



Clayoquot and Barkley Sound

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Annual Report 2020



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## Message from the Executive Director

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The Raincoast Education Society is and has always been a community organization.

It was with great community pride and satisfaction that we celebrated the RES 20th anniversary in 2020. And when I reflect upon what we have accomplished, I think about all of us in Barkley and Clayoquot Sound, everybody who has ever worked for, volunteered with, participated in, and supported the RES and that's a long list indeed! While we weren't able to celebrate in a way that could bring us all together, we nonetheless continued to find creative ways to focus on our mission to deliver high-quality, science-based educational programming to the people within our region.

Field School continues to be the beating heart of the RES. Everything we do—whether its research, monitoring or conservation outreach—trickles down into the lessons and adventures that Kira de Leeuw and Maddy Bolt deliver to the kids from both our elementary schools.

The winter Speaker Series drew record numbers via Zoom and connected esteemed speakers and educators with people far beyond our own community!

Also on Zoom, Gisele Martin offered two programs: Nu-u-chah-nulth Wandering Words, where she shared with us how the language reveals the interconnected nature to plants, animals, people & place, and Uuqmis Tla-o-qui-aht Language and Culture Youth Program, a program that creates opportunities for familiarity between Tla-o-qui-aht youth and territory, cultural lifeways, land guardianship, and language learning experiences.

Our West Coast Ambassador Program continues to be a success and is once again in full swing. Imagine my pleasure the other night, while setting up to catch shorebirds, when I overheard a group of newly arrived hospitality workers excitedly talking about our course that they had just attended.

I, like many others I'm sure, feel lucky to live in a place where it makes sense to imagine the year in terms of events: herring spawn, shorebird migration, salmon runs, tuna season, winter surf, and so on. We are lucky here at the RES to think about our work calendar in much the same way: Field School, Speaker Series, Language Program, RES Institute, Ambassador Program, Summer Camps, and all of the other fun work projects that flow one into the next.



# OUR MISSION

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**“To shape an environmentally sustainable future for the Clayoquot and Barkley Sound region through education and community stewardship.”**

We seek to accomplish our mission by delivering a broad range of high-quality educational and research programs, such as field school, speaker series, summer camps, school programs, events, and research programs focused on the natural environment, cultures, and communities of the Clayoquot and Barkley Sound region.



## OUR AIM

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Our aim is to enable citizens within and beyond the Clayoquot and Barkley Sound region to participate knowledgeably, effectively and responsibly in the work of shaping this future for our region and for our planet.

We work with a broad range of public, private and community institutions and agencies, both within and beyond the region to establish and maintain a high-caliber education and research network and to reflect a wide range of perspectives in all of our educational and research activities.





# RES Celebrates its 20th Year Anniversary!

We've come so far over our 20 years of operation. From expanding into two communities, creating and growing our following through social media, and diving into the world of research, the RES continues to excite and support the Clayoquot and Barkley Sound region.

*A big thank you to all members over the years for pushing the limits and continuing to believe in what we do!*

Unfortunately, due to the state of the world we were unable to celebrate our 20th year anniversary the way we would have liked. With a cancelled beloved festival, our spirits were down... that is until we received so much extra love and support from our community.

Thank you again for your contributions during our Fall Fundraiser- **Double your Dollars** event!



## Double your Dollars

During our Double your Dollars event, we reached out to ask for our community's support to help us ensure Field School remained a key component of the educational experience that children in our community could count on. Doubling our donation dollars came to the total of \$49,638.42 for the 2020/21 year of Raincoast Field School.

Due to Long Beach Lodge Resort and two very generous community members, all donations up to a total of \$35,000 were matched! All donations were processed by Clayoquot Biosphere Trust to ensure that the RES received 100% of donations with no overhead or transaction fees.



# 2020 HIGHLIGHTS

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## Virtual Learning

### The creation of Raincoast field school @home

Raincoast Field School @home is an interactive online program delivered by Raincoast Field School instructors, educators and scientists. This new program was quickly developed to provide our local students (and beyond) nature-based programming during COVID-19 related school closures.

Twice-weekly we produced online programming filmed and produced right here in the Clayoquot Sound. This programming helped keep kids excited and engaged with interactive videos, scavenger hunts and homework challenges.

