

The Pembina Foundation for Environmental Research and Education

Annual Report 2010



Photo: Marty Prentice



About The Pembina Foundation

The Pembina Foundation for Environmental Research and Education supports innovative environmental research and education initiatives. We seek to increase understanding of the way society produces and consumes energy, the impact of these choices on the environment and on communities, and options for the more sustainable use of natural energy resources. The Pembina Foundation is a national registered charitable organization that contracts non-profit organizations and qualified personnel engaged in energy and environmental issues to deliver on its work.

The Pembina Foundation's program areas include:

- Youth Environmental Education
- Conventional Energy Research and Education
- Climate Change Research and Education
- Sustainable Energy Research and Education
- Sustainable Communities
- Environmental Capacity Building
- Public Resource Library

Photo: Marty Prentice

2010 Pembina Foundation Board Members

- Thomas Marr-Laing, President
- Donn Baker, Secretary
- Rick Breen, Treasurer
- Margaret Chandler, Director
- Rob Macintosh, Director
- Kim Sanderson, Director



Letter From the President

Photo: Julia Kilpatrick, The Pembina Institute



▲ *Thomas Marr-Laing is the President of The Pembina Foundation.*

It is inspiring to see how much The Pembina Foundation for Environmental Research and Education has grown and matured since I was first involved in its formation back in the mid-90's. The variety and geographical breadth of the foundation's current projects are well beyond what we had imagined it could become back then. From supporting youth environmental education and helping

to inform the debate about potential environmental risks from pipeline development in northern British Columbia's Skeena watershed, to raising awareness about the huge potential for renewable energy in Alberta and designing solutions to control carbon in Ontario's transportation sector, The Pembina Foundation is truly working at a national level to advance its vision and mission.

While much good work has been completed, there is so much more that needs to be done. The scale and complexity of the challenge of sustainability demands ongoing "intellectual spadework" to research, analyze and develop solutions, as

well as education and communication efforts to engage stakeholders and deliver on these solutions.

We are very grateful for the ongoing support from our donors and funders. The global economic challenges of the past few years have been difficult for many, and this includes charitable organizations. Despite a modest decline in revenues for 2010, we continue to actively engage in energy and environmental issues.

Further, we continue to maximize the value of every dollar we have received. As you can see in the financial summary, over 94% of the 2010 revenues were directed towards programs. We continue to utilize the expertise of service agencies that consistently deliver the quality of research, analysis and education that is respected and gets results. Keeping administrative costs low and optimizing program development and delivery are fundamental commitments to our supporters.

Thank you again to our donors and funders for your generous support. We are pleased to provide you with this summary of our work in 2010 and deeply appreciate your trust and support.

Thomas Marr-Laing

The Pembina Foundation Vision

People understand the connection between how society produces and consumes energy and the impacts these activities have. They choose options that protect the environment and take actions that are environmentally, economically and socially sustainable.

The Pembina Foundation Mission

To research, produce and distribute reliable and relevant information that advances the public's understanding and ability to implement sustainable energy solutions.

Pembina at Work: Building a Sustainable Future

The Pembina Foundation for Environmental Research and Education supported a variety of innovative environmental research and education initiatives in 2010. These initiatives, carried out through agreements with the Pembina Institute, GreenLearning Canada Foundation and other organizations, helped raise awareness of environmental issues affecting people in Canada and around the world, with a special focus on the way we produce and consume energy, and the impact of energy generation and use on the environment and communities. This report features some of the many projects and activities supported by The Pembina Foundation in 2010.

Saving the Skeena

The Gordon and Betty Moore Foundation provided support for work to protect northern British Columbia's Skeena Watershed, one of the most important wild salmon ecosystems in the world. The work was carried out by the Pembina Institute and the Northwest Institute for Bioregional Research, in a partnership that allowed each organization to capitalize on its strengths.

One of the most significant threats to the Skeena is the proposed Enbridge Northern Gateway Pipeline Project, which would connect Alberta's oilsands to supertankers on the British Columbia coast via two 1,170 kilometre pipelines. Pipeline construction, ruptures and leaks all pose serious risks to salmon.

Pembina published several analyses of the Enbridge project, including *Opening the Door to Oil Sands Expansion: the Hidden Environmental Impacts of the Enbridge Gateway Pipeline*; *How Do Two Pipelines Stack Up? Reviewing the Review Processes for the Mackenzie Gas Project and the Enbridge Northern Gateway Pipeline*; and *Pipeline to Nowhere: Uncertainty and Unanswered Questions about the Enbridge Northern Gateway Pipeline*.

The Northwest Institute conducted public outreach throughout northern British Columbia on pipeline issues, including presentations to communities, municipal governments, and First Nations' chiefs and councils. The group also organized a "ThinkPipeline" tour, which brought

two speakers from the United States to northern British Columbia to share information based on experiences with Enbridge pipelines south of the border.

