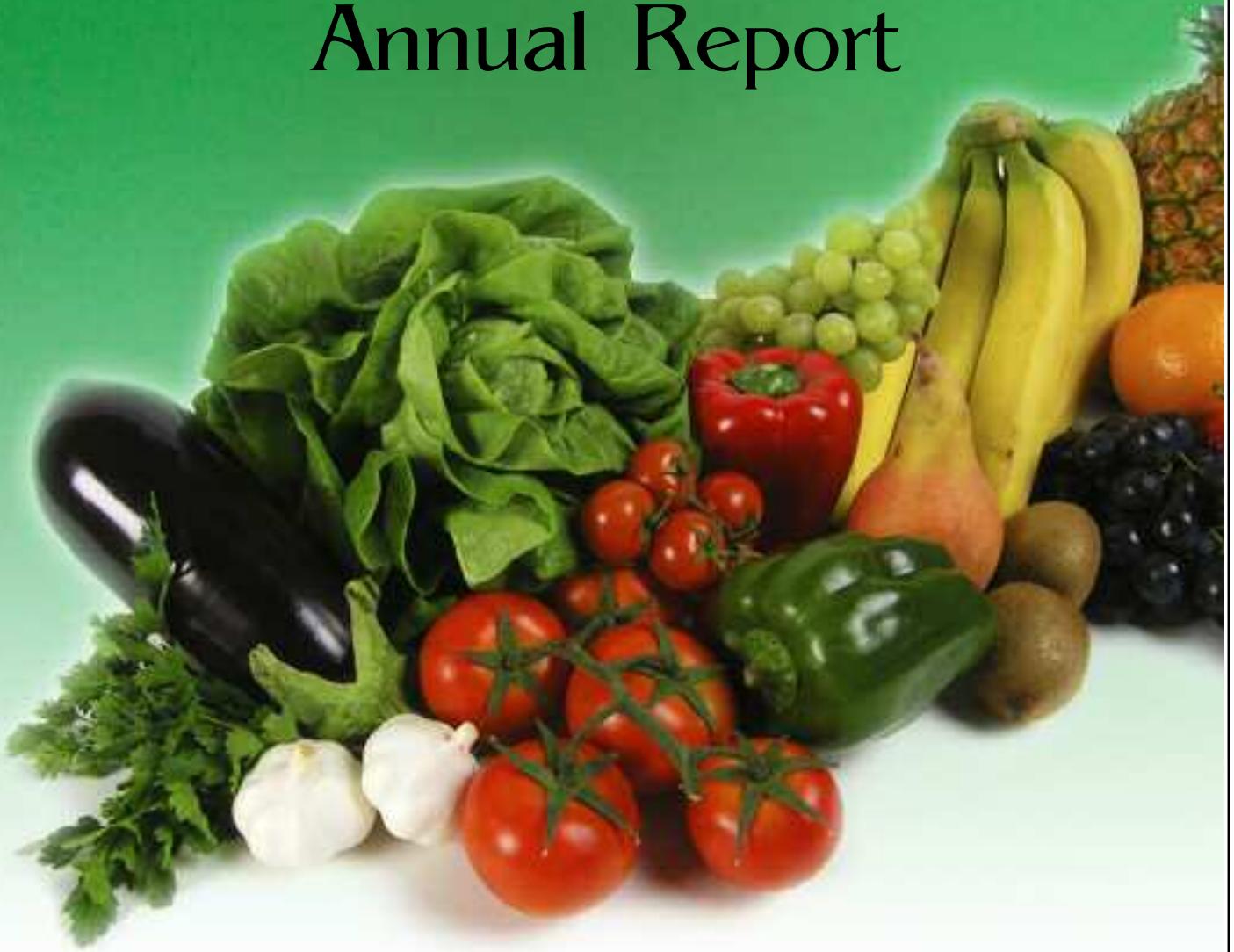


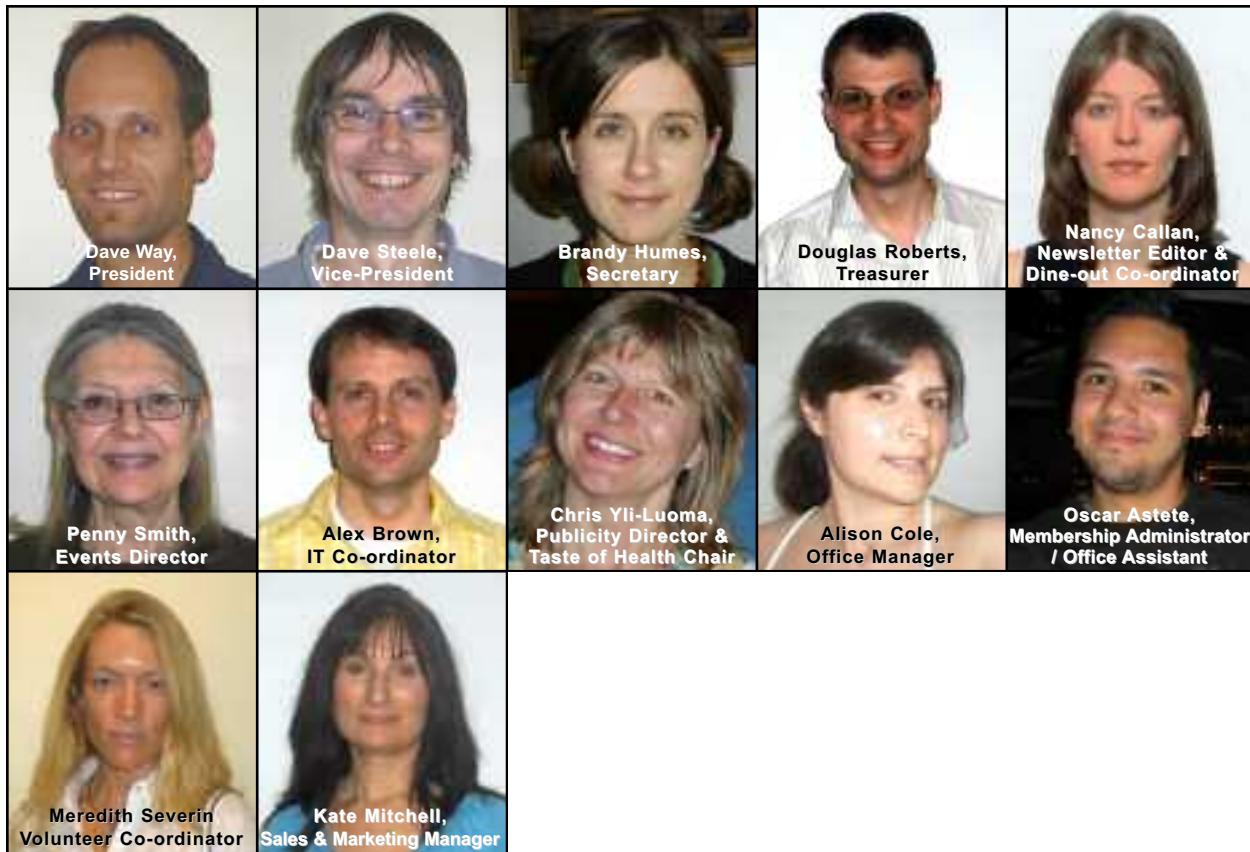


Earthsave Canada
HEALTHY PEOPLE. HEALTHY PLANET.™

2007 Annual Report



www.earthsave.ca



2006-07 Board of Directors

Dave Way – President

Dave Steele – Vice-President

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Penny Smith – Events Director

Chris Yli-Luoma – Publicity Director & Taste of Health Chair

2006-07 Staff & Services

Alison Cole – Office Manager

Oscar Astete – Membership Administrator/Office Assistant

Marianne Verigin – Membership Administrator/Office Assistant

Maura Chestnutt – Potluck Co-ordinator

Kate Mitchell – Sales & Marketing Manager

Jennifer Arthur – Taste of Health Exhibitor Sales Manager

Deb Gleason – Volunteer Co-ordinator

Meredith Severin – Volunteer Co-ordinator

Anita Norman – Webmaster

Credits

Layout & design: Jennifer Poohachoff

Editors: Alison Cole, Dave Steele

Contributors: Alex Brown, Nancy Callan, Alison Cole, Meredith Severin, Penny Smith, Dave Steele, Dave Way, Chris Yli-Luoma

Photos: Alison Cole, Jennifer Poohachoff, Silvia Wilson, Laurie Bates-Frymel

Message from the President



Reflecting on the past year for Earthsave is instructive and heartening. Successful programs continue to introduce people to the benefits and pleasures of plant foods and at the same time we continue to explore new directions.

Major steps forward are often related to new people, or familiar people in new roles. Kate Mitchell has long volunteered her time and skills to Earthsave. Recently we have amalgamated several important tasks into one position and Kate is now the Sales and Marketing Manager for Earthsave. She brings her background in the health food industry to the table and is helping to raise our community profile. She is working on acquiring vendors for Taste of Health 2007, building the member discount program and securing potluck sponsorships, among other things. All of these important jobs are now getting the attention they deserve and our organization is lucky to acquire her dedication and skills. Anyone with connections or ideas can email Kate at marketing@earthsave.ca.

Treasurer Doug Roberts has exceeded the Board's expectations with his breakdown and analysis of our finances, helping to chart a safe course for the organization, avoiding the cash flow crunches that sometimes hobbled us in the past.

Alex Brown has presided over the change to a rebuilt and refreshing website, increasingly an important tool for spreading our message. Interested folks can access us 24 hours a day, year-round and we now have a payment system on the site for memberships and donations, as well as a link to buy related products through an affiliate program. Alex now has a crew of volunteers working hard to keep our site current, helping to spread the work out.

Alison continues to do a wonderful job in not only the Office Manager position, but much volunteer work in her own time, out of passion for the mission we all share. This has included the updated *Vegetarian Directory*, which I believe to be our most useful single resource and very easy to pass on to people who might be wary of vegetarian literature. Because everyone's gotta eat!

