

# COMMUNITY INVESTMENT AND OUTREACH ANNUAL REPORT

APRIL 1, 2008 – MARCH 31, 2009



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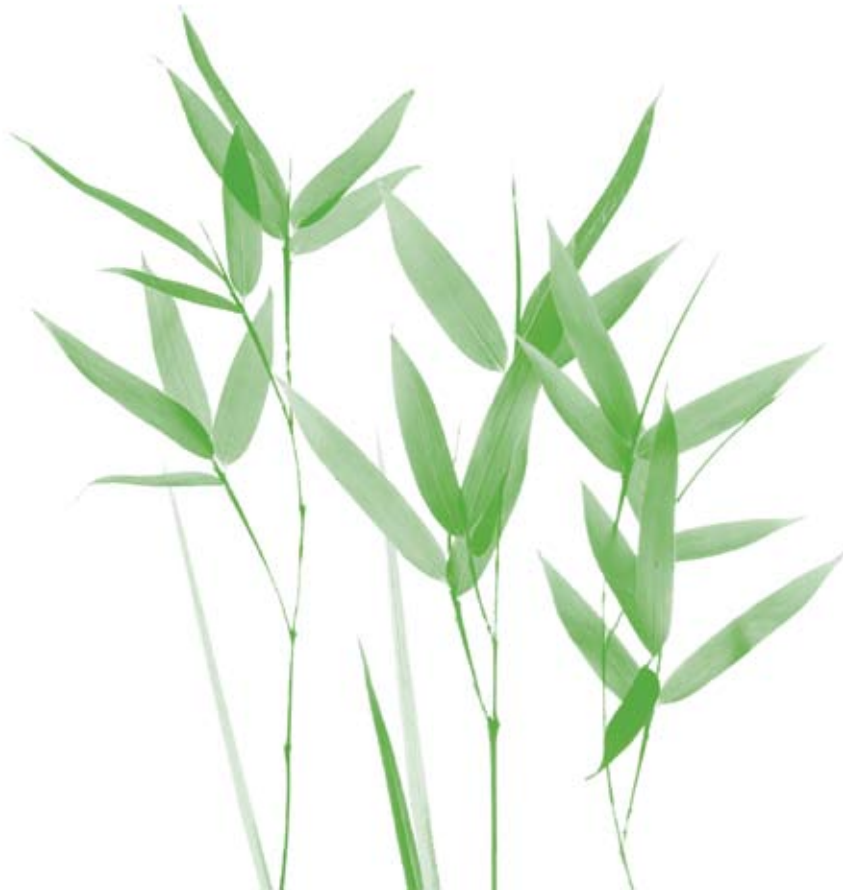
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# WE HELP GOOD WORK TO GROW

By supplying electricity to the people and businesses of this province, BC Hydro provides an essential and important service. But we believe in doing even more than that.

Through the Community Investment and Outreach department, BC Hydro supports, educates and strengthens individuals and communities who share our interest in building a bright and sustainable future for British Columbia.

We do this:

- Through donations and sponsorships to community-based organizations and registered charities.
- By providing scholarships to students who are leaders and role models in their schools and communities.
- By developing and delivering—through our team of Community Outreach representatives—a range of programs that encourage the people of this province to change the way they use electricity and permanently reduce their energy consumption.

We also support a range of health and social initiatives that we know are vital to British Columbians through:

- The BC Hydro Employees' Community Services (HYDRECS) Fund, a charitable trust funded by BC Hydro employees and retirees that assists Canadian charities in the health and social services sector.
- The BC Hydro Power Pioneers Association, a group of over 5,000 BC Hydro retirees who donate their time to local and provincial charities and service clubs.

# WE CARE: BC HYDRO AND IMAGINE CANADA

In 2008, Imagine Canada named BC Hydro a "Caring Company."

The designation—awarded to just 120 other Canadian companies—recognizes that BC Hydro meets the 20-year-old organization's benchmark for community investment: committing a minimum one per cent of pre-tax domestic profit to charities or non-profit organizations.

"We believe in a Canada where strong and vital charitable and non-profit organizations, the private sector and governments individually and collectively contribute to social progress and vibrant communities."

– Imagine Canada



# COMMUNITY INVESTMENT

## DONATIONS AND SPONSORSHIPS

We provide monetary and in-kind support to community-based, non-profit organizations and registered charities whose initiatives:

1. Focus on one of our four key funding areas\*: environment and sustainability; youth and education; people and leadership; and community initiatives.
2. Align with BC Hydro's long-term energy conservation goals.

