



David  
Suzuki  
Foundation

ANNUAL  
REPORT  
2003/04

SOLUTIONS ARE IN OUR NATURE





The David Suzuki Foundation strives to create a workplace that reflects our values and beliefs in sustainability. Throughout this report we've included examples of things we've done within our organization to conserve energy and protect nature. We hope these ideas will inspire readers to make changes in their homes and workplaces.

The David Suzuki Foundation works through science and education to protect the balance of nature and our quality of life, now and for future generations.

## Contents

- 1 Message from the Chair
- 2 Message from the Executive Director & President
- 3 Sustainability & Web of Life
- 6 Climate Change & Clean Energy
- 9 Forests & Wild Lands
- 12 Oceans & Sustainable Fishing
- 14 Staff & Volunteers
- 16 Thank You!
- 17 Our Supporters
- 19 Statement of Operations

## Board of Directors

### **Dr. David Suzuki**

Chair, David Suzuki Foundation

### **Dr. Tara Cullis**

President, David Suzuki Foundation

### **Jim Fulton**

Executive Director, David Suzuki Foundation

### **Ray C. Anderson**

Founder and Chairman, Interface, Inc.

### **John Bankes**

Managing Director, Artemis Management Group

### **Stephen R. Bronfman**

Chairman, Claridge Inc.

### **Severn Cullis-Suzuki**

Co-founder, Skyfish Project

### **Dr. Wade Davis**

Explorer-in-Residence, National Geographic Society

### **Stephanie Green**

Chartered Accountant

### **James Hoggan**

President, James Hoggan and Associates

### **Michael Robinson**

President and CEO, Glenbow Museum

### **Peter Steele**

Lawyer and Adjudicator, Indian Residential Schools  
Resolution Canada

## Honorary Board Members

**Margaret Atwood**

**James Burke**

**Raffi Cavoukian**

**Dr. Paul Ehrlich**

**Peter Garrett**

**Sir Edward Goldsmith**

**Gordon Lightfoot**

**Anita Roddick**

**Sting**

**Maurice Strong**

**Dr. E.O. Wilson**



Our Vancouver office building is heated and cooled by renewable geothermal energy.

## FROM THE CHAIR

IN 1988, I INTERVIEWED AL GORE and was floored at how deeply he understood the environmental crisis and what had to be done politically to resolve it. I put down my microphone and asked how someone like me could help politicians like him. His answer surprised me. He told me not to look to people like him, advising me instead to tell the public there are problems, show them there are solutions and get them to care enough to demand action. “Then every politician will jump on the bandwagon,” he said.

Watching him avoid discussion of the environment when he ran for president, I could see how right he was. The American public wasn’t ready to hear his ideas on that issue. It’s up to us, as citizens, to tell our leaders what we want. It’s unrealistic to pin our hopes on any one person to save the planet. We have to take responsibility and tell our leaders what they need to do to help us help ourselves.

This year the Foundation released *Sustainability within a Generation: A New Vision for Canada*, our most important report to date. This report presents a vision of what Canada could be by 2030. When we look beyond the immediate battles and set a target, everyone agrees with where we want to go.

Imagine what Canada would look like if manufacturers had to take responsibility for recycling their products. Imagine how our cities would look if our cosy homes and shiny offices were powered by renewable energy. Imagine how clean our air would be if cars spewed only heat and water instead of greenhouse gases and pollution from their tailpipes.

Canadians have shown time and time again that we have the creativity and ingenuity to make profound change happen. In 1987, we hosted the Montreal Protocol which helped reduce ozone-depleting substances. Most recently, we signed the Kyoto Protocol, mandating a reduction in our output of greenhouse gases. Despite these achievements, there’s much more to be done. *Sustainability within a Generation* is the blueprint for this change.

Let’s get to work!

A handwritten signature in black ink that reads "David Suzuki".

DAVID SUZUKI



To offset our greenhouse gas emissions we purchase renewable energy certificates from BC Hydro and the Pembina Institute.

## FROM THE EXECUTIVE DIRECTOR AND PRESIDENT

**EVERY WEEK WE RECEIVE NOTES,** letters, and e-mails of encouragement from thoughtful Canadians who appreciate our work. But the real thanks go to you. As members of the Foundation, you have made financial gifts that show how much you value sustainability and the environment.

The David Suzuki Foundation has been putting your hard-earned contributions to work with great effect. This year we developed our goal, and our timetable for achieving this goal, in *Sustainability within a Generation*, a report by environmental thinker David Boyd. The response has been nothing short of amazing. We have received enthusiastic endorsements from politicians, business leaders, and Canadians from all walks of life who support conservation, protection, and restoration of our environment.

This past year, our program areas were hard at work supporting our goals by assembling the best conservation science and sharing it with decision-makers and the public. Our Climate Change team worked closely with this country's senior policy-makers while our Web of Life team reported that over 150,000 individuals have taken David Suzuki's Nature Challenge. Not to be outdone, our Forests and Lands program released its second annual online status report card, and our Oceans and Sustainable Fishing group launched a major report that will help protect Canada's marine life for the future.

As you read through this annual report, we hope you take pride in our accomplishments. Through your gifts, you have made this work possible.

TARA E. CULLIS  
PRESIDENT

JIM FULTON  
EXECUTIVE DIRECTOR

The real thanks go to you. As members of the Foundation, you have made financial gifts that show how much you value sustainability and the environment.