Several people have helped to transition the Saturday office hours from paid staff to a volunteer-run period, keeping the Resource Centre open at a convenient time for the members and general public. Thanks go to Oscar Astete, who later became a paid office assistant during the week. Cindy Lee and Vivek Joseph also gave up some time on their weekends to assist the organization and all of us. Behind the scenes, Mirielle Quamme has worked quietly and with dedication for over two years, carefully registering all of the Resource Centre materials into a computer database. We appreciate the hard work that she has put in over such a long time to serve all of us so well. On a related note, we are sorry to see Marianne Verigin move on from her work here in our office. Best wishes.

Potlucks are moving towards a group-run structure and we welcome foodies to help out in any way, from setting up to supervising the food to manning the merchandise table. Pretty easy ways to contribute!

For the first time, we had a presence at the car-free festival on Commercial Drive, a good event to reach people who might be interested in our message. If any readers are aware of an event that might be a good fit for Earthsave, please email Penelope at events@earthsave.ca.

Of course, with so many creative people in the organization and so many possibilities, we have had ideas that could really build the organization and spread the word in new and powerful ways. For that, we need extra hands. Most of us are already busy, but making time for a couple of hours here or there in the month is usually possible if the activity matters enough to us. I encourage you to visit our website and choose something that you can contribute to. Many volunteer activities are not technical in nature. We just need people who are ready to contribute. If you have people skills, if you can speak well on the phone, if you have organizational skills, we can use you and you can make a difference. Please make this the year you help out with the gift of your service.

Hoping to see you at our many events,

Dave Way, President



Our Mission:

Earthsave Canada is a non-profit, educational organization promoting awareness of the health, environmental, and ethical consequences of our food choices. We advocate the move towards a plant-based diet for better health, environmental sustainability, and compassion toward non-human animals.



History of Earthsave and Reaching out to the Earthsave Mission

The EarthSave Foundation was started in the United States in 1987 by John Robbins as a result of overwhelming response to his book, *Diet for a New America*.

Earthsave Canada grew out of the excitement generated by a presentation by John in Vancouver in the fall of 1989. Earthsave was legally incorporated as a non-profit society in British Columbia on March 1, 1990. With yet another visit by John that month, the resulting media coverage gave Earthsave Canada a tremendous boost and membership began to grow.

