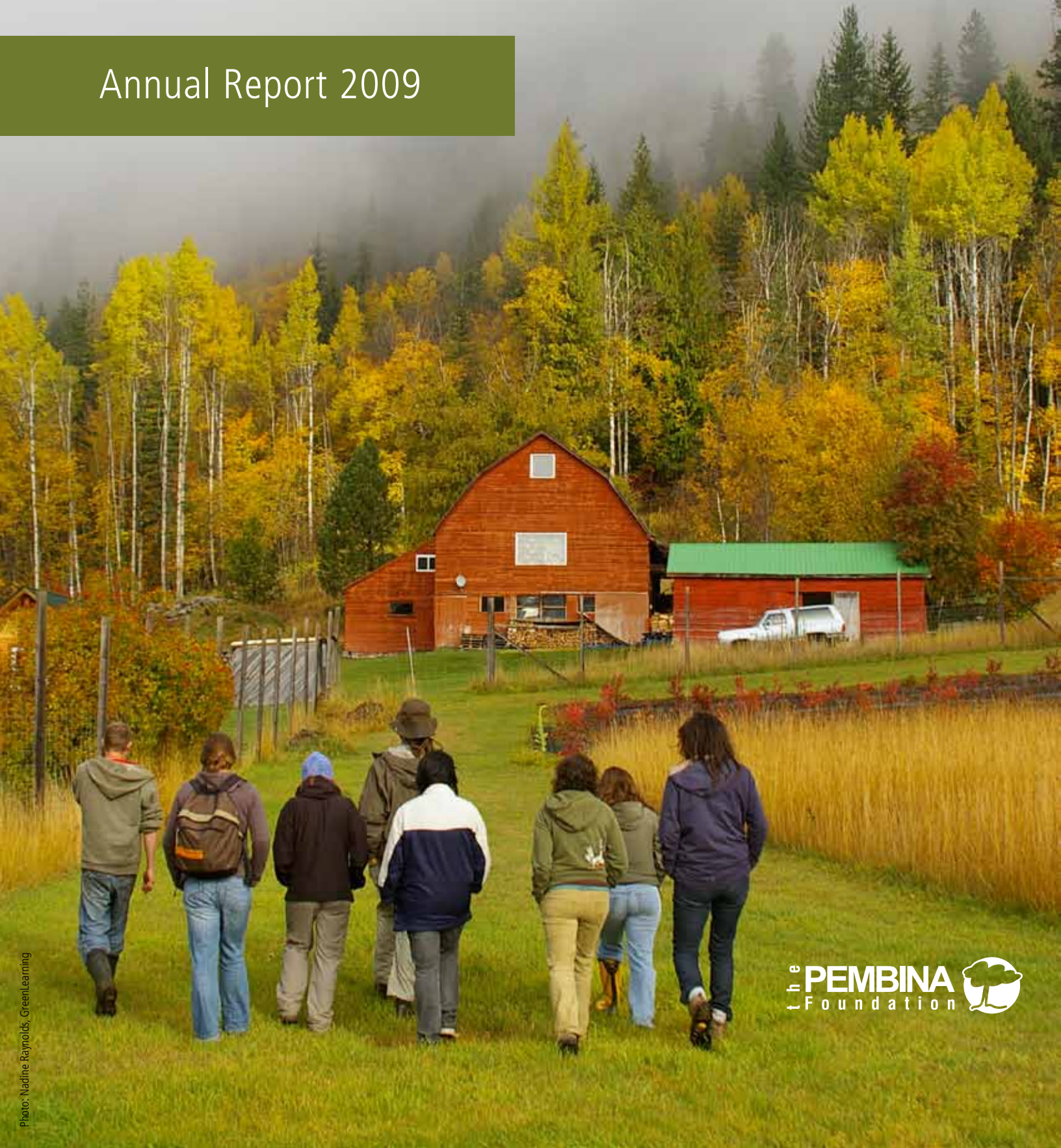


# The Pembina Foundation for Environmental Research and Education

Annual Report 2009



A 2009 report funded by the Pembina Foundation concluded that Alberta's electricity demand could be entirely met by tapping into the province's vast clean and renewable energy resources. For more information, see the story on page 5. On the right, the Drake Landing Solar Community in Okotoks, Alberta.



