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MEC COMMUNITY CONTRIBUTIONS

Alberta Land Trust Alliance

**March 11 – 13,
2009**



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Snapshot of MEC

- Canada's leading supplier of quality outdoor gear and clothing
- Focus on gear for self-propelled activities like cycling, paddling, skiing, climbing, back packing, and tenting
- More than 3 million members
- Approximately 1 in 10 Canadians is a member
- 2008 sales of \$246 million
- More than 1,000 employees
- Reputation for social and environmental leadership

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Seven Principles of Co-operatives

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation among Cooperatives
7. Concern for Community

Community Involvement

- We belong to the non-profit audit group “1% for the Planet”, and as per our agreement with them, 1% of our gross annual sales are donated to environmental initiatives. In 2007 we donated 2.5 million dollars.
- Grant Committees are formed where ever there is a MEC store for each funding period (Application deadlines – March 10 and September 10), and there is a National Granting Committee as well.

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Community Contribution

- We will promote co-operatives as a means to meet collective needs and empower consumers to participate in their local economy.
- We will be an advocate in the community for issues that align with our beliefs and strategic priorities.
- We will nurture meaningful partnerships with non-profit and community-based organizations to protect and enhance the places where we work and play.

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The following criteria will guide our business decisions and strategies. Using the precautionary principle, we will focus on issues:

- Which relate to our business, our core purpose, and our member needs.
- Which have the biggest impact on natural, social, and economic systems.
- Where MEC has influence or control over the impact.
- Where solutions are technically and economically viable.
- Where there are opportunities to collaborate with other organizations.

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Contributions Summary Spring 08

- 78 Projects
- Total Awarded: \$705,603
- Area of Focus: Conservation, Access (Activity/Culture)
- Results of formal contribution program only: 5 Categories

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Contributions Summary Fall 08

- 58 Projects
- Total Awarded: \$712,435
- Area of Focus: Conservation, Access (Activity/Culture)
- Results of formal contribution program only: 5 Categories

COMMUNITY CONTRIBUTIONS: SUMMARY BY PROGRAM

Access

- Spring - 28 projects (41 applications)
- \$142,106, range: \$1000 - \$10,000, average: \$5,075
- Fall - 11 projects approved (19 applications)
- \$98,985 range: \$4,100 - \$15,000, average: \$9,082

Advocacy & Education

- Spring - 31 projects (70 applications)
- \$211,705, range: \$500 - \$10,000, average: \$6,829
- Fall - 29 projects approved (52 applications)
- \$254,001.00, range: \$2,000 - \$15,000, average: \$8,759

COMMUNITY CONTRIBUTIONS: SUMMARY BY PROGRAM

Capacity Building

- Spring - 9 projects (58 applications)
- \$149,012, range: \$1000 - \$35,000, average: \$16,557
- Fall - 12 projects approved (51 applications)
- \$242,087, range: \$2,322- \$35,000, average: \$20,174

Research

- Spring - 6 projects (27 applications)
- \$103,420, range: \$14,000 to \$20,000, average: \$17,237
- Fall - 3 projects approved (20 applications)
- \$57,361.85, range: \$18,000 to \$19,992, average: \$19,121

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COMMUNITY CONTRIBUTIONS: SUMMARY BY PROGRAM

Land Acquisitions

- Spring - 3 projects (10 applications)
- \$99,360, range: \$19,360 to \$50,000, average: \$33,120
- Fall - 2 projects approved (21 applications)
- \$60,000, range: \$20,000 to \$40,000, average: \$30,000

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ACCESS HIGHLIGHTS

- Focus: public right-of-way, eliminating barriers, promoting responsible use, opportunities for outdoor adventure, youth, bikes, clubs

ACCESS – CYCLING HIGHLIGHTS

Alternative Transport Options: Bike Train Initiative \$8000, Toronto Store

- The Bike Train is an innovative sustainable tourism and transportation initiative that introduced bike racks onboard select VIA Rail departures between Toronto and Niagara Falls in 2007. With funding and partner support, the Bike Train service will expand in 2008.

Friends of Fish Creek Provincial Park Society: Trail Care \$2000, Calgary Store

- Trail Care volunteers will develop a single track mountain bike trail that will extend through the entire Park and is estimated to take the next seven years to complete. This project is needed in Fish Creek Provincial Park to limit the number of unauthorized trails which negatively affect wildlife, the landscape, vegetation, and peoples' enjoyment of the Park.