Over the 2020 school closures, Raincoast Produced 12 educational videos, each focusing on a different local ecosystem. Some of our all-time favourite videos produced include; Shorebird Migration, Magical Mudflats, and Predators & Prey of the Intertidal. All Field School @home videos can be found on our website! Go check it out for a good laugh and knowledge boost!

### Summary of Program:

Total Number of Educational Videos: 12

Total Number of Youth Reached: Average of 50 students would attend each live showing via zoom every Tuesday and Thursday.  
 $50 \times 12 = 600$  viewers







# 2020 HIGHLIGHTS

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## Virtual Learning



### Online West Coast Ambassador Program

Our long-time running Ambassador Program aims to build a strong and healthy community, encourage a positive attitude and responsible citizens, and improve community relations between visitors and local businesses. Typically these programs would be held outdoors with our instructors but we successfully made the switch to an online platform to continue this amazing program even during a world-wide pandemic. All local residents new and old were welcomed to participate in this great, free initiative to expand their knowledge of the area and increase their participation in the communities of Ucluelet and Tofino.

Each 3-hour evening session was held via zoom this year, and ran during the spring months. These programs are a great way to get up-to-date local information relevant to anyone living and working in Tofino and Ucluelet.

#### Courses offered:

Small Town, Big Picture Tofino: 9	Attended: 72
Small Town, Big Picture Ucluelet: 3	Attended: 62
Terrestrial Ecology: 6	Attended: 83
Marine Ecology: 6	Attended: 107
Nuu-chah-nulth Lands and Waters: 8	Attended: 92



# 2020 HIGHLIGHTS

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## New Bus

### Out with the old and in with the new!

We were so excited to purchase a new Raincoast Field School bus this year! We said goodbye to the old and with open arms welcomed the new. The purchase of this bus ensures we can continue to adventure the Clayoquot and Barkley sound ecosystems in safety, comfort and style throughout the school months and summer programming season.





# YOUTH PROGRAMMING



## FIELD SCHOOL

Field School is one of our best known and loved programs. We were so happy to continue running Field School in both communities over the 2020 year. With new coordinators joining the team, we were able to adapt and rise to the challenge of a disrupted school year. We still managed to work with all classes in both elementary schools educating every local student K-7.



### Field School Outings:

- Tofino: 58
- Ucluelet: 53

## YOUTH CAMPS

Over the 2020 summer months we offered day camps in both Tofino and Ucluelet. Children ages 6 to 12 were welcome to join in on the fun. This year we held two camp weeks in each community: Ocean Camp was all about learning and exploring living things in the sea. Forest Camp encouraged campers to discover the wonders of the forest and hone in on their survival skills.



### Camp Participant Summary:

- Tofino Ocean: 8
- Tofino Forest Camp: 4
- Ucluelet Ocean: 12
- Ucluelet Forest Camp: 6

## BEACH SEINES

Our instructors and summer staff organized multiple Beach Seine demonstrations at the beach front of Tofino Sea Kayaking. Over the summer months we welcomed the public to come get their hands wet as they held and observed species of the eelgrass ecosystem. This free, hands-on drop in taught community members the importance of eelgrass habitat and their benefits to the environment.



### Beach Seine Summary:

- Seine demonstrations: 6
- Total participants: 45

## PLANKTON TUESDAYS

Though you may not always see them, plankton are out there and some will become a feast for tiny fish or giant whales. This summer we encouraged community members and visitors to come observe plankton up close and learn more! Every Tuesday during the summer, we set a pop-up stand in the breezeway next to Ocean Outfitters with plankton samples and microscopes.

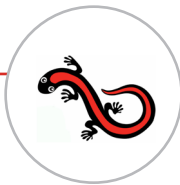


### Plankton Tuesdays Summary:

- Plankton days: 6
- Total participants: 64







# ADULT PROGRAMMING



## SPEAKER SERIES

During the winter months of 2020 we continued to host speakers and welcomed community members to participate in in-depth discussions about locally, regionally and globally relevant issues. This year's theme was all about the little guys, we hosted 4 speakers contributing to our topic; Charismatic Microfauna.



### Speaker Series Attended:

- Carpenter Ant: 35
- Pteropods: 55
- Kaptivating Krill: 40
- Sex in the Sea: 46

## STORY MAPS

Our communications department teamed up with Royal Roads University to learn the techniques behind using the ArcGIS program- StoryMap. This new program has allowed our team to uniquely present our media contents in the form of video and image. The creation of this years StoryMap helped display our Shorebird research in a fun interactive way. Our visually compelling StoryMap helps us present our research in a straightforward format that is easy to digest!