Photo: David Dodge, The Pembina Institute

# 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.

Photo: Nadine Reynolds, GreenLearning



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

◀ A typical classroom for students in the Redfish School of Change, a unique field school created by GreenLearning in collaboration with Pearson College and the University of Victoria School of Environmental Studies. Redfish held its inaugural semester in the summer of 2009. For more information, see the story on page 4.

## 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.*

## Mission

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

# Letter From the President

Photo: David Dodge, The Pembina Institute



## 2009 Pembina Foundation Board Members

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

With a major recessionary storm to weather and a shrinking revenue base for many individual donors and foundations, 2009 has been a tough year for many charitable organizations. It is most gratifying to report that the Pembina Foundation weathered the storm well. Blessed by the continued support of many of our long-standing funders, we experienced only a slight decline in revenues. We have been able to continue to support our priority programs and projects in environmental research and education thanks to a combination of focused and committed supporters and top-notch project development and delivery by the service agencies and contractors undertaking our work.

The need to shift our society toward much more environmentally sustainable, socially just, and economically viable energy production and consumption has never been greater. As energy demand soars in the emerging economies of the south, and continues to grow in Canada and many other industrialized countries, we are coming face-to-face with signs that our current energy systems are fundamentally unsustainable. At the same time, a growing environmental consciousness, increased human innovation in areas of policy and clean energy technology, and a more aware public give cause for optimism that truly sustainable energy solutions can and will emerge. This is the focus of our work, and we continue to seek your help in realizing that vision.

This past year we shared in the loss of Peter Dickey, a long-serving director and past president of the Pembina Foundation who made a major contribution to the growth and strength of the organization. His innovation, intellect, positive energy, and smile will be sadly missed.

We also have positive news to share: in September 2010, an independent national environmental education organization will be born. GreenLearning Canada Foundation will acquire the Pembina Institute's formal school-based and informal youth environmental education programs and staff. The Pembina Foundation will direct work involving youth education to GreenLearning Canada and looks forward to a productive and rewarding working relationship with this newly independent national leader in environmental education.

Again, we thank you, our donors and funders, for your generous support to date and the good work it has made possible. We hope that we can continue to earn your support and are pleased to provide you with this synopsis of our work over 2009.

A handwritten signature in black ink that reads "Rob Macintosh". The signature is fluid and cursive, with a long, sweeping underline that extends across the width of the text.

# Your Donations at Work

The Pembina Foundation for Environmental Research and Education supported a variety of innovative environmental research and education initiatives in 2009. These initiatives, carried out through agreements with the Pembina Institute 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 2009.

## GreenLearning

### Redfish School of Change Celebrates Successful Launch

*“The Redfish School of Change was the most intellectually stimulating and meaningful experience of my post-secondary career. It not only opened my eyes to the social and environmental concerns in my own community, but how I can be a part of changing them.”*

— Participant, 2009

Photo: Nadine Reynolds, GreenLearning



▲ *The Redfish School of Change combines academic and experiential learning. Above, Redfish students hike on Discovery Island, southeast of Victoria, British Columbia.*

The inaugural semester of the Redfish School of Change, a unique six-week field school that combines academic and experiential learning, was held from May 18 to June 26, 2009. Sixteen Canadian youth travelled through British Columbia from the mountains of the Slocan Valley to the marine coast of Vancouver Island while learning about ecological sustainability and social equity issues. The participants toured ecological restoration sites, worked on organic farms, conducted ecological sampling in three bioregions, explored food security and sovereignty locally and globally, and engaged with an array of change agents in the field of environmental and social justice. Participants also developed projects to pursue in their own communities, from protecting marine wildlife to changing the food options available on school campuses. The Redfish School of Change is a partnership program between GreenLearning Canada, Pearson College, and the University of Victoria School of Environmental Studies. The program was made possible by generous support from several supporters including its founding sponsor, Shell Canada.

