

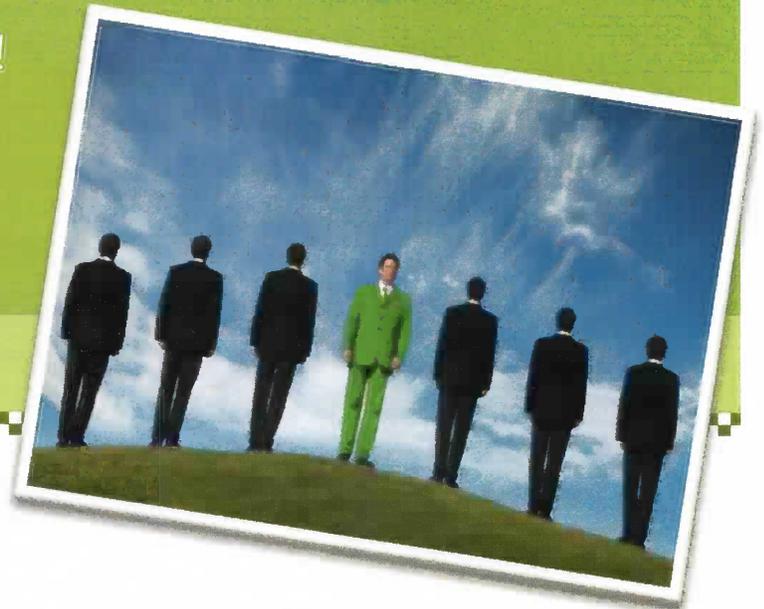


# One for BC

\$1 can make a lasting difference!

*"Together Conserving British Columbia's Future"*

Support your community:



## Why Land Trust Alliance of BC? (LTABC)

Community Leadership

We are a registered charitable organization (872062468RR0001) committed to land conservation and preservation across BC.

Be part of the Solution

LTABC is made up of 27 land trusts from across the province. Combined we represent over 100,000 British Columbians and have saved more than one million acres of vital land.

Build a Greener Brand

Build a working relationship with a non-profit organization that actively gives back to your company through marketing, brand loyalty and consumer recognition.

## Corporate Partnership

Work with our charity to show your company's commitment to supporting your community and to protecting the environment for generations to come.

There is **no cost** to your company. We will supply all marketing material needed for the program. (signs, tent cards, etc.)

A percentage of every dollar raised is returned to your company to cover all administrative costs.

We pride ourselves on flexibility. If your company has other ideas or would like to set up a modified version of the program, we are more than happy to work with you to develop a program that best fits your company.

Land conservation is one of the fastest growing causes with increased public concern.



**Land Trust Alliance**  
BRITISH COLUMBIA

Want more information?

Contact the LTABC office at 250.590.1921. We are more than happy to meet with your company to discuss all options.



# What's the *ONE* program all about?

A voluntary donation of \$1 by each of your customers will allow your business to support the work of the Land Trust Alliance of BC and its members across BC

The *ONE for BC* program has been developed with our corporate partners to create a sustained revenue stream for land conservation and preservation efforts across the province. To date, our membership has helped save more than 1 million acres and combined we represent more than 100,000 British Columbians (volunteers, donors, landowners).

Our membership includes 30 land trusts from around the province:

- Bowen Island Conservancy
- Central Okanagan Land Trust
- Comox Valley Land Trust

- Coquitlam Land Trust
- Cowichan Land Trust
- Delta Farmland & Wildlife Trust
- Denman Conservancy Association
- Discovery Coast Greenways Land Trust
- Fraser Valley Conservancy
- Gabriola Land & Trails Trust
- Galiano Conservancy
- Gambier Island Conservancy
- Habitat Acquisition Trust (HAT)
- Haida Ecological Land Trust
- Hornby Island Conservancy
- Islands Trust Fund
- Kootenay Land Trust Society
- Malaspina Land Conservancy Society

- Mayne Island Conservancy Society
- Nanaimo & Area Land Trust Society
- Nature Conservancy of Canada
- Nature Trust of BC
- North Okanagan Parks & Natural Area Trust
- Pender Islands Conservancy Association
- Quadra Island Conservancy & Stewardship Society
- Quamichan Watershed Stewardship Society
- Salt Spring Island Conservancy
- Savary Island Land Trust Society
- The Land Conservancy
- Valhalla Foundation for Ecological & Social Justice
- \*AND 70 additional environmental groups and individuals



## Our program brochure includes:



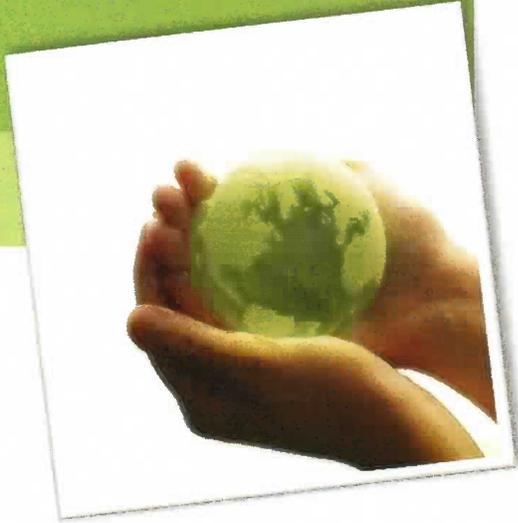
- Basic information about the program
- The benefits to your company for partnership with LTABC
- Frequently asked questions
- An agreement form