We give preference to initiatives that support Power Smart programs, engage and support the Aboriginal Peoples of B.C., and allow for onsite customer education and interaction.

Organizations apply for donations or sponsorships through our online applications system at [bchydro.com/community](http://bchydro.com/community). Staff in our Vancouver corporate office make funding decisions for province-wide initiatives; staff in our five regional offices make funding decisions for local initiatives.

In 2008/2009, we received more than 1,000 requests for donations or sponsorships, and funded over 720 community-based projects in every region of the province. In total, we invested \$1.185 million in donations and nearly \$1.6 million in sponsorships.

## ENVIRONMENT AND SUSTAINABILITY

We invested \$929,253 in community-based initiatives that support environmental sustainability and help foster an energy conservation culture in B.C.

Projects focussed on fish, fish habitat and related issues; green energy, greenhouse gas and climate change; wildlife and wildlife habitat conservation and enhancement; and public education on resource and environmental issues.

### 2008/2009 Highlight: The Nature Trust of British Columbia

This past year, we supported the Nature Trust of British Columbia's "Conservation Youth Crews" program, which hires and trains young people to monitor wildlife and protect and restore sensitive habitats on the Trust's properties.

The program not only helps conserve at-risk land that has significant biodiversity value, it also provides the young people with valuable work experience and skills that will last a lifetime.

## YOUTH AND EDUCATION

We invested \$518,035 in projects to educate B.C. children and youth at all levels—primary, secondary and post-secondary—on such topics as environmental sustainability, science, technology and energy conservation in B.C.

#### *\*Please Note:*

*In 2009/2010, we will streamline our donations and sponsorship funding areas from four to three:*

- environmental sustainability • youth education • community leadership.

*But only the names will change; funding opportunities will remain the same.*

## 2008/2009 HIGHLIGHT: BC HYDRO COMMUNITY CHAMPION PROGRAM

For the third year running, we asked school classes across the province to nominate a "community champion"—a non-profit environmental organization that was making a significant difference in their community.

The reward: the organization they nominate could receive a donation of up to \$1,000, while the class also has a chance to win one of three \$200 prizes to use toward its next sustainability project.

In 2008, we received nominations from every region of the province and awarded twelve \$1,000, two \$750, three \$500 and four \$250 donations – that's a significant \$16,000 flowing to community organizations that support sustainability, conservation and environmental education.



ABOVE: Brian Smith and Pearl Perera show off the collage Pearl and her classmates in Grade 5 at Vancouver's Clinton Elementary School made to illustrate the work of Brian's organization, the Seymour Salmonid Society. The Society received a \$1,000 Community Champion donation from BC Hydro.

### 2008/2009 Highlight: Actua Summer Science Camps

For the third year in a row, we supported Actua—a national charitable organization dedicated to providing young Canadians with positive, hands-on learning experiences in science, technology and engineering—in offering science summer camps in Burnaby, Kamloops, Vancouver, Victoria and the Halfway River First Nation. As an add-on benefit, our BC Hydro Community Outreach representatives also attended the camps once a week to introduce the more than 1,700 young campers to the importance of energy conservation.

### 2008/2009 Highlight: Padmount Beautification Project

Padmount transformers—the large metal boxes that dot the sidewalks of our cities and towns—are an essential part of our province’s electrical system. They are also magnets for graffiti artists and taggers and can quickly become an eyesore for any community.

This year, BC Hydro partnered with the City of Vancouver’s Project Civil City to invite young people involved with Vancouver community centres to work with our Community Outreach team and local artists to come up with an image that captures their vision for a clean and sustainable future. Six winning images—from the Trout Lake, Strathcona Park and Roundhouse Community Centres—were then transferred onto nearby padmounts by professional artists, while each centre received a \$2,000 BC Hydro donation.

## PEOPLE AND LEADERSHIP

We invested \$632,429 in projects to help individuals develop their leadership skills, particularly by engaging and educating others about environmental sustainability and by generating action for energy conservation in B.C.

### 2008/2009 Highlight: Watching Young Eagles Soar

BC Hydro supported a two-day conference—called Watching Young Eagles Soar—organized by the Sto:lo Youth Council/Xyolhemeylh Child and Family Services for First Nations youth from Hope, Agassiz, Chilliwack, Mission, Abbotsford and Langley and 23 Sto:Lo communities. Held during March Spring Break 2009, the conference focussed on the connection between people and the land. During the two days, the 130 young participants learned about the benefits of recycling, reusing and reducing to create a healthy environment for everyone, brainstormed ideas for how they can change their own habits, and came up with a series of “green” suggestions for their Chiefs and Councils.