The project helped ignite a passionate debate about the merits and risks of the Enbridge Northern Gateway Pipeline Project. The widespread public concern about the Enbridge pipeline has also provided an impetus for discussions about the types of development northern British Columbia communities would like to see, and the ways that development can be encouraged.

◀ *The Skeena Watershed is home to all five species of Pacific Salmon and supports Canada's second largest wild salmon fishery.*



Photo: Brian Huntington

Driving Down Carbon

Ontario is on the road to becoming a climate change leader in North America. The province has already committed to phase out coal-fired power plants and to increase investments in renewable energy. However, these and other existing policies will only take the province about halfway toward meeting its ambitious greenhouse gas reduction targets.

The Metcalf Foundation provided funding for a project to tackle one of Ontario's largest and fastest-growing sources of greenhouse gas emissions: transportation. The study examined current initiatives, including Ontario's Climate Change Action Plan, Metrolinx's The Big Move, and the Places to Grow Act, and then looked at ways to improve these policies. The resulting report, *Driving Down Carbon: Reducing Ontario's Greenhouse Gas Emissions from the Personal*

Transportation Sector, shows that by improving policies already in place, Ontario could take the equivalent of about one million cars off the road, reducing greenhouse gas emissions as well as traffic and smog. The report recommends that the province prioritize key policy actions in the areas of transit funding, commuter choice, urban planning, vehicle efficiency and electric vehicles.

Following the release of *Driving Down Carbon*, its authors met with members of the provincial government to discuss the report's recommendations, which have significant potential to influence climate, transportation and smart growth policy in the province.



Photo: Taryn McKenzie-Mohr

▲ *New and improved policies proposed by Driving Down Carbon could reduce Ontario's greenhouse gas emissions by 3.6 megatonnes, equivalent to taking about one million cars off the roads.*

Conversations with Albertans on Renewable Energy

The Alberta Ecotrust Foundation funded a project designed to inform and engage Albertans on the topic of renewable energy. *Greening the Grid: Powering Alberta's Future with Renewable Energy*, a 2009 report also created with support from Alberta Ecotrust, found that Alberta's future electricity demand could be entirely met by tapping into the province's clean and renewable energy resources. However, despite Alberta's vast renewable energy resources — including one of the best wind resources in Canada — there has been little public discussion about the province's renewable energy potential.

"Conversations with Albertans on Renewable Energy" took the findings from *Greening the Grid* to the people of Alberta through a series of outreach events, including panel discussions; workshops; university lectures; meetings with community leaders and decision-makers; and public presentations, which were frequently attended by members of local governments. The project also helped bring one of North America's preeminent renewable energy experts, Paul Gipe, to Alberta for two public lectures and a keynote conference speech. This outreach was supported by the production of two new fact sheets, "*Community-Owned Renewables*" and "*Renewable Energy: FIT (Feed-in Tariffs) for Cities.*"

Momentum generated by "Conversations with Albertans on Renewable Energy" contributed to the creation of the Alberta Green Energy Alliance in the fall of 2010. The Alberta Green Energy Alliance was formed by a diverse array of people and organizations, including farmers, small businesses, non-profits and aboriginal groups, in support of low-impact renewable energy in Alberta.

The Oliver Building in Edmonton, Alberta, features photovoltaic panels that also operate as sunshades. The panels keep the building cool while also generating clean, emission-free energy. ▶



Photo: Roberta Franchuk, The Pembina Institute



Photos: Nadine Reynolds, Greenlearning

▲ Redfish students backpack around Slocan Lake in British Columbia.

In the Field, For the Future

With support from the Catherine Donnelly Foundation, the second semester of the Redfish School of Change was held from May 12 to June 19, 2010. The Redfish School of Change is a unique six-week field school designed for young people who want to lead the way in creating ecological sustainability and social equity in their communities. Sixteen students from across Canada participated in the 2010 semester. In a fusion of academic and experiential learning, the students travelled from the mountains of the Slocan Valley to the coast of southern Vancouver Island, visiting innovative sites and engaging with experts in the field of environmental and social justice. Each student developed a community project, taking it from idea to action plan. The students implemented these projects with support from Redfish instructors in the months following the field school. Projects currently being pursued by Redfish alumni include:

- establishing a new youth food security group in Halifax,
- developing a program to link youth volunteers with restoration projects and organic farms in Victoria,
- designing a youth engagement program for new immigrants in Toronto,
- raising awareness about pollution and marine wildlife protection in Montreal,
- teaching children about the environment through arts,
- facilitating an urban gardening festival, and
- bringing environmental education into Girl Guides' programming.



