

WHO WE ARE

Established as a non-profit organization in August, 2008, we became a registered Charity in the spring, 2010.

We have a board of eight directors:

Janet Alred - President

Rachel Botting - Vice-President

Paul Schachter - Treasurer

David Parkinson - Secretary

Judy Watts - Director

Lesley Thorsell - Director

Maureen Simmonds - Director

Nola Poirier - Director

We have four committees:

Membership

Fundraising

Public Engagement

Land

MISSION

Protection of natural, agricultural, historic, and scenic lands in our region through the use of conservation covenants, land acquisition and education.

VISION

People living within a healthy diverse region where respect for the natural world is paramount.

Our first \$thousands

When Lesley Thorsell approached Malaspina Land Conservancy Society with an idea to raise funds to help preserve riparian and forested areas, she did so during a ferry journey through BC's most spectacular coastal scenery, crossing from Saltery Bay to Earls Cove.

Lesley had decided to create a calendar, *Naturally in Nature*. The calendar lived up to its name and was a compilation of 12

photographs showing the most scenic areas of the Powell River region, with community members posing respectfully naked. In the same vein as *Calendar Girls*, careful composing using farming equipment, a tree, boulders, animals and brazen nudity led to photographs that adorned homes as far away as England throughout 2010.

Lesley halved the proceeds to benefit the Pink and Green Campaign, raising awareness for breast health and the belief that a healthy environment helps create a healthy body, and MLCS. Each charity received \$2,500.

Lesley joined MLCS as a board member at the annual general meeting in October 2010 and continues to share her ideas and appetite for raising funds.



ADDRESSING A CAUSE: Lesley Thorsell [right] presents a cheque for \$2,500 to Malaspina Land Conservancy Society president Janet Alred [left] and past board member Eva Van Loon.

Membership made easy

To start 2011 off with a bang, one of our members generously donated 50 free new memberships. Members receive updates about the work of the MLCS and are invited to participate in events and field trips. Members are also encouraged to participate in the society as much as they wish, from joining the board to being part of a committee such as fundraising or public engagement to joining the board.

Member support is invaluable to our organization and the gift of 50 new memberships is a wonderful donation. New members wishing to take advantage of free membership for a year should send an email to membership@malaspinaland.ca and say you wish to participate in the "sweet deal."

Visitors share information and support

Recently, we had the fortune of hosting a meeting with the Land Trust Alliance of BC (LTABC). Past executive director Sheila Harrington and current executive director Paul McNair visited Powell River to provide information and assist MLCS with building our society.

From the day-long discussions, we received assistance with our financial planning and a working document to assist us with fundraising and budgeting.

We also took Sheila and Paul down to Eagle River to show them an area high on the community's preservation list. Climbing onto the rock looking over toward the bridge, they were astounded by the beauty of the location.

Paul and Sheila shared with us that MLCS is moving ahead with its formation in a different way and far quicker than other land conservancies. Rather than being created because we have a particular piece of land to preserve, we developed ready to preserve lands, an important difference that sets us apart.

LTABC is a non-profit organization that is a hub of land conservancy networking and information. Although not a conservancy itself, most land conservancies in BC belong to it. Each year, the LTABC holds an educational conference, and its website is a wealth of information for anyone wishing to know more about conservation. It is a strong proponent for land conservancies to follow the Canadian Land Trust Standards and Practices, a regulating document that serves to provide consistency throughout the land conservancy community.

MLCS is a member of LTABC. Find out more about LTABC at www.landtrustalliance.bc.ca.

Logo design

Forming an organization is one thing, but knowing how to create a logo is another. We wanted something that would describe the work we do and the fabulous location in which we live, yet be simple and recognizable.

We launched a competition and asked three local community members--an artist, a realtor, and a supporter from our neighbouring land conservancy, Savary Island Land Trust Society--to judge. They chose the design on the front of *COASTlines*, which was created by Nevada native Stephen Dorsey. Stephen received a lifetime membership in MLCS. We are grateful to all the artists who submitted entries to our logo competition.

What is a land conservancy?

A land conservancy is a non-profit, charitable organization committed to the long-term protection of natural and/or cultural heritage. A land conservancy may own land itself, or it may enter into conservation covenants with property owners to protect or restore natural or heritage features on the owner's land. Land trusts also engage in stewardship, restoration and management of lands. Land trust and land conservancy are often used interchangeably.

Living example of land in trust

Masters Greenway and Wildlife Corridor is an 18-acre forested area along the Puntledge River in Courtenay. Ruth Masters owned 20 acres and had development encroaching around her. She decided to donate 18 acres to Comox-Strathcona Regional District, and before she did so, she placed a conservation covenant over the land in favour of TLC and Comox Valley Nature Trust, so that this riparian corridor of nature provides public access trail, stability for the river bank, shelter for wildlife, and a remnant Douglas fir forest. Its value to the public and wildlife increases as the area surrounding it is developed.

How to get in touch...

If you wish to become a member, are looking for more information, or have land to conserve through purchase or conservation covenant, please contact us.

Send mail to Malaspina Land Conservancy Society
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