### Key Stakeholders Design COOL 2.0

With the support of the Suncor Energy Foundation, the GreenLearning team has completed the design phase of an exciting new project. COOL 2.0, a collaborative online community for teaching and learning about climate change, will support teachers and foster student engagement and action. COOL 2.0 will primarily target provincial high school curricula with a special emphasis on science and geography.

The design process for COOL 2.0 included an online forum that allowed teachers and others in the education field to help shape thinking about the project. GreenLearning also conducted a four-day design retreat that brought together teachers, curriculum consultants, ministry of education representatives, youth and other stakeholders to define the current needs in climate change education and determine the resources, strategies and functionalities that teachers and students need most. The final design concepts for COOL 2.0 were vetted with a lead web architect from IBM's Design Leadership team and summarized in a blueprint mapping the way forward.

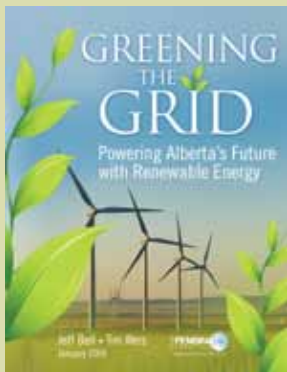
## eCards Expands its Content and Reach

With GreenLearning's popular eCards program, students in Grades 7 to 12 can research renewable and non-renewable forms of energy, create electronic cards with their own message and artwork, and send their cards to a family member, a local decision maker — or even their premier.

In 2009, GreenLearning launched a new climate change unit and an eCards-to-Copenhagen activity with funding from the Ontario Trillium Foundation. eCards-to-Copenhagen was created in partnership with UNICEF Canada to give young Canadians a voice at COP 15, the United Nations Climate Change Convention in Copenhagen. With the new eCard unit on climate change, students learned about the science of climate change and the significance of the Copenhagen conference, and then created eCards. They sent their eCards to UNICEF's Canadian youth delegates, who presented the messages at the Children's Climate Forum in Copenhagen.

A new unit on oil and gas was also added to eCards in 2009. It includes videos with experts in the field as well as global and Canadian facts about crude oil and natural gas. By the end of 2009, eCards included seven topic resource centres: Solar Energy, Wind Power, Nuclear Power, Arctic Glaciers, Energy Success Stories, Climate Change, and Oil and Gas.

Other recent additions to the eCards program include an eCard Showcase that allows students to see exemplary eCards from students across Canada, as well as an interactive wind turbine for the Wind Power topic resource centre. To learn more, visit the eCards website at <http://ecards.greenlearning.ca>.



## Alberta, From Brown to Green

Alberta's electricity demand could be entirely met by tapping into the province's vast clean and renewable energy resources — even if electricity consumption doubles over the next 20 years. This was the exciting finding of the 2009 report *Greening the Grid: Powering Alberta's Future with Renewable Energy*. The report and subsequent outreach on its findings were made possible by funding from Alberta Ecotrust and an Alberta Community Spirit Donation Grant. Today Alberta has the most polluting electricity system in Canada, with coal-fired power plants accounting for 23% of the province's greenhouse gas pollution. *Greening the Grid* outlines *Pale Green* and *Green* scenarios for meeting the province's electricity demand. The more aggressive Green scenario demonstrates how Alberta could move from 70% coal to 70% clean energy in only 20 years using proven technologies already in use in Alberta and elsewhere.