## COMMUNITY INITIATIVES

We invested over \$499,480 in events, projects and programs that help strengthen B.C. communities and also provide us with an opportunity to spread the word about environmental sustainability and energy conservation.

### 2008/2009 Highlight: Rick Hansen Wheels in Motion

For seven years, the Rick Hansen Foundation has held a series of Wheels in Motion relay races in communities across Canada to raise funds to improve the quality of life of people with spinal cord injury, and for research leading to a cure.

BELOW: Nature Trust Conservation Youth Crew members Jen and Morgan finish a bridge on Vancouver Island.



BELOW: Students at Actua Science Alive camp in Burnaby proudly show their conservation pledges on seed paper.



BELOW: A newly repainted padmount near the Trout Lake Community Centre.



For the second year in a row, BC Hydro sponsored the B.C. portion of Wheels in Motion, held on June 8, 2008. But our participation was not restricted to funding alone: several of our senior managers spent time in a wheelchair to help them understand the issues facing people with disabilities and one of our marketing staff members worked with the Rick Hansen event team for 12 weeks, while three BC Hydro employee teams raised \$1,000 each to participate in the relay races in their communities.

In addition, we deployed Community Outreach teams at five key relay race locations—in Vancouver at the PNE, Richmond at Minoru Park, Victoria at Willow Park, Prince George at Massey Park, and Kamloops at Riverside Park—to educate participants and spectators (in a fun and engaging way) about energy conservation.

### 2008/2009 Highlight: Stanley Park Bright Nights Train

Once again, we sponsored the annual Stanley Park Bright Nights Train, a Christmas family tradition in Vancouver for over 20 years. This year for the first time, we also established an LED light display on the train route and an on-site holiday light recycling program, both of which will continue in future years. We also donated \$2 for every recycled string to the Fire Fighters Burn Unit, for a total of over \$3,500.

## SCHOLARSHIPS AND ENDOWMENTS

Creating energy awareness among the next generation is key to ensuring energy sustainability in the future.

BC Hydro—through Community Investment and Outreach—awards a variety of scholarships every year to select B.C. students who are leaders and role models in their schools and communities, and who demonstrate a balanced lifestyle and commitment to a post-secondary education.

The scholarships include:

- Post-secondary scholarships for students pursuing diplomas or degrees in such subjects as land and resource management, environmental science and environmental protection.
- Aboriginal scholarships specifically for B.C. residents who are status/non-status Indians, Inuit or Métis.
- Engineering scholarships (in partnership with the Association of Professional Engineers and Geoscientists of B.C.) for fourth year engineering and geoscience students.
- Community Youth Service Awards, presented through the BC Hydro Power Pioneers, for students age 18 or under who have made outstanding volunteer contributions to their communities.
- President's scholarships for dependants of BC Hydro employees to recognize their achievements both in school and within their communities.

In 2008/2009, we received more than 260 applications and awarded 83 scholarships worth a total of \$95,500. Individual awards ranged in value from \$500 to \$2,000.

We also indirectly awarded 23 endowments through 19 post-secondary institutions across the province. This past year, BC Hydro provided additional funding to support these endowments, and to ensure we can continue to meet expected demand.

BELOW: A BC Hydro team braves the rain to participate in Wheels in Motion 2008.



BELOW: Students at the Skeetcestn Community School in Savona nominated the B.C. Wildlife Park in Kamloops as their local "champion." The Park received \$1,000 as part of BC Hydro's Community Champion Program.



BELOW: An Outreach representative helps young customers make a conservation pledge at Stanley Park Bright Lights.



BELOW: Kara Ritchie accepts a BC Hydro Power Pioneers Community Service Award (Columbia Shuswap Region) from Power Pioneer Stella Davies.



# COMMUNITY OUTREACH

BC Hydro's Community Investment and Outreach department fields Community Outreach teams across the province—from the Lower Mainland to Nanaimo, Kamloops to Prince George. These teams support current BC Hydro campaigns by educating British Columbians of all ages and all walks of life about the importance of energy conservation.

In 2008/2009, we reached more than 150,000 adults and over 139,000 children at more than 2,000 events at retail stores, community centres, workplaces, colleges and universities, elementary and secondary schools, day care centres, libraries and festivals around the province.