After six years of steady growth, affiliation with EarthSave International – in the United States – became official at the Annual General Meeting in May of 1996. We now boast a membership base of over 600 individuals and families, an office and resource library, 2 part-time office employees, 2 contracted out staff, and are poised for continued growth into the future. Earthsave Canada is proud to be one of the largest Earthsave chapters in the world.

Earthsave shares information face to face with the public in a variety of ways, and this year, we attended many community events to spread the Earthsave message via information tables and interactivity with the public. Our volunteers spoke to hundreds of people, distributed literature, sold Earthsave memberships, and answered questions about Earthsave and ethical, environmental, and health issues related to food. Our friendly, well-informed event volunteers are often the first contact the public has with Earthsave and are vital ambassadors for the organization. Among the events we attended this year, co-ordinated by **volunteer Events Director Penny Smith**, were:

- Capers Sustainable Living Eco Fair
- Animal Voices Film Festival
- World Urban Festival
- Commercial Drive Car Free Day
- Your Local Farmers Market
- 1st Annual Earthsave Holiday Gift Market
- Vancouver Wellness Show

Educational and Social Food Gatherings – Our Monthly Potlucks

As part of Earthsave's educational mandate to promote and encourage the transition towards a plant-based diet, we hold regular **vegan monthly potlucks**, open to all. Potlucks are lively social gatherings where participants share an array of delicious appetizers, entrées and desserts and listen to engaging guest speakers. The potlucks were co-ordinated by **Maura Chestnutt** and **Meredith Severin** this year.

On the last Sunday of every month, up to 50 Earthsavers and other interested people gathered to share delicious plant-based food at the Vancouver Environmental Information Centre (also known as the SPEC building) in Kitsilano. Every potluck features an informative speaker presenting on a topic related to Earthsave's mission. Abundant prizes – for the best vegan dishes and for our raffle – keep the event lively. Among this year's potluck presentations have been talks on **Genetically Modified Foods; Straight Vegetable Oil with Biofuel Technology; “Power of One” Humane Education; Starting a Community Garden; and Ayurvedic Cooking**.

Potluck attendees must bring a vegan dish containing approximately eight servings. Members enter for free; non-members pay a nominal \$3 fee. Our potlucks are open to not only Earthsave members, but to anyone who wishes to enjoy some great, healthy food in a social atmosphere. These events are a great way to learn about and taste a large variety of delicious plant-based foods.

Dining Out In Town – Discover a Metropolis of Plant-based Food

Not all of those we wish to educate about the impacts of food choices have the skills or



Earthsave members and the public come out once a month to enjoy a feast of plentiful dishes and listen to a variety of different guest speakers at our potlucks

interest in cooking for a potluck. That's where Earthsave's dine-outs come in, and also serve to those who enjoy trying out the different plant-based cuisines that the Lower Mainland has to offer. Earthsave dine-outs are the practical counterpart to our theoretical educational outreach on the consequences of food choices. Representing a wide variety of ethnic cuisines, dine-outs offer the chance to try new restaurants and to sample a much larger variety of dishes than would be possible if diners went on their own. Most of the restaurants are not exclusively vegetarian, but a varied and impressive vegan menu is always prepared for each dine-out. Since prices always include tax and tip, the meal is also a great deal. On average, 30 to 60 vegetarian, vegan and omnivore guests attended these generally sold out events this year, with as many as half being non-members. Dine-outs were co-ordinated by **volunteers Nancy Callan, Maura Chestnutt, and Liberty Mulkani**.

This year, the Earthsave dine-outs, open to all, increased both in geographical reach and in attendance. We held dine-outs in restaurants in both Vancouver (west and east-side) and North Vancouver. Dine-out co-ordinators regularly had to turn away waitlisted diners and **attendance went as high as 100 at one dine-out**, showing the popularity and great

success of this program. Brunch dine-outs were also introduced this year, providing a complement to our traditional evening meals. Cuisines ranged in variety from **Indian to Greek to Chinese to Lebanese**, which allowed diners to truly taste a broad spectrum of delicious plant-based foods. Some memorable dine-outs of the year took place at **La Mascotte Bakery and Café, Central Bistro, Cafe Caribana, Bo Kong Vegetarian Restaurant, Chai Gallery Lounge, and Bodhi Choi Heung Vegetarian Restaurant**.

Earthsave is dedicated to introducing diners who wish to make more environmentally sound, compassionate and healthful food choices to businesses who support them in this endeavour. And to that end, Earthsave wishes to support these restaurants in any way possible. If you own such a restaurant or know of one, do not hesitate to contact us. Earthsave welcomes the opportunity in connecting like-minded businesses with the public in promoting the enjoyment and benefits of plant-based foods.

Communications and Publications

With almost 100% unique and local content, our bi-monthly newsletter the *Canada Earthsaver*, has a readership of approximate-

ly 3,000. Distributed to Earthsave members and supporters, partner businesses, the library system, and at Earthsave events, the newsletter is edited by **volunteer Director Nancy Callan**, and produced by **volunteer layout designer Alison Cole**. The newsletter's aim is to educate the general public about the environmental, ethical and health issues related to food choices, as well as to create community among members and others concerned about these issues. The *EarthSaver* also informs about upcoming Earthsave events such as potlucks, dine-outs and the Taste of Health vegetarian food festival, and regularly features film, book and other product reviews.

Environmentally oriented articles over the past year have included articles on such topics as whether eating locally is best, **how our food choices also contribute to global warming**, the high costs of organic meat and dairy and how choosing organic foods benefits not just your health, but the environment as well.

Health related articles have included discussion of **whether athletes can thrive on a vegan diet**, whether soy can be considered safe, a look at which fats are healthy, whether we need supplements on a vegan diet, **the benefits of low fat vegan diets on Type II diabetes**, whether there is enough B12 in a vegan diet, and the causes and risks of the bird flu.

Articles on ethical issues have included a piece by a former dairy farmer on **the realities of modern dairy farming**, discussion of the debate over animal rights versus welfare, an article educating about the realities of livestock transportation to slaughter, and an article outlining **how to have a traditional, yet cruelty-free Christmas dinner**.