Our laser printers are outfitted with attachments that enable double-sided printing.

## SUSTAINABILITY & WEB OF LIFE

CANADIANS ARE AMONG THE MOST STAUNCHLY pro-environment citizens on the planet. In one survey, nine out of 10 Canadians rated the environment as one of their top concerns. But bringing our actions in line with our values requires changes at the household, business, and government levels. The Sustainability and Web of Life program is designed to facilitate changes that will protect nature and enhance our quality of life for the future.

The team uses David Suzuki's Nature Challenge to motivate individuals to make simple but important changes in their daily lives. The challenge promotes the 10 most effective actions Canadians can take to protect the environment. Since its inception in 2002, over 150,000 individuals have taken David Suzuki's Nature Challenge at [www.davidsuzuki.org](http://www.davidsuzuki.org).

### H I G H L I G H T S 2 0 0 3 / 0 4

#### Taking the Nature Challenge to work

Since millions of people spend a third of each weekday at work, we invited employers, employees, and entrepreneurs to take the Nature Challenge at Work (NC@Work). More than 15 organizations have inspired their employees and clients to take the Nature Challenge, including Interface Inc., BC Hydro, Happy Planet Foods, Lululemon Athletica, East Toronto General Hospital, and Whistler Village Resort.



#### Calculating our effects on nature

To illustrate how making small changes in our daily lives can make a positive difference, the Foundation created the interactive Nature Challenge calculator.

This innovative calculator has proven popular with visitors and Foundation members. Over 7,500 people have used this free online tool to determine the benefits of taking the Nature Challenge.





Most of our printed reports are available for free in PDF format from our website.



### Olympic mayors join Team Suzuki

When it was announced that Whistler and Vancouver would be the co-hosts for the 2010 Olympic and Paralympic Winter Games, we wanted to highlight the importance of making the events sustainable to civic leaders. In September 2004, the mayors of Vancouver, Whistler and Squamish, joined the mayors of Halifax, London, Kelowna, and Victoria by taking the Nature Challenge. (Since then, the mayor of Toronto has



Dr. David Suzuki, Squamish Mayor Ian Sutherland, Vancouver Mayor Larry Campbell, and Whistler Mayor Hugh O'Reilly.

also joined.) These leaders have made personal commitments to sustainable living and have shared the message with their communities.

### Educating Canadians online

To provide Canadians with useful information that will help them incorporate sustainability into their daily lives, we send a monthly "News for Change" online newsletter to everyone who's taken the Nature Challenge. Each issue provides friendly tips and helpful suggestions for making more environmentally sustainable decisions. The newsletter has covered topics as diverse as urban sprawl, fuel-efficient cars, the dangers of pesticides, and the importance of buying locally produced food. Thousands of subscribers share the newsletter with their friends and family each month, spreading the sustainability message far and wide.

### Sharing the Nature Challenge message

To spread the Nature Challenge message across the country, we developed an important strategic partnership with the respected environmental group Équiterre. This Montreal-based organization has developed a French equivalent to the Nature Challenge that it promotes in Quebec. In April, David Suzuki helped Équiterre launch *Changer le monde un geste à la fois* which attracted Quebec media and the participation of the Montreal mayor in the new campaign.



### Making home improvements easy

We partnered with the Green Communities Association (GCA) to enable Canadians taking the Nature Challenge to make changes at the local level. While the Nature Challenge provides the motivation, GCA member groups provide assistance for individuals interested in making their homes and communities more sustainable. For instance, homeowners taking the Nature Challenge can contact the GCA and arrange for a home energy audit, which helps them save energy and money.





The Interface carpet in the Foundation's office is completely recyclable at the end of its life.

# SUSTAINABILITY WITHIN A GENERATION

**DID YOU KNOW THAT CANADA RANKS 28TH** out of 29 Organisation for Economic Co-operation and Development (OECD) nations in environmental performance? This shocking fact flies in the face of how much Canadians value nature. But things don't have to remain this way. By enacting policies and legislating changes that reward conservation, we can create a society that would be a world leader in protecting nature.

With this goal in mind, the Foundation produced *Sustainability within a Generation: A New Vision for Canada*, written by environmental thinker David Boyd. This report reveals the links between our quality of life, economic competitiveness and ecological

sustainability. By improving energy efficiency, reducing waste and pollution, increasing investment in urban transit, and curbing urban sprawl, we could improve our quality of life and protect nature. If all levels of society work towards living within Earth's limits, Canadians wouldn't have to think twice before drinking tap water or breathing the air in our cities.



## HIGHLIGHTS 2003/04

### A reception worthy of a prime minister

The Foundation launched *Sustainability within a Generation* at a Federation of Canadian Municipalities conference in Ottawa that was attended by more than 600 civic leaders. Following this public release, the Foundation's Executive Director, Jim Fulton, and Dr. Suzuki delivered a copy to Prime Minister Martin and discussed how his government could play a role in making this bold vision a reality.



The report was mailed to all Members of Parliament, and has become one of the most

**February 2004, Ottawa:** Dr. David Suzuki, Prime Minister Paul Martin, Executive Director Jim Fulton

downloaded documents from our website. We continue to work with government officials, representatives from all political parties, other environmental organizations and businesses to make Canada a world leader in sustainability by 2030.