In addition, our roving community cruisers coasted up and down B.C.'s roads and highways and stopped wherever people gather to spread the message to more than 200,000 people about the need to be green.



ABOVE: Warming up at the PMC Sierra Fun Run in Vancouver, B.C.

## 2008/2009 COMMUNITY OUTREACH HIGHLIGHTS

### Team Power Smart

This year, we created an off-line sign-up system—using both paper forms and state-of-the-art kiosks at events—to encourage even more British Columbians to join BC Hydro's Team Power Smart and commit to using 10% less energy.

To date, more than 84,000 B.C. residents have signed up for the Team.

### Turn It Off Tour

In summer 2008, we continued the Turn It Off Tour, a province-wide campaign to promote energy conservation through such innovative means as:

- Energy IQ interviews
- competitive bicycle challenges
- free CFLs, and
- business audits

RIGHT: Giving a helping hand during the Turn It Off Tour bicycle challenge in Oyama, B.C.

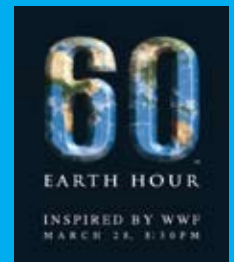


# EARTH HOUR 2009

BC Hydro is a strong supporter of Earth Hour, an event started in 2007 by the World Wildlife Fund to draw attention to the pressing issue of global warming.

In 2009, we not only donated \$10,000 to the WWF, we also used our website, our customer invoices and our scheduled Community Outreach events and appearances—including our presence outside the Juno Awards ceremony in Vancouver—to encourage British Columbians to switch off their lights for one hour on March 28, from 8:30 to 9:30 p.m.

The result: Energy consumption in British Columbia decreased by 1.1 percent for that one hour, equivalent to turning off 1.5 million lights!



## FREE SPIRIT CONSERVATION TOUR

We partnered with the Royal B.C. Museum to launch the Free Spirit Conservation Tour in fall 2008. The tour travelled to eight communities across the province teaching British Columbians to celebrate the past and help sustain the future.

## EMPLOYEE CONSERVATION AWARENESS

Our Community Outreach Teams attended 36 Employee Conservation Awareness events at a variety of workplaces, including Canada Post, Tolko Industries, Canfor, the B.C. Chamber of Commerce, Sun Peaks, Telus and the Vancouver Coastal Health Authority. Through these events, we educated over 2,700 employees about how simple changes in their behaviour can save significant energy both at home and at work.

## RETAIL EVENTS

We participated in 40 radio remotes, where local radio stations interview Community Outreach representatives on-site at select retail events, and hosted workshops in partnership with 12 major retailers—including Walmart, Rona, Home Depot and Costco—to educate their customers about energy efficiency and ENERGY STAR® lighting, appliances, computers and televisions.

## PIP WALKTHROUGHS

Since April 2008, we have conducted nearly 2,500 walkthroughs at small- to medium-sized businesses across the province. These walkthroughs identified the energy-saving opportunities at each business, told the owners exactly how much energy they could expect to save with each energy efficient upgrade, and explained how the BC Hydro Power Smart Incentive Program (PIP) could help them with the initial upgrade costs.

## CHILDREN'S STORY TIMES

We think that one of our most important jobs is to get the next generation excited about saving energy. So in 2008/2009, we continued to visit libraries, daycare centres and family events throughout B.C. to tell stories about how energy is made and chat with nearly 8,000 kids about what they—and their families—can do to conserve energy at home.

BELOW: Speaking about the history of energy in B.C. and the Free Spirit Conservation Tour in Prince George.



BELOW: Helping a customer sign up for Team Power Smart at Rona in Kamloops.



BELOW: Illustrating how we create electricity in British Columbia at a children's story time in North Vancouver.