Many other pieces touched on all three of these aspects of our mission. Others profiled environmentally friendly and ethical businesses, reviewed books or gave cooking tips, such as how to cook without eggs. If you missed any of these articles and we have piqued your curiosity, take a look on our website under our newsletter archives to view them.



One hundred people attended our brunch dine-out at Bo Kong Vegetarian Restaurant in December.

We are proud of our little publication and wish to thank all the volunteer writers who have contributed articles this year and, in particular, **Vice-President Dave Steele** for his well-researched, scientifically accurate contributions, which have resulted in articles that have been noticed in other circles, requested for reprint, and even referred to in other publications.

We continue to sell our 310-page cookbook, *The Vegetarian Manifesto*. A rich information resource, it is chock-full of unbeatable vegan recipes and useful reading about transitioning to a plant-based diet. As part of Earthsave's educational mandate, we have continued this year to give away these books as prizes at our monthly potlucks and to our weekly email update quiz winners. The book is available for sale at the Earthsave Bookstore, at Earthsave events, and at Banyen Books and Sound. It will also soon be available for purchase on our website.

The **Earthsave Canada website** remains a central communication hub for the organization, where anyone can find out about our programs and activities with the click of a mouse, or access numerous informative articles pertaining to our mission. The website gets over 3,000 hits a day – that's **90,000 hits per month**. Recognizing both the importance of keeping up with technology and meeting the needs of our online visitors, our dedicated volunteers and staff have been working hard this year on a renovation of the website that includes a host of features, such as online membership sign-ups and renewals, membership community interactivity, and a modern, user-friendly layout. We have several new dynamic content-based pages, such as our "In the News" page and our "Recipes" page, which are regularly updated to provide site visitors with a steady supply of useful information about food choices today. Watch for more exciting developments, as Earthsave's website evolves into a community-driven site, run by Earthsave members and volunteers, for the benefit of the public at large.

Earthsave Canada's popular Internet Forums continue to be an outlet for our



Canada Earthsaver newsletter archives:
www.earthsave.ca/newsletter

Earthsave website:
www.earthsave.ca

Earthsave Internet

Forums:
<http://forums.earthsave.ca>
or visit website and click
on the **Forums' link**.

Earthsave Weekly Email Update:
www.earthsave.ca/elists.html

members and the general public to voice their opinions regarding the environmental, health and ethical consequences of our food choices.

The forum receives hundreds of visits per day and there is lots of lively discussion. Visitors post and reply on a variety of engaging topics, but most just read for information. Popular topics include the health benefits of plant-based diets, the environment and what we eat, restaurant recommendations, the emotions of animals, and recipe sharing. Many topics have been viewed tens of thousands of times! Our forums also list job opportunities, both within and outside Earthsave. The housing and classified ad topics are popular as well.

Earthsave's **weekly email update** is sent free to over 1,700 people. Subscribers are kept up-to-date on Earthsave events, other local events of interest, and the latest news on food issues from media around the world. Every update includes a vegan recipe and a chance to win a copy of Earthsave's *Vegetarian Manifesto* cookbook and resource guide. Over the last year, the email update was administered by **volunteers Dave Steele, Jacqueline Cheung and Pamela Wong**. Anyone can subscribe by going to www.earthsave.ca/elists.html. Joining the weekly email update list is a great way to keep informed!

We continue to send out information packages to anyone who requests. The packages include information on Earthsave and the benefits of plant-based diets. Just call or email the office to order an info pack and we'd be happy to send one out right away.

Outreach

Taste of Health

Earthsave Canada's **eighth annual vegetarian food festival**, Taste of Health, was held the last weekend of September at the Croatian Cultural Centre in Vancouver. Earthsave members were given free admission to the event as were all who cycled to the event. Another significant change was a stronger attempt to "green" the show by having composting and recycling stations set up throughout the venue, encouraging vendors to consider what they were using when sampling food items, and providing the restaurants with plates, cups and cutlery that were non-disposable.

Once again we had approximately 2,500 people come out to see the **speakers, visit vegetarian product vendors, try out vegetarian foods, watch cooking demonstrations and attend workshops**. Earthsave also hosted our

own membership and resource information tables, plus a book fair.

Visitors to the event were presented with a range of topics ranging from health and nutrition; environment and animal issues; and food and dietary insights. Plus, a special one hour screening of *The Future of Food* documentary film was shown at the conclusion of each day. Speaker highlights included: Simply Enough founder and spokesperson **Rae Sikora**; raw food chef & author **Paul Nison**; wellness coach **Kathy Johnson**; biodiesel expert **Mike Divell**; vegan body builder **Robert Cheeke**; Farm Animal Welfare Project Co-ordinator **Bruce Passmore** and youth activist **Ashley Fruno**. Cooking (and un-cooking) demonstrations were put on by chef **Patricia Ganswind**, chef **Aaron Ash**, and ayurvedic cooking instructor **Gita Vadhvana**,

This year's two day event, nearly all volunteer organized and produced by **volunteer Director Chris Yli-Luoma**, made use of 125 volunteers who ran and assisted with the various activities of the weekend. Taste of Health continues to be Earthsave's trademark annual event, with further plans of growth for the future. We will continue to use this worthwhile opportunity to reach the community and share the knowledge of good, healthy, plant-based foods to all those who attend.



2,500 people came out to Taste of Health this year to sample vegetarian products, listen to speakers, and more!

Film Screening Events

Earthsave co-sponsored the second annual two day **Animal Voices Film Festival** the first weekend of June, presented by the Animal Voices radio program. Held at the H.R. Macmillan Centre in Vancouver, the festival featured the Canadian première of the documentary film *Mad Cowboy*, based on Howard Lyman's book linking contemporary farming practices with the current threat of Avian flu and mad cow disease. The Mad Cowboy himself was there to grace the audience with his entertaining and engaging presence.

Earthsave also presented screenings of the documentary film *The Future of Food*, at the

May potluck and at Taste of Health, along with presentations by Eleanor Boyle of the Coalition for a GE Free BC, and Earthsave Vice-President, geneticist Dave Steele. This film presents an in-depth look into the controversy over genetically modified foods.

