



## About the 1% program

The 1% for Salt Spring Wild Places program raises funds to protect the environmentally sensitive areas, views, rare and threatened species, walking trails and long-term sustainability of Salt Spring Island's extraordinary natural environment.

Salt Spring is a significant part of a tiny ecological niche that forms just one-quarter of one-percent of British Columbia, and is the only ecosystem type of its kind in the world. More than 100 species at risk are at home in this rare coastal Douglas-fir ecosystem.

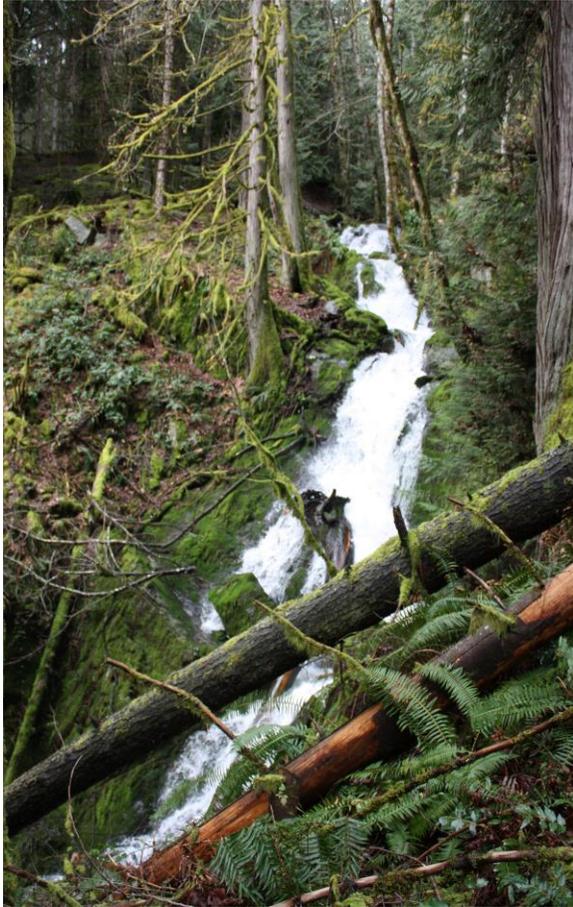
The 1% program supports the work of the Salt Spring Island Conservancy, one of the oldest land trusts in British Columbia. Participating businesses collect a 1% voluntary donation from their customers or donate 1% of their business proceeds to support protection of the island's natural integrity. Many island residents and visitors treasure Salt Spring because of its natural beauty, and will appreciate businesses who share and support these values. Protecting wild places inherently supports our local economy.



The 1% program is administered by Conservancy staff, who are overseen by an executive director and a board of directors. All participating businesses will receive an annual report detailing how the 1% funds have been utilized.

## How the program works

Businesses complete an application form, and upon acceptance by the Salt Spring Island Conservancy, collect a voluntary donation on gross sales before taxes of goods or services. Businesses can also solicit donations through other means, such as envelopes placed in rooms by accommodation providers. Although the program is based on a 1% donation, businesses can contribute other amounts that can be negotiated between the business and the Conservancy.



## **Who can participate in the 1% program**

Any business - big or small - may participate in the program, including retail, restaurants, construction companies, doctors, realtors, lodges, resorts, bed & breakfasts, farmers, therapists or any other business on or off Salt Spring Island. The donations are collected from residents and visitors alike. For custom programs, please contact the Conservancy office: 250/538-0318, [info@saltspringconservancy.ca](mailto:info@saltspringconservancy.ca).

## **How the land is protected**

The Conservancy owns and manages 7 nature reserves (about 700 acres total) and 16 conservation covenants (about 800 acres total). Conservation covenants are voluntary agreements negotiated with private landowners that are attached to title. The reserves and covenants are managed by a land manager on staff. Ongoing Conservancy land protection initiatives are guided by a conservation strategy

rooted in 20 years of land protection experience and science field research on Salt Spring.

## **Where the money is spent**

1% for Salt Spring funds will be utilized to manage the Conservancy's nature reserves and covenants and to support further land acquisitions. Annual management costs average about \$80,000—to develop and erect signage; install and manage trails; develop and update land management plans; remove invasive plants, and develop and monitor conservation covenants. Each land acquisition is unique: some nature reserves have been completely donated by landowners, while others have been partially donated, and some have been completely purchased with funds from the Conservancy, granting organizations and donors.

