

# Your Impact Report

*Responding to  
a “Code Red”*



## Message from Gretchen

It has been a year like no other for all of us – a year of anxiety and upheaval, and what may seem like unrelenting and uncontrollable catastrophes. After a hard winter and spring of COVID lockdowns, we entered a sweltering summer that sparked wildfires, droughts, and air quality warnings across the county. It definitely feels like it's all too much to handle some days.

The recent IPCC report issued a “code red to humanity,” making it very clear that half measures and delays are no longer an option if we are to stop runaway climate change. It's easy during such times to lose hope. But history shows us that times like these – times of disruption – are also times when we can shift. And you may feel, as I do, that after the lessons of COVID there has never been a greater willingness to see our world differently.

I want you to know that through your work with Sierra Club Canada Foundation, you are part of turning down the heat and creating real solutions. Every day you take up challenges none of us can face alone; when we work together, we're a positive force for change. There's no one I'd rather have with me as we respond to a “code red.”

*Thank you.*

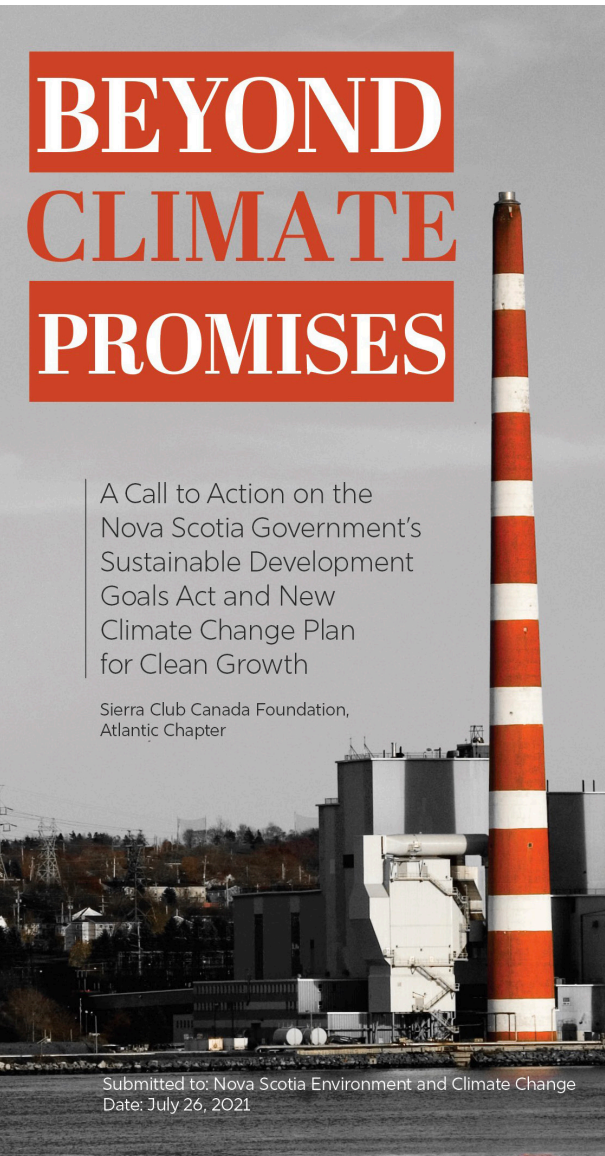
Gretchen Fitzgerald,  
National Program Director





# Impact Highlights

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## Championing climate solutions and a rapid transition to clean energy

### Beyond Coal Goes Beyond Our Expectations

This January, we launched the Beyond Coal campaign in Atlantic Canada, with the goal of shutting down coal-fired electric power plants in Nova Scotia and New Brunswick and rapidly transitioning the region from fossil fuel to clean renewable energy options that are viable, cheaper, and part of a meaningful response to the climate emergency. The project has already made huge waves in the region, including the groundbreaking *Beyond Climate Promises report*<sup>1</sup>, which issues a clarion call for unequivocal and rapid action to curb greenhouse gas emissions.

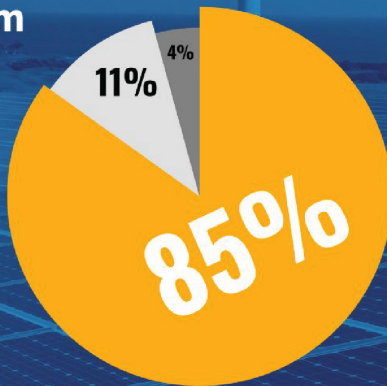
With a new government elected in Nova Scotia, we will need to make sure we get off coal as quickly as possible, and that climate action does not get kicked down the road as it has in the past. We also need to ensure that coal is not replaced with dirty energy sources such as natural gas, forest biomass, and nuclear. I hope you will continue to join with us as we fight for a safe climate.