Healthy School Lunch Program

With the awareness of the number of large players involved in this issue of bringing healthier food options into schools, Earthsave's Healthy School Lunch Program shifted its focus this year to the more modest goal of creating presentations for delivery to kids in schools and to the development of online resources. Despite the eagerness of many volunteers to assist with the program, work has been stalled due to the lack of volunteer co-ordination for the committee. We hope to continue the program in the coming year if we can find a volunteer co-ordinator. Please contact us if this position interests you. Needless to say, if you are willing to fund the hiring of a paid co-ordinator, once again, we would be so pleased to hear from you.

Humane Education

In July, in co-operation with the Vancouver Humane Society and the International Institute for Humane Education, Earthsave co-sponsored the **Sowing Seeds Humane Education Workshop**, a 2 day training event that teaches how to offer empowering, effective, and transformative humane education programs. Attendees of the workshop learned how to provide people with the insight they need to make truly informed choices that help create a humane world where exploitation of humans and animals will be a thing of the past.

Special Interest Groups - Readers Group and 25 and Under Group

Earthsave's Special Interest Groups have continued to evolve and grow over the past year. These groups further Earthsave's educational mission, through teaching people about food choices in a social setting.



The Readers Group enjoyed many lively discussions and good food this year.

The **Readers Group**, co-ordinated by volunteers **Cylia Wong and Denise Swanson**, continued to study many excellent books related to Earthsave's mission this year, each culminating in lively and insightful discussions at either various local veggie-friendly restaurants or group members' homes. The group has been thriving, with members reading and discussing such powerful books as **T. Colin Campbell's *The China Study*, Ethical Vegetarianism: From Pythagorus to Peter Singer**, **Marion Nestle's *Food Politics***, **Peter Singer's *Animal Liberation***, and **Jared Diamond's *Guns, Germs and Steel***.

The mandate of the **25 and Under Group**, co-ordinated by committee volunteer **Ahlaam Mahmood**, is to educate the young generation about plant-based diets and its benefits to a healthy lifestyle. Garnering awareness is key to its success, and the group plans to work on building a strong core of young individuals, ages 25 and under, who are interested in driving the group's endeavours. This year, the 25 and Under Group enjoyed a few potluck dinners and a dinner outing at Radha Yoga and Eatery. Events planned for the future include leafleting at public venues, and further social and educational events for youth such as potlucks and movie nights.

Membership

Being a member of Earthsave Canada is more than just a financial contribution – it is a sign of sustained dedication to our mission. As a not-for-profit charitable organization, we rely on our members to keep Earthsave running. **Memberships enable us to provide support and education to those in the process of transitioning towards a plant-based diet or to those who just want to learn more about the consequences of their food choices.** At Earthsave, we also offer the opportunity for connection with other like-minded people; we have numerous social events throughout the year where people can connect around common food-related issues. If you support what we do at Earthsave and believe in our mission, we encourage you to become a member.

To be informed of upcoming Readers Group and 25 and Under Group events, sign up on the respective email lists at:

www.earthsaver.ca/elists.html

Earthsave Canada has over 600 members, the majority of whom live in the Lower Mainland of British Columbia and **represent a diverse dietary spectrum.** Some are vegans who want to further the Earthsave mandate; others are omnivores interested in learning more about their health and the effects their food choices have on the world and the animals in it. Individual memberships are \$36 a year, family memberships \$48, senior memberships \$24, student memberships \$12, and cor-

porate memberships \$96 per year. Memberships can also be earned by volunteering 30 hours at Earthsave.

Our members enjoy many benefits, such as:

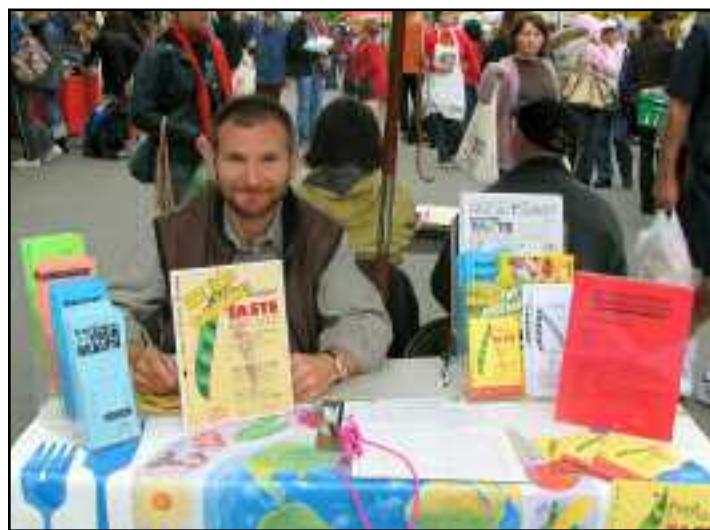
- Subscription to the bi-monthly newsletter the *Canada Earthsaver*
- Borrowing privileges at the Earthsave library
- Free entry to potlucks and to our annual vegetarian food fair, Taste of Health
- Discounts at dine-outs and other Earthsave events
- 10% discounts at the over 70 businesses and restaurants that are part of Earthsave's Member Discount Program (the *Health Partnership Program*)
- 10% discount on Earthsave merchandise and bookstore items
- A *Vegetarian Starter Kit* that includes nutritional information, menu suggestions, and recipes

Monthly Giving

We encourage members to join our sustained giving program. With sustained giving, 1/12 of the annual membership fee is withdrawn from the member's bank account each month. Sustained giving reduces Earthsave's administration costs, thus enabling more money to go towards our programs. It also allows us to confidently plan further ahead and develop longer-term programs and projects with the guaranteed monthly cash flow. Sustaining members never have to remember to renew their memberships, since this type of membership is renewed automatically. Members can withdraw from sustained giving at any time. Tax receipts are issued at the end of the year for monies contributed above the base membership cost.

Health Partnership Program

In support and recognition of Earthsave Canada's work, dozens of businesses and restaurants generously offer our members a 10% discount off their goods and services. Partners receive an honorary Earthsave membership, discounts at other participating businesses, and advertising in the *Canada*



Membership fees allow Earthsave to attend many community events and publish and distribute educational literature to the public.

