



MY SEA TO SKY

STRATEGIC PLAN

2019–2023



Photo: Rich Duncan Photography



MY SEA TO SKY



Photo: Jimmy Martinello

OUR STORY

We love Howe Sound.

My Sea to Sky is a people-powered environmental organization that was founded in 2014 to defend, protect, and restore Howe Sound.

We organize educational events; coordinate research; build partnerships and respectful relationships; lift up First Nations voices and culture; and facilitate public engagement with our municipal, provincial, and federal governments.

We aim to inspire our community to become stewards of Howe Sound, and make it as simple as possible for people to take action at critical moments.



Photo: Rich Duncan Photography

OUR MISSION

We inspire and empower British Columbians to safeguard the spectacular natural legacy of Átl'ka7tsem (Howe Sound).

OUR VISION

We envision a future in which Átl'ka7tsem's (Howe Sound) thriving ecosystems support regenerative communities.

regenerate • \ ri-'je-nə-,rāt

Adjective: *restored to a better, higher, or more worthy state*

Transitive verb: *to change radically and for the better*



Photo: Tracey Saxby

OUR VALUES

The following guiding principles direct our daily work and decisions. My Sea to Sky is:

Respectful We are honest, kind, and respect ourselves and each other.

Inclusive Our power is in our people and we celebrate our diversity.

Just We work to create a better future for everyone.

Innovative We embrace fresh ideas and dare to be different.

Collaborative We are stronger and more effective when we work together.

Fearless We are courageous, bold, and feisty.

Informed We research with integrity and share what we learn.

Strategic We focus on opportunities that will have the biggest impact.

Responsive We are nimble and can act or react with urgency.

Hopeful We are visionaries who see the big picture and inspire others to protect what we love for future generations.

Together we will create positive and meaningful change.

STRATEGIC PRIORITY #1

DEFEND

Stop destructive projects that threaten the environmental integrity of Howe Sound



Photo: Desiree Wallace

GOAL #1 Stop Woodfibre LNG.

GOAL #2 Stop the Burnco gravel mine.

GOAL #3 Stop other destructive projects that threaten Howe Sound and its communities.

HOW WE WILL DO THIS

Research and raise awareness about the key risks and concerns with these destructive projects.

Build partnerships and respectful relationships with First Nations and other organizations that share our values and can help achieve our goals.

Empower and mobilize our community to take action at critical moments to build political pressure to stop these projects.

Build the political pressure and the will to implement policy and legislation to stop destructive projects in Howe Sound.

STRATEGIC PRIORITY #2

PROTECT

Develop a shared vision and plan to protect Howe Sound
for future generations



GOAL #1 Connect people to place and inspire stewardship.

GOAL #2 Engage communities, government, and First Nations to develop a plan to protect Howe Sound.

GOAL #3 Influence policy & legislation to protect Howe Sound.

HOW WE WILL DO THIS

Build the identity of Howe Sound as a jewel in our backyard that needs to be protected.

Conduct initial research to study and identify possible management approaches to protect Howe Sound.

Identify and build key partnerships to discuss and reach a consensus on the best management approach to protect Howe Sound.

Identify critical ecosystems that need to be prioritized for protection and restoration.

Support other organizations that are working to protect Howe Sound's critical ecosystems.

Build the political pressure and the will to implement policy and legislation to protect Howe Sound.

STRATEGIC PRIORITY #3

RESTORE

Reduce human-caused threats to Howe Sound and support ecosystem restoration efforts



Photo: Ruth Simons

GOAL #1 Raise awareness of human impacts to Howe Sound and inspire behaviour change.

GOAL #2 Support ecosystem restoration efforts in Howe Sound.

GOAL #3 Influence policy & legislation to reduce human impacts.

HOW WE WILL DO THIS

Research and inform about human-caused impacts.

Empower stakeholders to reduce their impacts.

Share the stories of what other organizations are doing to restore Howe Sound.

Develop a volunteer hub for Howe Sound based restoration opportunities.

Identify key human-caused threats that need to be addressed to help restore Howe Sound.

Build the political pressure and the will to implement policy and legislation to reduce human-caused threats to Howe Sound.

STRATEGIC PRIORITY #4

STRENGTHEN

Build capacity to ensure the longevity of My Sea to Sky.



Photo: Tracey Saxby

GOAL #1 Ensure appropriate resources are in place.

GOAL #2 Maintain effective Board governance and leadership.

GOAL #3 Plan for Board & Executive succession.

GOAL #4 Develop effective measures and evaluate success.

HOW WE WILL DO THIS

Transition from a volunteer-based management model to a living-wage model for core management positions.

Develop and implement a yearly work plan and human resource plan with clear budgets and revenue targets.

Ensure financial sustainability of the organization.

Develop and implement a volunteer strategy.

Successfully transition the Board from a working mandate to a Policy Governance mandate.

Identify and develop clearly defined board policies, guidelines, and directions to inform the executive team.

Implement succession planning for the Board and Executive Team.

Create measures and implement periodic evaluation to show that we are successfully moving towards our vision and achieving our goals.

OUR VICTORIES

#StopWoodfibreLNG

2019

Woodfibre LNG initially planned to begin construction in 2015 and be operational by 2017. We have successfully delayed construction by four years so far, and in 2019 shovels are yet to get in the ground.

We are delivering the Howe Sound Declaration with 18,600+ signatures to MPs and MLAs.