\* LTABC understands not all businesses are the same. If the \$1 program does not seem like the right fit, we are happy to work with your company to find a way for you to participate. Other possible options include adding 1% of the total amount onto the customer's bill or donating 1% directly to LTABC. Give us a call at 250.477.4766 - we are dedicated to finding a solution that best suits your company's vision of community involvement.

# Basic Information about our Program



The Land Trust Alliance of British Columbia is constantly looking at new ways to help business to be at the forefront of helping preserve British Columbia's environment.



## No cost to your business:

- The program has been designed to have no cost to your business. For each bill given to a customer, a \$1 voluntary donation will be added. This donation will go directly to LTABC and will be used to promote land conservation and preservation across BC.

## Working together:

- LTABC understands that there will be administrative costs for both the set up and the annual costs to maintain the program. To cover these costs, LTABC will refund your company an agreed percentage of the total donation your company brings in.
- LTABC is willing to help your business in any way possible. We are more than happy to participate in marketing campaigns or any other promotional activities.

## What LTABC does for you:

- You will receive recognition for your business' contribution to the community
- Your business will receive special thanks and free advertising in our semi annual magazine distributed province wide through MEC, Valhalla Pure Outfitters and to our membership, with an estimated readership of 60,000+
- You are given the option to have your business website linked to the listing on the LTABC website.
- A press release thanking your business, for maximum media exposure.

## TOURISM MARKETING CAMPAIGN

LTABC will place advertising for your business in the following publications:

1. Tourism Victoria's *Vacation Guide* with a distribution of **225,000** in domestic, American and overseas markets.
2. Tourism BC's *Vancouver Island Travel Planner*, with a distribution of **150,000** in more than 500 locations.
3. Tourism BC's *British Columbia Outdoor Adventure Guide*, with a circulation of **130,000** in more than 130 visitor's centers.
4. Tourism BC's *British Columbia Vacation Planner*, with a circulation of **250,000** in domestic, American and overseas markets.
5. Tourism Vancouver's *Visitor's Guide*, distribution of **375,000**
6. Thompson Okanagan Tourism Association's *Visitor's Guide*, with a distribution of **110,000** through BCAA, BC ferries, trade shows, etc.

**Total Circulation: 1.2 million**

**Estimated Readership: 5 million**

# Frequently Asked Questions

## How Do I Set Up the *ONE for BC* Program?

- Most businesses will elect to include \$1 in the base price, while others will add it to the customer bill. We encourage you to make that decision based on your individual business.

Eg. A hotel charges \$109/night, and may choose to add \$1 to the room charge, making it \$110/night.

OR

Eg. The cost of the total stay for the guest comes to \$225; the business chooses to add \$1 to the total stay, making it \$226.

## How Does the Customer Learn About the Program?

- Signage at front desks, posters and room signs are displayed to let your customers know that your business supports Land Trust organizations. We can provide signs and other material if you wish.
- You are not expected to explain the program directly with each customer, unless they ask.

- As a donation, no sales tax is added to the contribution. If a customer does not want to make the donation, it is the responsibility of the business to take the donation off their bill. From previous program experience, this rarely happens.
- There are different ways that businesses solicit the donation. We are willing to sit down and discuss what option works best for your situation.
- LTABC also promotes the program and encourages individuals to patronize businesses that participate in the *ONE for BC* program.

## Can I Take a Tax Deduction?

- No, as the customer is making the contribution.
- Businesses wishing to get a tax deduction can make a contribution directly to LTABC.
- If the business is making a donation rather than collecting from the customer, the business is entitled to a tax receipt.

## What if the Customer Uses a Credit Card?

- If the transaction is charged to a credit card, most businesses choose to absorb any associated fee. Since the contribution is \$1 of the gross sale, the percentage of the fee for the \$1 is minuscule and will be offset by your administration fee.

## How Do I Send Collected Donations to LTABC?

- The most convenient time to send your donations is when you pay your sales tax, which is usually monthly. You may, however, wish to pay quarterly if that is more convenient.
- LTABC is happy to remind you when funds need to be received.
- Please remember that funds collected from customers are donations and legally must be donated to the registered non-profit organization that the donor intended

***If you have any other questions, please don't hesitate to contact LTABC at 250.477.4766.***



*Abkhazi Gardens in Victoria, BC. Protected by LTABC member The Land Conservancy.*

*Dark Woods Forest. Protected by LTABC member The Nature Trust of BC.*



## Where do the donations go?

All funds go directly to the Land Trust Alliance of BC, and will be used for funding conservation projects in communities across British Columbia.



ONE for BC