▲ Students gather for a class held around a campfire.

The Redfish School of Change was created by GreenLearning Canada in collaboration with Pearson College and the University of Victoria School of Environmental Studies. Students receive three transferable credits from the University of Victoria upon successful completion of the program. For more information, visit www.schoolofchange.ca.

Making a Difference

The work of The Pembina Foundation is made possible by generous support from organizations and individuals. Here are just a few of the dedicated and passionate people who make it all possible, and their reasons for supporting Pembina.

“We first learned about Pembina while visiting friends in Western Canada and reading the news. What impressed us is that they were taking a stand right in the heart of Canada’s natural resource sector. That takes courage, but it also means they are on the ground where they can have a greater impact. If Canada can learn to extract oil and other resources in a cleaner and more responsible way, we will have created technology and models that the rest of the world can use. Pembina helps to find those solutions.”
— Hugh Cameron and Heather Hume, Westmount, Quebec



“We’ve been doing a lot of reading on climate change and energy policy issues for years. So it didn’t take long to figure out that Pembina is a major voice in these areas. Pembina’s positions corroborate a lot of what we have been reading in the scientific literature about the urgency of dealing with climate change and getting emissions down, so they resonate with us a good deal. Pembina’s work informs public opinion, as well as the politicians and civil servants who have to come up with viable policy options — that’s a critical role. We have organized our annual charitable giving very carefully and yours is one that we wouldn’t want to miss out on!”
— John and Judith Grant, Toronto, Ontario

“I have known of Pembina for many years, but it was the release of their *Greening the Grid* report a few years ago that really caught my attention. That report inspired me to do more research in renewables and efficiency and caused me to ramp up my own environmental activism. I also want to accelerate the debate on carbon pricing in Canada and Pembina is a respected and credible contributor to that debate. I became a donor because I think Pembina’s voice needs to be at the table.”
— Roger Gagne, Calgary, Alberta



A donation to The Pembina Foundation is one of the best ways to magnify your personal commitment to a sustainable future. To support our work, please visit www.pembinafoundation.org/donate or contact Barb Bundt, Executive Director of The Pembina Foundation, at 780-542-2865 or barbb@pembinafoundation.org.

Leaving Your Personal Legacy to the Environment

Bequests to The Pembina Foundation

A Gift to Future Generations

The work of **The Pembina Foundation for Environmental Research and Education** includes environmental education programs and innovative research on issues such as climate change, sustainable energy and reducing the impacts of conventional energy.

We work with communities, teachers, businesses and government in advancing understanding and action on critical energy and environmental issues. Legacy gifts will enable us to continue addressing current and future environmental challenges.

A bequest to The Pembina Foundation is a simple but powerful way of contributing to the environmental health of the planet.

- Bequests act as personal testimony to your interest in ensuring clean air, land and water for our children and communities.
- There are tax savings for your estate which allow you to support our mission while still benefitting your other beneficiaries.
- When creating a bequest in your will, you may choose to leave the residue of the estate, a specific dollar amount or other asset(s), or a specific percentage of your estate to The Pembina Foundation.

If you would like to discuss in confidence leaving a personal legacy to The Pembina Foundation, or to chat about various giving options such as gifts of life insurance, please contact:

Barb Bundt
Executive Director
The Pembina Foundation for
Environmental Research and Education
P.O. Box 7558, 5001 – 67 Street
Drayton Valley, AB T7A 1S7
Phone: 780-542-2865
Fax: 780-542-6464
Email: barbb@pembinafoundation.org

Bequests are personal matters, and we recommend you consult a lawyer or financial advisor before completing any estate plans.



*The wise man does not lay up treasure.
The more he gives to others, the more he
has for his own. — Lao-Tze (600 BC)*

Supporters

Thanks to the generous support of the following individuals and organizations, The Pembina Foundation for Environmental Research and Education was able to engage experts to work on a number of critical environmental research and analysis projects in 2010.

\$500,000+

Hewlett Foundation (The William and Flora)

\$100,000-\$499,999

Walter & Duncan Gordon Foundation

\$50,000-\$99,999

Bullitt Foundation (The)
J.W. McConnell Family Foundation (The)
Townshend/Lamarre Foundation, an advised fund of Silicon Valley Community Foundation
Anonymous

\$20,000-\$49,999

Alberta Culture and Community Spirit

\$10,000-\$19,999

Alberta Ecotrust Foundation
Rob and Lori Macintosh
Anonymous donor at Toronto Community Foundation

\$5,000-\$9,999

glasswaters foundation
Gordon K. Harrison
Ed Lambert
Garry Mann
Rick and Donna Sukovieff

