



BTCEA Annual Report

*November 1st, 2012 –
October 31st, 2013*

1. Community Education Program

1.1 Community Symposia

Supported by a strong team of volunteers marshaled by Cindy Lee, who participated in the weekend Facilitation Training held in April 2012, BTCEA produced a total of seven “Awaken and Change” symposiums from November, 2012 to October, 2013, convening primarily at community centers and neighbourhood houses in South and East Vancouver.



“Awaken and Change” Symposia venues

- Panorama Place Common Room – February 2, 2012
- Little Mountain Neighbourhood House – November 17, 2012
- Hastings Community Centre – January 17, 2013
- Killarney Community Center – April 6, 2013
- South Vancouver Community Centre – April 20, 2013
- Mount Pleasant Community Centre – September 14, 2013
- False Creek Community Centre – October 12, 2013

1.2 Be The Change Action Challenge

Beginning in December, 2012, BTCEA embarked on its first ever web and social-media based community engagement campaign – known as the “Be The Change Action Challenge” – to help strengthen the delivery of its overarching community education program. Once a week for 20 weeks, BTCEA staff and volunteers posted an entertaining and informative video relating to one of the overarching Values from the Action Guide to our various social media outlets, which linked back to a page on the BTCEA website containing key facts from each video, as well as a selection of 10-12 actions that participants could take to address the issues. Overall, the Action Challenge helped to significantly increase BTCEA’s social media engagement (and thus, awareness of the organization and its various offerings, as well as key global issues), and the resources have been brought forward to help focus and facilitate Action Circles.

1.3 Biking 2 Be The Change

On May 1st, Capilano University student Kilderic Moroy set out on his cross-Canada adventure, 'Biking 2 Be The Change,' to meet and engage with Canadians in their hometowns and encourage them to make personal commitments to environmental behavior change. Inspired by the values and mission of Be The Change Earth Alliance, Kilderic, a French-born Canadian, took it upon himself to spread our message on his journey across the country and to influence others to take action.



Telus graciously provided Kilderic with a smartphone with which to communicate with the Be The Change team and record photographs and videos of his exploits.

Four months later, Kilderic returned triumphant to Vancouver, having traveled over 8,000 kilometers coast-to-coast, cycling through every type of weather and terrain imaginable and speaking to hundreds of Canadians. Kilderic collected pledges for personal behavior change from hundreds of fellow citizens and spread the Be The Change's message to take personal responsibility for environmental behavior change.

1.4 Drop-in Action Circles

With the support of the Vancouver Foundation's 'Neighbourhood Small Grants' program in the Spring of 2013 BTCEA tried a new approach to Action Circles and hosted six 'drop-in' Action Circles at the Oakridge United Church. This gave people who are interested in Action Circles, but unable to commit to regular meetings, an opportunity to connect with other members of the community in meaningful dialogue.



These circles were held bi-monthly from April to June, and made good use of the videos and corresponding action sheets that were compiled for the Be The Change Action Challenge. These resources are still hosted on the BTCEA website and are being used in community action circles, most notably in Mission, where a 2012 Symposium participant organized a series of community events using a similar format.

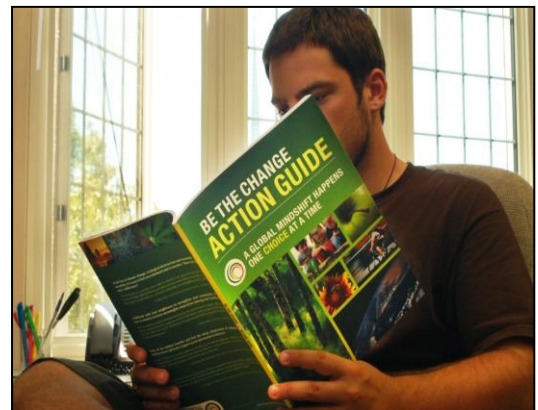


Drop-in Action Circles

- Session 1: Health – April 16, 2013
- Session 2: Consumption – April 30, 2013
- Session 3: Conservation – May 14, 2013
- Session 4: Connection – May 28, 2013
- Session 5: Justice – June 11, 2013
- Session 6: Celebrating Change – June 25, 2013