# COMMUNITY OUTREACH: BY THE NUMBERS

## THE HIGHLIGHTS

EVENTS	4,446*	ACTIVITIES	5,080	CUSTOMER INTERACTIONS	505,617 <sup>†</sup>	MEDIA	2,321
Business	2,743	Education booth	54	Conversations with adults	151,827	Print	38
Internal	43	Information session	3,142	Children educated	139,881	TV interview/story	24
Media	53	On-site presence	669	Brief customer interactions	213,909	Radio interview/story	92
Public awareness	1,374	Roving	700			TV PSA	1,773
Retail	233	Story times	515			Radio PSA	116
						Internet	13
						Internal	260
						Newsletter	5

## THE BREAKDOWN

### Retail Events

Retail radio remotes	40
Customers educated at retail radio remotes	5,013
Retail walkthroughs	105
Retail workshop events	60
Number of workshops held	127
Customers educated at retail workshop events	2,795
Walmart lighting events	28
Total customer interactions at Walmart lighting events	19,330

### Sponsorship Activation

Sponsorships activated	135
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### Donations

Donations activated	6
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### Employee Awareness

Employee awareness events	36
Employees educated	2,723

### Internal Events

Internal events attended	43
BC Hydro employees educated	2,195

### Story Times

Story times	515
Children educated	8,072

### Actua Summer Science Camps

Actua sessions	29
Children educated at Actua	1,694

### Product Incentive Program

Walkthroughs completed	2,459
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### Career Fairs

Career fairs attended	14
Students educated about Outreach positions	2,382

### Campus Representatives

Campus representative activities	77
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### Home Shows

Home shows attended	18
Customers educated at home shows	12,613

### Padmount Beautification Project

Padmount Beautification Project sessions	5
Children educated at Padmount sessions	227

### Team Power Smart (TPS)

Customers educated about TPS	47,069
Brief customer interactions about TPS	37,448
TPS kiosk sign-ups	265
TPS paper sign-ups	4,796

\*This includes 2,459 Product Incentive Program walkthroughs that were completed in 2008/2009.

<sup>†</sup>Customer Interactions includes all the people our Outreach representatives communicated with over the past year. These interactions ranged from brief contacts—providing an energy-saving tip, for example, to someone who was stopped by our community cruiser—to holding an in-depth conversation about energy-saving appliances with a group at a retail store, or talking to children about energy-efficiency at a library or summer camp.

# THE HYDRECS FUND



Every year, the BC Hydro Employees' Community Services (HYDRECS) Committee conducts a province-wide fundraising campaign encouraging BC Hydro employees and retirees to donate to more than 600 registered charities and/or an annual special project.

BC Hydro retirees make their donations by cheque, while employees have the choice of donating by making a lump sum payment, by online payroll deductions, or by using banked time. In addition, BC Hydro itself is a major donor to this employee/retiree driven campaign, providing up to \$100,000 a year and up to \$10,000 more to offset any unfulfilled employee pledges.

Because the annual Hydrecs fundraising campaign is overseen by an employees and retirees committee—and administered by Community Investment and Outreach—100 per cent of every donation received by HYDRECS goes toward the charities selected or the annual special projects.

(See the HYDRECS 2008 Annual Report—[bchydro.com/community](http://bchydro.com/community)—for more details on the Fund and its recipients).

## 2008\* HYDRECS CAMPAIGN

HYDRECS raised a remarkable \$839,454 for Canadian health and social services charities in 2008. That included over \$50,000 raised through the Employee 50/50 Payday Lottery, where one half of all money received goes to HYDRECS and the other half to the winning employee.

\*Note that the HYDRECS Campaign is run annually to raise pledges for the coming year. Pledges for the 2008 campaign were made in 2007 but paid out in 2008.

## SPECIAL PROJECT CAMPAIGN

The HYDRECS Special Project Campaign raises money for one major province-wide project and four regional projects each year. In 2008, the campaign raised:

- \$100,000 to renovate the kitchen of the Easter Seals Camp in Squamish.
- \$30,000 for a forklift for Habitat for Humanity's Restore in Vancouver.
- \$10,000 each to help the:
  - Nanaimo Unique Kids Organization buy a small bus
  - Hudson's Hope Health Care and Housing Society buy an x-ray machine, and
  - Kootenay Boundary Regional Hospital Foundation—South Interior buy fetal heart monitors.

# THE BC HYDRO POWER PIONEERS ASSOCIATION



The BC Hydro Power Pioneers Association maintains a membership of more than 2,000 retired BC Hydro employees and their spouses and represents more than 5,000 BC Hydro retirees. Following their motto—Continuing a Lifetime of Service to Our Communities—members donated more than 100,000 hours of community service to local charities and service clubs in 2008.

Over the years, the Power Pioneers have established a legacy of giving that has included:

- Handing out 18 Community Service Youth Awards (each worth \$500) every year to full-time students age 18 or under across the province.
- Raising more than \$400,000 for the BC Children's Hospital's Miracle Million Campaign.
- Preserving the legacy of BC Hydro through such books as *Gaslights to Gigawatts* and *Station Normal: The Power of the Stave River*.
- Distributing thousands of books to school libraries in need to encourage literacy.