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ACCESS – ACTIVITY/CULTURE HIGHLIGHT

**The Outdoor Classroom BC Spaces for Nature - WildED Program:
\$10,000.00, Vancouver Store**

- The Outdoor Classroom initiative inspires and reconnects youth to nature, by leaving the four walls of the classroom in order to experience, and learn from nature first-hand.

CONSERVATION HIGHLIGHTS

- **Focus: landscape-scale opportunities, comprehensive network of parks and protected areas**

Canadian Parks and Wilderness Society, Nova Scotia: \$15,000.00, Halifax Store

- CPAWS NS will work with government, other NGOs and industry to promote the establishment of marine protected areas in Nova Scotia. This campaign will act on a Federal government commitment to create a network of MPA's by 2012. Nova Scotia is currently the only coastal province without an inshore MPA.

Skeena Watershed Conservation Coalition: \$22,500.00, Head Office

- Increasing effectiveness of staff, technology and provincial networking will help to ensure that SWCC has the tools to drive a strong campaign for the protection of the Sacred Headwaters from the extensive impacts of coal bed methane

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CONSERVATION HIGHLIGHTS

- **Focus: landscape-scale opportunities, comprehensive network of parks and protected areas**

Caribou Habitat and Boreal Forests, Forest Ethics Canada: \$10,000.00, Toronto Store

- To ensure that the Ontario government keeps its promise to protect caribou habitat, we will conduct extensive public outreach and organize a broad array of support.

Mining Policy Reform in Ontario, Canadian Institute for Environmental Law and Policy: \$20,000.00, Head Office

- CIELAP, in consultation with Ecojustice, will research, analyze, and propose elements for a strong and effective Ontario Mining Act that has a greater focus on conservation and community decision-making.

LAND ACQUISITION GRANTS

- To conserve ecologically and/or recreationally significant resources and range from \$10,000 to \$100,000.
- Income from the [MEC Endowment Fund For The Environment](#) helps to fund this program.
- As a result of the 1% for the Planet, we now have enough money to split our program into 2 intakes per year, responding to member feedback that stated it was too long a process to apply.
- Also changed/broadened focus of Land Acquisition grants from only ecological value to include recreational value.
- We supported 2 land acquisition grants in Alberta – one in 1996 (Bow Valley Campaign, 10k), and one in 2002 (Cooking Lake Moraine – Campbell Property, 30k)

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LAND ACQUISITION GRANTS

The [MEC Endowment Fund For The Environment](#) is a 1.3 million dollar fund that provides 100% of the income for Land Acquisition Grants.

It was established in 1993, and has been augmented by members via share redemptions, vendors, and for a while by the proceeds gained from parking at the head office as a direct carbon tax.

The fund is housed with the Vancouver Foundation in their Socially Responsible funding section.

LAND ACQUISITION GRANTS

Evaluation Criteria

- Your organization demonstrates the ecological and/or recreational significance of the land.
- The urgency of acquisition is evident.
- Your organization has a successful track record in land acquisition.
- A strategy for public education about the conservation effort is in place.
- There is broad-based community or stakeholder support.
- Other sources of funding have been investigated.

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Application for Support Log - In

Please log in with your organization's member number.

The applicant organization must be a member of MEC. To setup a membership for an organization please call our Service Centre at 1.888.847.0770 or 604.876.6221 (Vancouver area).

Fields marked with a * denote required information.
MEC respects your privacy. [View our privacy policy.](#)

Member Number: * » [Find your member number](#)

Save Time! If you log in with both your member number **AND** phone number, we can automatically fill in your personal information.

Phone Number: Format: 7315555 (last 7 digits)
(optional)

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ROCKSOLID GUARANTEE

Call us at 1.888.847.0770 or 604.876.6221

1% FOR THE PLANET

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Are you a member?

To buy or rent gear from MEC, you must be a member of the Co-op. A lifetime membership is only \$5.00.

» [Join MEC](#)

What is logged in?

When you are logged in, you can:

- Create and modify an MEC Wish List
- Update your MEC membership information
- Purchase products

To protect your privacy, please remember to log out when you are finished.