1.5 Action Guides

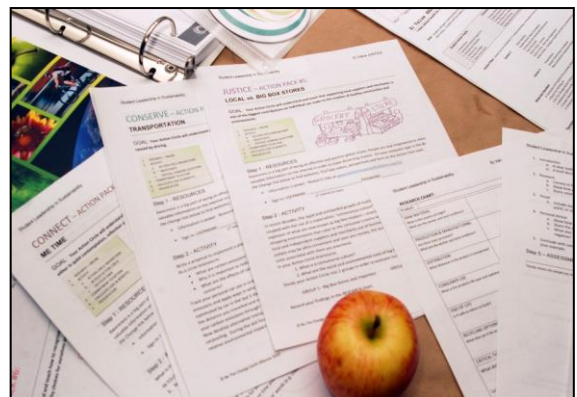
The Be The Change Action Guides continue to be offered to Action Circles to support their behaviour change; they are purchased either at symposia, at the office, or through Amazon.com. A total of 50 Action Guides were sold, generating \$1,000 in social enterprise revenue for the organization this year. The BTC Action Guide was not updated this year, and the links should be checked and updated for next year.



2. Youth Education Program – Student Leadership in Sustainability

2.1 Summer SLS Curriculum Updates

SLS Program Manager Erin Leckie coordinated the BTCEA team, supported by summer students Tahia Ahmed and Sophie Turner, and UBC Arts intern McKenzie Rainey, to update and augment the SLS program materials. Everyone worked tirelessly throughout the summer months to create the most comprehensive and sophisticated iteration of the *Student Leadership in Sustainability* program to date. Notable revisions and additions include:





- The development of an entirely new program module – Value F: Innovation – providing students with an excellent guideline for developing collaborative school and community projects
- The addition of 13 new Action Packs to supplement the existing modules, including:
 - Organic Waste
 - Ocean Acidification
 - Ocean Wise (unsustainable fishing)
 - Into the River (waterway pollution)
 - All That Glitters (mining)
 - Oil
 - Environmental Rights
 - Count Me In (active citizenship)
 - 5 Project-based ‘innovation’ Action Packs corresponding to each of the SLS program’s five modules
- The revision of all 31 Action Packs carried forward from the 2012-2013 curriculum to clarify the critical thinking process, include new graphics, videos and web links
- The addition of new supporting documents to assist teachers in delivering the program, including new lesson plans, a ‘Teacher’s Kit’ to accompany the program, new activities for classroom discussions, etc.

2.2 UBC MBA Marketing Plan

Following Maureen’s presentation to MBA students from UBC’s Sauder School of Business, BTCEA was chosen by a cohort of three MBA candidates as their partnering organization for a Community Learning Initiative project. Over the course of their Spring Semester, the students (Ian Smedley, Stephanie Hunt, and George Jacob) reviewed the SLS curriculum and discussed the social enterprise



potential of the SLS program extensively with Maureen and Erin who met with them bi-weekly. They also convened teacher focus groups and ultimately created a comprehensive marketing plan to facilitate the program’s delivery into other school districts and provinces. The final, formalized plan was presented to BTCEA in April of 2013 and is being referenced and used on an ongoing basis. One of the insightful ‘takeaways’ from this process was for BTCEA to consider using a broader value statement that would be of interest and appeal to a larger segment of



teachers. This insight informed our priority to clarify the critical thinking process in the student Action Packs and reframe our teacher Professional Development workshops to emphasize our pedagogical approaches instead of focusing strictly on our environmental content.

2.3 French Translation

After hearing from several French Immersion teachers during Professional Development workshops that the SLS materials in French would be a valuable resource to French Immersion programs throughout the province and across Canada, Maureen negotiated a collaboration with the Community Service Learning program of University of Ottawa's School of Translation and Interpretation. Beginning in September 2013, Erin has been working remotely with two student interns from the University of Ottawa who have been translating all of the student and teacher materials in SLS. Shayne Vollmers, a French Immersion teacher who had attended a ProD Maureen delivered on Vancouver Island, agreed to supervise and correct the translations. This significant project will open up a whole new market for Be the Change and will be fully reported on in next year's report.