### Producing the "In your face Iceland" campaign

To build awareness of the need to develop an economy based on renewable energy, the Foundation ran a public service ad campaign called "In your face, Iceland". We produced a nationally broadcast TV commercial and strategically placed billboard and transit ads in downtown Toronto. The TV ad was promoted on our website where it generated immense interest. Hundreds of viewers contacted the Foundation to tell us that this was the first time they had heard about Canada's bleak environmental record and indicated they wanted to help change it.



For local courier deliveries we use a company with several hybrid cars and natural gas vans in its fleet.

## CLIMATE CHANGE & CLEAN ENERGY

**CLIMATE CHANGE IS CAUSED BY** the burning of fossil fuels such as coal, oil, and gas, which produce greenhouse gas emissions. These gases blanket the planet and trap heat in our atmosphere. The result is a warmer planet, where natural systems that have been in place for thousands of years are disrupted. This results in extreme weather events, increased air pollution and the potential extinction of plants and animals.

To combat this global threat, the David Suzuki Foundation's Climate Change team educates Canadians and commissions research to provide practical solutions. We have earned an excellent reputation for our credible science-based analysis and expert policy recommendations.

Our team regularly participates in international conferences to share legislative recommendations with governments, and works with other environmental organizations around the world. We also play a key role in keeping this issue at the forefront of the Canadian public, mass media, governments, and industry.

Our work is paying off. When the Canadian government adopted the Kyoto Protocol, the international agreement between member countries to reduce greenhouse gas emissions, the Foundation was singled out by then-Prime Minister Jean Chrétien for our work. As Canada creeps closer to implementing measures to achieve our target reductions, the team continues to be consulted by key decision-makers.

### H I G H L I G H T S 2 0 0 3 / 0 4

#### **Outlining solutions to Ontario's electricity crisis**

One month after the Ontario blackout, the Foundation released *Bright Future*, which made several recommendations to solve the province's energy



woes. *Bright Future* advised the government to provide incentive programs to cut electricity use among residential and small commercial customers; start a public education campaign to promote conservation and efficiency strategies; create an energy-efficiency fund

to reduce electricity demand; and phase out coal-fired power plants.

The report garnered extensive media coverage in Canada and the U.S., and showed that there are practical solutions to this complex problem.





Our office has a comprehensive waste management system that includes multiple materials recycling and a composting bin.

**Providing an early warning to the B.C. government**

British Columbia is headed for an energy crisis if it doesn't make sweeping changes, revealed the David Suzuki Foundation and the Canadian Centre for Policy Alternatives. The two groups co-published *Running on Empty*, which explained how the province's fixation on oil and gas exports to the U.S. is leading to more greenhouse gases and fewer jobs. Greenhouse gases cause climate change, which is linked to an emerging pattern of



stocks, heat waves, insect infestations, and forest fires in B.C. Our report outlined a more hopeful and sustainable vision for the province's energy industries through conservation and renewable technologies.

**Empowering Canadians to combat urban sprawl**

Urban sprawl increases our dependence on cars, which leads to a host of problems: increasing greenhouse gas emissions that cause climate change, worsening air pollution, rising obesity



rates, and the loss of agricultural land. To combat this crisis, the Foundation released *Driven to Action: Stopping Sprawl in your Community*. The report explained the hidden financial and health problems caused by sprawl and included a user-friendly toolkit outlining how communities could prevent it. The report was one of our most successful to date and received extensive media coverage throughout North America.

**Advising governments on electricity policy**

Nearly one year after a massive blackout hit Ontario, the province still lacked an aggressive conservation and clean-energy program to provide reliable, secure and less-polluting electricity. To give Ontario's policy-makers feedback on their proposed electricity restructuring act, we gave a presentation before the provincial government at a public hearing. The Climate Change team explained how conservation, efficiency and renewable energy would help the province meet and reduce its demand for energy, and also cut smog and air pollution by reducing the amount of coal and gas burned to produce electricity. Our recommendations helped alter the policy framework to include more discussion on renewable energy.

**Guiding policy-makers**

Canada's greenhouse gas emissions are growing faster than any leading industrial country, including the United States. To educate the government and the public about ways in which federal innovation and climate protection policies could be integrated, we released *Planning for the Next Generation*. The report featured 10 principles to help guide policy-makers. The paper also explored the challenges and opportunities associated with Canada's upcoming Kyoto implementation plan.



For the past five years we have placed first in our class in the Commuter Challenge, a national event that encourages Canadians to use transportation alternatives.

### Putting a stop to polluting power plants

The David Suzuki Foundation, along with the Society Promoting Environmental Conservation (SPEC), went to court to support a National Energy Board ruling that blocked the construction of a power plant near Abbotsford, B.C. The National Energy Board originally rejected the company's plan because it was too environmentally risky, but the company appealed the board's decision. The Foundation undertook this legal action on the grounds that the power plant would pose unacceptable environmental and health risks in the region. If built, the gas-fired power plant would have dumped tonnes of hazardous pollutants into the community's air each day. The process is still under review.

### Protecting Canada's mountains from climate change

Glacier-topped mountains play a prominent role in Canada's national identity. But glaciers in the southern Canadian Rockies have lost at least 25% of their area and some have lost up to 70% of their volume. The Foundation partnered with the Alpine Club of Canada and Mountain Equipment Co-op to develop the Melting Mountains Awareness Program. The project educates outdoor

enthusiasts and mountain communities on ways to protect Canada's alpine regions from climate change. The program has been embraced by skiers, mountain climbers, ski resorts, and nature lovers who want to protect their favourite ecosystem for the future.

