

# Donor impact report

## 2021

SONIA  
**FURSTENAU**  
Leading the BC greens





## You've put us on the path to leading the next government

My heart is full of gratitude for this inspiring donor community. Last year, you gave the BC Greens a major resourcing boost, setting new fundraising records almost every month and putting more pressure on the government than they expected from us.

Together, we are showing British Columbians what is possible if we decide to dream big, lead with care and compassion, and do the hard work that is necessary to get results. We are earning our reputation as a team of smart, practical and creative problem solvers who got started in politics for all the right reasons. As you'll see throughout this report, none of the progress we made in 2021 would have been possible without your donations.

It hasn't been an easy year for our province, and I know the challenges we face can feel overwhelming. We are living through a period in history that is testing the strength of our

friendships, our communities and our democracy — all while climate change is threatening our lives and livelihoods with more frequent and severe weather disasters.

Today's government is better than it would be without the BC Greens in opposition, but it still isn't good enough to meet BC's challenges head on. That's why your decision to put BC Greens on the path to leading the next government is so important.

Thank you for standing with us,



**Sonia Furstenu** (she/her)  
MLA, Cowichan Valley  
Leader, BC Greens

BC Greens live and work in territories of First Nations and Indigenous peoples. These lands and waterways have rich and challenging histories that our party acknowledges and learns from. Together, we are working toward a British Columbia that is rooted in justice, equity, truth, reconciliation and inclusion.

“

*I feel pretty great every time I am able to give because I know I'm supporting a good cause. I will do everything I can to help. It's a joy to me.*

ROBYN ROSS, DONOR SINCE 2016

“

*I am a part of my community when I donate to the BC Greens. I feel like my gift is going towards a movement that's very serious about changing our political system and cares deeply about economic, environmental and social sustainability.*


PAARTH MITTAL, DONOR SINCE 2017

## You launched new advocacy campaigns

Your donations paid for 12 new advocacy campaigns this year. The goal of these campaigns is to put pressure on the government and built public support for key policy initiatives. The more people who sign on to a campaign, the more it gains momentum on social media and in the news. Your gifts supplied these campaigns with

professional ads and online engagement tools, which were especially important during pandemic health restrictions. For some campaigns, you also funded online town hall meetings which allowed Sonia and Adam to host open discussions about policy solutions with community leaders and experts.


### **Affordability, jobs & the economy**

- Support public education
- BC needs a clean economy
- Addressing the housing crisis ★
- Make prescription contraception free ★
- Stop the secrecy at Site C ★ 

### **Climate change & environment**

- Save our last old-growth forests ★ 
- Stop government funding for climate polluters ★
- We need urgent action on the climate emergency ★
- Oil & gas companies must clean up their messes
- Tell the NDP to meet our climate targets ★

### **COVID-19 & healthcare**

- Join the fight for COVID-zero ★
- Provide accessible, no-cost mental healthcare ★ 
- End private contracting of long-term seniors care
- BC needs an all-party committee to address the toxic drug crisis

### **Children & families**

- Mandatory masks in schools ★
- Ban LGBTQ2SA+ conversion practices
- Support neurodiverse children ★

★ New campaigns in 2021

 Campaigns with town hall meetings



# Thank you

for setting a new donations record  
for a non-election year:

## \$1,096,531

DONATION REVENUE FROM

## 5,661 donors

WHO MADE

## 23,242 gifts

### 36%

of donation revenue  
was from Evergreen  
monthly donors

### 26%

of donors made their  
first gift

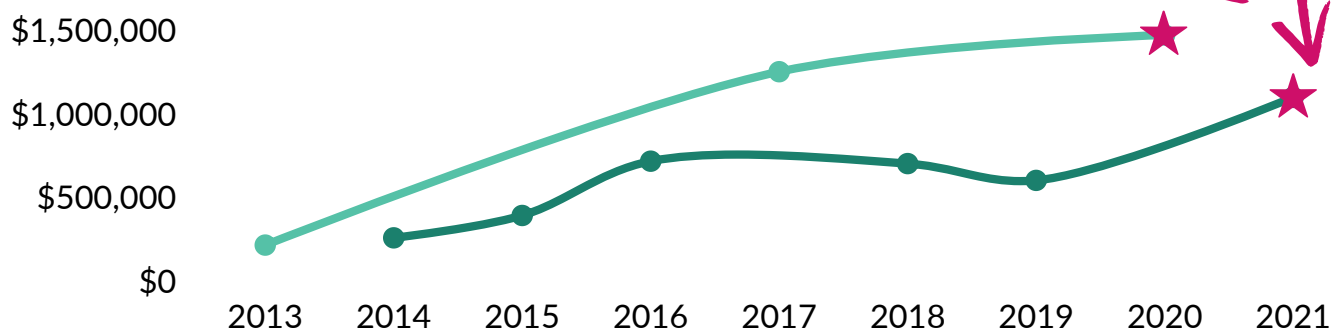
### 47%

of donors made  
more than one gift

Average gift	Average monthly gift	Average annual total
<b>\$47</b>	<b>\$22</b>	<b>\$194</b>