2.4 Organic Waste Workshops/Emterra Partnership

In 2013, BTCEA entered into a collaboration with Emterra Environmental, a Vancouver-based waste management company, to bring sustainability education resources to the Delta School district in support of student-lead organic waste projects.



Together BTCEA and Emterra made a presentation to approximately 20 members of the Delta School District Green Team, addressing the environmental issues facing our schools and introducing them to the Student Leadership in Sustainability materials.

BTCEA and Emterra also met with approximately 20 Vice-Principals of the Delta School District. The Superintendent introduced and endorsed the SLS program materials saying, "I am very impressed with the breadth and depth of this curriculum material...The need for sustainability education is here, and it's not going away."

With Emterra's support, SLS was provided for free to hundreds of Delta students in classrooms and at the Delta Student Sustainability Symposium.

2.5 Professional Development Workshops

The primary way Be The Change reaches teachers to let them know about their educational resource is by providing complimentary Professional Development workshops at teacher conferences.

Provincial Conferences take place in the fall, and are hosted by Provincial Specialty Associations, such as Science, Socials Studies, Home Economics, French Immersion, Environmental Educators, Peace and Global Education, and others. School Districts also present teacher conferences; they generally take place in the spring, and are hosted by a school in that district. Schools also have Professional Development days and 'Collaborative Meetings' that are hosted internally.



Initially Erin attended and co-facilitated workshops with Maureen, and they are now presenting workshops solo. This is important as Conferences often fall on the same day and the team needs to split up to reach more teachers. In order to reach teachers outside of easy geographic reach, Be The Change offered a webinar pro-D workshop in the spring of 2013 and it was well received.

Maureen and Erin prepared and presented the following workshops for Be The Change:

Provincial Conference Pro-D workshops were presented at:

- BC Provincial Social Studies PSA Conference, Vancouver Technical Secondary
- Teachers of Home Economics Specialist Association Provincial PSA Conference, Pinetree Secondary, Burnaby
- BC Teachers Federation New Teachers Conference, Surrey

School District Conference Pro-D workshops were presented in the following districts:

- Burnaby
- Coquitlam
- Delta
- Langley



- North Vancouver
- Richmond
- Surrey
- Nanaimo District 'Connect 2 Learn' Conference
- Vancouver School Board Sustainability Conference, Magee Secondary, Vancouver

School Wide Collaborative Pro-D Workshops were presented at

- King George Secondary, Vancouver
- Templeton Secondary, Vancouver
- Saint George's Secondary, Vancouver

National Conference Workshops

- Canadian Network for Environmental Education and Communication Annual Conference, University of Victoria
- Environmental Studies Association of Canada Annual Conference, University of Victoria

Student workshops & assembly presentations

- Stratford Hall, Vancouver
- Templeton Secondary, Vancouver

Phone and computer access Virtual Pro-D workshops hosted remotely from the BTCEA office

3. Staff

3.1 Staff, Volunteer, and Intern Directory

Core staff (biographies provided below):

- Maureen Jack-LaCroix, Creative Director – with BTCEA since inception 2005
- Marcus Hynes, Operations Manager – with BTCEA since November 2010
- Erin Leckie, Student Program Manager – with BTCEA since May 2011
- Jen Holden, Communications Coordinator – Joined October, 2013





Summer students:

- Tahia Ahmed, Program Assistant – May to August, 2013
- Sophie Thomas, Program Assistant – May to August, 2013

UBC Arts interns:

- Kathy Chan – January to April, 2013
- Victoria Lim – January to April, 2013
- McKenzie Rainey – May to August, 2013

3.2 Staff Biographies

Maureen Jack-LaCroix, Creative Director

Maureen Jack-LaCroix is BTCEA's visionary leader, who sets the direction for the organization and represents BTCEA to its many constituents, including educational leaders, policy makers, investors and community members. She co-founded BTCEA together with a team of highly accomplished professionals from the fields of education, law, health and psychology and she brings the philosophical foundation and an uplifting vision to BTCEA.