## DISCOVER & DINE

Something new this year- we teamed up with Long Beach Lodge to host our first ever Discover & Dine Series. This program focused on education and exploration as we led our group outside to experience hands on coastal foraging. Later in the day, Chief Shaun Snelling put on a cooking demonstration and prepared a fine dining experience using the foraged sea items for our guests.



### Discover & Dine Attended:

- Shellfish: 16
- Seaweeds: 16

## LANGUAGE PROGRAMS

This year Gisele Martin led our Leaves and Language Event. This program encouraged community members to learn about Nuučaanuḷ languages and world view. Gisele taught writing systems, practiced sounds and sentences and attendees got a glimpse into the significance of the official language of this place.



### Language Program Summary:

- 4 sessions
- 87 community members



# 2020 RESEARCH

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In our 2020 RES year, we were actively involved in a number of scientific research and monitoring projects in Clayoquot and Barkley Sound. Our work in this field may sometimes go 'under the radar', but it's an important part of our mission. Mark Maftai, our Executive Director, takes the lead on many of these projects and works in collaboration with partners from other local, provincial or national agencies and organizations. This year we had the opportunity to facilitate and participate in 3 ongoing projects: waterfowl surveys, shorebird surveys and the collection of salmon diet samples.



## SHOREBIRDS

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Working in collaboration with Pacific Rim National Park Reserve and Environment and Climate Change Canada, we continued our multi-year study of shorebird distribution and movement within our region. This spring we conducted a total of 12 full surveys of the Tofino Wah-nah-jus Hilt-hoo-is Mudflats WHSRN site; we trapped and tagged a number of birds to learn more about local movements and also began a collaborative study of shorebird diet with researchers from the University of Western Ontario.

Our project aims to understand when and how shorebirds use different habitats within the Clayoquot Sound UNESCO Biosphere Reserve in both spring and fall, and ultimately inform management decisions aimed at minimizing the effects of human disturbance on migrating birds.





# WATERFOWL

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Working in collaboration with the Nature Trust of BC, we carried out a multi-year census of overwintering waterfowl in the Tofino Mudflats Wildlife Management Area. The goal of this project was to conduct a series of bimonthly winter (Nov-Apr) on-the-water surveys to determine the current abundance, diversity and distribution of overwintering waterfowl and other birds within the TMWMA and to develop a baseline dataset with which to assess long-term trends.



# SALMON DIET PROGRAM

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Since 2019, the RES has been working in collaboration with the University of Victoria's Fisheries Ecology and Marine conservation lab to collect diet samples from adult Chinook and Coho salmon in Barkley and Clayoquot Sound.

The RES is working with local and visiting sport and commercial fishers to learn more about adult salmon diet by collecting the intact stomachs of landed fish. In 2020, a few of our team members helped to collect 52 winter salmon stomachs during the Poet Nook fishing derby. This was a huge success! Winter samples are WAY more valuable to this ongoing research.

Way to go team!



# OUR IMPACT OVER THE YEARS



Youth Educated

9662



Hours of Adult Education

2799



Field School Trips

550



Summer Interns

40

@raincoast.education



Posts/Followers  
2864

@raincoasted



Posts/Followers  
4024

@raincoastfieldschool



Posts/Followers  
568

@raincoastEd



Posts/Followers  
441

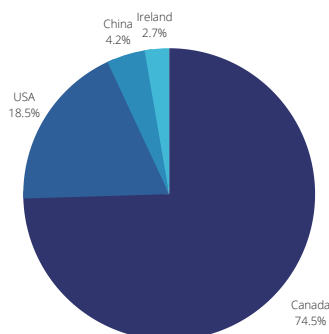
## No, in this case more is not better!

It is difficult not to play in the social media game! It is the world in which we live right now. We all struggle with how much time we take out of the work we are trying to achieve just to stay in the game. At the Raincoast Education Society our different accounts have different purposes & different audiences. Some of these audiences are quite well defined, so our goal is to tailor our outreach to specific demographics.