*NEW RECORDS  
TWO YEARS IN  
A ROW!*

### Your gifts over time



- Election years
- Non-election years

# 66,914

ADVOCACY CAMPAIGN SIGNATURES

# 7,369

ONE-ON-ONE SUPPORTER INTERACTIONS

# 2,670

TOWN HALL & EVENT GUESTS

# 36%

 NEW EMAIL SUBSCRIBERS

Number of riding associations

## 22

Provincial coverage of riding associations

## 58%

Number of local events

## 51



## Are you an Evergreen?

Evergreens enjoy the convenience of making automatic monthly gifts to the BC Greens. An Evergreen plan gives you more value for your donation because our team can strategize how to use your money in advance.

You can set up your monthly gift with a credit card by visiting [bcgreens.ca/donate\\_monthly](https://bcgreens.ca/donate_monthly), or email [gifts@bcgreens.ca](mailto:gifts@bcgreens.ca) to set up a bank withdrawal. It only takes a few minutes, and you'll be making a difference every single month!





## Your impact on old-growth forests

**Of all the advocacy campaigns you funded in 2021, the campaign to save old-growth forests earned the most publicity and support.**

**The government had broken its promise**

The BC NDP had made an election promise to defer logging of all at-risk old-growth forests, but their government actually *increased* the rate of old-growth logging in 2021 by 43% compared with 2020. It sparked protests at Fairy Creek — an old-growth forest in Premier Horgan's riding. To make matters worse, the government failed to keep police from overstepping their authority and restricting media access to the protests. It became the largest act of civil disobedience in Canadian history. Although the government kept promising deferrals, they dragged their feet and repeatedly failed to follow through.

British Columbians were on the verge of losing these valuable ecosystems forever.

**You turned up the political pressure**

With your support, BC Greens launched an advocacy campaign to hold the Premier to his election promise. Your donations paid for professional web materials that called British Columbians to action, and an online town hall meeting hosted by Sonia and Adam. They interviewed forestry experts and rallied 1,300 event guests to amplify our message and organize community actions. Additional donations then boosted our reach with social media ads and a comprehensive media strategy. By then, we'd received \$27,000 from campaign supporters, who helped collect 38,825 petition signatures — the most ever on a BC Green petition. Sonia introduced the petition to the legislature,



reminding the government of their promise and the fact that the NDP had introduced a dozen petitions themselves over the years.

### **The government finally came around**

After sustained political pressure from BC Greens and vocal criticism from environmentalists, Indigenous leaders, stakeholder groups, scientists, experts and other citizens, the government finally

relented. They allowed deferrals in the territories of some First Nations, and after more pressure announced a plan to implement deferrals in 2.6 million hectares of old-growth forests by 2023. Their plan lacks conservation funding and puts an unfair burden on First Nations, but it is a step in the right direction — a step that they wouldn't have taken without your support.

## **Words of appreciation**



### **Adam Olsen**

MLA for Saanich North and the Islands

“You are the best donors in BC! Thanks for putting your money behind us. You are amazing for contributing.



### **Jeremy Valeriote**

Chair, Provincial Council

“Thank you for making the dream of a green government and a green planet possible. We feel your support every day, and it drives us to work harder and smarter.



### **Jonina Campbell**

Executive Director

“It's exciting that so many new people are joining our donor community. Welcome and thank you! I know we will succeed with your help.

## **Leave a green legacy**

When you include the BC Greens in your will or estate plan, you can leave a green legacy for future generations while ensuring you are financially secure in your lifetime.

For more information, please talk to your financial advisor about leaving a legacy gift to the BC Green Party (Society #S17864), or learn more by calling 1-888-473-3686, writing to [gifts@bcgreens.ca](mailto:gifts@bcgreens.ca) or visiting [bcgreens.ca/legacy\\_giving](https://bcgreens.ca/legacy_giving).



## Our next steps

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For BC Greens to lead the next government, we must build on our reputation as a team of smart, practical and creative problem solvers. We must also show voters that we are capable of winning an election campaign, which means bringing in new supporters to be a part of our story.

We will also need to keep setting a new standard for what people can expect from their government, holding the NDP accountable for their promises and pointing them in the right direction. With your continued support, the first BC Green government is in our future.

## Take action today

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- **Sign up to volunteer:**
  - [bcgreens.ca/volunteer](https://bcgreens.ca/volunteer)
  - [organize@bcgreens.ca](mailto:organize@bcgreens.ca)
- **Connect with your local Riding Association:**
  - [bcgreens.ca/ridings](https://bcgreens.ca/ridings)
- **Renew your support with a gift:**
  - [bcgreens.ca/donate](https://bcgreens.ca/donate)
  - [gifts@bcgreens.ca](mailto:gifts@bcgreens.ca)
  - 1-888-473-3686