Earthsaver newsletter and on our website. Earthsave recognizes the importance of strengthening our connections with the business community; we strive to form relationships that are beneficial for Earthsave, our members and the many businesses that support our mandate and programs.

The Earthsave Resource Centre – Open to Members and the Public

Earthsave Canada's office and Resource Centre, located in the Vancouver Environmental Information Centre at **2150 Maple Street in Kitsilano, Vancouver**, is a place where both members and the public can browse the library and bookstore, take free literature, sign up for memberships, or find out about upcoming events and programs.

Promotion of our **Bookstore** this year included gift certificates for sale and book sales at our monthly potlucks and regular community information tables. An up-to-date list of our book inventory is always available on our website, and we will soon be transferring our bookstore to the Earthsave website to have **an online presence where visitors will be able to purchase books** from their computers. Our books always retail at prices lower than the suggested retail price, making the Earthsave Bookstore the first place to look for books on healthy eating, animal compassion, and environmental issues. Members receive a further 10% discount on all bookstore items and may borrow books, videos, DVDs, and magazines from our always growing library of materials.

The **Earthsave Library** features excellent resources, including the latest issues of vegetarian lifestyle magazines, vegetarian cookbooks, and newly released books and DVDs. Each week over the past year, the Resource Centre has introduced a new book or DVD into the library, including great titles like *Pleasurable Kingdom* by Johnathan Balcombe, *The Omnivore's Dilemma* by



Earthsave honorary member, Gyro the cat, on one of his frequent visits to the Earthsave office.

Michael Pollan, and the *Creative Low-fat Vegan Cuisine* DVD by Jill Nussinow. Donations of materials to the library are also appreciated. Earthsave gratefully acknowledges the work of **Resource Centre volunteer Mirielle Quamme**, who has continued to work diligently this year on updating materials in the Library database and maintaining the organization of the Library. The inventory of library items can be viewed at www.earthsave.ca/resource_centre.

In meeting the demand for a directory resource of vegetarian-friendly businesses in the Lower Mainland area, Earthsave Canada published its second edition of the *Vegetarian Directory for the Greater Vancouver area* for 2007. 30,000 copies (twice as many as the previous year) of the full-colour, eight panel brochure were produced, and they have been flying off the shelves as residents of and visitors to the GVRD use this handy and up-to-date resource to locate veg businesses in the city such as restaurants, natural food stores, cooking classes, and caterers. As the distribution of the Directory grows, so does the extent of Earthsave's reach into the community. The Directory is available for free at the Earthsave Resource Centre, on the Earthsave website, and at many participating businesses throughout the city.

Media Coverage

In 2007 the majority of our PR efforts revolved around getting publicity for the annual Taste of Health vegetarian food festi-

**To become an
Earthsave member,
or to renew your
membership, visit
www.earthsave.ca/join
or call the office at
604-731-5885.**

val, headed by **volunteer Publicity and Advertising Director Chris Yli-Luoma**. Early efforts in the spring ensured that we built greater awareness about TOH in various magazines and community calendars. As well, some one-on-one placements in the local press gave us some valuable coverage on several of our presenters.

Our paid advertising was increased to include a monthly mention in one of the local print publications, *Commonground Magazine*, as well as several ads running in the Festival Cinemas theatres. **This is part of an ongoing effort to try and build up our membership and awareness of Earthsave Canada.** And we expanded our paid ads for the annual Taste of Health trying to generate more foot traffic for the event.

Plans for the coming year include regular PR releases that tie in to existing events, such as "Vegetarian meals for Thanksgiving" and "10 Gifts a Vegan Would Love to Receive". A recent posting for assistance has generated some strong interest from volunteers who are keen to help build up more awareness for Earthsave Canada.

Fundraising

Our 13th successful BC Gaming grant application brought in funds to help stage

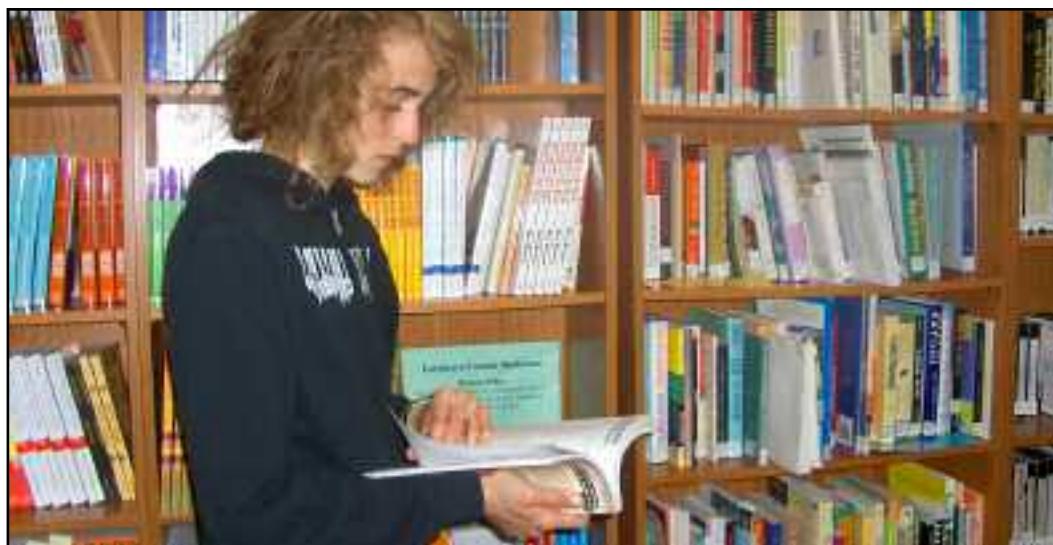
our annual Taste of Health festival and our on-going Outreach program. We are grateful for this source of revenue and actively search for additional funding to cover overhead costs, new programs and events, and to keep our Resource Centre running.

We received a sizeable grant from Eden Conservation Trust this year, which is being put to good use in covering potluck expenses, resource centre costs and guest speaker fees.