### Monitoring international conferences & policies

Despite signing the Kyoto Protocol, Canada continues to exploit loopholes in the agreement. The Foundation prepared two reports that revealed Canada's role in these loopholes. *Risky Business: How*

*Canada is Avoiding Kyoto Action With Controversial Projects in*

*Developing Countries*, criticized a Brazilian forestry project funded by Canadians through the World Bank, while *Giving Credit Where Credit is Due* examined the range of current projects in developing countries. After releasing these reports we arranged a series of meetings with senior bureaucrats, Members of Parliament, ministerial staff and senior climate negotiators. Our Climate Change team also monitored Canada's performance at a two-week United Nations climate change conference in Milan, Italy. Foundation staff kept journalists informed of the conference's progress, ensuring Canada's commitment to the agreement would be reported by the media.





We use 100% post-consumer recycled paper in our printers and photocopier.

## FORESTS & WILD LANDS

**THE WEST COAST OF CANADA IS BLESSED** with a quarter of Earth's remaining coastal temperate rainforests. This majestic ecosystem is a global treasure of biological diversity that supports an astonishing array of flora and wildlife, including rare white Kermode bears. But logging is taking a toll on this precious region.

The Forests and Lands team works to conserve the cultural and biological diversity of Canada's rainforests for the future. The team conducts research into forestry issues and raises public awareness through innovative communications strategies. Our team has developed an outstanding reputation for its credible scientific research.

Our role as an industry and government watchdog is appreciated by Canadians. We have also established excellent working relationships with communities, First Nations, and environmental and labour groups to promote ecologically sustainable forestry practices. We want future generations to enjoy the rainforests and earn a livelihood from them just as we have.

### H I G H L I G H T S 2 0 0 3 / 0 4

#### **Reporting on the status of B.C.'s forests**

The Foundation completed its second annual status report of B.C.'s coastal rainforests. The report is a valuable resource for conservationists and the public. Despite an agreement among industry, government, First Nations, and environmental organizations to practice ecosystem-based management, we found that destructive clearcut logging continues on the province's Central Coast, North Coast and Haida Gwaii (Queen Charlotte Islands). The status report also examines a new land-use plan on the Central Coast that protects 22% of the land base. Our interactive online status reports, which examine over 400 sites that have been logged or approved for logging since 2001, can be viewed at [www.canadianrainforests.org](http://www.canadianrainforests.org).



Staff scientist Faisal Moola conducts field research into the logging of endangered spotted owl habitat.



We work with our printing company to ensure our materials are produced with minimal waste.

### Adding to the body of scientific research

The Foundation's second annual status report has been lauded for its scientific research. The report was accepted for publication in the peer-reviewed scientific journal *Biodiversity*, which has an audience of 20,000 readers and is distributed in over 180 countries. It was also highlighted by the Smithsonian



Institution's prestigious

*Biological Conservation Newsletter*, which reviews the latest research published around the world each month and is read by over 1,600 scientists in 94 countries.

### Assessing the disappearance of cedars

Old-growth cedar commands a high price in the timber market and is priceless to First Nations artists who use the trees for totem poles and other artwork. Unfortunately, valuable old-growth cedar is being targeted by the logging industry, reported the David Suzuki Foundation and the Western



Canada Wilderness Committee in *A Vanishing Heritage*.

Renowned Haida artist Jim Hart, whose poles and carvings are in

the Museum of Civilization, joined us in speaking out on this issue. *A Vanishing Heritage* made several recommendations that would conserve cedars, such as establishing protected areas in Canada's rainforests.

### Working to improve legal regulations

Although nature provides ecological goods and services, such as trees, clean air, and water at no monetary cost, these values haven't been recognized by Canadian courts when awarding damages for environmental destruction. Along with the Sierra Club of Canada, the Foundation won a landmark Supreme Court case regarding the determination

of compensation for the loss of natural resources. Those responsible for environmental damage would have to compensate

not just the economic loss of resources but also the loss of the ecosystem's inherent value. This ruling sets a major precedent for future cases where governments may seek compensation for destructive activities such as oil spills, air pollution, and forest fires caused by corporate negligence.





We use only recycled ink cartridges  
in our laser printers.

### Helping a friend in need

Under Canada's new Species at Risk Act, provinces are expected to protect endangered species. If they do not, the federal government can intervene. Although British Columbia's Northern Spotted Owl is the most endangered bird in Canada, the provincial government has done nothing to protect its habitat. In fact, the B.C. government is the largest logger of spotted owl habitat under its Timber Sales program. With the aid of other conservation organizations, the Foundation called on the federal government to make an emergency intervention to protect the remaining spotted owls from going extinct in Canada. The petition is still outstanding and we continue to collect scientific and economic information to add to our case.

### Raising awareness about conservation

The Foundation sponsored a visit to Vancouver by award-winning nature writer David Quammen for the launch of his new book, *Monster of God: The man-eating predator in the jungles of history and the mind*. Best known for his influential work *Song of the Dodo*, Mr. Quammen spoke to hundreds of people at a free public forum. The Foundation also arranged several media interviews which helped spread the conservation message to a diverse and enthusiastic audience.