\$1,000-\$4,999

Ahmed-Stelfox Family*
Harold Bird
Brainerd Foundation (The)
Neil Camarta
The Daly Foundation
Edmonton Community Foundation
Lance and Judy Floer
Roger L. Gagne
John and Judith Grant
Hellevang Consulting and Ventures Ltd
Alan J. Kapler
Kroeker Farms Limited
Luna Trust
Don Macintosh
Robert Page
Tracy and Maria Raynolds
Wesley Stevens
Robert Swallow
Anonymous (3)

\$500-\$999

Vivian Broks
Barb and Sam Bundt
Hugh Cameron and Heather Hume
Rob Feddema
Jim Gray
Sam and Ruth Ann Horwood
Jackson Power and Electric
Jamie and Ingrid Macintosh
Larry Mackillop and Linda Arthur*
Tom and Lisa Marr-Laing
Ray and Anne Morris*

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Nigel Teucher
Bob and Sherill Willard
Anonymous (2)

\$100-\$499

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Ian Anderson
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Nigel Ashworth*
Joan M. Baker*
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Barry Booth*
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Mrs. Helen Brink*
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Greg Brown
Gary Burns*
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Lori Chamberland
Dale Chandler*
Carrie Charron*
Dave Collacutt*
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D. A. Davidson
Heather Dickey
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Bruce Gillespie
Jean-Michel Gires
Thomas Grandi*
Lucas Habib*
Mr. David R. Hahn

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Antony Kennard*
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Iona Kennedy
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Ken Klatt
Nancy Knechtel
John Kokko
Harry Krawchuk
Gord Lambert
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Bill Longstaff
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Roger J. Middleton
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Helen Mogensen*
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Terrafrog Clothing Corporation*
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Dr. Margaret Van de Pitte
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Anne and Dale Watson
Robin and Marian White*
Shelley Willson-Cross and John Cross*
Michael Wolfson
Coralie Woodley
Bill Woolverton*
Gustave Yaki
Howard L. Yeager and Marcia L. Perkins*
Dianne Zimmerman
Anonymous (10)*
Anonymous (12)

Up to \$99

Robert and Shirley Anderson
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Doris A. Arnold*
Jo-ann D. Ashford
Dan Balaban
Nora Balogh*
Sandra Barnes*
Tyson P. Bartel*
Joan and Ronald Begley
Sydney Bell
Eric Billingsley*
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Mike Danysz
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Madeline Lavender
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David McKee*
Roy Millen*
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Harold and Charmaine Neth
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Devon Page
Myrna Pearman*
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Dr. Edwin M. Pennington*
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Devon Page
Myrna Pearman*
Rick Pelletier*
Dr. Edwin M. Pennington*
Dorothy M. Peterson
Ian Picketts
Roy and Beatrice Piepenburg
June Pinkney

Environmental Youth Education

The Pembina Foundation for Environmental Research and Education is grateful to the following organizations for their support in bringing innovative environmental education programs to classrooms across Canada. GreenLearning Canada delivered on these initiatives.

\$20,000-\$49,999

Catherine Donnelly Foundation (The)
Ontario Ministry of the Environment
Ontario Trillium Foundation (The)
Scotiabank
Suncor Energy Foundation

\$10,000-\$19,999

Hydro One Inc
McLean Foundation
Nexen Inc.

\$1,000-\$4,999

Alexander Holburn Beaudin & Lang LLP
ConocoPhillips Canada
Victoria Foundation

\$500-\$999

Canadian Teachers' Federation

* These individuals have made an ongoing commitment to The Pembina Foundation with monthly donations.

2010 Financials

The Pembina Foundation for Environmental Research and Education

REVENUE

Foundation Program Grants	\$1,312,933
Individual Donations	266,150
Corporate Program Contributions/Donations	121,554
Government Program Grants	64,151
Contractor Services	62,123
Interest Revenue	6,754
Membership Fees	175

TOTAL REVENUE	\$1,833,840
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EXPENSES

Program Costs Under Contractual Agreements*	\$1,730,645
Wages and Wage Costs	62,316
Administrative Expense	24,755
Professional Fees	9,436
Staff Training	—
Insurance	2,260
Bank Charges	1,679
Amortization	750
Office	737
Advertising and Promotion	573
Unrecoverable GST	239

TOTAL EXPENSES	\$1,833,390
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EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FROM OPERATIONS	\$450
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LOSS ON DISPOSAL OF EQUIPMENT	—
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EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$450
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* The Pembina Foundation enters into contractual agreements with environmental research and education experts at other organizations to deliver on its work.

This statement is an excerpt from the audited financial statements prepared for The Pembina Foundation and excludes the audit report, other pertinent statements and notes to the financial statements. Users are cautioned that this statement alone may be inappropriate for their purposes.

Photo: Marty Prentice



For more information, contact:

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