



IN YOUR COMMUNITY

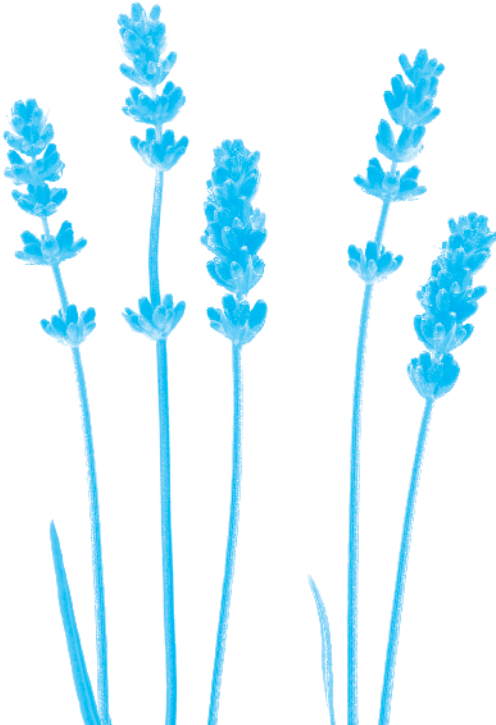
BC HYDRO'S COMMUNITY INVESTMENT

APRIL 1, 2009 TO MARCH 31, 2010

BChydro 
FOR GENERATIONS

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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. We also believe in doing more than that.

BC Hydro supports, educates and strengthens individuals and communities who share our interest in building a bright, sustainable future for British Columbians.

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 a range of programs that encourage the people of this province to change the way they use electricity and permanently reduce their energy consumption; and,

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; and,
- the BC Hydro Power Pioneers Association, a group representing over 5,000 BC Hydro retirees who donate their time to local and provincial charities and service clubs.

WE CARE: BC HYDRO IS A CARING COMPANY

BC Hydro is proud to be an Imagine Canada designated "Caring Company" for a second year.

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 of one per cent of pre-tax domestic profit to charities and 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



A Community Outreach representative hangs a medal around the neck of a new Power the Games champion.



COMMUNITY INVESTMENT

DONATIONS AND SPONSORSHIPS

Community-based, non-profit organizations and registered charities may apply for donations and sponsorships through our online application system at bchydro.com.

BC Hydro provides support to community-based, non-profit organizations and registered charities whose initiatives:

1. Focus on at least one of our three key funding areas: Environmental Sustainability, Youth Education and Community Leadership.
2. Align with BC Hydro's long-term energy conservation goals.
3. Allow for onsite customer education and interaction.
4. Support Power Smart programs.
5. Engage and support the Aboriginal Peoples of B.C.

Our strongest donations and sponsorships cover more than one of our funding pillars: Environmental Sustainability, Youth Education and Community Leadership. A few highlights from across the province are included below.

FRASER RIVER DISCOVERY CENTRE

ENVIRONMENTAL SUSTAINABILITY AND YOUTH EDUCATION FUNDING PILLARS

Lower Mainland, Thompson/Okanagan/Columbia and Northern



BC Hydro supported the Fraser River Discovery Centre's (FRDC) Education Department in providing interactive, thought-provoking educational programs connecting British Columbians with the Fraser River.

For many years, the Fraser River has been listed as one of B.C.'s Most Endangered Rivers. FRDC works to increase the passion, and knowledge about the river. Educational programs are developed to complement public and private education curriculum for Grades 1 through 7 and all school programs are fully integrated with the BC Ministry of Education curriculum.

One of the programs we supported was the "Shadows of the Fraser: The Fraser River White Sturgeon". Students discover the life cycle, habitat, anatomy and needs of these elusive animals through sensory exploration including puppets, real life specimens, and a board game. Other school programs focus on trade and technology and solutions to pollution.

Over the past fiscal year, we received approximately 900 applications for funding. From these, BC Hydro supported over 660 community-based projects across every region of the province. In total, we invested \$1.2 million in donations and \$1.6 million in sponsorships.