The Northern Spotted Owl is Canada's most endangered bird. The David Suzuki Foundation is working to protect the owl and its habitat for the future.



We're replacing our older computer monitors with LCD flat screens that use less energy.

## OCEANS & SUSTAINABLE FISHING

CANADA HAS THE LONGEST AND WILDEST COASTLINES in the world, but our oceans and marine species are being harmed by habitat loss, invasive species, over-fishing, pollution and oil and gas exploration. Our Oceans and Sustainable Fishing team works with communities, First Nations, conservation groups, and governments to protect Canada's marine environments and species for the future.

Our multi-disciplinary approach is working. We undertake groundbreaking research into marine and freshwater issues and promote ecosystem-based management and environmental stewardship to industries that are currently harming our oceans. We also work towards establishing effective planning processes that will help stakeholders use Canada's marine resources in a sustainable manner.

Our outreach efforts have raised awareness about the dangers of open-netcage salmon aquaculture that threaten West Coast wild salmon stocks and marine ecosystems. We have become an important and trusted voice for marine conservation across Canada.

### H I G H L I G H T S 2 0 0 3 / 0 4

#### Preventing offshore oil & gas exploration in B.C.

Although a federal moratorium has prevented offshore oil and gas exploration on Canada's West Coast for over 30 years, the B.C. government wants to lift the ban. To make sure the environment was considered in these

discussions, the Foundation made several presentations to federal review panels. We also organized public information sessions in four B.C. cities about the ecological and socioeconomic ramifications of offshore exploration.

Over 2,500 people attended our presentations which featured Dr. Suzuki and internationally respected researchers and policy experts. We succeeded in inspiring thousands to voice their support for the moratorium.

Almost 4,000 British Columbians made submissions to the review panel, and 75% wanted to keep the moratorium in place. Our work to highlight the environmental impacts of offshore oil development continues.





The Foundation re-uses padded envelopes and boxes for mailing.

### **Sailing on the Seas of Change**

The Foundation released *Seas of Change: Ten Recommendations for Sustainable Fisheries on the B.C. Coast*, which highlighted how flaws in current policies ignore ecosystem health and exclude coastal stakeholders. Written by Foundation biologist Suzanne Tank, the report earned national media attention when it was launched at the World Fisheries Congress. The conference attracted 1,500 delegates from 80 countries.



### **Adding to the scientific literature**

We released an independent report that added to the growing amount of scientific evidence linking sea lice from open-netcage salmon farms to drastically lowered stocks of wild salmon in B.C.'s Broughton Archipelago. The report, *Possible Factors Contributing to the Low Productivity of the 2000 Broad Year Pink Salmon*, strongly suggests that sea lice from the 27 commercial open-netcage salmon farms in the archipelago – the largest concentration of farms on the B.C. coast – are a major factor in the regional pink salmon crash.



### **Developing relationships at home and abroad**

Our team regularly attends national and international conferences to learn from the experiences of other jurisdictions, meet with experts from around the world, and spread our message to a global audience. This year our staff visited Norway to discuss aquaculture with key researchers, regulators, and industry leaders – including the CEO of the world's largest aquaculture and fish feed company. The Foundation also attended two conferences in Quebec City, where we negotiated with industry and government, and developed relationships with researchers working on ways to make aquaculture more sustainable.

### **Raising awareness about fish farming**

Fish farming is one of Canada's most contentious environmental issues, and our team has become an important information source for the public and media. This year we helped explain the significance of new reports that found toxic chemicals in farmed fish and joined with fisheries personnel, First Nations, and community groups to oppose expansion of open-netcages in B.C.'s Skeena River region, home to one of the world's largest wild salmon runs. We also continued our work to remove the threat of open-net fish farms from important wild salmon areas such as the Broughton Archipelago by making submissions to federal and provincial regulators. The team continues to raise awareness among chefs, scientists, and media around the world about current unsustainable salmon farming practices.

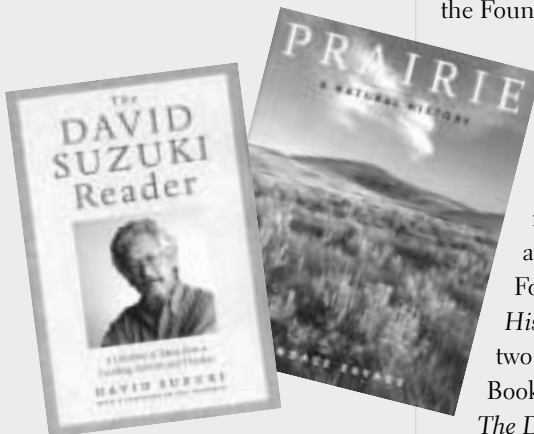


We replaced our old photocopier with a new model which won an award for energy-efficiency from the International Energy Association.

## STAFF & VOLUNTEERS

THE DAVID SUZUKI FOUNDATION has become a trusted voice on Canadian environmental issues thanks to the knowledge, dedication, and skills of our staff and volunteers. Our staff is divided into four program areas and supported by administration, member services, volunteer services, communications, and development. We also have a large pool of short-term contract researchers, analysts, and scientists.

In addition to our paid staff, we are fortunate to attract talented volunteers from all walks of life. They bring a wealth of experience and expertise to our activities. Over one-third of our current staff were once volunteers. Each year our volunteers provide thousands of hours of support to every aspect of the Foundation's operations. We have over 140 volunteer alumni we call upon when we require extra help.