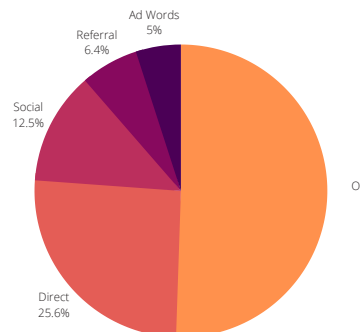
- With our Field School Instagram *@raincoastfieldschool* we want to reach the parents of the children involved in our Field School Programs. We want them to see their kids doing 'cool stuff' in this amazing place we are privileged to call home, and be part of the kids learning in our outdoor school room: the beaches, forests of Tofino, Ucluelet & the Pacific Rim National Park Reserve.
- Our Facebook *@raincoast.education* & our Instagram *@raincoasted* connects us to people interested in learning more about our adult education programs, events, fundraising efforts and research projects.

## www.raincoasteducation.org Site Analytics

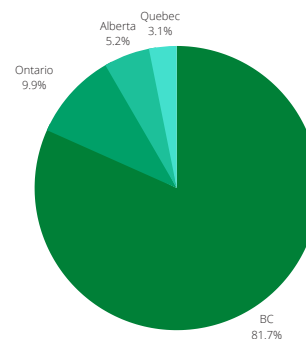
Country Origin of Audience



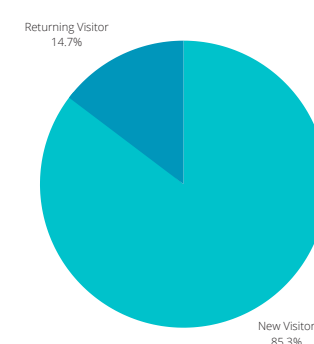
How do they find us?



