

Dear BC Grasslands member and fellow grasslands supporter:

It is important to us that our members and donors are well informed about the current status of our organization. As you know, the BC Grasslands has faced, and continues to face, enormous challenges unprecedented in its history. We are not alone in this as most environmental organizations in British Columbia have experienced similar cuts in funding from government, foundations and provincial gaming grants.

BC Grasslands is determined to weather this storm. We have implemented cost-cutting measures to significantly reduce our overhead. We are focusing on our Mission Statement to ensure that everything we do furthers our mission and vision. We have increased our efforts to heighten our profile through attendance and participation at events, enhanced media coverage, and reaching out to the public.

We were the financial beneficiary of the first ever *Earth Run* in Kamloops last spring. In June our *Festival in the Grass* attracted several hundred people to the Lac du Bois grasslands. Similarly, our 10th Anniversary Celebration dinner in Knutsford attracted many new members and over \$6,000 was raised. In September we raised \$1500 through a raffle for an original work of grasslands art.

We now have a dedicated *pro bono* Volunteer Coordinator who is developing a coordinated work plan for identifying volunteer opportunities to advance BC Grasslands goals. These and other activities have allowed us to continue with our unique and important work of protecting our precious grasslands.

We have developed a new approach to fundraising and the Fundraising Action Plan recently approved by the Board calls for us to undertake many innovative measures to ensure our ongoing viability. One key action item in the plan calls for us to double our current membership by March 2011. A simple way to do this is to ask each and every member to bring in one new member and so we are asking you to accept this challenge.

If you know of another person who shares your love of grasslands and would be willing to support BC Grasslands by becoming a member, please provide them with our contact information at www.bcgrasslands.org.

There are many other ways to further support the excellent work of our organization. As we enter this new era in our history we will depend more and more on the participation and support of volunteers at many levels. For those who find it easier to provide financial support we have implemented an automatic monthly donation program using electronic funds transfer technology and we have had strong uptake from the Board, staff and members. Thank you for your ongoing support.

In Conservation,

David Zirnhelt
Chair, BC Grasslands

Bob Moody
Executive Director, BC Grasslands