

# COMMUNITY INVESTMENT AND OUTREACH ANNUAL REPORT

APRIL 1, 2007 – MARCH 31, 2008



**BChydro**   
FOR GENERATIONS

[bchydro.com](http://bchydro.com)



## WHO WE ARE

### BEYOND POWER: CONNECTING PEOPLE AND COMMUNITIES

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: we believe in promoting a culture of electricity conservation across British Columbia, and in actively supporting the cultural, social and economic life of the communities we serve.

Through the Community Investment and Outreach department, BC Hydro connects with the people and the communities who share our interest in building an energy conservation culture.

## WHAT WE DO

BC Hydro's Community Investment and Outreach department supports, educates and strengthens communities by providing:

- donations and sponsorships to community-based organizations and registered charities
- scholarships to students who are leaders and role models in their schools and communities, and
- a team of Outreach representatives to develop and deliver programs that encourage the people of this province to change the way they use electricity and permanently reduce their energy consumption.

### WE ALSO SUPPORT:

- the BC Hydro Employees' Community Services (HYDRECS) Fund, an employee- and retiree-managed fund that supports Canadian charities in the health and social services sector, and
- the BC Hydro Power Pioneers Association, a group of nearly 5,000 BC Hydro retirees who donate their time to local and provincial charities and service clubs.

# HOW WE DO IT

## 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/community](http://bchydro.com/community). To qualify for funding from us, their projects must:

- fall into one of four funding areas—environment and sustainability, youth and education, people and leadership, community initiatives—and
- support 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.

Staff in our corporate office in Vancouver makes funding decisions for province-wide initiatives, while staff in our five regional offices makes funding decisions for local initiatives.

Over the past fiscal year, we received more than 1,000 requests for donations or sponsorships, and funded over 550 community-based projects across every region of the province. In total, we invested \$1,195,112 in donations and \$1,430,112 in sponsorships.

## ENVIRONMENT AND SUSTAINABILITY

Over the past fiscal year, we invested a total of \$644,103 in community initiatives that support environmental sustainability and foster a conservation culture in B.C. Projects focused 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.

### Climate for Change

BC Hydro supported Climate for Change, a day-long conference presented by the Vancouver Board of Trade on how we affect our environment and the choices, options and challenges facing businesses, government and individuals.



As part of the conference, Grade 1 students from Boundary Community Elementary School in North Vancouver helped Premier Gordon Campbell complete the online BC Hydro “Make a Difference Today” quiz, while Grade 6 students from General Brock middle school in Vancouver sat in on the “How big is my footprint” panel session to discuss the day-to-day changes they are making at home and school to promote a more sustainable lifestyle.

### The BC Hydro Community Champion Program

BC Hydro is committed to working with schools, teachers, and community groups to encourage energy conservation.

In September 2007, we offered a new contest to schools across B.C. called the BC Hydro Community Champion Program. We asked each school to nominate an environmental organization that was making a difference in their community and that organization could receive a donation up to \$1,000. We received entries from every region of the province and awarded eight \$1,000 prizes, three \$500 prizes and five \$250 prizes.



Rocky Mountain Elementary in Elkford, B.C. receives a \$250 cheque from Diane Tammen, East Kootenay Community Relations Manager, for participating in the BC Hydro Community Champion Program.

## YOUTH AND EDUCATION

We invested nearly \$540,033 in projects to educate B.C. children and youth at all levels—primary, secondary and post-secondary—on topics such as the environment, sustainability, science, technology and energy conservation in B.C.



### Vancouver International Children's Festival

For 31 years, the eight-day Vancouver International Children's Festival has introduced children ages 3 to 12 to the joys of the performing arts.

To support the festival this past year, we supplied the resources for 1,400 youth event volunteers, while our BC Hydro Outreach representatives hosted the Power Smart Youth Zone activity tent in partnership with Science World. A record number of children and adults participated in interactive games that helped them learn about energy conservation and BC Hydro's Power Smart programs.

### Computers for Schools

BC Hydro has donated thousands of surplus computers to Computers for Schools over the past 10 years. Computers for Schools refurbishes donated computers and provides them to B.C. schools and communities to ensure more students have hands-on experience with computers and develop technology skills they can use throughout their lives.

A Grade 7 student from Sir William Osler Elementary in Vancouver wrote to tell us how much he appreciates this program:

*"I completely support this program.... Computers are not only useful for us students but they are excellent for the teachers. If the students are done doing their work the computer is an awesome source to find learning games. As I mentioned, there are many uses of computers but those are not all the uses of computers. The primaries at our school are also learning how to use the computers.... If we had very bad typing skills, the computer can help us improve our typing skills. Computers can help us with our grades...We can do lots of research, more than we even need at school. Also, if we are at school and we have to type something and the computers are not available in class we can go to the computer lab. I hope that you feel appreciated.... Thank you very much."*

## PEOPLE AND LEADERSHIP

We invested \$544,760 in initiatives to help individuals develop their leadership skills and educate British Columbians about B.C.'s energy future.