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- Grassroots Product Donations
- Urban Sustainability
- Land Acquisition
- Capacity Building
- Research
- Advocacy & Education
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- Grant Recipients
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Info about gear, offers, and events.

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Please note: Pressing the **Continue/Save** button as you step through the application process will ensure that none of your data is lost.

Applications left idle for more than 30 minutes will be automatically logged out for security purposes.

Please review our support criteria if you are unsure about the correct category for your application.

- [Grassroots Product Donations](#)
- [Urban Sustainability](#)
- [Land Acquisition](#)
- [Capacity Building](#)
- [Research](#)
- [Advocacy & Education](#)
- [Access](#)

Fields marked with a * denote required information.
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Project Title: *

Category: *

Password: *

Each project has a unique password.
Password must be between 6 to 12 characters long.

Confirm Password: *

Continue/Save

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1. Eligibility 2. Applicant 3. Detail 4. Documents 5. Summary

Title: **Land Acquisition Example** Category: **Land Acquisition** ID: 3587

MEC Application for Support - Applicant Information

How would you like us to contact you regarding this application? (Information you enter here will be used for this application only and will not be saved to your permanent member record.)

Fields marked with a * denote required information.
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Country _____
Select Country:

Primary Contact Person _____
Title:
Name: *
(first, init, last)
Role In Organization:

Contact Information _____
Address: *
Line 2:

Enter Keywords Search

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Grant Recipients

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1. Eligibility | **2. Applicant** | 3. Detail | 4. Documents | 5. Summary

Title: **Land Acquisition Example** Category: **Land Acquisition** ID: 3587

MEC Application for Support - Project Details

Use this page to describe your project and your funding request.

Fields marked with a * denote required information.
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Project Detail:

Project Title: Land Acquisition Example

Category: Land Acquisition

Estimated closing date of land purchase: * Format: mm/dd/yyyy

Funds Requested: * Format: 999999.99 (\$CAD)

Number of hectares for acquisition: *

Project Summary: *

(30 words or less)

Project Detail:

(600 words or less)

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1. Eligibility 2. Applicant **3. Detail** 4. Documents 5. Summary

Title: **Land Acquisition Example** Category: **Land Acquisition** ID: 3587

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Project Detail:

Project Title: Land Acquisition Example
 Category: Land Acquisition

Estimated closing date of land purchase: * 01/09/09 Format: mm/dd/yyyy

Funds Requested: * 10000.00 Format: 999999.99 (\$CAD)

Number of hectares for acquisition: * 3 million

Project Summary: * make an awesome bike ride (30 words or less)

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1. Eligibility 2. Applicant 3. Detail 4. Documents 5. Summary

Title: Land Acquisition Example Category: Land Acquisition ID: 3587

MEC Application for Support - Project Summary

Please review your project details before submitting your application.

Print this page

Project Title: Land Acquisition Example
ID: 3587
Category: Land Acquisition
Estimated closing date 09/09/2009
of land purchase:

Eligibility criteria

The project will be carried out in Canada.	Yes
The applicant is a not-for-profit organization.	Yes
The applicant is not a governmental organization.	Yes
The project neither supports nor requires any illegal activities.	Yes

Organization

Organization Name: Cycling Is Us
Organization Acronym: (optional)
Organization Type: Non-profit organization
Organization Chapter:

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LAND ACQUISITIONS 2008

**The Nature Conservancy of Canada – New Brunswick:
Protecting the Global Shorebird Population - \$40,000**

Status: in progress

This will protect a small but important section of mudflats and tidal marshes at the head of the Bay of Fundy. This area is critical habitat for millions of shorebirds and is considered to be one of the most important stopover sites for shorebirds in North America, and provides habitat for the Peregrine Falcon

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LAND ACQUISITIONS 2008

**Skaha Bluffs – British Columbia: Protecting Climbing Access
- MEC - \$350,000; MEC Members - \$140,000**

Status: completed

This grant protected one of the premier climbing areas in Canada, as well as a place of tremendous ecological value. A local climbing community had been working for years to establish permanent public access to the area in the South-Okanagan Similkameen. MEC brought The Land Conservancy on board to put a deal together, and ultimately protected a 304 hectare property adjacent to the bluffs. The TLC closed the 5.2 million dollar deal on January 16, 2008, the land is now slated to be a Class A Provincial Park.