Community Outreach at the Royal BC Museum in Victoria in May 2009.



Two children enjoy the board game about sturgeon

JUNIOR ACHIEVEMENT OF BC

YOUTH EDUCATION, COMMUNITY LEADERSHIP AND ENVIRONMENTAL SUSTAINABILITY FUNDING PILLARS

Lower Mainland



BC Hydro supported Junior Achievement of British Columbia's (JABC) efforts to encourage high school students to select "green" business projects.

A new supplementary insert collaboratively prepared by BC Hydro and JABC was distributed to students, volunteers and teachers in some 45 "Company Programs" across the province. The supplement encourages students to think about sustainability and "going green" as they develop their business ventures.



A student from Britannia Secondary showcases the unique logo.

Britannia Secondary School in Vancouver is one example of a "Company Program" team with a sustainable focus. The students researched a quality stainless steel water bottle and designed its unique logo which declares "I AM NOT A PLASTIC WATER BOTTLE". Their product was intended to actively remind customers of the environmental and health concerns associated with plastic water bottles, while at the same time providing a "green" alternative container.

HOBIIYEE NISGA'A NEW YEAR CELEBRATION

ENVIRONMENTAL SUSTAINABILITY AND COMMUNITY LEADERSHIP FUNDING PILLARS

Northern



Nisga'a New Year: Hobiye 2010 was hosted by the Gitmaxmak'ay Nisga'a Cultural Dance Group in Prince Rupert.

BC Hydro provided support for this event as it helped to build a greater awareness of Aboriginal culture. Hobiye 2010 brought over 1,000 dancers to the Prince Rupert area, ranging in age from two to 80.

Over 3,000 people attended the New Year celebration that focussed on not only Nisga'a culture but other Aboriginal and non-Aboriginal cultures.



The community of Prince Rupert at Hobiye 2010.

EPIC—THE SUSTAINABLE LIVING SHOW

ENVIRONMENTAL SUSTAINABILITY FUNDING PILLAR

Lower Mainland



EPIC was a green living event that featured inspirational speakers and environmentally innovative products. It attracted a diverse range of 300 companies with a focus on social and ecological sustainability. In 2009, EPIC attracted over 16,000 attendees. BC Hydro was a lead sponsor and our environmentally-friendly booth included reusable hardware, refurbished graphic panels and signage, and energy-efficient kiosks. During the three-day event, over 500 people joined Team Power Smart.



A young green-living enthusiast gives the Power Smart kiosk a try at EPIC—The Sustainable Living Show.

COMMUNITY CHAMPIONS

YOUTH EDUCATION AND ENVIRONMENTAL SUSTAINABILITY FUNDING PILLARS

Provincial



For the fourth year we asked B.C. school classes to nominate a “community champion”—a non-profit environmental organization that was making a significant difference in their own community. The reward: the organization they nominated could receive a donation of up to \$1,000 while the class also had a chance to win one of three \$200 prizes to use toward its next sustainability project.

We received over 30 nominations from around the province and awarded twelve \$1,000, six \$800, eleven \$600 and one \$100 prizes. An example of one of the regional communities receiving \$1,000 is the Wildsite—Elk Valley Branch for the Beyond Recycling program. They received a nomination from the Isabella Dicken Elementary school in Fernie for their “Your Beyond Recycling” program. This program provides students with opportunities to explore various conservation initiatives and hands-on projects such as the trash to treasure art projects, and the history of waste.



Allison Burton, Wildsite program coordinator, and Sally Masters, BC Hydro Community Relations, with students from the Isabella Dicken Elementary School in Fernie, B.C.

VANCOUVER WHITECAPS

YOUTH EDUCATION AND COMMUNITY LEADERSHIP FUNDING PILLARS

Vancouver Island and Lower Mainland



BC Hydro renewed its sponsorship of the Vancouver Whitecaps Football Club in 2009. We continued to engage with fans and customers educating over 2,500 people over seven Family Nights and two Community Matches. Our sponsorship of Family Night and the Youth Zone provided a fun, active environment with opportunities for Outreach and Team Power Smart to leverage and promote BC Hydro programs.