A student and leader of group processes in humanistic, cognitive and transpersonal psychology for 15 years, Mrs. Jack-LaCroix is an accomplished education curriculum developer and she has spearheaded the creative development process of all curriculum and training materials for both the Student Leadership Sustainability and Community Engagement programs.

Mrs. Jack-LaCroix is also a well-respected facilitator and speaker and leads Be The Change workshops and inspiring presentations, bringing years of experience from facilitating leadership trainings for business executives with ViRTUS. Prior to creating BTCEA, Mrs. Jack-LaCroix spent twenty years as a social entrepreneur heading up Jack of Hearts Productions and large-scale, multifaceted events such as the Slam City Jam North American Skateboard Championships, the Music West festival and conference, the Tears are Not Enough African aid initiative, and a number of TV productions including the Gala Opening of Expo '86 for CBC TV. She was awarded the 40 Under 40 Top Business Achievers by Business in Vancouver and received the Ethics in Action Award in 1996.



Mrs. Jack-LaCroix earned a Masters in Psychology and Creation Spirituality from Naropa University and is currently a Doctoral student in Curriculum Design and Implementation at Simon Fraser University (SFU) Faculty of Education.

Marcus Hynes, Operations Manager

Marcus Hynes manages the daily operations of the organization and website administration. He coordinates the Community Education Program of BTCEA and writes grants in close collaboration with Maureen. Mr. Hynes brings a broad base of knowledge and experience to BTCEA. Before joining BTCEA, he was the Director of Operations for Awakening Heart Holistic Learning and Wellness Centre. Marcus earned a Bachelors degree in Political Science and Journalism from Halifax's Dalhousie University. After relocating to British Columbia, he decided to apply his passion for ecology and social justice through the field of non-profit management. In his spare time he enjoys visual art and photography, writing, game design and being in nature.



Erin Leckie, Student Program Manager

Erin Leckie manages the ongoing refinement of the Student Leadership in Sustainability (SLS) program. This includes interviews with teachers using the materials and working with Maureen on design and content development. Erin also manages the summer students who are hired to assist with SLS upgrades and research. Together with Maureen, Erin creates and delivers Professional Development workshops to teachers. For her Bachelors degree in Adventure Tourism Management Erin studied at Thompson Rivers University, and she also completed a Certificate in Environmental Studies from the University of Victoria's Redfish School of Change to further develop her environmental education skills. She is an experienced and well-traveled outdoor educator and guide with a strong passion for environmental sustainability and social justice. In her spare time, she enjoys adventuring, contemplating life, living holistically, and participating in community-based social and environmental movements.



Jen Holden, Communications Coordinator

Jen is the newest member of the BTCEA team and brings with her a wealth of knowledge, experience and passion for sustainability, social justice and youth engagement. Jen has a Bachelors Degree in Political Science from Wilfred Laurier University and is currently working on her master's degree in Studies in Policy and Practice from the University of Victoria. Jen co-develops creative, strategic and innovative ways to promote SLS in regional school districts and within the BCTF and Ministry of Education. Jen is currently developing BTCEA's new student ambassador program and works with Maureen to map and direct the organization's outreach efforts.



4. Grants and Fundraising

A significant amount of energy goes into the grants written by Operations Manager Marcus Hynes and Creative Director Maureen Jack-LaCroix. Until the social enterprise revenue grows, the organization totally depends upon this essential support. The following grants, sponsorships and wage subsidies were received within the 2012-2013 fiscal year:

- BC Gaming - \$27,500
- Enterprising Non-Profits -\$10,000
- Emterra Environmental - \$5,000
- Boeing/AeroInfo Systems - \$25,000
- Hamber Foundation - \$2,000
- Bowman Employment - \$6,000
- Vancouver Foundation Small Neighbourhood Grants - \$450
- Canada Summer Jobs - \$12,000
- Chris Spencer Foundation - \$5,000
- BC Hydro - \$10,000