Province Origin of Audience



User Information





# SUPPORTORS & PARTNERS



The  
Harwig  
Foundation



Ucluelet  
Elementary School  
Parent Advisory  
Council



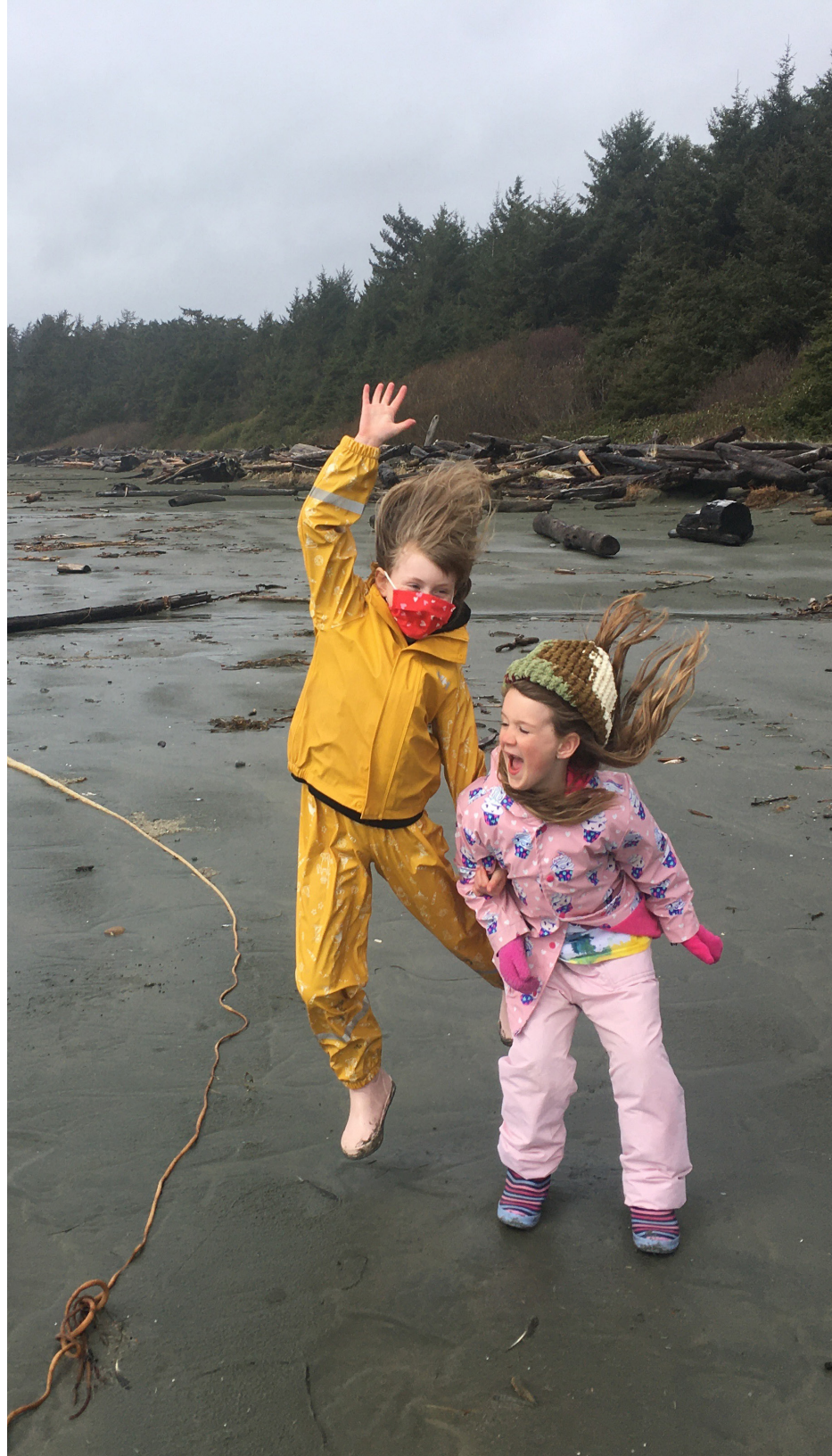
MIEKE DUSSELDORP  
PERSONAL REAL ESTATE CORPORATION



- BC Parks
- Central Westcoast Forest Society
- Clayoquot Biosphere Trust
- Common Loaf Bakeshop
- District of Tofino
- District of Ucluelet
- Eco Canada
- Jamies Whaling Station
- Judy Gray Realty
- Long Beach Lodge Resort
- Mieke Dusseldorp Realty
- Nature United
- Nature Trust of BC
- Ocean Outfitters
- Pacific Coast Airlines
- Pacific Sands Resort
- Paddle West Kayaking
- Parks Canada
- Remote Passages



- Service Canada BC
- T'ashii Paddle School
- The Harweg Foundation
- Thornton Creek Hatchery
- Tribal Park Alliance
- Tofino Botanical Garden
- Tides Canada
- Tofino Long Beach Chamber
- Tofino Sea Kayaking
- Tofino Time
- Tourism Tofino
- Tourism Ucluelet
- Tuff City Radio
- Ucluelet Aquarium
- Ucluelet Chamber of Commerce
- Ucluelet PAC
- Westerly News
- Wickaninnish
- Wild Pacific Trail





***INSPIRING OUR COMMUNITY TO  
CONNECT WITH NATURE THROUGH  
EDUCATION AND RESEARCH***

**Every Year We:**



lead outdoor  
educational  
activities  
reaching 800  
youth



lead 200+ FREE  
field trips for  
local students



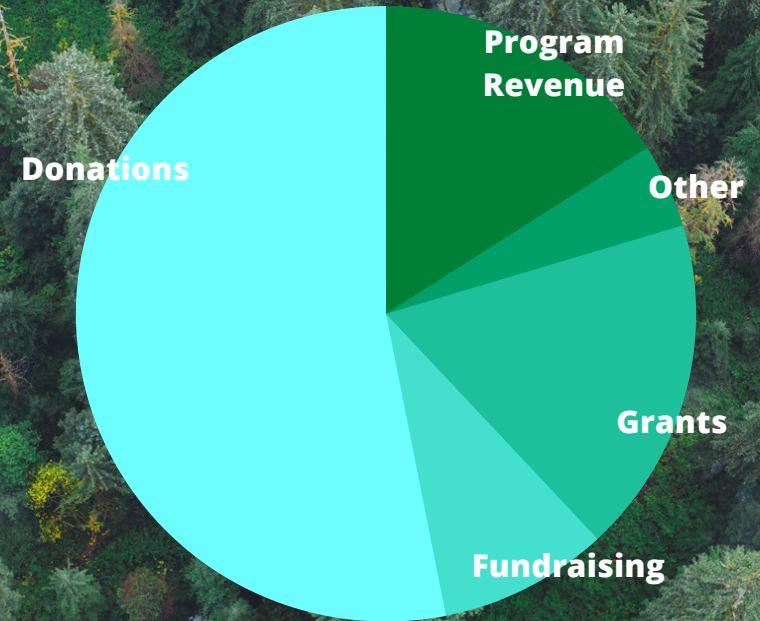
provide 200  
hours of adult  
education