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1 Beyond Climate Promises Report: [bit.ly/BCPreport](https://bit.ly/BCPreport)

# NOVA SCOTIA

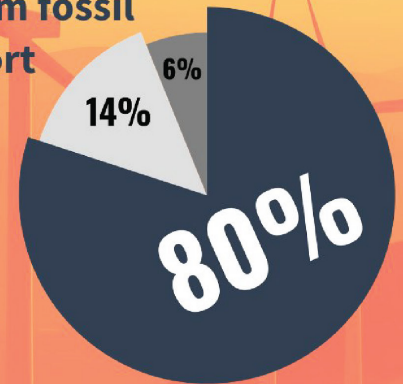
**Majority of Nova Scotians  
want a shift from  
fossil fuels and  
support for  
affected  
workers**



85% Agree  
11% Disagree  
4% Unsure

# NEWFOUNDLAND/LABRADOR

**Majority of Newfoundlanders  
want a shift from fossil  
fuels and support  
for affected  
workers**



80% Agree  
14% Disagree  
6% Unsure

## Fighting for environmental and social justice

### You Are Challenging Laws that Will Make the Climate Emergency Even Worse

For almost a decade, you stood with us as we fought the expansion of offshore oil and gas in the sensitive marine ecosystem of the Gulf of St. Lawrence, the northern home of the critically endangered right whale. In spite of the recent IPCC Report, which the UN Director General described as the “death knell for fossil fuels,” the Canadian government continues to deregulate and subsidize offshore oil and gas development. This is bad news for our oceans and for endangered whales, but also bad news for the majority of Newfoundlanders, 80% of whom support a shift away from fossil fuels, according to recent polling data we commissioned. Your support has enabled us to stand together to challenge rules designed to accelerate oil and gas extraction in court, and this June, our arguments got a hearing in federal court; we expect a decision on our case sometime this fall.

I am deeply grieved to tell you that during our hearing, the federal judge adjudicating the case made negative comments regarding Indigenous consultation and the concept that merges Indigenous and Western knowledge systems, called Two-Eyed Seeing, which was developed by Mi'kmaq elder Albert Marshall. As you know, environmental and social justice is the foundation of our work, and we will continue to champion human rights as a core value of all we take on.<sup>2</sup>

2 Senior Federal Court judge under fire for objections to Indigenous principles and land acknowledgments, The Globe and Mail. [tgam.ca/2XNuywp](https://www.theglobeandmail.com/news/politics/article/senior-federal-court-judge-under-fire-for-objections-to-indigenous-principles-and-land-acknowledgments/article36812211/)





## Working to protect and restore nature and endangered species

Our volunteers in Montreal, Southern Ontario, and Edmonton continue to push for the protection of critical habitat for birds and other wildlife in urban settings

**You did it!** We are thrilled to report that after decades of volunteer work and thousands of expert contributions to the protection of land and water in Edmonton, a new national park has been announced for the Edmonton area. This was one of seven new national urban parks announced in August, a testament to how the need to connect with nature has become an even higher priority under COVID.

“We are inspired by the prospects for a national urban park in the Edmonton region to address conservation and recreation needs as well as learning and wellbeing now and for future generations. To be among the seven cities considered for new national urban parks across Canada is an extraordinary success. We encourage advancing this initiative and joining the new network.”

— Dr. PearlAnn Reichwein, Edmonton National Urban Park Leader with Sierra Club Canada Foundation<sup>3</sup>



## Keeping Wildlife Safe

With the expanding footprint of our roadways, many wildlife, including endangered species, have fewer places to roam. We are pushing for more federal funding to identify where collisions are happening and to require impacts on wildlife to be mitigated when infrastructure gets funded by the federal government. This spring our Watch for Wildlife program released an educational video featuring leading wildlife experts to encourage more drivers to take steps to keep wildlife safe while on the road. To watch the video, please go to: [bit.ly/Watchforwildlife](https://bit.ly/Watchforwildlife)

“While it is always heartbreaking to hit wildlife on the road, it is especially tragic when it is an endangered species, and there are plenty of those in Nova Scotia. Mainland moose, Wood turtle, Blanding’s turtle, snapping turtle, American marten, Canada lynx, just to name a few.

What can you do as a driver? It makes a big difference to simply watch for wildlife while driving. Deer may run out at any time, or a turtle might be hunkered down on the road. Stay within the speed limit and, when possible, avoid driving at dusk, dawn and night.”

— Dr. Karen Beazley, PhD, Resource and Environmental Studies, Dalhousie University<sup>4</sup>

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4      Watch for Wildlife Driver Safety Film Premiered Today in Nova Scotia:  
<https://bit.ly/2WISFS4>





## You helped kids get outside to explore and enjoy the outdoors

There is nothing more transformative than helping a kid know her place is in nature!