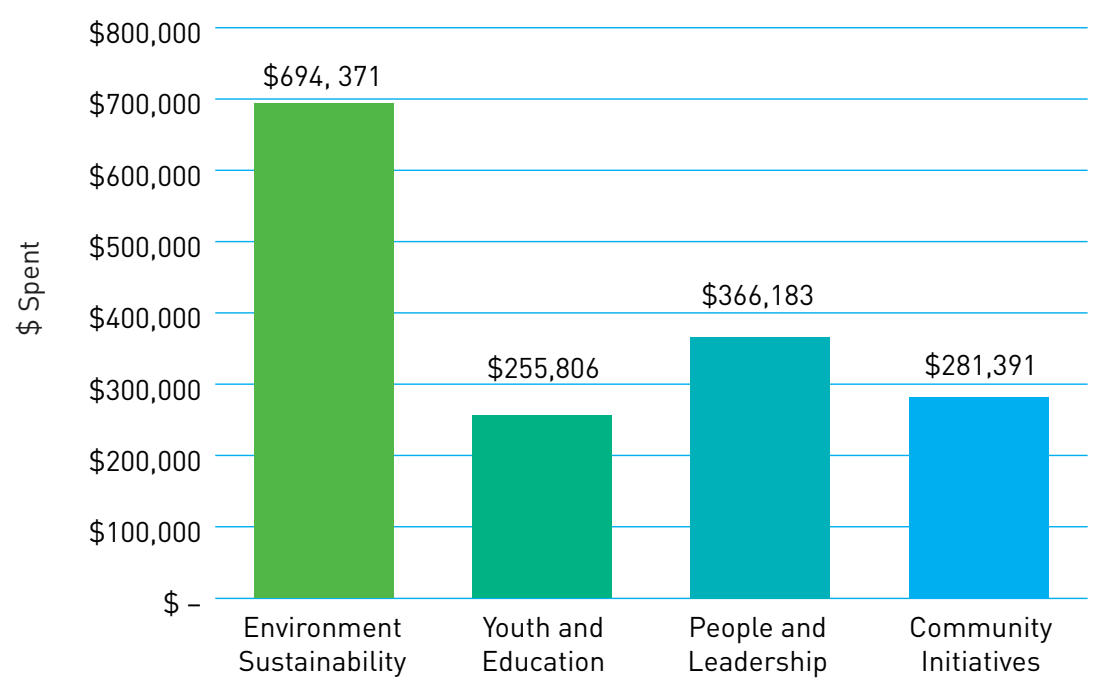
For more information about the Power Pioneers, please visit [powerpioneers.com](http://powerpioneers.com)

# FISCAL 2008/2009 BUDGET REPORT

## DONATIONS TOTAL: \$1,185,133

<b>Provincial</b>	<b>\$692,601</b>	<b>Northern</b>	<b>\$126,115</b>
Environment and Sustainability	\$109,100	Environment and Sustainability	\$27,082
Youth and Education	\$127,500	Youth and Education	\$32,333
People and Leadership	\$146,100	People and Leadership	\$37,995
Community Initiatives	\$106,196	Community Initiatives	\$28,705
Scholarships	\$95,500		
HYDRECS	\$108,205	<b>Thompson/Okanagan/Columbia</b>	<b>\$116,688</b>
		Environment and Sustainability	\$26,200
<b>Lower Mainland and South Coastal</b>	<b>\$92,070</b>	Youth and Education	\$29,027
Environment and Sustainability	\$24,050	People and Leadership	\$51,436
Youth and Education	\$24,320	Community Initiatives	\$10,025
People and Leadership	\$5,500		
Community Initiatives	\$38,200	<b>East Kootenay</b>	<b>\$68,764</b>
		Environment and Sustainability	\$25,750
<b>Vancouver Island</b>	<b>\$88,895</b>	Youth and Education	\$18,100
Environment and Sustainability	\$22,700	People and Leadership	\$9,650
Youth and Education	\$30,950	Community Initiatives	\$15,264
People and Leadership	\$15,545		
Community Initiatives	\$19,700		

## SPONSORSHIP TOTAL: \$1,597,751



# MORE INFORMATION

For more information about Community Investment and Outreach—including application forms for donations and sponsorships—please visit [bchydro.com/community](http://bchydro.com/community).



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