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LAND ACQUISITIONS 2008

The Nature Conservancy of Canada – Manitoba: Protecting the Park Edge: Conserving the Brykaliuk Property - \$20,000

Status: in progress

The purchase of the Brykaliuk property will protect the biodiversity of the lands surrounding Riding Mountain National Park and enhance the enjoyment of recreational visitors and tourists to the area. The Riding Mountain Aspen Parkland natural area represents one of the last remaining ecologically functional landscapes and rises like an island of wilderness within a sea of agriculture.

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LAND ACQUISITIONS 2008

Nanaimo and Area Land Trust: Mount Benson Acquisition Project -\$50,000

Status: Completed

In response to community outcry against visible logging on the front face of the mountain, an important community recreation area, NALT negotiated a purchase agreement with the owners in partnership with the Regional District of Nanaimo and raised \$475,000 (1/2 the purchase price).

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LAND ACQUISITIONS 2008

The Nature Conservancy of Canada – Manitoba: Senderewich Conservation Agreement - \$19,360

Status: Completed

The purchase of a conservation easement on the Senderewich property will protect biodiversity, maintain habitat for the Logger Head Shrike (Threatened) and the Red Headed Woodpecker (Special Concern) and larger mammals of the Blue wing Corridor and enhance the enjoyment of recreational visitors and eco-tourists to Riding & Duck Mountain Park.

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LAND ACQUISITIONS 2008

The Nature Conservancy of Canada – Nova Scotia: The Deep Cove Project - \$30,000

Status: Land Purchase Recently Completed, MEC making contribution

The Deep Cove Project in Lunenburg County, NS will protect one of the largest, unprotected pieces of mature forest left in Nova Scotia. Rich in endangered and rare lichens, the properties are adjacent to the Blandford Nature Reserve (320 hectares). Once acquired, these properties will double the size of the current protected area to 688 hectares.

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OTHER BIG GRANTS

Southern Gulf of St Lawrence Coalition on Sustainability: Conserving Aquatic Ecosystems through Capacity Building with 21 ENGOs \$33,000

- The project engages 21 environmental community groups and their volunteers throughout the Southern Gulf of St. Lawrence with conserving and protecting their local estuaries using standardized monitoring and tracking tools

Fondation Rivières: Renforcement des capacités stratégiques et opérationnelles de la Fondation Rivières \$35,000

- Le projet vise, d'une part, à renforcer les capacités de l'organisme en termes de communication stratégique, afin de le repositionner dans le domaine environnemental et d'améliorer la portée de ses activités de communication. D'autre part, le projet vise le renforcement opérationnel de l'organisme, par la restructuration de son Parc informatique.

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OTHER BIG GRANTS

Ecology Action Centre

\$35,000.00, Head Office

- In collaboration with the forest industry and government the EAC will lead the development of a wood supply mitigation strategy that aims to allow roughly 150,000 ha of wilderness for legal protection in Nova Scotia

Regroupement QuebecOiseaux

\$19,370 Head Office

- The RQO will work in collaboration with the FQME to create a management guide that will help ensure protection of birds of prey that nest on climbing routes. This guide will help determine what species are protected, what the impacts of climbers are, and how to determine a protection zone.

TIPS FOR APPLICANTS

- Apply ONLINE through mec.ca
- Pick the right category for your application
- Make sure you qualify – address all required criteria outlined on our website
- Our ‘advocacy and education’ and ‘access’ grants are for specific projects, not capacity building or general funding
- We need a detailed budget – what will our money be used for?
- If we are going to contribute funds to your project we need to see that there is a high probability you will achieve your goals and we aren’t funding a ‘shot in the dark’ – prove to us you can do what you’re proposing
- We need to see that you’ve thought about follow through and evaluation – how will you show us you’ve succeeded

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The Big Wild – MEC and Canadian Parks and Wilderness Society (CPAWS)

- The Big Wild is a joint initiative between MEC and CPAWS to protect at least $\frac{1}{2}$ of Canada's remaining Big Wild.
- Currently less than 10% of public lands and 1% of water is protected
- Conservation scientists indicate that half is what is required to retain a health biosphere.
- Can participate on many levels – wear a shoelace, sign on the website (thebigwild.org), do a Big Wild Challenge, donate, participate in a campaign.

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**Questions:
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**or Senja Palonen
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1-866-632-3863**