spend 50+ days  
monitoring  
local wildlife  
populations



**OUR FUNDING**



**RAINCOAST EDUCATION SOCIETY:**

- is a non-profit, registered Canadian Charity Established in 2000
- is a neutral, non-advocacy organization committed to delivering science-based programming
- serves the communities of Clayoquot and Barkley Sound, in the territories of the Hesquiaht, Ahousaht, Tla-o-qui-aht, Toquaht and Yuutuitath First Nations



<b>Income</b>	
Donations	
Individual Donations	2,125.00
Cooperate Donations	36,360.25
Foundation and Trust Donations	98,033.65
Total Donations	\$136,519.78
Grants	
Government Grants	65,304.00
Non-government Grants	7,260.00
Total Grants	\$72,564.00
Fundraising Revenue	2,695.29
Program and Event Revenue	41,395.90
Contract Revenue	10,005.00
Office/printer Sublet	383.20
Interest Earned	315.28
Total Income	\$263,878.45
<b>Gross Profit</b>	\$263,878.45
<b>Expenses</b>	
Payroll Expenses	
Wages & Salaries	236,214.57
Employer Taxes	16,451.56
Allowance	719.00
WorkSafeBC Premiums	4,072.35
Total Payroll Expenses	\$257,457.48
Contract Wages	25,818.00

Fundraising Expenses	
Program and Event Expenses	5,864.61
Research Expenses	7,810.93
Marketing Expenses	1,907.01
Office Expenses	1,499.19
Honorariums	583.00
Merchant Fees	1,439.76
Bus Insurance	1,981.87
Liability and Directors Insurance	2,603.23
GST Expense	
Dues & Licences	373.53
Web & Software Expenses	1,626.41
Professional Fees	4,598.25
Bus Fuel and Repair	4,010.46
Travel Expenses	13,515.40
Rent Expense	7392.00
Phone Expense	805.99
Interest Paid	-1880.64
Meals and Entertainment	191.80
Professional Development	1,404.03
Reconcilliation Discrepancies	-0.87
Amortization Expense	3,596.61
<b>Total Expnses</b>	343,495.62
<b>Other Income</b>	
Gain (loss) disposal of assets	-678.03
Covid Support Income (CEWS/CERS)	96,063.30
CEBA Loan Income	10,000
<b>Total Other Income</b>	105,385.27
PROFIT (deferred revenue)	25,768.10





# SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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The Raincoast Education Society would not exist without the generous support of our community donors and partners. The Raincoast Education Society operates as a registered Canadian charity, the donations made by community individuals and corporations support 55% of our total operating costs.

We are incredibly grateful for those that have decided to join us in our efforts to conserve Clayoquot and Barkley Sound's old-growth forests, streams, shorelines, and waters, and maintain our region as one of the most ecologically rich landscapes on the planet.

Please consider becoming one of our supporters. Visit our website for more information or to donate.

Have questions? email: [info@raincoasteducation.org](mailto:info@raincoasteducation.org) or visit [www.raincoasteducation.org](http://www.raincoasteducation.org)





# STAFF

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We welcomed in a few new faces in the 2020 year and said goodbye to some very special team members.

*Executive Director:* Mark Maftei

*Director of Operations:* Shanti Davis

*Communications Director:* Stefania Gorgopa and Sarah Timberlake

*Field School Coordinators:* Taylor Sidak, Carrie Harbidge, Amy Benskin, Kira de Leeuw, and Madison Bolt

*Cultural Educator:* Gisele Martin

*Summer Interns:* Hailey Campbell, Sylvia O'Brian, Tara Warkinton, Samantha Pendersen



# BOARD

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Our board is comprised of five dynamic local residents who reflect a range of educational backgrounds, experiences, and expertise in natural and social sciences, non-profit governance, and education.

Dennis Morgan: *Business Owner*

Melanie Morris: *Teacher at Wickaninnish Community School*

Tom Stere: *Coast Guard & Tofino Counsellor*

Vera Webb: *Accountant*

Colin Zacharias: *Risk Management Consultant*