2017

After sharing concerns about the impacts of seawater cooling on herring and other wildlife, Squamish Nation forced Woodfibre LNG to switch to air cooling, improving the project design.

1,600+ people participated in a boycott of the Environmental Assessment process to draw attention to illegal donations from Woodfibre LNG staff to the BC Liberal government which threaten the integrity of the process.

2016

We made it easy to participate in the Environmental Assessment process and generated the most public comments, twice, with more than 1,300 comments.

2015

Municipal Councils and Regional Districts around Howe Sound passed resolutions stating strong opposition to the proposed Woodfibre LNG project.

We stopped FortisBC from drilling test boreholes in the Squamish estuary.

2014

We stopped the District of Squamish from accepting \$2 million in taxes from Woodfibre LNG (now valued at \$7–9 million).

We elected a new municipal council in Squamish that was opposed to Woodfibre LNG.



#StopBurnco

After sending over 4,000 letters of opposition to the proposed Burnco gravel mine at McNab Creek, the Sunshine Coast Regional District has denied the permit Burnco needs to process the gravel on site, effectively halting the project.

#ProtectHoweSound

Hundreds of people in kayaks, canoes, and paddle boards came together to launch this campaign with a heart-shaped flotilla, resulting in a viral video that has been featured at the Vancouver International Mountain Film Festival.

ACHIEVEMENTS

We're powered by the passion of our volunteers.



80

volunteers



2,316

volunteer hours

We enable people to take action at critical moments.



3,265

actions



17,774

signatures

We're changing the conversation.



79

media hits



1,585

phone calls



271

door knocks



32,872

texts



Photo: Rich Duncan Photography



Photo: Rich Duncan Photography

NEW CAMPAIGN

The Intergovernmental Panel on Climate Change has warned us that we have twelve years to limit climate catastrophe. The report states that we need a rapid, far-reaching culture shift to immediately reduce greenhouse gas (GHG) emissions and limit warming to 1.5 degrees.

Howe Sound communities are already experiencing the impacts of climate change, from sea level rise to wildfires, and we need to act with urgency.

Our goal is to tackle this climate challenge from the grassroots up, by empowering citizens and municipalities to transition away from destructive fossil fuels to a zero carbon economy with tangible, step-by-step actions that we can take now. We don't want to wait until 2050 to achieve zero carbon.

#ZeroCarbonChallenge

We are issuing a #ZeroCarbonChallenge to municipalities around Howe Sound and across Canada, with practical step-by-step actions and policies we need to achieve Zero Carbon. Who will get there first?

To help achieve this goal, we will educate and activate individuals and businesses to reduce their greenhouse gas emissions, identifying key actions that will have the biggest impact, and featuring case studies to inspire others.

GET IN TOUCH

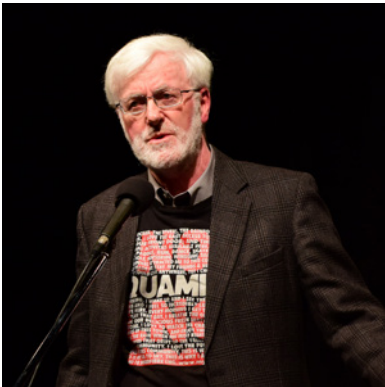


Tracey Saxby | Co-Founder & Executive Director

tracey@myseatosky.org | +1 (604) 892-7501

Marine Scientist. Activist. Visionary change-maker.

In 2007 Tracey kickstarted the grassroots movement to reduce plastic bag use across Canada. Fast-forward seven years, and Tracey picked up a megaphone to lead thousands of people in a climate uprising. Tracey holds a masters equivalent in marine science and is a partner at Visual Science with over sixteen years of experience working at the nexus of science, design, and communication. Her passions include skiing, kiteboarding, rockclimbing, singing, and playing D&D.



Eoin Finn | Co-Founder & Board Chair

eoin@myseatosky.org | +1 (604) 715-7991

Extreme Energy Researcher.

Eoin is a management consultant with 25 years of business experience, and is now a retired partner of major accounting/consulting firm KPMG. Eoin holds a B.Sc. in chemistry, a Ph.D. in physical chemistry and an MBA in International Business. Eoin has spent the past five years researching aspects of BC's proposed LNG industry. Eoin enjoys spending time on Bowyer Island in Howe Sound with his wife and three children, two of whom have become marine biologists.

SUPPORT US

My Sea to Sky is incredibly proud and grateful to say that we rely on our community for donations that provide the majority of our funding. Our power is in our advocacy, so donations are not tax-deductible. Your generous contribution will help us to run our critical campaigns to defend, protect, and restore Howe Sound. Please consider making a monthly gift to sustain our work.

GIVE ONLINE

Give instantly by credit card at **myseatosky.org/donate**

GIVE BY CHEQUE

Please send a cheque payable to “My Sea to Sky” to:

My Sea to Sky
PO Box 2668
Squamish, BC, V8B 0B8

Please include a note with your cheque so we know who it's from.

GIVE BY INTERAC e-TRANSFER

To donate by Interac e-Transfer, send your donation to:

donations@myseatosky.org

Make sure to email us the answer to your security question.



Photo: Rich Duncan Photography



Find us online at: **www.myseatosky.org**



Facebook: myseatosky



Twitter: @MySea2Sky



Instagram: myseatosky



YouTube: My Sea to Sky