### HIGHLIGHTS 2003/04

#### Representing the Foundation

On behalf of the Foundation, our volunteers have appeared at several events, presentations, and trade shows over the year. They have answered questions from the public, distributed brochures, assisted in the mailing of our materials, and collected e-mail addresses from individuals taking the Nature Challenge.

#### Volunteer committees

Our volunteers play an important role on various Foundation committees. Our Executive Committee, Board of Directors, and Council of Elders are all comprised of volunteers who generously give their time to help find solutions.



Council of Elders

#### Publishing books about sustainability

In conjunction with Greystone Books, the Foundation publishes books on a range

of subjects that spread the message of sustainability around the world.

Our publishing program has added to our reputation as sustainability leaders, and our books are an important resource for scientists, conservationists, and the general public. This year the Foundation published *Prairie: A Natural History* by Candace Savage, which won two Saskatchewan Book Awards including Book of the Year, and the anthology,

*The David Suzuki Reader: A Lifetime of Ideas from a Leading Activist and Thinker.*





Over one-third of our current staff were once Foundation volunteers.

- |                   |                    |                        |                  |
|-------------------|--------------------|------------------------|------------------|
| 1 Teresa Laternus | 13 Otto Langer     | 25 Tara Cullis         | 37 Jeffery Young |
| 2 Dominic Ali     | 14 Ian Bruce       | 26 David Suzuki        | 38 Kim Vickers   |
| 3 Ann Rowan       | 15 Bill Wareham    | 27 Kristin Luhn-Jensen | 39 Sari Sikstrom |
| 4 Heather Deal    | 16 Sarah Freel     | 28 Leanne Davis        | 40 Paul Lingl    |
| 5 Deanna Bayne    | 17 Elois Yaxley    | 29 Jose Etcheverry     | 41 Sheldon Leong |
| 6 Dave Taylor     | 18 Denisa Kubricka | 30 Sarah Marchildon    | 42 Cheri Burda   |
| 7 Panos Grames    | 19 Rory Grewar     | 31 Carol Armour        | 43 Derek Martin  |
| 8 Christine Essex | 20 Hillary Quinn   | 32 Katie Loftus        | 44 Jay Ritchlin  |
| 9 Margo Metcalfe  | 21 David Hocking   | 33 Teresa Mclean       | <b>MISSING:</b>  |
| 10 Linda Yurechko | 22 Jim Fulton      | 34 Nina Legac          | Inna Stolarova   |
| 11 Morag Carter   | 23 Jennifer Brown  | 35 Gerald Richardson   | Dale Marshall    |
| 12 Wendy Dallian  | 24 Shawna Korosi   | 36 Nina Fleming        | Kim Lai          |





Our office is conveniently located to make it easy for staff to walk, bike, or take public transit to work.

## THANK YOU!

**OVER THE YEARS** the David Suzuki Foundation has been supported by the generosity and encouragement of more than 50,000 members across Canada and around the world. Our members continue to inspire us to find practical solutions that will conserve Canada's natural legacy for the future.

Our research, policy analysis, and outreach activities are made possible by contributions from individuals, foundations, and other organizations that support our work.

- **FOUNDERS CIRCLE:** More than 660 members of the Foundation have been with us for a decade or more.
- **LEGACY CIRCLE:** Many individuals currently support our work, but some have also arranged to leave a legacy for future generations by remembering us in their wills.
- **FRIENDS OF THE FOUNDATION:** We have over 6,800 monthly donors whose gifts range from \$10/month to \$500/month. Monthly contributions may be deducted from chequing accounts or charged to credit cards. This convenient method of contributing reduces the Foundation's processing and administrative tasks.
- **EDWARD O. WILSON CIRCLE:** Pulitzer-winning biologist Edward O. Wilson endorsed the Foundation's work by offering his name and thanks to members whose gifts exceed \$500 in a calendar year. More than 570 donors belong to the E. O. Wilson Circle, and many are also monthly donors.
- **ANNUAL FUND:** Over 18,000 individuals and organizations have given us single gifts under \$499.
- **PATRONS CIRCLE:** 35 dedicated individuals and organizations have made gifts of \$5,000 or more.
- **FOUNDATIONS:** Our work is supported by more than 45 foundations throughout North America and Europe.



It is our purchasing policy to support local businesses and Canadian companies before foreign-owned corporations.

## OUR SUPPORTERS

The David Suzuki Foundation's work is dependent on the support of many individuals, foundations and other organizations. We would like to thank all of you for your generosity during our fiscal year.\*

### Individual donors \$1,000 and above

Anonymous  
Jim & Debbie Anderson  
Roy Ball & Darla Drader  
John F. Bankes & Pam Gibson  
Birgit & Robert Bateman  
Gwenne & John Becker  
Debbie Bird  
Judy & Paul Bock  
Jamie & Leah Bras  
Brian Bronfman  
Ellen Bronfman Hauptman & Andrew Hauptman  
Dr. Jane Cameron  
Claude A. Campbell  
Mike Cannell & Judith Desbrisay  
Samuel Chapman  
Eric & Frances Cleveland  
Madeleine Connors Rygh  
Atholl L. Cropper  
Dr. Tara Cullis & Dr. David Suzuki  
Robert S. Cunningham  
Dorothy C. Cutting  
André Desmarais & France Chretien Desmarais  
Roger & Janet Dickhout  
Irene Dickie  
Marna Disbrow  
Peter Ellement & Sarah Layton  
Prof. Frederick Fairman  
George Ferdinands  
Irwin S. Field  
Jennifer Friis & Adam Burni  
John A. Fuerst  
Blair & Margaret Fulton

\*The listed gifts were received between September 1, 2003 and August 31, 2004.

