

Annual Financial Report 2014

The Pembina Foundation for Environmental Research and Education



photo: David Dodge, Green Energy Futures

About 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.

Mission

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



The Pembina Foundation supports science-based environmental research and education initiatives primarily focused on energy related issues. 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.

To deliver on our work, we contract non-profit organizations, such as the Pembina Institute, who work under the direction and control of the Pembina Foundation.

We equip thought leaders with reliable and relevant information. Our focus areas include:

- climate change research and education
- energy research and education
- environmental capacity building
- educating thought leaders

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.

Letter From the Chair



2014 was a year of climate action. The United Nations Summit on Climate Change was held in New York City in September, and people around the world made it clear they wanted to see change. [Hundreds of thousands of people](#) globally took to the streets and joined in the People's Climate March, demanding action on climate change.

Promising steps were taken at the summit, including China and the United States, [the two largest emitters, agreeing they need to be leaders in the fight against climate change](#). At the summit, China made history by pledging to [reduce carbon emissions](#).

With climate action finally taking centre stage on a global scale, the work of the Pembina Foundation has never been more important. I recognize none of this would be possible without our supporters, and I thank you for your perseverance and generosity. Once again, the Pembina Foundation has had a tremendous impact, providing research and education that is publicly available and empowered by citizens, government, First Nations, industry and labour, making them more aware of the solutions that exist.

The Pembina Foundation is about opportunities and education. For example, research has shown that renewable energy can create more jobs than fossil fuels; our role is to present this choice more broadly to Canadians. Increasing our energy efficiency, supporting investment in renewable energy, reducing emissions from fossil fuels and making our cities and towns more liveable will ultimately make us more responsible and competitive as a nation.

Thank you for your critical part in building momentum in Canada.



Thomas Marr-Laing

2014 Board Members

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

Letter from the Executive Director



In September 2014, I had the great pleasure of joining the Pembina Foundation. While I've been part of the environmental community for decades, it wasn't until I started at this foundation that I began digging deeper on energy and how we produce and consume it in Canada. As I began my homework I was expecting things to look bleak, but as I read on, I was amazed to learn that clean energy solutions abound. Even better, Canada has a real opportunity to move forward as a leader. Many assumptions I had were unfounded and it quickly became evident that the Pembina Foundation fills an important role educating Canadians about our energy choices. As a supporter of the Pembina Foundation, you ought to be proud that you are providing these much-needed tools for Canadians to make informed decisions.

Early in 2014 the Pembina Foundation co-published a report called [Power to Change](#). This report clearly shows how within 20 years, Alberta could drastically reduce its emissions from power generation by replacing fossil fuels with renewable energy sources such as wind, sun, geothermal and biomass. Although Alberta is best known for its oil production, Canada's first wind turbine was erected in Alberta and the solar opportunity in the province is among the highest in Canada. Designed for multiple audiences, *Power to Change* succinctly describes the current market and identifies obstacles and possible solutions.

In Ontario, the Pembina Foundation chose to focus less on energy production and more on how Canadians consume energy. Transit and livable cities become more important as Toronto grows increasingly grid-locked. The Pembina Foundation packed a big punch with its [transit report Fast Cities](#). Media enjoyed reproducing our work, which clearly showed Toronto as the laggard in new transit expansion.

In the short time I've been here, I have been overwhelmingly impressed with the quality and integrity of the work we produce. I feel very fortunate to have joined the Pembina Foundation family and I will make every effort to ensure a prosperous and productive 2015. Thank you for your support.

 Trish Long

2014 Financials

Revenue

Foundation Program Grants:	\$392,383
Individual Donations:	\$140,764
Contractor Services:	\$6,516
Interest Revenue:	\$1,875
Gain on Disposal of Equipment:	\$179

Total Revenue **\$541,717**

Expenses

Program Costs Under Contractual Agreements*:	\$381,995
Contractor Services:	\$55,501
Professional fees:	\$19,013
Administrative Expense:	\$7,322
Office:	\$3,107
Travel:	\$2,665
Insurance:	\$2,260
Bank Charges:	\$2,221
Amortization:	\$180
Advertising and Promotion:	\$51

Total Expenses **\$474,315**

Excess (deficiency) of revenue over expenses **\$67,402**

* 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.



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