Wild Child staff are never busier than during the summer months. Our Wild Child and Eco-Buddies programs in Halifax, PEI, and Edmonton use discovery and play in local parks and green spaces to get kids connecting with nature on their own terms.

## Celebrating Our Hiking Heroes

This July saw participants hit the trail for SCCF's annual Hiking Hero event. Designed to get people outside and connecting with nature, this year saw 30 hike leaders from coast to coast hit their local trails in support of Sierra Club Canada Foundation's on-the-ground work.



"At a time when the Earth's biodiversity and climate are increasingly threatened, I stepped up to help protect it by joining the National Hike for the Environment. The hiking event helps reconnect people with the natural world that sustains us, while raising funds for the challenging work of the Sierra Club Canada Foundation and its efforts to fight for critical environmental protections.

The pandemic has been a difficult time for charities and they need our help more than ever as they face funding shortfalls."

— David Snider, Past President and Hiking Hero

## Promoting a circular economy and the conservation of resources

### Taking Out the Trash and Protecting Our Waterways with Plastic Free July

This July, 145 volunteers across the country joined our Plastic Free July challenge for 31 days of activities and action against plastic pollution in Canada. Whether you hosted a plastic free picnic, organized a community litter pick up event, or learned more about plastics through a book or movie – every one of our participants said joining the campaign reduced their use of unnecessary and wasteful plastic. Yay!

You can still access the calendar & all of its resources here: [bit.ly/PlasticFreeJulyOntario](https://bit.ly/PlasticFreeJulyOntario)

We also worked with our allies to call out the plastic industries' attempts to stop much-needed regulation of plastic pollution in Canada, making #PlasticFreeJuly trend as the top tweet across Canada. Over two thousand people viewed our ads calling out polluters, and thousands more took action on social media to directly call out these companies.

We created a real headache for these big polluters, such as NOVA Chemicals, Dow Chemical and Imperial Oil/ExxonMobil – and also for their lobbying machines! But the fight is not over and only with your help can we keep putting pressure on these companies and push back against the for-profit pollution they create.



# Our Impact by the Numbers ---

- We fought hard to get a commitment from the Nova Scotia government to retire coal-fired electric power plants by **2030**, 10 years ahead of the deadline the province negotiated with the federal government; this spring, Premier Iain Rankin promised his government would do just that. Now that there's a new premier (Tim Houston), you can be sure we'll be demanding the new government keep that commitment.
- We're challenging oil drilling off the Atlantic coast, helping put a stop to the rapid extraction of fossil fuels that would eat up **14%** of the planet's remaining carbon budget (a budget based on keeping the planet from going above 1.5 degrees Celsius of warming).
- **145 People** Reduced their Plastic Use; over **10,000 Tweets** calling out plastic polluters
- **15,165 hours** in the outdoors with Wild Child and EcoBuddies, touching the lives of **728 children**
- **\$10,630** raised by **30 Hiking Hero** volunteers and teams
- **2200 views** on our Watch for Wildlife video for drivers to help them take steps to prevent collisions with wildlife; **1159 observations of wildlife collision** reports in iNaturalist



## There is No Place Like Nature!

"Winter forest school was a revelation for our family. We are new to exploring our vast river valley so learning how to experience the forest when it's a real-life winter wonderland has been pretty magical.

During the pandemic, having an opportunity to play safely with others and in the healing outdoors has been so positive not only for my daughter but for our whole family. When she goes to forest school, she burns energy and is stimulated in ways that are significantly different from at home, and she learns about the importance of nature. Also, when she is at forest school, I use it as an opportunity to explore the forest myself with our baby. When we meet up after the program, it's clear she's just had an awesome adventure and used up some of her energy reserves! She loves playing outdoors in the winter now, and we look forward to adventuring in the river valley in all seasons!"

— Gina Gariano, Wild Child Parent





## Looking Ahead:

With a federal election underway, we know there will be lots to do to ensure that no matter who gets the most seats in the next Parliament, our leaders are held accountable for fighting for a safe climate and protecting biodiversity. Here's what we're doing right now:

- We are preparing a mass campaign to get people out to vote for the environment in this election. With your help, we can ensure that at doorsteps across the country candidates are asked to provide their answer to the environmental demands and questions of our supporters.
- Engaging more people to protect the critically endangered right whale through a heartbreaking and inspiring film called *The Last of the Right Whale* – *please stay tuned for your invitation to an exclusive viewing.*
- Mobilizing experts and community members to oppose a new nuclear waste dump slated to go just 1 km from the Ottawa River. We will be calling on you to add your voice!
- Working to ensure that no matter what the outcome is for our legal challenge to offshore drilling, that no government approves drilling projects in our oceans. After all, we're either responding to "code red" or we're not.





# Vision

Sierra Club Canada Foundation empowers people to be leaders in protecting, restoring, and enjoying healthy and safe ecosystems.

We are powerful together! We are committed to creating a movement for positive change.

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