Michael H. Futrell  
Michael Gabriel  
Frederick M. Gallagher  
John A. Gingrich  
John & Joyce Good  
Michael Goodman  
Asha Gosein  
Patrick Goudreau  
Donna Green  
Edward Grimwood  
Anne Hale  
Sarah Haney  
Mona M. Harper  
Judith Harris  
Jamie Heath  
Debby Hill & Jim Chabot  
Dr. Gordon Hollway  
Amelia J. Humphries  
Johane & Chris Imoo  
Alice Irwin  
Richard & Beryl Ivey  
Todd Ivey  
Mike & Barbara Keilhauer  
Theresa Keilhauer  
Elizabeth & Rudy Kerklaan  
Hazel Kilbourne  
Arthur L. Knight  
Gudrun Krannitz  
Norm & Sian Krannitz  
Ursula Kummel  
Joan Leadbeater-Graham  
Dr. Murray Legge  
Hanno S. Lemke  
Kenny P. Leung  
John & Winnifred Liver  
Bea Lorimer  
Alec Lupovici  
Ronald MacFarlane  
Thomas B. McFarlane  
Tim McGee  
Dr. Cortlandt Mackenzie  
Jean Mackenzie  
Johanna McKenzie



Our old computers are donated to charities that re-build them for use in other countries or use them for spare parts.

Donald McMurtry & Gloria Howe  
Vera & Gary McNally  
Dr. Robert Makaroff & Dr. Shauna Little  
Henry & Dorothy Martens  
B. Mary Martin  
Colleen Meiller  
R.H. Drew Meredith & Lori Mitchell  
David & Darrell Mindell  
Peter & Frances Money  
Jean M. Morel  
Lynn T. Murphy  
J. Eric Naylor  
R. Craig Neville  
David Newton  
Chris O'Brien  
Anne O'Conner  
Laurence P. O'Reilly  
Chris Osler & Christine Earnshaw  
John Parks Martyn  
Bill & Joan Paterson  
Lorna C. Pearce  
Barbara & Craig Pollack  
Robert Rice  
Muriel Rieger  
Arnim Rodeck  
Dr. Michael T. Roeder & Antoinette Voûte Roeder  
Harley Rothstein & Eleanor Boyle  
Karl Schlicht  
James O. Scott  
Harold Siden & Anne Gorsuch  
Barbara Sue Smith & Dan Sullivan  
Shelley L. Solomon  
A. Albert Taves  
Dr. Uwamie Tomiyasu  
Mary L. Tucker  
Michael Tyers & Lea Harrington  
Richard Tyssen & Minnie DeJong  
Wendy & Steve Valdes  
Jack Vallentyne  
Earl Vance  
Darlene Varaleau  
Lillian & Stephen Vineberg  
Joseph Vipond  
Lynn G. Voortman

Meredith Webster  
Debbie Weiers  
Ariela Weisfeld  
Alisa & James Wilson  
Patricia A. Wilson  
Jack Woodward  
Mike Wotton  
Mark & Anne Wright-Gedcke

**Foundations and other organizations  
\$10,000 and above**

Anonymous  
The Edward M. Bronfman Family Foundation  
Stephen R. Bronfman Foundation  
The Bullitt Foundation  
Citizens Bank of Canada  
The Comart Foundation  
Eden Conservation Trust  
Famous Players Media – Famous Magazine  
Patrick and Barbara Keenan Foundation  
The Sandra and Leo Kolber Foundation  
Lannan Foundation  
The J. W. McConnell Family Foundation  
The Gordon and Betty Moore Foundation  
The David and Lucile Packard Foundation  
Rockefeller Brothers Fund  
The Stellabar Foundation  
Telus Employees, Hearts At Work Campaign  
Tides Canada Foundation  
R. Howard Webster Foundation

**Estate & Legacy gifts**

Estate of Vera Alice Hansen  
Estate of Jacqueline L. Kindiak  
Estate of Jessie Isabel McLean  
Estate of George W. Machell  
Estate of Elaine Melamed  
Estate of Mary C. Moore  
Estate of Tamara Nicholls  
Estate of Dorothy M. Sharp  
Estate of Muriel W. Townsend  
Estate of Irene V. Wachsmuth  
Estate of George A. Wilson  
Estate of Marion Wolstein