## **How the protected areas can be used**

Every nature reserve is managed according to a carefully developed land management plan, which is updated every 10 years. The Conservancy's constitutional purposes require that nature's needs must always come first. Every Conservancy nature reserve to date includes walking trails, which are situated according to the land's ecological integrity. Hikers, bird-watchers, school children and others enjoy the nature reserves. Because conservation covenants are placed on private lands, use of these protected areas is only by the landowner and their invitees.

## How we do business

The Salt Spring Island Conservancy is a financially responsible organization, and we have no debts and carry no mortgages. We have strong financial management practices and undergo a rigorous annual financial review by a professional accounting firm. The organization is governed by a voluntary board of directors made up of local residents.



## Our 2017-18 board of directors:

- John Borst, President (island water advocate)
- Ashley Hilliard, Vice President (retired real estate lawyer)
- Lionel Johnson, Treasurer (investment counselor)
- Susan Higginbotham, Secretary (retired social worker)
- Brian Lawson (retired labour lawyer)
- Dave Secord (ecologist)
- Debby Wetmore (bank supervisor)
- Derek Melton (ecologist)
- Gail Bryn-Jones (elementary teacher)
- Kees Ruurs (retired park supervisor)
- Sam FitzZaland (builder)

## Our supporters

In 2016, the Salt Spring Island Conservancy has worked with many granting and partner organizations, including:

### Stewards-in-Training School Program:

The Province of British Columbia  
SSI Foundation - Foundation of Youth  
School District 64  
Hamber Foundation  
TD Friends of the Environment  
Thrifty Foods Smile Card Program

### Stewardship, Land Acquisition & Species at Risk:

BC Ministry of Forests, Lands and Natural  
Resource Operations  
BC Parks Enhancement Fund

Canadian Wildlife Federation  
The Government of Canada's Habitat  
Stewardship Program for Species at Risk  
Habitat Conservation Trust Foundation  
Islands Trust Fund  
NAV Canada  
Pacific Salmon Foundation  
Public Conservation Assistance Fund  
Salt Spring Island Foundation  
Walmart-Evergreen Green Grants  
Wildlife Habitat Canada

\*\*\* and many wonderful private donors \*\*\*

## How you can participate

Joining the program is free, and administering it is easy. We'll give you helpful advice about set-up and answer questions as you proceed. Then you just have to make the regular payment.

## How to set up

- Complete the agreement (posted on website).
- Receive confirmation from Conservancy staff that your business has been accepted into the program.
- Receive a sign that you can display at your business (various options).
- Receive donation envelopes for clients. (if desired)
- Add a section to your website with the 1% logo (optional) showing customers that you are a member of the 1% program. We can provide sample text for your website.
- Receive fact sheets that explain the program to your employees.
- Collect the voluntary donations from your customers, or calculate 1% of your business proceeds, or make a regular donation amount that you and the Conservancy have agreed to or use printed envelopes for costumers.
- Send agreed upon payments to the Conservancy.

## Working with your customers

- If you have not elected to donate the 1% directly from your business, ask your customer if you may add "1% for Salt Spring Wild Places" to their invoice.
- If the customer needs more information, give them the 1% for Salt Spring Wild Places brochure or fact sheet.
- No sales taxes are due on this donation.
- If a customer wants more information about the program or a charitable tax receipt, direct them to our website at [www.saltspringconservancy.ca](http://www.saltspringconservancy.ca)



## Tax receipts

- The business does not need to give the customer a tax receipt as the amounts are usually very small. If a larger amount is donated, the business should contact the Conservancy office to arrange for a receipt. Minimum donation \$20.
- Contributions directly from your business will receive a charitable tax receipt. Minimum donation \$20.

## **Sending in the donations**

- Send a cheque payable to the Salt Spring Island Conservancy, note it is for the 1% for Salt Spring Wild Places Program. Or make a donation through our website.
- The Conservancy does not provide notification when your donation is due.

## **What we do for you**

- Recognize your business participation in media announcements, social media posts, and the Conservancy newsletter and website.
- Provide networking opportunities through 1% for Salt Spring Wild Places events.
- Provide materials about the 1% program and the Conservancy.
- Provide charitable tax receipts for business donations.



## **Keeping you informed**

- Each year, participating businesses will be informed about how much money the program has raised and how it was spent.
- Conservancy staff regularly answer questions and re-supply you with materials.
- You are welcome to contact the Conservancy if you require further information at any time.