Cranbrook participants in the Learning to Lead™ Combining Our Strength™ conference in June 2008 at the University of British Columbia.

### Minerva Foundation for B.C. Women

BC Hydro is now a partner in the Minerva Foundation's *Combining Our Strength* initiative to develop a cross-cultural training project.

This initiative focuses on sharing the history and culture of Aboriginal people from the perspective of Aboriginal women. By creating greater awareness of Aboriginal culture and issues, it will allow BC Hydro employees to be more respectful and responsive to First Nations' needs in meeting our organization's objectives.

## COMMUNITY INITIATIVES

We invested over \$896,328 in events, projects and programs that help strengthen B.C. communities and/or provide opportunities for us to interact with our customers.

### Habitat for Humanity

Habitat for Humanity's mission is to mobilize volunteers and community partners in building affordable housing and promoting homeownership as a means to breaking the cycle of poverty.

Over the past year, we supported Habitat for Humanity affiliates in Greater Vancouver, Vancouver Island North and Victoria, educating homeowners and their families on energy efficient design and ensuring that their new houses are built to Power Smart Gold standard. In addition, over 200 BC Hydro employees participated in Habitat for Humanity volunteer build days.



Team building day in Burnaby for the Customer Care and Employee Communications department on Thursday, August 9, 2007.

## SCHOLARSHIPS AND ENDOWMENTS

We believe that creating energy awareness among the next generation is one of the keys to ensuring energy sustainability for our province.

To encourage that awareness, BC Hydro directly 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. One scholarship—the President’s—is available for dependants of BC Hydro employees to recognize the care and determination that these youth put towards their schoolwork and their communities.

BC Hydro also works with 19 institutions to indirectly award 23 endowment scholarships province-wide.

### Fiscal 2008 Scholarships

In Fiscal 2008, we received nearly 400 applications and awarded 93 scholarships worth a total of \$82,500. Individual awards ranged in value from \$500 to \$2,000.

## A FAMILY TRADITION

Capilano College student Alia Rayan—daughter of BC Hydro Restoration Centre Manager Alaie Rayan—received a President’s Scholarship worth \$1,500 this past year.

Apparently, it’s a bit of a family joke that dad Alaie always brings Hydro publications home and leaves them around for family to read. But for Alia—and her two older siblings—the habit has paid off. All three have won BC Hydro scholarships for their high academic standing, sports experience and charity work.

*“I am very proud and happy to be recognized by BC Hydro,” she says, “and I’m grateful my dad works for such a good company. I also feel this scholarship supports the idea of working in your own community, which is a great experience for all young people.”*

## OUTREACH

The members of the BC Hydro Outreach Team (which joined Community Investment in 2007) support current BC Hydro campaigns by delivering key messages to customers via community and retail events, story times, business walkthroughs, media interaction and our community cruisers.

### FISCAL 2008 OUTREACH ACTIVITIES

In the past fiscal year, 88 Outreach representatives attended more than 1,700 events and connected with more than 460,000 customers.

#### The Turn It Off Tour

The Outreach Team’s largest initiative this past year was the Turn It Off Tour, a province-wide campaign to promote electricity conservation. From May to August, Outreach representatives:

- attended community events in more than 80 different communities
- conducted nearly 600 Energy IQ street interviews
- visited more than 21,000 homes and distributed 10,492 CFL bulbs during the Neighbourhood Porch Light Program
- delivered 232 children’s story times, and
- conducted 207 business audits.



## Power Smart Programs

Over the past year, the Outreach Team helped deliver a number of Power Smart Programs developed to encourage BC Hydro customers to adopt energy-efficient behaviours and products. For example, Outreach representatives:

- completed 335 walkthroughs to demonstrate to businesses how Power Smart Product Incentive Program (PIP) can help them save energy and money
- reached 1,951 customers to tell them about energy-efficient lighting products and behaviour through radio remote events at retail stores, such as Costco, Home Depot, Home Hardware, Rona, Zellers – and
- encouraged over 8,000 customers to join Team Power Smart and set their conservation goal online.



## GETTING BIGGER AND BETTER

Karla Evans joined the Nanaimo Outreach Team in September 2002 because, with a degree in environmental science, she wanted to work with conservation-minded people.

*"I am very excited that Outreach continues to get bigger and better as we go forward with our energy conservation goals," she says. "I really enjoy being part of the 'frontline' to offer solutions and suggestions to help people reach their conservation goals, and I feel privileged engaging with some customers at events because they often reveal a real personal side during our conservation conversations. They often tell me about their home situations and the challenges of family members and their conservation habits. It's exciting to finish an event knowing that so many people are starting to think about energy conservation."*

## 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 700 registered charities 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 vacation time.

