

The Pembina Foundation for Environmental Research and Education

Annual Financial Report 2012



Photo: Roberta Franchuk

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



Photo: Marty Prentice

2012 Pembina Foundation Board Members

- Thomas Marr-Laing, Chair
- Martin Prentice, Secretary
- Rick Breen, Treasurer
- Angela Angel, Director
- Janice McDougall, Director
- Dave Mussell, Director

Letter From the Chair

The Pembina Foundation for Environmental Research and Education faced a challenging yet productive year in 2012. Thanks to our generous donors we were able to continue leveraging the expertise of service agencies — such as the Pembina Institute and GreenLearning Canada — to consistently deliver high-quality research, analysis and educational materials that gets results. Our work spanned a range of energy issues across the country, as well as exciting programs in youth environmental education.

In the Shadow of the Boom examined the effects, both positive and negative, of oilsands production and exports on Canada's economy. It also took a much-needed look at the longer-term economic implications of Canada's increased reliance on oilsands expansion to support economic growth and generate public revenue. This work was a top download, and was widely discussed across the country.

The Foundation also supported work in Ontario around transportation-related energy use. *Drivers' Choice: Options to manage gridlock and fund rapid transit in the GTA* and the *RBC-Pembina Home Location Study* surveyed Ontario residents about their commuting and homebuying patterns and preferences. Both found that drivers would prefer a shorter commute and better public transportation options, even paired with a smaller or more-expensive home. This finding has important implications for transportation policy in the province.

Representatives from a wide variety of sectors were surveyed and their thoughts on the province's carbon tax were presented in *British Columbia's Carbon Tax: Exploring perspectives and seeking common ground*. The publication also explored carbon tax design issues and communications challenges.

Staff from five municipalities in Washington and Oregon were interviewed for a report on *Electric Vehicle Charging Stations*. The piece outlined the municipalities' insights on successfully planning and installing EV charging stations — an important step in supporting the adoption of electric vehicles in Canada.



Photo: Julia Kilpatrick

The Foundation's collaboration with GreenLearning Canada continued in 2012. In addition to an expanded selection of free education programs and lesson plans that address energy and environment-related topics in a wide range of subjects from grades four through 12, we also supported the Redfish School of Change field school for post-secondary students.

We are proud that we have been able to keep administrative costs low and optimize program development and delivery, as these results indicate.

Thank you again to our donors and funders. We are pleased to provide you with this financial report and deeply appreciate your trust and generous 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.

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:

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The Pembina Foundation for Environmental Research and Education
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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)**



Photo: Rebera Franchuk

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 2012.

Individual supporters

\$50,000-\$99,999

Laura Jackson
Anonymous (1)

\$10,000-\$19,999

Neil Camarta

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Environmental Youth Education

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

\$50,000-\$99,999

Suncor Energy Foundation

Tracy and Maria Raynolds
Victoria Foundation

\$10,000-\$19,999

Rob and Lori Macintosh

\$500-\$999

Don Macintosh

\$5,000-\$9,999

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\$1,000-\$4,999

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Alex Taylor
Mr. Maurice and Mrs. Mary Tebo
Mr. G. Clarke and Mrs. Eleanor Topp
Brian Vaillancourt
Shelley Willson-Cross and John Cross
Tom and Joanne Wispinski
Anonymous (38)



Photo: Roberta Franchuk

2012 Financials

Revenue

Foundation Program Grants	\$ 619,669
Individual Donations	77,055
Sponsorship	73,104
Contractor Services	67,249
Interest Revenue	3,688
Total Revenue	\$ 840,765

Expenses

Program Costs Under Contractual Agreements*	\$ 640,611
Wages and Wage Costs	67,256
Contractor Services	48,369
Travel	15,970
Administrative Expense	11,384
Professional Fees	9,514
Program Materials and Supplies	6,629
Unrecoverable GST	3,787
Bad Debts	3,000
Insurance	2,260
Bank Charges	1,265
Office	842
Advertising and Promotion	600
Amortization	369
Total Expenses	\$ 811,856

Excess (deficiency) of revenue over expenses **\$ 28,909**

* 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: Roberta Franchuk

For more information, contact:

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