## Young Leaders' Summit on Northern Climate Change

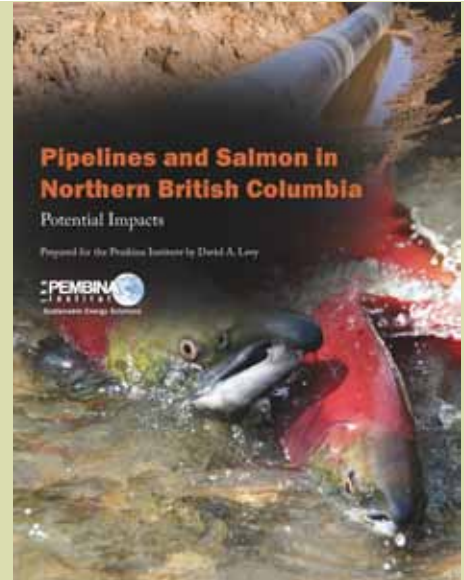
In August 2009, 60 youth from across Canada gathered in Inuvik, Northwest Territories, for the Young Leaders' Summit on Northern Climate Change. The goal of the summit was to empower young leaders from the North and the South to tackle the greatest challenge facing the planet: climate change. The challenging and inspiring four-day gathering included a mix of outdoor field-trips, indoor presentations and participatory activities, including mock UN negotiations to explore international climate policy. Participants came away with stronger leadership skills and the ability to effectively communicate the impacts of climate change in their communities and around the world. The summit took place just a few months before the 2009 United Nations Climate Change Conference in Copenhagen, Denmark. Participants, eager to make their voices heard in the international debate, concluded the summit by issuing a declaration on northern climate change. The Young Leaders' Summit on Northern Climate Change was made possible by funding from several sources, including the Walter and Duncan Gordon Foundation and the Oak Foundation. For more information about the summit, visit [www.climateleaders.ca](http://www.climateleaders.ca). The summit was hosted by the Northern Voices Coalition, which includes the Arctic Athabaskan Council, Climate Action Network Canada, Ecology North, Gwich'in Council International, and the Pembina Institute.



*The Young Leaders' Summit on Northern Climate Change brought ► 60 young Canadians together in Inuvik, Northwest Territories, to discuss climate change, share their stories and build their skills.*

## Oil and Salmon Don't Mix

The proposed Enbridge Northern Gateway Pipeline Project would pose serious risks to salmon ecosystems that are already under stress, according to the 2009 report, *Pipelines and Salmon in Northern British Columbia: Potential Impacts*. The project would consist of two 1,170 kilometre parallel pipelines running from the Alberta oil sands to the coast of northern British Columbia. More than 700,000 barrels of petroleum products would cross the rivers, mountains and valleys of British Columbia each day. The pipelines would cross and in some places run parallel to major salmon rivers in British Columbia's Upper Fraser, Skeena and Kitimat watersheds, which contain some of the highest quality habitat for wild salmon and steelhead trout in Canada. The report, made possible by the generous support of the Gordon and Betty Moore Foundation, found that an oil spill would be likely to occur and could cause irreversible harm to salmon and salmon habitat. The report recommends that the serious risks posed to salmon and salmon habitat be taken into consideration before any new pipeline projects are approved for northern British Columbia.



## The Waters That Bind Us

Research funded by the Walter and Duncan Gordon Foundation and published in the report *The Waters That Bind Us: Transboundary Implications of Oil Sands Development*, found that current water management practices are not sufficient to protect water in northern Alberta and the Northwest Territories from the impacts of oil sands development. Oil sands development uses large quantities of freshwater and produces large amounts of toxic waste, posing risks to water quality and quantity both locally and downstream. The report includes a number of recommendations for improving water management and minimizing risks to water, including a pause on new oil sands lease sales and oil sands approvals until stronger environmental rules to protect water are put in place. The report was widely covered in the media, including stories by CBC News Radio, CBC Television Northbeat, the *Calgary Herald*, the *Edmonton Journal*, *Fort McMurray Today* and The Canadian Press. Presentations about the impact of oil sands development on water resources were given in conjunction with the release of the report, and a summary fact sheet was made available online and distributed to all Aboriginal groups in the Northwest Territories and at a number of public events.



Photo: David Dodge, The Pembina Institute

▲ Oil sands development is impacting the Mackenzie River Basin, which links Alberta's oil sands region with communities downstream in northern Alberta and the Northwest Territories.