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

(Please see the **HYDRECS 2007 Annual Report**—[bchydro.com/community](http://bchydro.com/community)—for more details on the Fund and its recent projects.)

### 2007 HYDRECS FUND CAMPAIGN

HYDRECS raised a remarkable \$881,996 for Canadian health and social services charities in 2007. That included \$42,542 raised for charities through the Employee 50/50 Payday Lottery, where one half of all money raised goes to HYDRECS and the other half to the winning employee.

#### Special Project Campaign

The HYDRECS Special Project Campaign raises money for one major province-wide project and four regional projects each year. In 2007, the campaign raised:

- \$100,000 for the Advanced Coronary Treatment Foundation to help them deliver CPR training to all Grade 10 students across British Columbia
- \$30,000 for the St. Vincent's Health Care Foundation to help upgrade the electrical system of the Marion Hospice, located opposite of Vancouver General Hospital
- \$10,000 each for:
  - the B.C. Schizophrenia Society in Prince George to buy equipment and launch a new skills development program in lawn maintenance
  - Our Place Society in Victoria, which provides housing, advocacy, medical aid and training for the homeless, for new furniture and equipment at their new facility, and
  - the Castlegar and District Public Library Association to make the library more accessible by upgrading a wheelchair ramp and installing push buttons for automatic access.

### REASONS TO GIVE

Wendy Laluk is a Public Affairs Research Assistant in Prince George. She has just finished a six-year term as the Northern HYDRECS committee representative, because, she says, she is very proud that BC Hydro employees make a point of giving back to their communities.

*"HYDRECS means that I can give more money than I normally could give. The HYDRECS program is flexible, so I can give vacation days as well as have a monetary amount deducted biweekly. This enables me to donate a larger amount to the charities that mean the most to me and that makes me feel **FANTASTIC**."*

## POWER PIONEERS: THE COMMITMENT CONTINUES

In February 2008, the Power Pioneers Association joined the Community Investment and Outreach department.

Founded in 1989 with three regional branches, the BC Hydro Power Pioneers Association now boasts 15 regional branches across B.C., representing nearly 5,000 retirees.

Following their motto—Continuing a Lifetime of Service to Our Communities—the Power Pioneers help raise funds for local and provincial charities and are key contributors to the HYDRECS fund. In 2007, the Power Pioneers donated more than 83,000 hours of community service to local and provincial charities and service clubs.

The Association's History Group is also actively working to preserve the BC Hydro legacy through various projects, such as *Gaslights to Gigawatts*, a book about the human history of BC Hydro and its predecessors, and *Station Normal* which documents the life and times of the people and power developments on the Stave River. Their website also offers a special history section— visit [powerpioneers.com](http://powerpioneers.com)



Ben Mott, grade 12 student from Summerland heading to Simon Fraser University for his studies, receives the 2008 Okanagan Power Pioneer's Community Service Award from Okanagan President Skip Mavety.

# FISCAL 2008 BUDGET REPORT

## DONATIONS TOTAL \$1,195,113

<b>Provincial Budget .....</b>	<b>\$668,837</b>
Environment and Sustainability .....	\$124,213
Youth and Education .....	\$177,500
People and Leadership .....	\$155,000
Community Initiatives .....	\$212,124
Scholarships .....	\$82,500
HYDRECS* .....	\$100,000

\*In addition to administering HYDRECS, Community Investment and Outreach provides a yearly donation towards its annual special project fundraising campaign.

<b>Lower Mainland and South Coastal.....</b>	<b>\$93,397</b>
Environment and Sustainability .....	\$19,997
Youth and Education .....	\$16,000
People and Leadership .....	\$15,400
Community Initiatives .....	\$42,000

<b>Vancouver Island .....</b>	<b>\$101,485</b>
Environment and Sustainability .....	\$36,500
Youth and Education .....	\$12,000
People and Leadership .....	\$21,250
Community Initiatives .....	\$31,735

<b>Northern .....</b>	<b>\$137,746</b>
Environment and Sustainability .....	\$27,750
Youth and Education .....	\$43,800
People and Leadership .....	\$6,750
Community Initiatives .....	\$59,446

<b>Thompson/Okanagan/Columbia .....</b>	<b>\$119,385</b>
Environment and Sustainability .....	\$39,950
Youth and Education .....	\$9,600
People and Leadership .....	\$8,000
Community Initiatives .....	\$61,835

<b>East Kootenay .....</b>	<b>\$74,263</b>
Environment and Sustainability .....	\$27,557
Youth and Education .....	\$23,696
People and Leadership .....	\$4,200
Community Initiatives .....	\$18,810

## PROVINCIAL SPONSORSHIP TOTAL – \$1,430,112

