whose gifts exceed \$500 in a calendar year. Approximately 400 donors belong to the Edward O. Wilson circle and many are also monthly contributors.

### **PATRONS CIRCLE**

Almost 50 dedicated individuals have made gifts of \$5,000 or more.

### **LEGACY CIRCLE**

Many individuals support our work now, but also wish to leave a legacy to future generations by remembering us in their wills.

### **FOUNDERS CIRCLE**

This circle includes more than 400 donors who have been members of the Suzuki Foundation for 10 or more years.

### **FOUNDATION PARTNERS**

Our teams work with some 30 foundation partners throughout North America on specific project areas. Our partners appreciate the Suzuki Foundation's work, and support our mission and approach with generous contributions.



## FISCAL YEAR 2001: FINANCIAL STATEMENT<sup>1</sup>

	<b>2001</b>	<b>2000</b>
<b>REVENUE</b>		
Foundations	\$3,503,456	\$2,678,790
Donations <sup>2</sup>	2,025,348	1,778,257
Interest & Other	71,746	63,101
<b>Total</b>	<b>5,600,550</b>	<b>4,520,148</b>
<b>EXPENSES</b>		
Administration	340,258	287,068
Amortization	53,304	37,047
Biodiversity	250,000	-
Climate Change		
Education & Communication	342,571	356,454
Projects & Research	342,570	286,661
Communications	288,682	269,041
Consulting & professional fees	76,575	77,802
Fundraising	270,322	125,335
Office	89,821	60,329
Pacific Salmon Forests Project		
Education & Communication	319,301	646,607
Projects & Research	2,415,835	1,883,663
Rent	139,070	137,239
Telephone/Fax	26,062	19,910
Watershed Restoration/Marine Conservation		
Education & Communication	7,003	3,653
Projects & Research	167,967	268,056
<b>Total</b>	<b>5,129,341</b>	<b>4,458,865</b>
Revenue over expenditures <sup>3</sup>	471,209	61,283

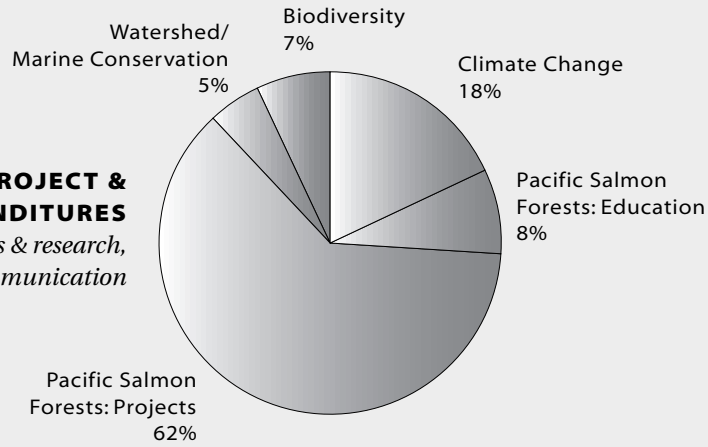
<sup>1</sup> This statement reflects the David Suzuki Foundation's independently audited financial statements. Full audited statements are available upon request.

<sup>2</sup> Donations net printing and mailing cost.

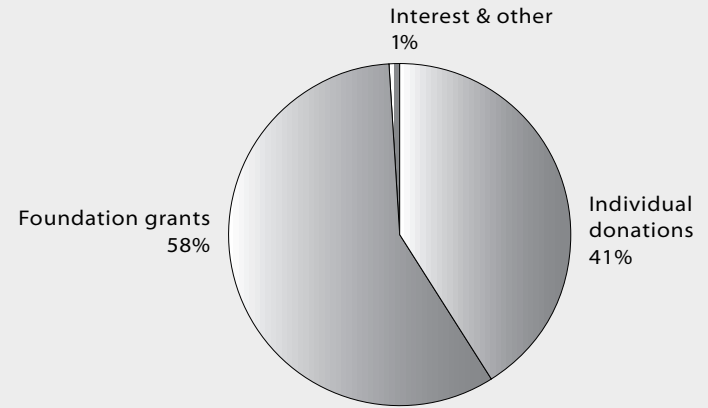
<sup>3</sup> Excess of revenue over expenditures is available for projects in 2002.

**2001 FINANCIAL STATEMENT** *continued*

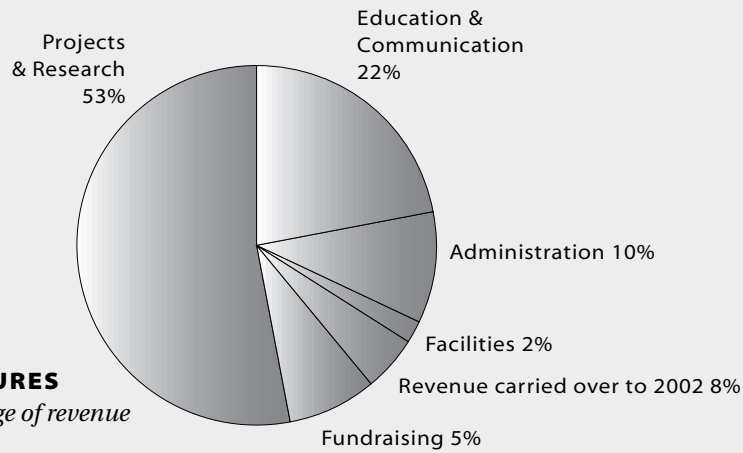
**PROJECT & CAMPAIGN EXPENDITURES**  
*including projects & research,  
education & communication*



**SOURCES OF SUPPORT**



**EXPENDITURES**  
*as a percentage of revenue*



## **BOARD OF DIRECTORS**

Dr. David Suzuki  
*Chair, David Suzuki Foundation*

Dr. Tara Cullis  
*President, David Suzuki Foundation*

Jim Fulton  
*Executive Director, David Suzuki Foundation*

Stephen Bronfman  
*Chairman, Claridge SRB Investments Inc.*

Dr. Wade Davis  
*Explorer-in-Residence, National Geographic Society*

Stephanie Green  
*Fellow, Institute of Chartered Accountants of BC*

James Hoggan  
*President, James Hoggan and Associates*

Michael Robinson  
*President and CEO, Glenbow Museum*

Peter Steele  
*Director, Canadian and the BC Councils  
of Administrative Tribunals*

The David Suzuki Foundation is a non-profit federally  
registered charity.  
Canadian Charitable Registration (BN) 12775 6716 RR0001  
U.S. Charitable Registration #94-3204049

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#### PHOTOGRAPHS

Al Harvey/Slide Farm (pages 1, 2, 3, 5, 6, 8 and 13),  
Dan Klinka (page 4), Robert Semeniuk (page 7),  
Jim Hamm (page 10)

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Alaris Design

#### PRINTING

Western Printers & Lithographers

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post-consumer recycled paper using vegetable-based inks.

*The biosphere creates our special world anew every day, every minute,  
and holds it in a unique, shimmering physical disequilibrium . . .  
When we alter the biosphere in any direction,  
we move the environment away from the delicate dance of biology.*

**DR. E.O. WILSON, HARVARD UNIVERSITY**

David Suzuki Foundation

**Finding solutions**

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