BC Hydro was pleased to support the Whitecaps Women’s Soccer Series for the second year, continuing to inspire young women in sport.

BC Hydro made a \$10,000 philanthropic donation to the Whitecaps Foundation. This contribution directly supported the development of leadership skills in young girls through soccer matches in the community, featuring the Whitecaps Women’s team.



A Whitecaps fan shows her enthusiasm for Power Smart with the Community Outreach ‘superfans’.

OUR PRESENCE IN THE COMMUNITY

BC Hydro supports communities through a variety of programs including special events and outreach, school programs and youth campaigns. Community outreach representatives play an active role in educating British Columbians about energy use and conservation. School programs build a conservation culture with our youth and provide a means of financial support as they pursue additional education.

COMMUNITY OUTREACH

In Fiscal 2010, BC Hydro's Community Outreach representatives encouraged British Columbians to join Team Power Smart and commit to saving energy at home and in the workplace. With teams across the province—from the Lower Mainland to Nanaimo to Kamloops to Prince George—the representatives supported current BC Hydro Power Smart campaigns by educating British Columbians of all ages and all walks of life about the importance of energy conservation.

Community Outreach hosted the Power the Games Tour, an eight month conservation tour across British Columbia that culminated in the Power Smart Village during the 2010 Vancouver Winter Olympic and Paralympic Games. During the Tour and the Village, over 640,000 British Columbians were educated about energy conservation by BC Hydro's Community Outreach representatives.



An Outreach representative discusses energy-efficient technology with a visitor at the Home of the Future exhibit.



One of several fun activities hosted at the Power Smart Village, the Mascot Parade and Dance-off featured Vancouver's finest mascots competing for the coveted title of best dancer.



The Power the Games tour created a platform to engage, educate and inspire employees to lead by example and be ambassadors for energy efficiency at home and work.

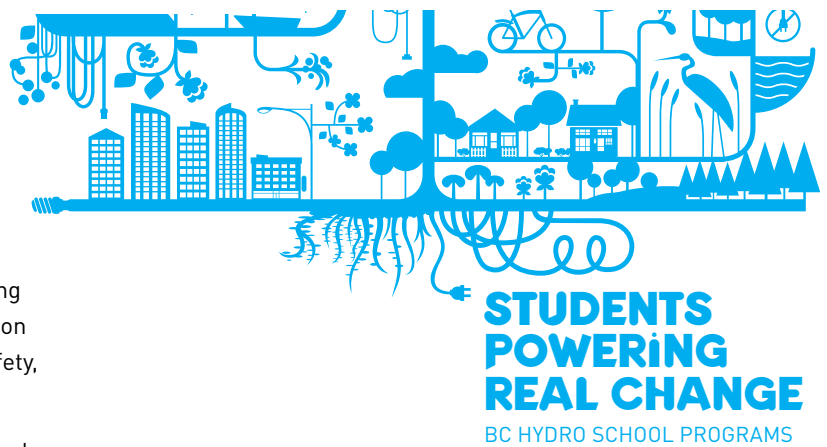
YOUTH AND EDUCATION

BC Hydro believes that creating Power Smart awareness in the next generation is one of the keys to long-term energy sustainability for British Columbia.

Youth and Education works with educators and curriculum specialists to develop high-quality, engaging and relevant resources that provide valuable information on energy efficiency, energy alternatives, electrical safety, sustainability and the environment.

Energy-saving activities introduced in the classroom make conservation relevant to students' lives and will help them make wise energy decisions today and in the future. That's why we are in the schools informing—and learning from—the next generation.

We offer four programs to school aged children: Energy Detectives, Energy Campaigns, Energy Ambassadors and Energy Connections. The programs reached over 23,000 students in 45 school districts in the 2009/2010 school year.



Students at Strathcona Elementary in Vancouver participate in the Energy Challenge, February 2010 .

SUPPORT FOR POST-SECONDARY STUDENTS

BC Hydro has scholarships and/or endowments at many post-secondary institutions in the province. The criteria for these scholarships are based on BC Hydro's business objectives and future-hiring needs.