Photo: David Dodge, The Pembina Institute

## Encouraging Local Renewable Energy in British Columbia

The Catherine Donnelly Foundation funded a project to accelerate the development of green electricity and heating projects in British Columbia, and to build community support for those projects. Low-impact, renewable energy projects have the potential to be an integral part of British Columbia's transition to a climate friendly future. Examples of such projects include electricity generated from wind turbines and heat captured from a sewer system. As background material for the project, a primer on feed-in tariffs, *Feeding the Grid Renewably*, was produced. A *feed-in tariff* is a premium price that is set by the government for anyone who can supply (or feed) renewable energy into the grid. The project included a call to municipalities, regional districts, and others to discuss barriers to community energy projects. The dialogue revealed that the process and pricing regime that BC Hydro uses to purchase energy is not always conducive to the development of community-based renewable energy projects. For example, the energy plan for the City of Dawson Creek, British Columbia, includes plans to build municipally-owned wind turbines. Despite the benefits of the Dawson Creek wind project, including high environmental quality, high community visibility and support, and local economic development, it would likely not be competitive with other projects in a BC Hydro call-for-power. One outcome of the project was a briefing note to the province recommending the development of a new electricity purchasing policy. The new policy would apply to green power projects developed by local governments, and would guarantee a rate that reflects the additional value of locally-owned, small-to-medium-scale renewable energy projects. If the recommended policy is implemented, anticipated benefits include local economic development, reduced greenhouse gas emissions, and improved community awareness and support for green energy.



▲ *Locally-owned small and medium scale renewable energy projects can have many environmental and social benefits.*

## Clearing the Air on Oil Sands Myths

The report *Clearing the Air on Oil Sands Myths* responds to a growing body of spin about the environmental impacts of oil sands development. According to the report, "There is simply no denying it: oil sands operations have major impacts on land, air and water. In an era when climate change is threatening to fundamentally change the planet, it is critical to understand the full environmental and social costs of these projects." *Clearing the Air* provides the full context and facts about oil sands development with concise, referenced information on its environmental impacts. The report was accompanied by an online slide show debunking 23 false claims about the environmental impacts of oil sands development. "We wanted to make sure that decision makers, the public and the media had access to the full story when considering and discussing oil sands development," noted lead author Jennifer Grant. The report and slide show were made possible by a grant from the William and Flora Hewlett Foundation.



Photo: David Dodge, The Pembina Institute

◀ *Clearing the Air on Oil Sands Myths debunks the most common untruths about the environmental impacts of oil sands development.*

# Donor Profiles: Investing in Change



## Edwin Kroeker

For Edwin Kroeker, donating to the Pembina Foundation was all about honouring the philosophy of his grandfather, who started Kroeker Farms in southern Manitoba in 1928. Eighty-two years later, Kroeker Farms is one of Canada's largest organic growers.

"Farmers always have been environmentally responsible," Edwin says. Indeed, they need to be to farm the same land for nearly a century. Kroeker Farms is also socially responsible, donating about 10% of profits to charity each year. When the total dollar amount became unmanageable, the shareholders started to designate their share of the donation funds, Edwin says.

That's how Edwin, who lives in Hudson, Massachusetts, found himself with just a few days to specify the recipient of his share last year. He started to look into oil sands development and became very interested. Edwin knew he wanted to donate his share of the donation funds to an organization with Canadian roots, and roots in Alberta if possible. A web search brought him to Pembina.

"The more I looked, the more I liked," he says. "It included an educational component, which was very important to my grandfather." An engineer, Edwin was also impressed by the research reports and summaries he saw.

"Part of what I didn't like about other organizations was that they had too many scare materials in their online information," he said. "When I looked at Pembina, everything I saw looked balanced and complete...I thought this is a wonderful organization."



## Jocelyne Daw & Bob Page

For Jocelyne Daw and Bob Page, giving to the Pembina Foundation is a natural fit. Jocelyne is an expert in non-profit management, while Bob is head of the National Round Table on the Environment and the Economy at the University of Calgary. The couple likes to invest in areas that are in line with their backgrounds, education and experience, and they each have their own reasons for supporting Pembina.