Earthsave Canada's **fourth annual Holiday Fundraising Drive** brought in over \$6,500, graciously donated by our members and supporters. These donations are being used to fund the printing of our newsletter and Vegetarian Directory, as well as for other Outreach programs. **Over fifty volunteer hours** of planning and assembling materials were put into the collaborative effort of this year's Holiday Fundraising Drive.

Our Sustained Monthly Giving Program has further grown in the past year. More members now support Earthsave with a monthly contribution instead of an annual membership fee. This ensures guaranteed monthly revenue for the organization.

This January, to meet the increasing need of having a cohesive and organized effort



A visitor browses the Earthsave Resource Centre Bookstore and Library.

put into pursuing the organization's many sales fundraising opportunities, Earthsave hired long-time volunteer and sales professional **Kate Mitchell into the new part-time role of Sales and Marketing Manager**. Kate brings with her a stellar skill set and passion for the organization that has allowed us to start to consistently penetrate the market for making sales and acquiring donations for the organization. In this new role, she is focussing on selling Taste of Health exhibitor booths, and Vegetarian Directory and newsletter ads, as well as obtaining event sponsorships and product donations.

Volunteers – The Backbone of Earthsave

The Board of Directors, Volunteer Co-ordinator and staff at Earthsave Canada would like to extend a heartfelt **thank you to all the wonderful volunteers** who have dedicated their time and talents to making our activities and programs a success. As a volunteer-run non-profit organization, we highly rely on volunteer support to carry out the important work of educating people about the consequences of their food choices, which would otherwise not happen. From hosting information tables at community events, to organizing dine-outs, to writing newsletter articles, to contributing in a multitude of ways at Taste of Health, volunteers make it happen!

Our weekly Thursday drop-in volunteer nights at the Earthsave office, supervised by volunteers **Andrea Jung, Rita Chung and Nathan Fraser** this year, continued to provide much needed administrative support and are a great way to meet like-minded people and to learn about how others are making their dietary choices. This year, over 500 volunteer hours were spent completing simple yet important office tasks. Every membership package, newsletter mail-out, and every brochure perused, is thanks at least in part to an Earthsave volunteer somewhere. Not only does this volunteer work enable us to accomplish more, it helps greatly in reducing our overhead expenses.



Over 100 volunteers gave their time and skills to Earthsave's eighth annual 2-day Taste of Health vegetarian food festival.

Deb Gleason continued to run our Volunteer Program until the fall of this year, culminating in the very large job of successfully recruiting and co-ordinating 125 volunteers for the Taste of Health vegetarian food festival in September. She has been succeeded by current **Volunteer Co-ordinator Meredith Severin**, who brings experience and a fresh approach to the organization's volunteer recruitment strategy. Plans for the future to develop the Volunteer Program include establishing a rewards and incentives credit system for volunteer hours, implementing a Volunteer of the Month program and internship program, and hosting a summer volunteer appreciation barbecue of delightful veggie food and fun to celebrate the work and effort of our valued volunteers.

Earthsave volunteers come from a variety of backgrounds and have a broad range of skills and experience. Earthsave offers the opportunity to connect with and learn from others holding common values. Volunteering at Earthsave is a rewarding way to gain valuable work experience and contribute to your community. Please contact us if you would like to make a difference and be a part of the team!

Special thanks to...

**189 volunteers
this year put in
over 3,000 hours
at events such as
Taste of Health,
potlucks and
information
tables, as well as
at our weekly
volunteer nights,
and other
volunteering for
the office.**

| | | | |
|---------------------|----------------------|-------------------|-----------------------|
| Allart | Chris Falkingham | Ali Mirdamad | Sue Tabata |
| Ann | Lorraine Fenkner | David Mitchell | Brent Taylor |
| Cally | Laura Ferguson | Kate Mitchell | Richard Tse |
| Casey | Jax Fitzgibbon | Michael Mott | Jolanta Vaitekonyte |
| Kathleen | Nathan Fraser | Liberty Mulkani | Bonnie Vandurme |
| Matt | Heather Freeland | Emily Murgatroyd | Grant Vanston |
| Teresa | Anthony Fulker | Leslie Nakamura | Marianne Verigin |
| Virgil | Glenn Gaetz | Danielle Nanton | Tony Vernelli |
| Lucila Alvorez | Priya Gandhi | Jill Nick | Brad Wallen |
| Homeyra | Ian Garber | Dennis Nicoll | Galen Wang |
| Amiryeganeh | John Gauthier | Toshihiro Nitta | Lisa Warren |
| Oscar Astete | Deb Gleason | Emily Nixon | Dave Way |
| Kaley Babuin | Paul Grewal | Antonella Nizzola | Karen Webster |
| Ellen Bahn | Gerry Grieve | Anita Norman | Matt Wilkins |
| Anamaria Basic | Geoff Guest | Kitana Nuttall | Steven Wolf |
| Ben Bateman | Alexandra Gunn | Katherine Oblock | Cylia Wong |
| Laurie Bates-Frymel | Chris Hajek | Wanda O'Hara | May Wong |
| Leslie Baxter | Suji Han | Jennifer Okoli | Pam Wong |
| Karen Belanger | Electra Harris | Peter Parhar | Tiffany Woo |
| Dianna Marie | Benjamin Hornblow | Jeung-ho Park | Jing Wu |
| Berton | Christine Huang | Mitsy Poirier | Chris Yli-Luoma |
| Cynthia Bleiler | Jennifer Hughes | Layne Powell | Michael Young |
| Dave Bol | Brandy Humes | Oliver Prange | Ria Zapf |
| Isabela Borges | Angela Jenkins | Delaney Pucci | ...and to anyone else |
| Alex Brown | Vivek Joseph | Debbie Purdon | we may have |
| John Burgess | Andrea Jung | Mirielle Quamme | missed! |
| Nancy Callan | Poornima | Laura Ramsay | You are all |
| Lynette Campbell | Kadambari | Justis Raynier | appreciated! |
| Kim Carmichael | Tina Kaminiarz | Caroline Rechia | |
| Kitty Chan | Yuriko Kawazoe | Amanda Riches | |
| Joanne Chang | Karen Keyes | Doug Roberts | |
| Shelby Chapman | Aya Kitagawa | Nick | |
| Karen Cherrington | Doug Knight | Rojratananavich | |
| Maura Chestnutt | Tomoko Kondo | Emily Rose | |
| Jacqueline Cheung | Philip Lam | Chris Ryll | |
| Alicia Chia | Kristen Lauhn-Jensen | Ena Salomon | |
| Susan Chin | Cindy Lee | Murray Salomon | |
| Jonathan Choi | Jeannette Lee | Targol Salehi | |
| Nancy Chow | Nicholas Lee | Nadine Saunders | |
| Joanne Chung | Marlene Lepage | Gyata Schulz | |
| Rita Chung | Abby Leung | Meredith Severin | |
| Alison Cole | Sofia Liao | Jacquelyn Shaw | |
| Julie Comber | Robert Light | Mark Sylvester | |
| Vanessa Conzon | Joy Lin | Kulpreet Singh | |
| Maya Credico | Chia-Shin Lo | Manjula Singh | |
| Chris Cruthers | Mannie London | Carmen Smith | |
| Stuart Currier | Suzie London | Emma Smith | |
| Lauren D. | Karl Loskin | Penny Smith | |
| Asita Das | Carly Lovett | Nicholas Spears | |
| Jen Day | Joanna Lovett | Katie Stafford | |
| Jessica Delaney | Ahlaam Mahmood | Dave Steele | |
| April Desilets | Diane Martin | Benita Sun | |
| Kris Dickie | Katherine McCord | Jaya Supernaut | |
| Roya Dindarsafa | Daniel McGraw | Kisha Supernaut | |
| Celeste Dwrelye | Evan McGraw | Denise Swanson | |
| Andrea Eadie | Lorna Mertz | Yvonne Szeto | |