In Fiscal 2010 BC Hydro self-administered 20 scholarships and provided an additional 30 awards through B.C.-based post-secondary schools. These scholarships focus on students in the fields of environmental studies, trades and the technologies and included specific opportunities for women and Aboriginal students. BC Hydro also continued to support the development of engineers by awarding 18 scholarships to The Association of Professional Engineers and Geoscientists of British Columbia. Acknowledging those who devote their time to serving their community, The BC Hydro Power Pioneers awarded 18 scholarships to students throughout the province.

Several years ago, BC Hydro set up endowments at 19 B.C. institutions. These endowments have provided ongoing support to students across the province. In 2009, BC Hydro was able to provide over \$70,000 to endowments that were awarding very little return due to low interest rates. Raising the principal amount of these endowments will allow student's to receive a grant of at least \$500.



BC Hydro Power Pioneers 2010 Community Service Award recipient from Salmon Arm, Mika Puchinger and Anne Smith, Power Pioneers Provincial President.

THE HYDRECS FUND

Every year, the BC Hydro Employees' Community Services (HYDRECS) Committee hosts 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, online payroll deductions, or 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 employee and retiree committee—and administered by Community Investment—100 per cent of every donation received by HYDRECS goes toward the charities selected or the annual special projects. (See the HYDRECS 2009 Annual Report at bchydro.com/community for more details on the fund and its recipients).

2009* HYDRECS CAMPAIGN

HYDRECS raised \$901,000 for Canadian health and social services charities in 2009. This 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 2009 campaign were made in 2008 but paid out in 2009.

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 almost 80,000 hours of community service to local charities and service clubs in 2009.

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 almost \$500,000 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*; and
- Distributing thousands of books to school libraries in need to encourage literacy.

For more information about the Power Pioneers, please visit powerpioneers.com

SPECIAL PROJECT CAMPAIGN

The HYDRECS Special Project Campaign raises money for one major province-wide project and four regional projects each year. In 2009, the campaign raised:

- \$100,000 to renovate a workshop at the Crossing at Keremeos for the Central City Foundation.
- \$30,000 for a new wheelchair access elevator at the Vancouver Arthritis Society BC & Yukon division in Vancouver.
- \$10,000 each to help the:
 - > Vancouver Island Providence Community Association in Duncan to purchase a new front entrance
 - > Kootenay Regional Health Foundation in Cranbrook to purchase three new electro-surgical units for the East Kootenay Regional Hospital Surgical Department
 - > Child Development Centre—Fort St. John to purchase adaptive sports equipment for children with special needs