"I've been impressed with the way in which Pembina operates and is strategic and responsible with money," Jocelyne says, drawing on her expertise in the non-profit sector. "Being a non-profit is just a charitable tax status. You are essentially running a small business."

Bob, on the other hand, is impressed by Pembina's long history of reaching out to people in other sectors. "They have a broader perspective, which is more useful in finding solutions. Solutions come from informed opinion, not just opinion," he says.

Bob has seen the organization stand its ground in the middle of an increasingly polarized debate on oil sands development. "They've taken abuse from both sides, but that's where the solutions are going to come from," he says. "Sustainable energy solutions are only going to come from people with credibility on both sides."

Without Pembina, "Alberta would be very different," Bob says. "They've played a leadership role on environmental issues over the years. They've provided very important information for the public debate, and they've taken aggressive action."

And at the end of the day, the Pembina Foundation remembers to say thank you. "I've been very impressed with the care and attention in terms of keeping donors informed and feeling appreciated," Jocelyne says.



## Sam Horwood

As Sam Horwood retires from a 50-year career as a medical doctor, which spanned from neonatal intensive care to psychotherapy, he's looking forward to going back to some of the things he's loved since the very beginning. The environment "has always been a very important area for me from quite a young age," he says. "I remember as a school-aged kid going to camp and treasuring the outdoor experience."

"I recently planted some native plants in our backyard and they're thriving, and they bring so much joy to us...I hope we'll be able to do more of those things." It's fitting, given Sam's love of the outdoors, that he's chosen to support organizations that work to protect the environment.

The Hamilton, Ontario, resident first learned of Pembina when he received a brochure in the mail a few years ago. "I've been to Alberta probably a half-dozen times, but I didn't have any awareness of an organization like that in Alberta, so it piqued my interest," Sam says. "I thought they were doing extremely important work around environmental issues."

Not only is Sam looking forward to having more opportunities to experience the great outdoors in his retirement, he's also anticipating having more time to learn about the issues and Pembina's work. "I think that environmental organizations are doing miraculous things in challenging the status quo," Sam says. "It's so worthwhile, and increasingly there are some successes."



# 2009 Financials

Photo: David Dodge, courtesy of CPAWS

## The Pembina Foundation for Environmental Research and Education

### REVENUE

Foundation Program Grants	\$1,510,055
Corporate Program Contributions/Donations	254,584
Individual Donations	77,913
Contractor Services	42,373
Government Program Grants	60,236
Interest Revenue	15,267
Membership Fees	150
<b>TOTAL REVENUE</b>	<b>\$1,960,578</b>

### EXPENSES

Program Costs Under Contractual Agreements*	\$1,926,157
Wages and Wage Costs	58,051
Contractor Administrative Expense	56,796
Professional Fees	6,308
Staff Training	3,500
Insurance	2,260
Bank Charges	1,673
Office	684
Amortization	461
Advertising and Promotion	408
Unrecoverable GST	254
<b>TOTAL EXPENSES</b>	<b>\$2,056,552</b>

(DEFICIENCY) EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS	<b>\$(95,974)</b>
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LOSS ON DISPOSAL OF EQUIPMENT	\$(110)
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(DEFICIENCY) EXCESS OF REVENUE OVER EXPENSES	<b>\$(96,084)</b>
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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.



### For more information, contact:

Barb Bundt, Executive Director  
The Pembina Foundation for Environmental  
Research and Education  
780-542-6272

# 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 2009.

## \$500,000+

Hewlett Foundation  
(The William and Flora)

## \$100,000-\$499,999

Gordon and Betty Moore  
Foundation  
Walter & Duncan Gordon  
Foundation

## \$50,000-\$99,999

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## \$20,000-\$49,999

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Allan and Helaine Shiff  
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## \$10,000-\$19,999

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## \$1,000-\$4,999

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