2006-07 Financial Highlights

Revenues

| | |
|-----------------|----------------|
| Donations | 51,292 |
| BC Gaming Grant | 42,000 |
| Taste of Health | 28,681 |
| Memberships | 15,078 |
| Retail Sales | 6,650 |
| Other Income | 3,103 |
| Advertising | 1,587 |
| Events | 883 |
| Total | 149,274 |

Expenses

| | |
|-----------------------------|----------------|
| Office Administration Wages | 37,278 |
| Taste Of Health | 36,126 |
| Printing and Reproduction | 12,829 |
| Miscellaneous* | 8,649 |
| Volunteer Program | 6,833 |
| Office Rent | 5,433 |
| Postage and Delivery | 5,130 |
| Cost of Goods Sold | 5,048 |
| Events | 4,486 |
| Insurance | 4,036 |
| Office Supplies | 3,286 |
| Advertising | 2,263 |
| Telephone/Internet | 2,086 |
| Affiliation Fee | 1,946 |
| Fundraising Expense | 1,349 |
| Total | 136,778 |

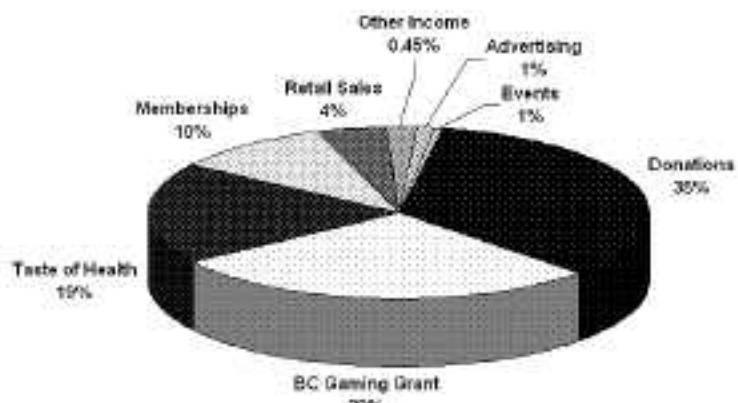
* 'Miscellaneous' includes bank charges, professional fees, travel expenses, resource centre materials, donations, and GST

The above figures are Earthsave Canada's financial highlights only. Complete financial statements for 2006-07 are available upon request.

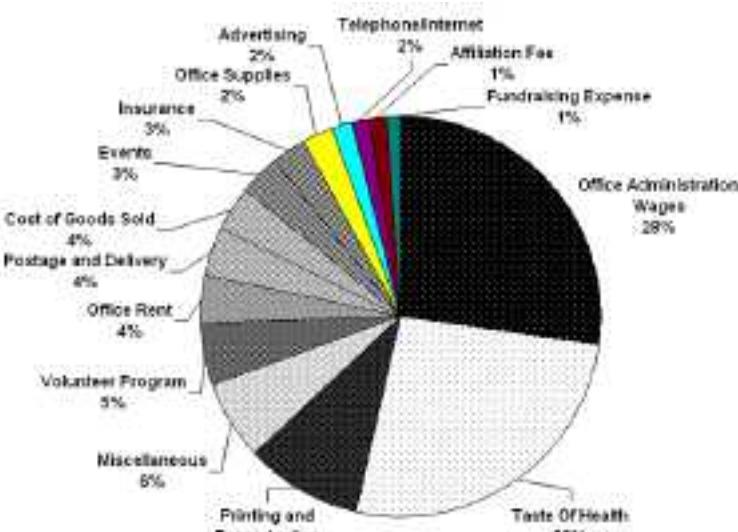
Earthsave gratefully acknowledges the following organizations and businesses for their support in 2006-07:

- BC Gaming
- Eden Conservation Trust
- Happy Planet
- Kootenay Kitchen
- Laura-Leah Shaw (Realtor)
- Mysala Foods
- Nature's Path
- New Zealand Kiwi Fruit
- Turtle Island Tofurky
- and all potluck prize donors

Revenues



Expenses



Earthsave Canada Annual General Meeting & Potluck

**Sunday, June 17th, 2007
2150 Maple Street
6:00pm**



Earthsave Canada is a non-profit, educational organization promoting awareness of the health, environmental and ethical consequences of our food choices. We advocate the move towards a plant-based diet for better health, environmental sustainability, and compassion for animals.



Earthsave Canada
HEALTHY PEOPLE. HEALTHY PLANET.™

Earthsave Canada

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office@earthsave.ca

promoting awareness of the health, environmental, and ethical consequences of our food choices