BY THE NUMBERS

COMMUNITY INVESTMENT

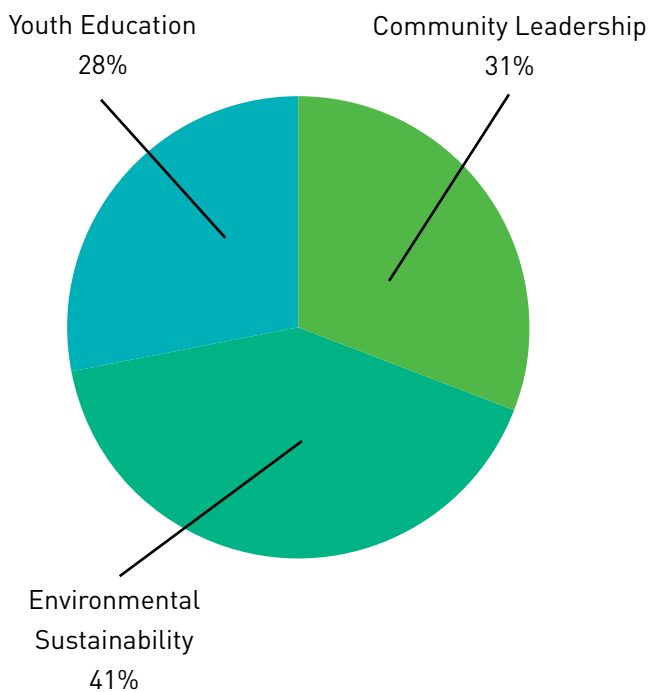
DONATIONS TOTAL: \$1,197,075

Provincial	\$699,595	Northern	\$124,623
Environmental Sustainability	\$119,866	Environment and Sustainability	\$38,400
Youth Education	\$157,462	Youth and Education	\$45,573
Community Leadership	\$167,000	Community Leadership	\$40,650
Scholarships	\$149,100		
HYDRECS	\$106,167		
		Thompson/Okanagan/Columbia	\$124,383
Lower Mainland and South Coastal	\$89,857	Environment and Sustainability	\$22,000
Environment and Sustainability	\$21,519	Youth and Education	\$68,367
Youth and Education	\$21,419	Community Leadership	\$34,016
Community Leadership	\$46,919		
		East Kootenay	\$68,618
Vancouver Island	\$89,999	Environment and Sustainability	\$24,585
Environment and Sustainability	\$27,416	Youth and Education	\$26,800
Youth and Education	\$32,000	Community Leadership	\$17,233
Community Leadership	\$30,583		

SPONSORSHIP TOTAL: \$1,612,106

ORGANIZATIONS SUPPORTED

F10 SPONSORSHIP PER PILLAR



Donations and sponsorships organizations supported in Fiscal 2010:

Provincial donations	103
Regional donations	
Lower Mainland and Southern Coast	71
Vancouver Island	36
Northern	77
Thompson/Okanagan/Columbia	71
Kootenays	36
Corporate Sponsorships	269

COMMUNITY OUTREACH

EVENTS		CUSTOMER EDUCATIONS		MEDIA	
Total Events attended	2,797	British Columbians educated*	644,362	Print	44
Community Events	1,844	Power the Games Tour (April 2009 to January 2010)		TV interview/story	9
Retail Events, (including workshops, retail remotes and retail rep walkthroughs)	869	> adults educated	110,267	Radio interview/story	89
Employee workplace conservation events	84	> children educated	117,472	TV PSA	14
		Power Smart Village (February and March 2010)		Radio PSA	185
		> total educations	416,623	Internet	25
				Internal	47

*An education is the delivery of a specific topic ranging from five to ten minutes.

YOUTH AND EDUCATION

SCHOLARSHIPS

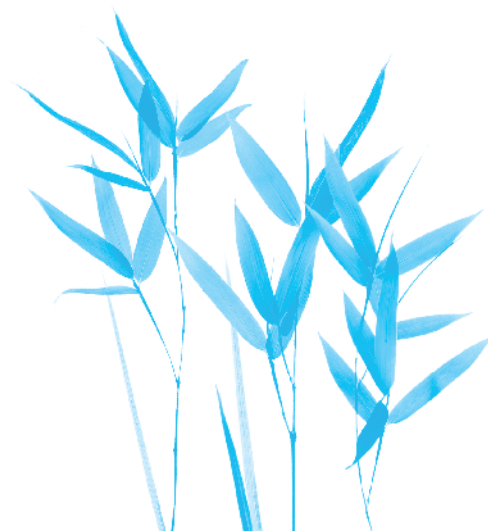
Total number of B.C.-based students receiving scholarships	83
Total number of BC Hydro endowments	20

SCHOOL PROGRAMS AND CAMPAIGNS

School Districts reached	45
Students educated	23,000
Students in the Energy Challenge program (January and February 2010)	12,000
Invent the Future entries	266
Invent the Future votes	8,983

THE BC HYDRO POWER PIONEERS ASSOCIATION

Number of BC Hydro Power Pioneers	2,400
Volunteer hours to local organizations and service clubs	80,000
Amount raised since 2007 for the BC Hydro Power Pioneers Miracle Million Campaign for BC Children's Hospital	\$500,000
Number of books distributed to school libraries to encourage literacy	5,000





MORE INFORMATION

For more information about Community Investment, Outreach and Education—including application forms for donations and sponsorships—please visit bchydro.com/community.



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FOR GENERATIONS