# FISCAL YEAR 2004 STATEMENT OF OPERATIONS<sup>1</sup>

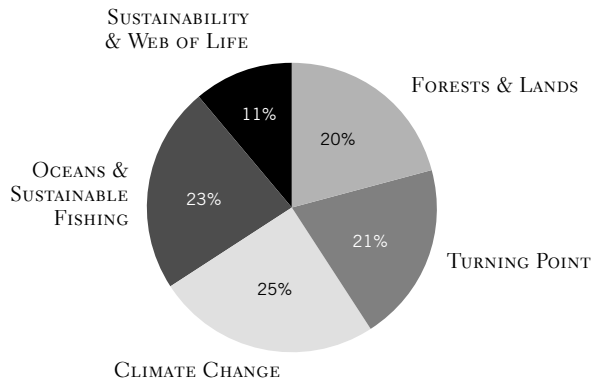
	2004	2003
<b>Revenue</b>		
Foundations	\$2,385,563	\$2,131,142
Donations	3,252,850	3,264,875
Interest & Other	848,318	387,372
Total	<u>6,486,731</u>	<u>5,783,389</u>
<b>Expenses</b>		
Administration	408,983	423,174
Amortization	44,367	43,639
Sustainability & Web of Life		
Education & Communication	7,630	336,449
Projects & Research	356,567	346,370
Climate Change		
Education & Communication	396,225	291,496
Projects & Research	409,174	296,570
Communications	818,994	746,722
Consulting & Professional Fees	78,275	97,810
Forest & Lands		
Education & Communication	50,508	140,001
Projects & Research	570,067	520,956
Fundraising	608,009	438,904
Oceans & Sustainable Fishing		
Education & Communication	159,762	71,422
Projects & Research	559,571	599,809
Musqueam		
Projects & Research		23,175
Office	191,801	186,698
Rent	166,966	147,783
Telephone/Fax	1,281	15,073
Turning Point		
Education & Communication		78,747
Projects & Research	669,350	649,143
Total	<u>5,497,530</u>	<u>5,453,941</u>
Revenue over expenses	<u>989,201</u>	<u>329,448</u>

<sup>1</sup>This statement provides expanded details on the results of operations as previously reported on by our auditors.

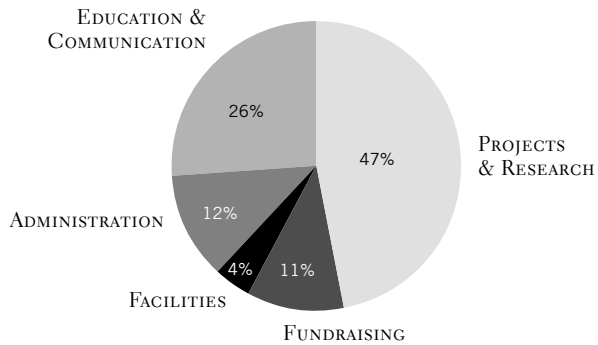
This statement has not been specifically reported on by our auditors and should be read in conjunction with our audited financial statements for the year ended August 31, 2004.

FISCAL YEAR 2004 STATEMENT OF OPERATIONS  
*continued*

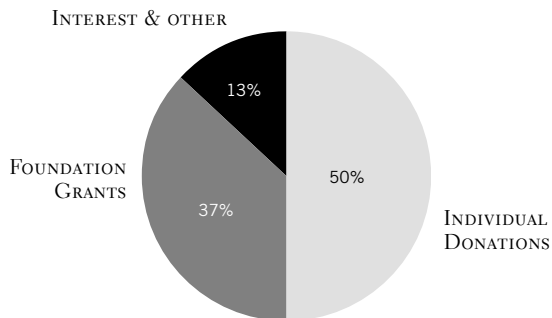
**Projects & Campaigns**  
 including projects & research,  
 education & communication



**Expenditures**  
 as a percentage of total expenses



**Sources of support**





David  
Suzuki  
Foundation

SOLUTIONS ARE IN OUR NATURE

2211 West 4th Avenue, Suite 219  
Vancouver, B.C. V6K 4S2  
Tel: (604) 732-4228  
Fax: (604) 732-0752  
contact@davidsuzuki.org  
www.davidsuzuki.org

The David Suzuki Foundation is a non-profit  
federally registered charity.

CANADIAN CHARITABLE REGISTRATION  
(BN) 12775 6716 RR0001

U.S. CHARITABLE REGISTRATION  
#94-3204049

#### Photo credits

Page 1: Rich Frishman/Frish Photo  
Pages 2, 15: Al Harvey/www.slidefarm.com  
Page 4: City of Vancouver  
Page 5: Dave Chan/PMO  
Page 8: Chris Joseph  
Page 9: Derek Martin  
Page 10, 11: Jared Hobbs/Hobbs Photo Images  
Page 16: Grant Mattice  
Others by Getty Images and iStockphoto.com

#### Design

Arifin Graham, Alaris Design

#### Printing

Western Printers & Lithographers, Burnaby, B.C.

#### Eco-audit environmental benefits statement

This annual report is printed using vegetable-based inks on Mohawk Options paper, made with 100% post-consumer recycled fiber that is processed chlorine-free. This paper is independently certified by Green Seal and the Forest Stewardship Council and is produced using wind-powered electricity. By using this environmentally friendly paper, the following resources have been saved:



7,31 trees



3,104 gallons water (11,750 litres)



643 lbs. of atmospheric emissions (291 kg.)



4,206,682 BTUs of energy

Values were derived from publicly available information at:  
[www.ofee.gov/recycled/cal-index.htm](http://www.ofee.gov/recycled/cal-index.htm)



David  
Suzuki  
Foundation

SOLUTIONS ARE IN OUR NATURE

2211 West 4th Avenue, Suite 219  
Vancouver, B.C. V6K 4S2  
Tel: (604) 732-4228  
Fax: (604) 732-0752  
[contact@davidsuzuki.org](mailto:contact@davidsuzuki.org)  
[www.davidsuzuki.org](http://www.davidsuzuki.org)